

THE EFFECT OF WISATA ALAM INDONESIA APPLICATION ON USERS EXPERIENCE USING USABILITY TESTING AND QUESTIONNAIRE

By Nidar Putri Dayanti Lase

**THE EFFECT OF WISATA ALAM INDONESIA
APPLICATION ON USERS EXPERIENCE USING USABILITY
TESTING AND QUESTIONNAIRE**

UNDERGRADUATE THESIS



**By
Nidar Putri Dayanti Lase
Student ID Number : 202108053**

**21
DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS NIAS
2023/2024**

INTRODUCTION

1.1 Background of the Problem

Indonesia has a vast territory and a very diverse type of culture. Natural beauty and cultural diversity make Indonesia attractive as a tourist destination. Information technology is expected to be the most effective medium for finding and disseminating information. The development of information and communication technology has had a major impact on various aspects of life, including the tourism industry. Tourism applications are becoming increasingly important in providing information and guiding users in exploring tourist destinations.

However, currently, information on tourist destinations is not evenly distributed among local tourists, which affects them to prefer a vacation around the area or location where they live. Then, the Lingkungan Hidup dan Kehutanan (LHK) released the "Wisata Alam Indonesia" application with various features that can guide and provide easy access to information about tourist destinations in all regions in Indonesia. By utilizing information technology that is well known among the public today or commonly referred to as android, you can access the "Indonesian Nature Tourism" application by downloading it for free.

The use of information technology or android is now a necessity that can facilitate and access anything and this is inseparable from students who are generations who have grown up in the era of technology. Integration of technology in education can provide a more interesting and contextual learning experience.

English Education 6th semester class A students involved in this research may be agents of change in increasing interest and participation in local tourism and to see the extent to which the quality of user experience can affect satisfaction, interest and effectiveness of an application, especially in the

context of tourism. The "Wisata Alam Indonesia" application can be a tool to increase student engagement in exploring tourism destinations. Based on the initial survey/research conducted by researcher, it was found that so far the average 6th semester class A has known and used the Wisata Alam Indonesia application. The use of the application is due to the lack of information about natural tourist destinations outside the area where they only know information on local destinations around them. However, until now there has been no research or ¹³ evaluation of the extent of the influence of the Wisata Alam Indonesia application on user experience or interest, especially 6th semester class A in using all the features contained in the application.

"Wisata Alam Indonesia" is one of the tourism application that focus on Indonesia's natural beauty. Applications such as "Wisata Alam Indonesia" provide easy access to information about tourist destinations ranging from natural tourism maps, tourist attraction information, to guidelines and ethics for activities in nature. Given Indonesia's natural wealth, this application has great potential to become a valuable guide for users who want to explore the natural beauty of this country.

Related research with the title "Usability Evaluation and Recommendations for Improving the Display of the IBI Library Application using the Usability Testing Method" conducted by Rifqi et al (2019), in the study stated that the use of usability testing methods Researcher can communicate directly with users and get more accurate feedback regarding design flaws and other problems. Then Buana et al (2022), conducted a study entitled "User Interface Analysis Improves User ⁴⁰ Experience Using Usability Testing on Android Course Applications" the results state that Usability testing can be used as a system for analyzing application evaluations in a measurable, structured, and accurate way. Similar research related to the user experience felt by millennials and Z generations towards the Gojek application was conducted by Abdillah ⁴³ using the User Experience Questionnaire (UEQ) method. ¹⁴ The results of this study indicate that in general the user experience is very good because all UEQ

categories have a positive score, only improvement is needed on the novelty side of the application.

As known, Usability is a value to measure the extent to which an application can be used by certain users to achieve certain goals with effectiveness, efficiency, and satisfaction in a specific context of use (ISO 9241-11). Usability has an important role because it is related to user satisfaction. The easier the system is to use, the higher the level of user satisfaction.

Based on related research, the researcher will conducted usability testing and filled out a user experience questionnaire on the "Wisata Alam Indonesia" application to find out the extent to which the application influenced the user experience by English education students in 6th semester class A and found out what recommendations could be given to improve the quality of the "Wisata Alam Indonesia" application. According to Nielson (2003) in (Hijriah, Irawan, 2023, *Jurnal sistem Informasi*), usability testing is based on five components, namely learning (learnability), efficiency (efficiency), easy to remember (memorability), safe to use or reduce the error rate (errors) and have a level of satisfaction (satisfaction).

Usability testing is one method to find out and get information about activities that users have done in real life by observing the process that users do when using the application (Situmorang, Az-Zahra, 2019).

User experience analysis is carried out using the User Experience Questionnaire (UEQ) application. User experience was introduced by Norman (2003) in Kushendriawan et al. (2021), a user experience architect in the mid-1990s. "User experience (abbreviated as UX) is how a person feels when interfacing with a system. The system could be a website, a web application or desktop software and, in modern contexts, is generally denoted by some form of human-computer interaction (HCI)". There are 6 (six) variables that will be used in accordance with the User Experience Questionnaire (UEQ) application, namely: attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty.

34
The results of testing using this method are expected to provide a more in-depth view and recommendations on the extent to which the "Wisata Alam Indonesia" application meets expectations and which areas can be improved and provide encouragement to continue to improve the application both in terms of features, information content to ensure that the application remains relevant and meets user needs.

26
Based on the description of the research objective above, the researcher intends to conduct research centered on 6th semester class A of the English Education Study Program at Universitas Nias, with the title "The Effect of Wisata Alam Indonesia Application on User Experience using Usability Testing and Questionnaire".

18 1.2 The Identification of the Problem

Based on the problem stated from the background of the problems, the researcher identifies some problems :

1. Information on tourist destinations has not been evenly distributed among the people who interest in tourism, especially the 6th semester class A.
2. 6th semester A tend to be less interested in exploring tourism destinations.
3. 42
The quality of the user experience of the application is not fully satisfactory, possibly due to the less than optimal usability aspects.
4. The usability of "Wisata Alam Indonesia" application has not been thoroughly tested, and there may be deficiencies in components such as learnability, efficiency, memorability, errors, and satisfaction.
5. The potential for innovation in application development may not have been fully explored.

1 1.3 The Limitation of the Problem

Based on the Identification of the problem above, the researcher limits the problems namely: The Effect of Wisata Alam Indonesia Application on Users Experience Using Usability Testing and Questionnaire.

1

1.4 The Formulation of the Problem

Based on the limitation of the problem above, the researcher formulates the problem namely:

1. What is the effect of the "Wisata Alam Indonesia" application on user experience using Usability Testing and Questionnaire especially at the 6th semester class A?
2. How can the usability of the "Wisata Alam Indonesia" application make it easier for 6th semester class A of the English Education Study Program at Universitas Nias to plan and undergo nature tourism trips?
3. What are the user satisfaction factors related to the "Wisata Alam Indonesia" application?
4. What recommendations for improvement or development can be submitted to improve the quality of the "Wisata Alam Indonesia" application to better suit the needs and expectations of 6th semester class A of the English Education Study Program at Universitas Nias?

