

ABSTRACT

Research studies on user experience in mobile applications have been widely applied to various fields, especially in IT. However, there is still little research on measuring user satisfaction through user experience analysis on mobile applications in the context of public sector services. The author has designed a set of questionnaires that consist of 30 positive statement items using a Likert scale as a measurement. In this research study, multiple linear regression analysis was used to determine the relationship between user satisfaction as the dependent variable and interactivity, information, and navigation affordance as the three independent variables. Based on the results and discussion of this research study, there is a significant influence of the interactivity, information, and navigation affordance variables on the user satisfaction of the SIARAN TANGSEL mobile application, with information affordance having the most influence. Considering that there are still another 48.5% of variables that have not been studied in measuring the level of user satisfaction in the SIARAN TANGSEL mobile application, the author encourages further research to study and analyze the remaining elements.

Keywords: User Satisfaction, User Experience (UX), Technology Affordance, e-Government, Mobile Application