

ABSTRAK

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ANALISIS PERBANDINGAN PENGALAMAN PENGGUNA PADA LAYANAN STREAMING *NETFLIX* DAN *AMAZON PRIME VIDEO* MENGGUNAKAN *USER EXPERIENCE QUESTIONNAIRE* (UEQ)

(xiv + 55 halaman: 5 gambar; 5 tabel; 1 lampiran)

Penelitian ini bertujuan untuk membandingkan pengalaman pengguna (User Experience/UX) antara dua platform layanan streaming populer, yakni Netflix dan Amazon Prime Video, 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 500 responden yang merupakan pengguna aktif kedua platform. Analisis data dilakukan melalui uji Mann-Whitney karena distribusi data tidak normal. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan signifikan secara statistik pada semua dimensi UX yang diuji, meskipun secara persepsi terdapat kecenderungan Netflix unggul dalam aspek visual dan kemudahan, sementara Amazon Prime Video lebih baik dalam efisiensi, keandalan, dan inovasi. Penelitian ini memberikan wawasan bagi pengembang aplikasi untuk meningkatkan kualitas UX sebagai strategi daya saing di industri layanan streaming.

Kata Kunci: Pengalaman Pengguna, *User Experience Questionnaire (UEQ)*, *Netflix*, *Amazon Prime Video*, Layanan Streaming, Analisis Perbandingan.

Referensi: 26 (1995-2025)

ABSTRACT

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COMPARATIVE ANALYSIS OF USER EXPERIENCE ON NETFLIX AND AMAZON PRIME VIDEO STREAMING SERVICES USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ)

(xv + 5 page: 5 figure; 5 table; 1 attachment)

This study aims to compare the user experience (UX) between two popular video streaming platforms, Netflix and Amazon Prime Video, using the User Experience Questionnaire (UEQ) as the evaluation instrument. The UEQ measures six key UX dimensions: attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. A comparative quantitative research method was employed, involving 500 active users of both platforms. Data analysis was conducted using the Mann-Whitney U-test due to non-normal data distribution. The findings reveal no statistically significant differences across all UX dimensions, although perceptual tendencies indicate that Netflix excels in visual design and ease of use, while Amazon Prime Video outperforms in efficiency, reliability, and feature innovation. This research provides insights for streaming service developers to enhance UX quality as a competitive strategy in the streaming industry.

Keywords: *User Experience, User Experience Questionnaire (UEQ), Netflix, Amazon Prime Video, streaming services, comparative analysis*

Reference: 26 (1995-2025)