1

1.5 The Objective of the Research

Based on the formulation of the problem above, the researcher determines the objectives of the research, namely:

- To determine the effect of the "Wisata Alam Indonesia" application on user experience using Usability Testing and Questionnaire especially at the 6th semester class A.
- To find out the usefulness of the "Wisata Alam Indonesia" application can facilitate 6th semester class A of the English Education Study Program at Universitas Nias in planning and undergo nature tourism trips.
- To find out what are the factors of user satisfaction related to the "Indonesian Nature Tourism" application.
- To find out what recommendations for improvement or development that can be submitted to improve the quality of the "Wisata Alam Indonesia" application to better suit the needs and expectations of 6th semester class A of the English Education Study Program at Universitas Nias

1.6 The Significance of the Research

a. Theoretically

5
This research can be used as a reference for future researcher in developing of new theories related to Usability and User Experience of the Wisata Alam Indonesia.

b. Practically

- 1) For researcher, to be able to know what the effect of the “Wisata Alam Indonesia” application on user experience using Usability Testing and Questionnaire.
- 2) For Students, to able to utilize the “Wisata Alam Indonesia” application that can facilitate them in planning and undergoing nature tourism trips.
- 3) For Universitas Nias, this research can provide insight and understanding of the use of “Wisata Alam Indonesia” applications and how it can improve the user experience and be able to improve the quality of applications or platforms owned by Nias University.

LITERATURE REVIEW**2.1 Theoretical Framework****2.1.1 Definition of Effect**

An effect is a change or result that occurs as a result of a particular event, occurrence or condition. In a more specific context, an effect can be defined as the result of a particular action or event. Effects can also be used to describe the influence of one factor on another. In visual arts or photography, effects are often used to create different effects or moods in an image.

Effect is a condition due to an influence that occurs, in short the result of an effect that occurs. According to Defrisal et al (2024) The problem is called the effect. Then, from KBBI effect is the result; influence, ex: the increase in gasoline prices has an influence on the price of daily necessities. Also according to the Cambridge dictionary effect is the result of a particular influence.

So based on the definitions above the researcher concluded that an effect is a change or outcome that occurs as a result of a certain event, condition, or circumstance. In a more specific context, effect might be defined as the result of a specific action or event. Effect can also be used to explain the effect of one factor on another. In visual or photographic arts, effects are frequently used to create many effects or backgrounds in a single image. In general, an effect is a condition caused by a specific event.

2.1.2 “Wisata Alam Indonesia” Application**a. Indonesian Nature Tourism**

Indonesian nature tourism is a place to enjoy the beauty of Indonesia's natural resources, both natural and processed. Because of its extraordinary natural wealth, Indonesian nature tourism has enormous potential. Visitors can enjoy the beauty of nature, learn about various

species of flora and fauna, and enjoy various outdoor activities such as hiking and diving, among others.

Indonesian nature tourism is a tourist destination that utilizes Indonesia's natural resources to enjoy its beauty, both natural and man-made. These tourist destinations include various types of environments, such as forests, beaches, mountains, and beautiful islands. Indonesia Nature Tourism offers an amazing experience for its visitors. Indonesia has everything you need to fulfill your desire for adventure and nature exploration, including beaches, mountains, forests, and beautiful islands.

According to Andika and Subanu (2023) that nature tourism is a tourism sector that utilizes the potential of nature to enjoy the beauty of nature, both natural and cultivated. Then, according to Devy and Soemanto (2017) the definition of nature tourism is a recreational and tourism activity that utilizes the potential of nature to enjoy the beauty of nature, either natural or cultivated, so that there is a tourist attraction to the place. According to Greater Lincolnshire Nature Partnership (2024) defines nature tourism as tourism and day-visiting activities when the main goal is to observe wildlife in its natural habitat or to purposefully interact with it (this includes taking in views of the surrounding area and studying habitats). Saeroji et al., (2020) adds Nature tourism is a trip to enjoy an undeveloped natural area undeveloped natural areas or wildlife. According to Hasmida & Sudhartono (2020) Nature tourism is tourism with destinations in the form of natural areas such as forests, mountains and hills.

Indonesian nature tourism is a tourist destination that utilizes Indonesia's natural wealth to enjoy its beauty, both natural and modified, with various types of environments, such as forests, beaches, mountains, and beautiful islands. Indonesian nature tourism offers a great experience for those who want to enjoy the beauty of nature, learn about various species of flora and fauna, and do various outdoor activities such as

hiking and diving and others. Indonesia's nature tourism attracts domestic and foreign visitors who seek adventure and exploration.

b. Tourism Application

The term tourism comes from two syllables, namely pari and tourism. wisata. Pari means many, many times or round and round. Wisata means travel or travelling. So, tourism is a journey made many times or circling from one place to another (Setiawan et al., 2013). Then, according to World Tourism Organisation (WTO) in Setiawan et al., (2013), tourism is the act of travelling to or staying in a place for a period of not more than one year on a regular basis for pleasure, business, or other reasons. Many people love travelling, so every country develops tourism as a revenue-generating business. Not many people generally agree on what tourism means. (Prasetio & Wellem, 2022).

Meanwhile, according to Fitriana (2019), an application is a computer device that can be used by users and functions specifically based on its capabilities. Dushchenko (2020) divides application into desktop, mobile, and web, and discusses the stages of application creation.

Tourism application are applications designed to support tourism-related activities. This can include desktop, mobile, or web applications that help people plan, organise, and enjoy travel related to tourism activities. These application have many features designed to simplify and enhance the travelling experience, such as ticket booking, travel guides, tourist spot recommendations, and local information. Tourism application are becoming increasingly important and relevant due to people's increasing interest in travelling and the importance of tourism as a source of income for many countries. This is because tourism application can provide information about tourist attractions, history, culture, and attractions in a particular destination and help users to understand more about a place without having to visit first.

With the growing utilisation of information technology in various fields, including tourism, tourism businesses should also improve their

services by using information technology. Nowadays, people can access various travel-related services through the internet, such as searching for flights and lodging at tourist sites (Traveloka, Tiket.com). In addition to web-based services, which are widespread on Android and iOS-based mobile devices, a number of applications were developed to support Indonesia's tourism service and promotion activities. The 'Visiting Jogja' application, developed by the Yogyakarta Special Region (DIY) Tourism Office, is one of the Android application available on the Google Play Store. The 'Wisata Alam Indonesia' application is one of the application that can help people find tourist destinations they have never visited and provide them with information about tourism.

