

Intisari

Peningkatan kegiatan belajar mengajar merupakan hal yang sangat penting yang ditandai oleh banyaknya institusi yang saling bersaing untuk meningkatkan kualitas pendidikan mereka. Hal ini agak sulit dilakukan mengingat kegiatan belajar mengajar tidak hanya melibatkan kemampuan pengajar namun juga masukan yang diajar atau, dalam kasus ini, mahasiswa. Menjawab pertanyaan tersebut, lahirlah ISSLA (*Indonesian Survey of Student Learning Activity*), sebuah instrumentasi dalam bentuk survei untuk mengukur keterlibatan mahasiswa dalam kegiatan belajar mengajar yang terinspirasi dari survei sejenis yakni NSSE (*National Survey on Student Engagement*).

Pada tahun 2015 ISSLA telah diberlakukan kepada lebih dari 13.000 mahasiswa semester 3 dan 8 di berbagai fakultas di UGM. Bersamaan dengan pengujian survei ISSLA, sebuah kuesioner UEQ (*User Experience Questionnaire*) ikut disebar untuk mengukur nilai *user experience* yang didapatkan pengguna. Namun, hasil dari pengujian UEQ yang dilakukan kurang memuaskan.

Untuk itu penelitian dilakukan dengan merombak tampilan *website* untuk memberikan kesan *modern* dan juga *mobile-friendly*. Selain itu, ditambahkan fitur baru yaitu *dashboard* untuk membantu admin dalam pemrosesan data. Hasil pengujian UEQ terhadap *website* telah dikatakan memuaskan. Dari 6 aspek yang diuji yaitu daya tarik, kejelasan, efisiensi, ketepatan, stimulasi, dan kebaruan mendapatkan nilai secara berturut-turut 1,313; 1,539; 1,320; 1,016; 0,984; dan 0,797. Nilai ini telah dibilang berada di atas rata-rata kecuali untuk aspek ketepatan dan stimulasi yang masih berada di bawah rerata. Nilai ini kemudian akan dibandingkan dengan Nilai UEQ yang lama menggunakan uji signifikansi Z dan hasil perhitungan hasil terbukti memang terdapat peningkatan yang signifikan dalam perubahan tampilan *website*.

Kata kunci : *Student Engagement, User Experience, Website responsif, User Experience Questionnaire*

Abstract

The improvement of learning activities is an essential matter shown by the number of institutions compete against each other to elevate their education quality. This, however, is not an easy thing to do as learning activities don't only involve the educator's capability in teaching but also feedback from the students, or in this case, college students. To answer such question, ISSLA (Indonesian Survey of Student Learning Activity), an instrumentation in the form of survey in measuring students' engagement in learning process is conceived which inspired by a similar survey called NSSE (National Survey on Student Engagement), which is precedently conducted by Indiana University.

In 2015, the survey has already been conducted to more than 13,000 students in the 3rd and 8th semester of various faculty in UGM. During the probation period, another questionnaire called UEQ (User Experience Questionnaire) is also distributed to measure the level of experience the user receives. However, the UEQ result is far from adequate.

For that matter, an experiment is conducted by reconstructing the website's interface to give modern and mobile-friendly impression. An additional feature called dashboard is also appended for admins to help data processing. The UEQ score of the new website is considered satisfactory. The 6 assessed aspects, attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty, consecutively get the score of 1.313, 1.539, 1.320, 1.016, 0.984, and 0.797. The scores achieved are considered above average except for the dependability and stimulation aspect which are still under average. The result will then be compared with the existing UEQ using the Z significancy test and from the calculation it is proven that there is indeed a significant increase in the UEQ score

Keywords : *Student engagement, User Experience, Responsive website, User Experience Questionnaire*