

**ANALISIS UI/UX *WEBSITE* ROTTE BAKERY MENGGUNAKAN
PENDEKATAN *USER EXPERIENCE QUESTIONNAIRE* (UEQ) DAN
REDESIGN MENGGUNAKAN METODE *DESIGN THINKING***

MUHAMMAD ALBIRR INZAL YAZIDILLAH

ABSTRAK

Rotte Bakery adalah perusahaan roti yang menghadirkan lebih dari 100 varian produk halal dengan harga terjangkau dan kualitas unggul. Dengan tagline "Ada di Semua Suasana," Rotte Bakery hadir secara online melalui situs resminya untuk mendukung tujuan bisnis dan sosial. Namun, untuk mencapai tujuan tersebut, kualitas *User Interface* (UI) dan *User Experience* (UX) pada situs web harus sesuai standar. UI/UX yang baik dapat meningkatkan kenyamanan penggunaan serta efektivitas pemasaran dan penjualan. Penelitian ini bertujuan melakukan *redesign website* Rotte Bakery berdasarkan hasil evaluasi UX menggunakan metode *User Experience Questionnaire* (UEQ) dan pendekatan *Design Thinking*, guna meningkatkan kepuasan pengguna dan performa bisnis. Hasil kuesioner dari 125 responden menunjukkan peningkatan signifikan pada situs setelah *redesign*. Skor UEQ menunjukkan efisiensi sebesar 0.728, kejelasan 1.165, daya tarik 1.279, kebaruan 1.473, ketepatan 1.484, dan stimulasi 1.798. Seluruh aspek berada di atas ambang batas 0,8, yang berarti pengalaman pengguna telah berada pada kategori positif.

Kata Kunci: *Website, User Interface, User Experience, User Experience Questionnaire, Design Thinking, Rotte Bakery*

UI/UX ANALYSIS OF ROTTE BAKERY *WEBSITE* USING *USER EXPERIENCE QUESTIONNAIRE (UEQ)* APPROACH AND *REDESIGN* USING *DESIGN THINKING* METHOD

MUHAMMAD ALBIRR INZAL YAZIDILLAH

ABSTRACT

Rotte Bakery is a bakery company offering over 100 affordable, high-quality halal bread variants. With the tagline “Present in Every Moment,” the company leverages its website to expand its market reach and support its social mission. To achieve this goal, the website must provide a user experience (UI/UX) that meets industry standards. A well-designed UI/UX enhances user satisfaction and plays a vital role in marketing and sales success. This study aims to redesign the Rotte Bakery website based on user insights using the User Experience Questionnaire (UEQ) and the Design Thinking approach to improve user satisfaction and business performance. A survey of 125 respondents using the UEQ method showed significant improvements after the redesign. The following score increases were recorded: efficiency (0.728), clarity (1.165), attractiveness (1.279), novelty (1.473), accuracy (1.484), and stimulation (1.798). All aspects exceeded the standard threshold of 0.8, indicating a positive user experience with the redesigned website.

Keywords: Website, User Interface, User Experience, User_Experience_Questionnaire, Design Thinking, Rotte Bakery