"Wisata Alam Indonesia" Application is an application released by the Kementerian Lingkungan Hidup dan Kehutanan (KLHK) to facilitate and attract people to take a vacation to natural attractions in Indonesia. For information, Taman Wisata Alam (TWA) are part of nature tourism which is currently being addressed and developed by the government by prioritizing the concept of ecotourism. The notion of ecotourism comprises three crucial components: natural conservation, strengthening local people, and raising environmental consciousness. This is meant not only for visitors (tourists) but also for the local population.



Picture 1. Application form

“Wisata Alam Indonesia” application was launched to ¹⁶ make it easier for the public to find precise and accurate information about 54 National Parks and 118 Nature Tourism Parks spread throughout Indonesia. This application provides several menu options, including a map of nature tourism, annual agenda, national parks, tourist parks, photo galleries, videos, public complaints, and ethics of outdoor activities (Sastha, 2021).

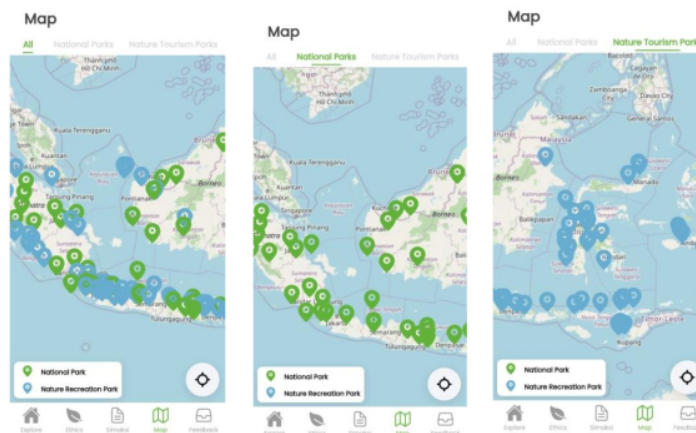
Here are some of the features available in this application:

- 1) Explore : When we first open this application, it immediately provides the main menu, namely ‘Explore’. This menu/feature provides a ‘search sites’ display which is useful to help speed up the search for locations/tourist attractions that you want to go to or want to know about.



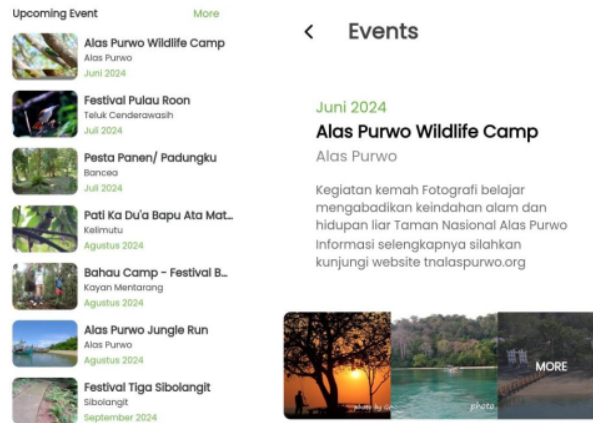
Picture 2. “Explore” features

- 2) Nature Tourism Map: This application provides a nature tourism map to ¹⁶ make it easier for people to find information about nature tourism locations in indonesia.



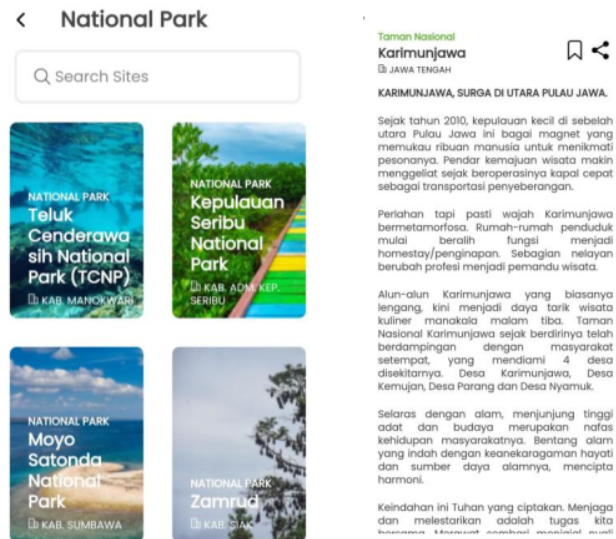
Picture 3. Map

- 3) Annual Agenda: The Indonesia Nature Tourism application provides an annual agenda that presents information about activities that will be carried out at natural tourist attractions



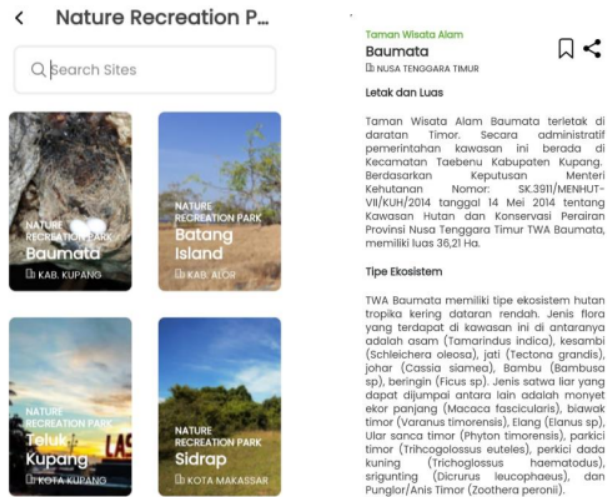
Picture 4. Annual Agenda/Events

- 4) National Parks: This application provides information about national parks in Indonesia, including location, description, and photos



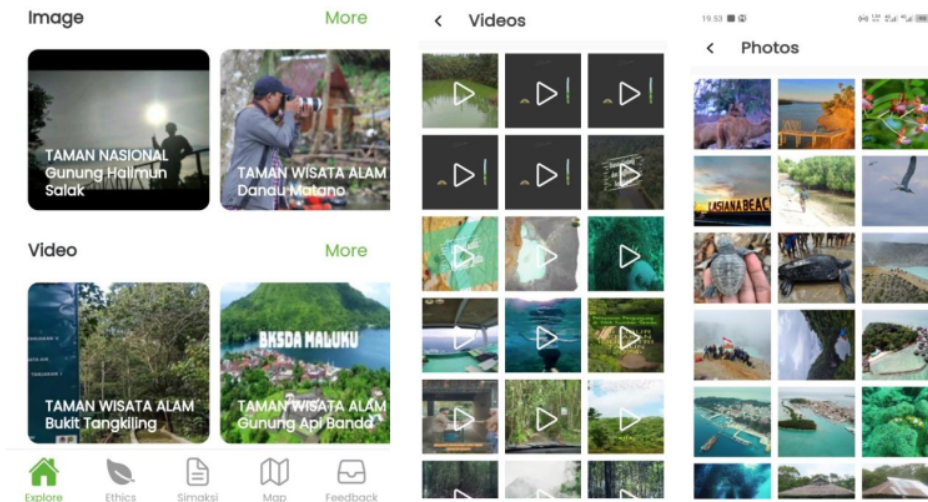
Picture 5. National Park features

- 5) Nature Tourism Park: Wisata Alam Indonesia application provides information about nature tourism parks in Indonesia, including locations, descriptions, and photos



Picture 6. National Recreation Park features

- 6) Photo and Video Gallery: This application provides photo and video galleries about natural attractions in Indonesia



Picture 7. Photo and Video Gallery features

- 7) Public Complaints/Feedback: Wisata Alam Indonesia application provides a public complaint feature to send reports or suggestions regarding nature attractions

Feedback

Please advise your comment to us regarding the problems found in the field when you visited Indonesia's tourism sites.

