

**EVALUASI DAN PERBAIKAN UI/UX TICKETING
WEBSITE MECIMAPRO DENGAN METODE DESIGN THINKING**

SKRIPSI

diajukan untuk memenuhi sebagai syarat
untuk memperoleh gelar Sarjana Bisnis Program Studi Bisnis Digital



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UNIVERSITAS PENDIDIKAN INDONESIA
KAMPUS TASIKMALAYA
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ABSTRAK

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Perkembangan industri musik K-Pop mendorong peningkatan konsumsi musik digital serta antusiasme terhadap konser yang membuat PT. Melania Citra Permata (Mecimapro) merespons hal ini dengan menghadirkan website pemesanan tiket konser. Namun, website tersebut dinilai belum memenuhi ekspektasi pengguna dari segi tampilan maupun alur penggunaan. Penelitian ini bertujuan untuk mengevaluasi dan memperbaiki user interface dan user experience pada website Mecimapro menggunakan metode design thinking dengan melalui tahapan empathize, define, ideate, prototype, dan testing. Evaluasi dilakukan melalui kuesioner berbasis system usability scale dan user experience questionnaire serta pengujian langsung menggunakan Maze. Hasil penelitian menunjukkan peningkatan skor system usability scale yang berasal dari kategori F (22,25) ke A+ (88,33), serta hasil dari kuesioner user experience questionnaire menunjukkan peningkatan pada enam aspek, dengan empat kategori menjadi "good" dan dua lainnya "above average" yang berasal dari kategori "bad" untuk keenam aspek. Temuan ini memperkuat efektivitas metode design thinking dalam memahami kebutuhan pengguna dan menghasilkan solusi yang relevan untuk permasalahan pada user interface dan user experience.

Kata Kunci: *design thinking, usability, ui/ux, system usability scale, user experience questionnaire, website*

EVALUATION AND REDESIGN UI/UX OF THE MECIMAPRO TICKETING WEBSITE USING THE DESIGN THINKING METHOD

ABSTRACT

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The growth of the K-Pop music industry has driven an increase in digital music consumption as well as enthusiasm for concerts, prompting PT. Melania Citra Permata (Mecimapro) to respond by launching a concert ticket booking website. However, the website is considered to fall short of user expectations in terms of visual design and user flow. This study aims to evaluate and improve the user interface and user experience of the Mecimapro website using the design thinking method, which involves the stages of empathize, define, ideate, prototype, and testing. The evaluation was conducted through questionnaires based on the system usability scale and the user experience questionnaire, as well as direct testing using Maze. The results of the study show an improvement in the system usability scale score from category F (22.25) to A+ (88.33). Additionally, the user experience questionnaire results indicate improvements across six aspects, with four aspects reaching the "good" category and the remaining two rated as "above average," all of which were initially in the "bad" category. These findings reinforce the effectiveness of the design thinking method in understanding user needs and producing relevant solutions to issues related to user interface and user experience.

Keywords: design thinking, usability, ui/ux, system usability scale, user experience questionnaire, website

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