

ABSTRAK

Kelvin Tanaka (03081210014)

ANALISIS PERBANDINGAN PENGALAMAN PENGGUNA PADA APLIKASI *SPOTIFY* DAN *YOUTUBE MUSIC* MENGGUNAKAN *USER EXPERIENCE QUESTIONNAIRE (UEQ)*

(xiii + 61 halaman: 9 gambar; 2 tabel; 1 lampiran)

Penelitian ini bertujuan untuk membandingkan pengalaman pengguna (User Experience/UX) antara dua platform layanan streaming populer, yakni Spotify dan Youtube Music, menggunakan instrumen User Experience Questionnaire (UEQ). UEQ mengevaluasi enam dimensi utama UX: daya tarik, efisiensi, kejelasan, keandalan, stimulasi, dan kebaruan. Metode penelitian ini bersifat kuantitatif komparatif dengan melibatkan 502 responden yang merupakan pengguna aktif kedua platform. Analisis data dilakukan melalui uji Mann-Whitney karena distribusi data tidak normal. Hasil penelitian menunjukkan bahwa terdapat perbedaan signifikan secara statistik pada semua dimensi UX yang diuji, meskipun secara persepsi terdapat kecenderungan YouTube Music menunjukkan performa yang lebih baik dalam beberapa aspek penting UX seperti efisiensi, keandalan, dan stimulasi, sementara Spotify tetap unggul dalam kemudahan penggunaan dan daya tarik, meskipun sebagian besar perbedaan tidak signifikan secara statistik.. Penelitian ini memberikan wawasan bagi pengembang aplikasi untuk meningkatkan kualitas UX sebagai strategi daya saing di industri layanan streaming.

Kata Kunci: *User Experience, UEQ, Spotify, Youtube Music, Layanan Streaming, Analisis Perbandingan*

Referensi: 24 (1995-2025)

ABSTRACT

Kelvin Tanaka (03081210014)

COMPARATIVE ANALYSIS OF USER EXPERIENCE ON SPOTIFY AND YOUTUBE MUSIC APPLICATIONS USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ)

(xiii + 61 pages; 9 figures; 2 tables; 1 appendices)

This study aims to compare the user experience (UX) between two popular music streaming platforms, Spotify and YouTube Music, using the User Experience Questionnaire (UEQ) as an instrument. The UEQ evaluates six key UX dimensions: attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. The research method is quantitative and comparative, involving 502 respondents who are active users of both platforms. Data analysis was conducted using the Mann-Whitney test due to non-normal data distribution. The results indicate that there are statistically significant differences across all UX dimensions tested. However, perceptually, YouTube Music tends to perform better in several key UX aspects such as efficiency, dependability, and stimulation, while Spotify remains superior in ease of use and attractiveness, although most of these differences are not statistically significant. This study provides valuable insights for application developers to enhance UX quality as a competitive strategy in the streaming service industry.

Keywords: User Experience, UEQ, Spotify, Youtube Music, Streaming services, Comparative Analysis

Reference: 24 (1995-2025)