Your aspirations are very beneficial both for you and for the surrounding community. We really appreciate your aspirations and we really keep your information confidential.

Thank You

Write your feedback here

Your Name

Your Phone and/or Email

Send

Explore Ethics Simulasi Map Feedback

Picture 8. Public Complaints features

- 8) Ethics: This application provides information on the ethics of outdoor activities, including how to protect the environment and protect flora and fauna



Ethics



Be respectful and tolerant of others

- Be respectful and tolerate with other climbers and also with people in the countryside
- Do not block forest entrances or trails
- When descending through the trail, make priority to climbers

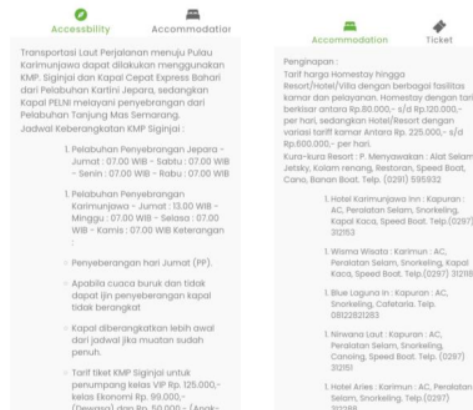
Picture 9. Ethics

9) Conservation Tourism E-Ticket: Wisata Alam Indonesia application provides a conservation tourism e-ticket feature that complements information on several national parks.



Picture 8. E-Ticket features

10) Accessibility and Accommodation: The "Accessibility" menu on the application aims to provide information related to the accessibility of natural tourist destinations for people with special needs or disabilities as well as instructions on how to access further information or assistance if needed. Meanwhile, the application's "Accommodation" menu serves to provide information on accommodation options available around natural tourist destinations



Picture 9. Accessibility and Accommodation features

2.1.3 Nature Tourism Management Rules

³⁹ Government Regulation Number 36 of 2010 concerning Nature Tourism Business in Wildlife Reserves, National Parks, Botanical Forest Parks, and Nature Tourism Parks (State Gazette of the Republic of Indonesia of 2010 Number 44, Supplement to State Gazette of the Republic of Indonesia Number 5116) (Peraturan MenLHK Nomor P.8 Tahun 2019). Government Regulation No. 36/2010 regulates nature tourism business in various conservation areas in Indonesia. Furthermore, this regulation aims to ensure that nature tourism can benefit the community while preserving nature and the environment. This regulation aims to protect the richness of biological natural resources and their ecosystems, including animal and vegetable natural resources, and their ecosystems. It also covers efforts to properly and sustainably manage nature tourism. It also addresses the permits required for nature tourism businesses in the region and emphasises the importance of environmental management in nature tourism businesses.

Minister of LHK No. ⁴ P.13/Menlhk/Setjen/Kum.1/5/2020 on the Development of Natural ⁴ Tourism Facilities and Infrastructure in Forest Areas was issued so that the development of natural tourism facilities and infrastructure in forest areas is able to bring together the mission of optimal and sustainable forest management with the mission of tourism, so as to have a positive ecological, socio-cultural, and economic impact on the region and the community. The Permen⁸ LHK guides forest management units (UPT/KPH) and related parties in the development of facilities and infrastructure supporting the development of nature tourism in forest areas so as to realise optimal and sustainable utilisation of nature tourism environmental services in forest areas (Peraturan MenLHK Nomor P.13 Tahun 2020). With the aim of increasing the sustainable utilisation of nature tourism environmental services, the Regulation on ⁸ the Development of Nature Tourism Facilities and Infrastructure in Forest Areas regulates the development of nature tourism facilities and infrastructure, environmental protection, and the responsibilities of

relevant parties to safeguard the environment and ensure that development proceeds in accordance with applicable regulations. The aim is to optimise the sustainable utilisation of natural resources while maintaining environmental sustainability.

²⁴ 2.1.4 User Experience

User Experience (UX) is defined as “the user's perceptions and responses to a system or application” (Bevan et al., 2015 in Oliveira et al., 2023). ³³ According to Saad et al. (2021), UX methods play an ³¹ important role in ensuring the development phase of a system is in the right way.

²⁴ Meanwhile, ISO 9241-110:2010 in (Oliveira et al., 2023), stated UX is defined as: “a person’s perceptions and responses that result from the use and/or anticipated use of a product, system or service. UX considers pragmatic aspects, such as traditional usability features focusing on task completion, and hedonic aspects, such as emotional responses to using a product (Hassenzahl, 2018).

User experience (short UX) in (ISO 9241-210: 2019) defines as a person's perceptions and responses that result from the use or anticipated use of a product, system, or service. Sharp et al. (2019) distinguish between two types of product qualities related to user experience:

- Usability goals: Qualities of an interaction that are related to the tasks that users need to complete to reach their goals. Examples of usability goals include efficiency, learnability, dependability, and adaptability.
- User Experience Goals: These are qualities of interaction that are related to the subjective impression of the overall interaction with the product. Examples of user experience goals include stimulation (fun of use), novelty, or aesthetic application of the user interface. They are not related to working on tasks (Sharp et al. 2019).

According to the definition of User Experience (UX) mentioned above, User Experience is the user's perception and response to a system, application or service. These definitions show how important it is to create an application that is technically functional and considers the emotional aspects and overall user experience. All aspects of a user's interaction with an application constitute user experience, including the user interface, application functionality, response time, performance, and emotional elements. User experience also includes how easy the application is for users to use and how satisfied, engaged and connected they are with it.

Therefore, the idea that user experience goals and usability goals can be used to measure user experience (UX) is what the User Experience Questionnaire (UEQ) is based on (Kushendriawan et. al., 2021). The survey was constructed empirically and had six scales that represent the most important user experience elements for a bigger set of products and applications that resulted from the construction (Laugwitz et al. 2008) in Kushendriawan et. al., 2021.

The six scales and the corresponding items are:

- 1) Attractiveness: Users' overview of the application, whether they like it or not. Items: annoying/enjoyable, good/bad, unlikable/pleasing, unpleasant/pleasant, attractive/unattractive, friendly/unfriendly
- 2) Efficiency: The user feels that the application is fast and quick to use, and that the user impression is well organized. Items: fast/slow, inefficient/efficient, impractical/practical, organized/cluttered
- 3) Perspicuity: The user feels that the application is fast and quick to use, and that the user impression is well organized. Items: not understandable/understandable, easy to learn/difficult to learn, complicated/easy, clear/confusing

- 4) Dependability: User perceptions of the application's controllability and safety throughout use. Items: unpredictable/predictable, obstructive/supportive, secure/not secure, meets expectations/does not meet expectations
- 5) Stimulation: User perception that the application is engaging and enjoyable to use. Items: valuable/inferior, boring/exiting, not interesting/interesting, motivating/demotivating
- 6) Novelty: User perception that the application's design is original, eye-catching, and inventive. Items: creative/dull, inventive/conventional, usual/leading edge, conservative/innovative.

Based on the theory above, the user experience questionnaire method has important uses for this research, namely in terms of focusing on measuring and obtaining systematic data about user experience in experiencing or using an application.

2.1.5 Usability Testing

In general, the definition of usability is the degree of ability of a software to assist its users in completing a task (Larasati, 2020). The definition of usability according to ISO 9241: 11 (1998) in (Larasati, 2020), is the degree to which a product can be utilized by a certain user to accomplish a goal with efficacy and efficiency as well as to satisfy usage in a specific setting. Then, Jacob Nielsen 1995 in (Hidayatullah et al., 2022), added that the quality of user experience when interacting with products or systems, such as on websites, software applications, mobile technology, and other user equipment, is called Usability. The ISO standard [ISO 9241-11: 2018](#) refers to usability testing as a method to improve the quality of a product concerning effectiveness, efficiency, and user satisfaction.

According to Hijriah & Irawan (2023), Usability testing is a method of evaluating usability that involves observing users of a design, followed by collecting and analysing the data obtained.

One method for assessing items is usability testing, which involves putting them to the test on actual consumers. Testing a website's usability is one way to determine how user-friendly its interface is.(Yumarlin, 2016). Usability testing of application software is carried out to assess how easily the user interface interacts with the system, thereby giving a description of usability testing as follows: "Traditionally, usability testing has meant evaluating an application's effectiveness, learnability, and ability to remember how to complete interactive tasks without difficulty or mistakes" (Bauer et al., 2010).

So, from the several definitions or opinions that have been described above, we can conclude that Usability Testing is used to evaluate how easily and effectively users can use products, such as applications or websites, by looking directly at the product design and collecting and analysing data from these interactions.

Usability Testing is performed directly on users to evaluate how easily they interact with the system or application without problems or errors. The goal of usability testing is to ensure that the product has an optimal level of usability, effectiveness, and user satisfaction. This process helps developers find problems in the product design and fix them before the product is officially released.

According to Jacob Nielsen in (Hijriah & Irawan, 2023) Usability testing can be done based on five components, namely learnability, efficiency, memorability, errors, and satisfaction. Learnability is the ability of a product or system to be learned and used easily by new users. Efficiency is a measure of how quickly and efficiently users can complete tasks or achieve their goals using a product or system, Memorability is the user's ability to remember how to use a product or system after initial use, Errors are unwanted actions or results that occur when users use a product or system, Satisfaction is the level of user satisfaction with a product or system.

Research from Hijriah & Irawan, (2023), describes the five components as follows:

a. Learnability. It refers to the question, 'How easy is it for users to learn to use the application? In this case, there are indicators or standards that can show that an application has fulfilled the learnability aspect as one of the components of successful performance of the usability aspect. These indicators are as follows:

1. Easy to understand

The application's goal and the information that may be quickly retrieved from it are both easily understood.

2. Easy to look for specific information

The information provided by the website's content is easily obtainable by consumers, and the knowledge they get is beneficial.

3. Easy to identify navigational mechanism

Every feature on the application has a clearly identifiable navigation method for users to use.

b. Efficiency. Efficiency, after design, is the answer to the query, "How quickly is a task done?" This element includes metrics or indicators that demonstrate how well an application performs in terms of the usability aspect when the efficiency factor is met. The indicators are as follows:

1. Easy to reach quickly

Users are able to access information, navigate to desired features, and complete tasks efficiently.

2. Easy to navigate

Users can independently navigate the website and apply their own knowledge by exploring its features and content with ease.

c. Memorability. This examines how quickly users can relearn to use the design after some time, addressing the question, "How well does the user retain their knowledge after a certain period?"

This factor includes indicators or criteria that demonstrate whether the application meets the memorability aspect, which is one of the key components of successful usability performance.

The indicators are as follows:

1. Easy to remember

The application and its usage are easily remembered by users, allowing them to effortlessly explore each feature and content within the application.

2. Easy to reestablish

The application can be easily re-accessed by users, with the access process being consistent with their previous experience of using the application.

d. Errors. The number of errors users make, their severity, and how easily they can be resolved are assessed through faults. This relates to the question, "How many and what types of mistakes do users make?" Within this component, there are indicators or standards that demonstrate whether an application has met the fault factor, one of the key components of successful usability performance. These indicators include:

1. Few numbers of errors detected

Few errors were identified in the application during user interactions, and the errors made by users were found to be minor.

2. Easy to fix

Errors detected can be fixed easily.

e. User's Satisfaction. Measuring the level of satisfaction in using the design involves questions like, "Are users satisfied with the application?", "Do users gain significant benefits from the application?", and "How long have users relied on the application to assist in decision-making?" This factor includes indicators or criteria that demonstrate whether the application has met the

satisfaction factor, one of the key components in usability evaluation. These indicators are as follows:

1. System pleasant to use

The application provides a pleasant experience for users during its use.

2. Comfort to use

Users feel comfortable using the website without being hindered by restrictive terms and conditions that complicate access to the application.

Based on the theory above, the usability testing method is useful for this research, namely to evaluate an application where how easily users can use an application effectively and well and ensure that users can easily learn, remember, and feel satisfied in using the application.

2.1.6 Questionnaire

Rowley (2014) Questionnaires are among the most commonly used tools for data collection, leading many novice researchers in business, management, and other fields of social sciences to associate research primarily with the use of questionnaires. In quantitative research, questionnaires are mostly used to profile the sample to count opinions, attitudes, experiences, processes, behaviors, or predictions or to count the proportion of the sample in different age groups.

According to Roopa & Rani (2012) A questionnaire serves as the primary method for collecting quantitative primary data. It allows for the collection of quantitative data in a standardized manner, ensuring that the data is internally consistent and coherent for analysis.

Aryal (2023) adds, A questionnaire is a research tool that consists of a list of questions and answer options, presented in a sequence on a printed or typed form to gather specific information from respondents. According to Krishan Kumar (1992), “a questionnaire is a written document listing a series of questions related to the problem under study,

to which the investigator seeks answers”. Schvaneveldt (1985) defines a questionnaire as “a data-gathering device that elicits from a respondent the answers or reactions to printed (pre-arranged) questions presented in a specific order” (Mandavilli, 2023).

According to Patten (2016) Advantages of Using Questionnaires:

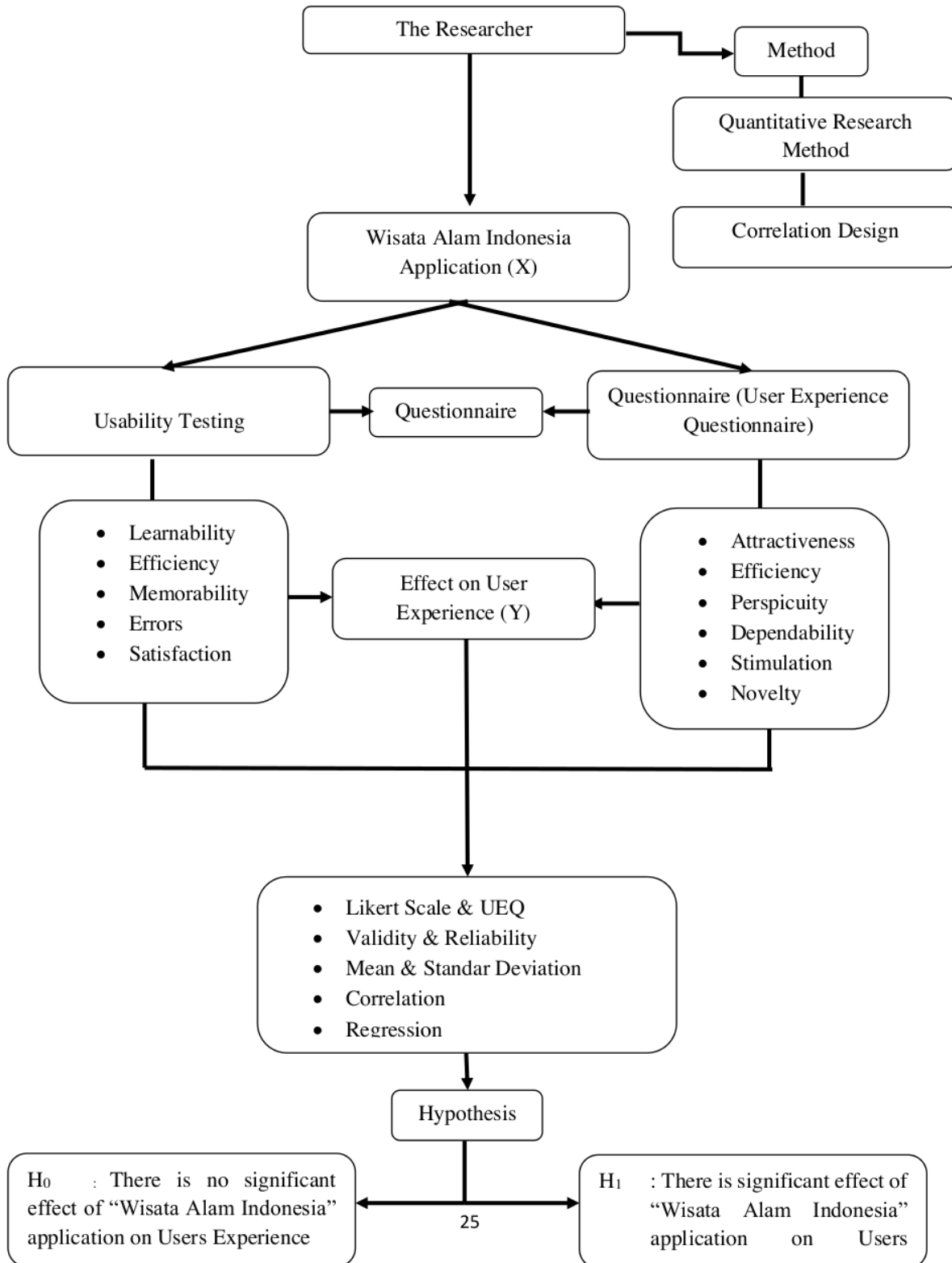
- 1) Questionnaires offer an efficient method for data collection.
- 2) They are valuable for gathering information on sensitive topics.
- 3) Research using questionnaires is cost-effective.

Meanwhile, Disadvantage of Using Questionnaire is:

- 1) The response rate for questionnaires is often low.
- 2) Questionnaires may only capture a snapshot of information.
- 3) They can elicit socially desirable responses from participants.

Based on the theory, it can be concluded that questionnaires are one of the most widely used tools in research, particularly for initial quantitative data collection. A questionnaire consists of a list of written questions that are systematically organised and structured in accordance with the research objectives. Researcher can use questionnaires to collect information about opinions, attitudes, experiences, processes, behaviours, or predictions from respondents.

2.2 Conceptual Framework



This research focuses on evaluating the effect of the 'Wisata Alam Indonesia' application on user experience. The independent variable in this study is the 'Wisata Alam Indonesia' application itself while the dependent variable is user experience. In this research, researcher also uses quantitative research method especially on correlation design. Then, researcher will evaluate the user experience using two main methods, namely usability testing and questionnaires.

In this case, usability testing is carried out to assess the usability aspects of the application which include Learnability (how easy is it for users to learn how to use the application?), Efficiency (how quickly is the desired information found?), Memorability (how quickly can users recall how to use application features after a certain period of time?), Errors (how many errors and what mistakes do users make?), User's Satisfaction (are users satisfied with the application?). Through Usability Testing, researcher can identify problems or obstacles faced by users when using the application. In addition, a questionnaire was used to collect data related to user perceptions of the Indonesian Nature Tourism application which includes 6 components namely Attractiveness (refers to the visual application of the application, how attractive the application looks to users, Efficiency (how quickly/easily users achieve their goals by using the application), Perspicuity (how easily users understand the content/information and features of the application), Dependability (how consistent and accurate the information provided), Stimulation (how interesting and enjoyable the user experience is using the application), and Novelty (how innovative/unique the application is compared to other similar applications).

The data obtained from the Usability Testing and Questionnaire test results were then analysed to evaluate the effect of the Indonesian Nature Tourism. To evaluate the data, the researcher will take several steps in analysing the data starting from managing the questionnaire then validity and reliability to measure the questionnaire whether it is valid and reliable or not. next, the researcher will calculate the mean score of the variable and calculate the standard deviation. after that to measure the extent of the relationship between variables or understand the relationship between variables researcher use correlation and regression analysis

techniques. then the last is hypothesis testing to see how far or the influence between variables X and Y. The results of analysing the data are expected to find out “The Effect of Wisata Alam Indonesia Application on Users Experience using Usability and Questionnaire”.

2.3 Hypothesis of the Research

In this research, researcher formulated two hypotheses that aim to test the effect of the ‘Wisata Alam Indonesia’ application on user experience, namely:

- H₀ : There is no significant effect of “Wisata Alam Indonesia” application on Users Experience.
- H₁ : There is significant effect of “Wisata Alam Indonesia” application on Users Experience.

CHAPTER III

RESEARCH METHOD

3.1 Type of the Research

Types of research according to Syofian Siregar (2017: 7), namely:

1. Qualitative research involves data that is not numerical, typically taking the form of statements or descriptions.
2. Quantitative research is based on numerical data, often presented in the form of numbers or statistics.
3. Mixed-methods research combines both qualitative and quantitative approaches, integrating data from both types of research.

In conducting research, researcher will use Quantitative Research method because in managing the data using data in the form of numbers especially on Correlation research design. According to Sinambela (2020), quantitative research is a type of research that utilizes numerical data in processing to generate structured information. According to Gay et al. (2012:204), correlational research entails gathering data to assess whether a relationship exists between two or more measurable variables, and if so, to what extent.

3.2 Variables of the Research

According to Shukhla (2018), a variable refers to the variation in the presence of something, whether in a person, object, animal, place, situation, or natural phenomenon. Research variables are key elements in a study that serve as primary benchmarks, helping researchers more easily collect data (Sugiyono, 2017). According to Shukhla (2018), variables are divided into two categories: independent and dependent variables. The independent variable is the one whose value affects the value of another variable. In contrast, the dependent variable is the one whose value may change as a result of changes in the independent variable.

In research, variables are characteristics, properties, or attributes that can be measured, observed, or manipulated. These variables represent concepts or phenomena whose values may fluctuate throughout the course of the research. They

are usually used to measure the relationship between variables in research. In this research, there are two variables found by researcher, namely Wisata Alam Indonesia Application as an Independent variable (X), and User Experience as Dependent (Y).

3.3 Population and Sample

3.3.1 Population

In a research context, population refers to the group of individuals or objects that are the focus of a particular study or analysis. According to Sugiyono (2020), population is a general area consisting of objects or subjects that possess certain qualities and characteristics, determined by the researcher for study and later used to draw conclusions. Levy and Lemeshow (2008:11) define the population (or universe or target population) as "the entire set of individuals to which the survey's findings are intended to be extrapolated". According to Kusumastuti (2020:33) population in a quantitative study is the entire object that is the focus of research, which can be in the form of humans, locations, and agencies and so on to be analyzed with a certain size as a basis for concluding the final results

The population for this research consists of 6th-semester students from the English Education Study Program at Universitas Nias in 2024.:

NO	CLASS	NUMBER OF STUDENTS
1	A	40
2	B	42
	TOTAL	82

3.3.2 Sample

According to Saragih & Munthe (2018) Sample means a part of the population of objects to be studied, or a part of the population that is considered representative. Information collection techniques in the sample are called sampling techniques. According to Gay et al. (2012:205), the sample for correlational research is chosen using an acceptable sampling method, with a minimum acceptable sample size typically being 30 participants. In this study, the researcher will use the simple random sampling method. Gay et al. (2012:131) define simple

random sampling as a process in which every individual in the defined population has an equal and independent chance of being selected. Each individual has the same probability of being chosen, and the selection of one individual does not influence the selection of another.

Based on the above theory, in this research, the researcher will select 30 respondents from class A of 6th-semester students from the English Education Study Program at Universitas Nias as the sample.

3.4 Instrument of the Research

Instruments are tools utilized to perform specific tasks (such as those used by technicians, medical devices, or in optics and chemistry), and they facilitate the investigation by providing data for processing (Sukmawati, 2023). According to Rahardjo (2018), an instrument is a tool, and in the context of research, a study instrument serves to demonstrate application in an investigation aimed at proving or disproving specific hypotheses. Quantitative data collection methods are typically conducted through surveys, such as questionnaires or interviews (Sukmawati, 2023).

In this research, the researcher will use a questionnaire to collect informed data from users. According to Sujarweni (2020:94), a questionnaire is a data collection instrument that involves providing respondents with several written statements for them to answer. Aryal (2023) describes a questionnaire as a research tool consisting of a list of questions and answer choices, presented in a sequence on a printed or typed form, used to gather specific information from respondents.

In this research, the researcher will use 2 questionnaires, namely the Usability Testing dan User Experience Questionnaires. The questionnaire will be circulated to all respondents, which consists of 5 point Likert Scale alternative answer options for Usability Testing and 26 items based on the 7 point Semantic Differential Scales for User Experience Questionnaires. According to Gay et al., (2012:157) A Likert Scale refers to every response is given a point value, and the sum of the point values for all the assertions determines a person's score. According to Sözen and Güven (2019) as cited in Telaumbanua (2024), the Likert Scale includes five scoring ranges: 1 to 1.80 for strongly disagree, 1.81 to 2.60 for

disagree, 2.61 to 3.40 for neutral, 3.41 to 4.20 for agree, and 4.21 to 5 for strongly agree. Meanwhile, according to Gay et al. (2012:157), when using a semantic differential scale, individuals are required to select a position on a continuum that ranges between two bipolar adjectives (such as "fair" and "unfair") to convey their attitude toward a particular issue (for example, property taxes). Each point on the continuum is associated with a corresponding score value. This type of scale typically consists of 5 to 7 intervals, with a neutral attitude assigned a score value of 0. where each option has the following weight:

Tabel 1. Tabel Nilai Usability Testing

PK	SD	D	N	A	SA
NILAI	1	2	3	4	5

Note:

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Tabel 2. Tabel Nilai User Experience Questionnaire

NO	UEQ Scale	Items	-3	-2	-1	0	1	2	3	Items
1	Attractive- Ness	Annoying								Enjoyable
2		Good								Bad
3		Unlikable								Pleasing
4		Unpleasant								Pleasant
5		Attractive								Unattractive
6		Friendly								Unfriendly
7	Efficiency	Fast								Slow
8		Inefficient								Efficient
9		Impractical								Practical
10		Organized								Cluttered

11	Perspicuity	Not understandable							Understandable
12		Easy to learn							Difficult to learn
13		complicated							Easy
14		clear							Confusing
15	Dependability	Unpredictable							Predictable
16		obstructive							Supportive
17		secure							not secure
18		meets expectations							does not meet expectations
19	Stimulation	valuable							Inferior
20		boring							Exciting
21		not interesting							Interesting
22		motivating							Demotivating
23	Novelty	creative							Dull
24		inventive							Conventional
25		usual							leading edge
26		conservative							Innovative

Note:

- -3 = Strongly Disagree
- -2 = Disagree
- -1 = Somewhat Disagree
- 0 = Neutral
- 1 = Somewhat Agree
- 2 = Agree
- 3 = Strongly Agree

3.5 Data Collecting Technique

3.5.1 Types of Data

Data according to (Bahri 2018: 79) is a set of information derived from experience, it can be in the form of numbers, symbols, or properties. Meanwhile, data in research according to (Sujarweni 2020: 11) is a set of information obtained from the field and used for research material. The types of data can be divided into 2, namely as follows:

1. Primary Data

According to Mazhar et al. (2021), primary data refers to information that is collected for the first time and is original and fresh.

2. Secondary Data

According to Mazhar et al. (2021), secondary data consists of information that has already been collected by someone else and has undergone statistical processing.

Based on the aforementioned theory, the data collection techniques to be used by the researcher will include both primary and secondary data. The primary data will be gathered through initial research or surveys, while the secondary data will be obtained from various references that will be applied according to the guidelines provided in those sources and utilized in this study. In this case, the data will be collected by researcher using a questionnaire.

3.6 Data Analysis Technique

3.6.2 Validity test

Validity refers to the extent to which a measuring instrument effectively serves its intended purpose, specifically whether it accurately measures the behavior or quality it is designed to assess (Anastasi and Urbina, 1997, as cited in Sürücü & Maslakçı, 2020). It is the degree to which a test evaluates what it is meant to measure, allowing for accurate interpretation of the scores obtained. According to Gay et al. (2012:160), the main types of validity include content validity, construct validity, criterion validity, and consequential validity. Content validity is defined as “the degree to which items in an instrument reflect the content universe

to which the instrument will be generalized” (Straub, Boudreau et al., 2004, as cited in Taherdoost, 2016). Construct validity refers to how effectively a concept, idea, or behavior (the construct) is translated or transformed into a functioning and operational reality, known as operationalization. Criterion validity measures the extent to which a measure correlates with an outcome (Taherdoost, 2016). Consequential validity, as the name implies, focuses on the consequences that arise from the use of tests.

Based on the above theory, the steps the researcher will take before conducting the research to establish the validity of the instrument involve performing a content validity assessment of the questionnaire through a try-out with 6th-semester students, specifically in class B as the sample. The try-out of the questionnaire refers to the preliminary testing or sampling phase conducted to evaluate the validity and effectiveness of the questionnaire before it is utilized in a formal study or survey. The purpose of the try-out is to determine whether the current questionnaire can accurately and reliably change the variable that needs to be tested. So, the one who will be the validator to validate the content of the instrument in this research is the research advisor researcher. According to Elangovan and Sundaravel (2021:1) Typically, practitioners from the field or industry and experts from academia validate an instrument. As a result, the researcher thought that the advisor was among the academics and practitioners who could validate the data and conclusions the researcher had used.

In this test, the author will employ the validity test using SPSS Statistics version 25, which is a software application designed for statistical data analysis.

The basis for decision making in the validity test is as follows (Gunawan 2019, p.12):

1. Based on the significance value
 - a. If the significance value is < 0.05 , the item is considered valid.
 - b. If the significance value is > 0.05 , the item is considered invalid.
2. Based on the correlation value
 - a. If the $r_{hitung} > r_{tabel}$ value, the item is considered valid.
 - b. If the $r_{hitung} < r_{tabel}$ value, the item is considered invalid.

Based on the above criteria, we can conclude that if the data is valid, then the questionnaire is significantly correlated to the total score, indicating that the questionnaire items are appropriate.

3.6.3 Reliability Test

According to Ghozali (2020, p. 66), reliability is a method for assessing a questionnaire that comprises indicators of a variable or construct. The reliability test is important for evaluating the consistency of a questionnaire or interview results; this test helps determine whether the questionnaire can effectively explain the research being conducted (Marzuki, Armereo, and Rahayu, 2020). In this research, the researcher will test reliability using the Cronbach's alpha model. According to Ghozali (2016: 234), a questionnaire can be considered reliable if the Cronbach's alpha value is greater than 0.60. Therefore, the decision criteria for the reliability test are as follows:

- a. If the *Cronbach's alpha* value is > 0.60 , then the question items in the questionnaire are considered reliable.
- b. If the *Cronbach's alpha* value < 0.60 , then the question items in the questionnaire are deemed not reliable.

3.6.4 Mean Score

To calculate mean score, the researcher will use the formula from Gay et al., (2012: 323) as follows:

$$\bar{X} = \frac{\sum X}{n}$$

- $\sum X$ is the sum of all the values,
- n is the total number of values

3.6.5 Variance

Variance is defined as the extent of dispersion among scores (Gay et al., 2012: 337). A small variance indicates that the scores are closely grouped together, while a large variance signifies that the scores are more widely spread apart. To

calculate the standard deviation, the researcher will use the formula provided by Jackson (2008:117) as follows:

$$S^2 = \frac{\Sigma(x-\bar{X})^2}{n-1}$$

3.6.6 Standard Deviation

To calculate the standard deviation, the researcher will use the formula provided by Jackson (2008:117) as follows:

$$S = \sqrt{\frac{\Sigma(x-\bar{X})^2}{n-1}}$$

In Which:

S = Variance

X = The score of items

\bar{X} = The mean of data

N = The number of the sample

3.6.7 Correlation Coefficient Test

Correlation analysis is useful for determining the strength of the relationship between one variable and another (Arikunto, 2018: 213). To assess the closeness of the relationship between variables, the correlation coefficient test is conducted. The Pearson correlation involves one dependent variable and one independent variable. This test is used to determine the degree of freedom of the relationship between the two variables. The decision criteria for the Pearson correlation test are as follows: if the significance value is less than 0.05, then the variables in the study are considered correlated or have a relationship. This analysis will be performed using IBM SPSS Statistics 22. To determine the high or low effect, guidelines can be used in providing the interpretation of the correlation coefficient as follows:

Tabel 4.9 *Correlation coefficient interpretation table*

Correlation Coefficient Interval	Level of Relationship
0,000 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong

0,80 – 1,000	Very Strong
--------------	-------------

Bisma I. Sanny. Jurnal E-Bis. Vol. 4 No. 1 (2020)

3.6.8 Simple Linear Regression Analysis

According to Muhartini et al. (2021), simple linear regression analysis is an approach used to model the relationship between one dependent variable and one independent variable. In this context, the independent variable serves to explain the dependent variable. Simple regression analysis assumes a linear relationship, where changes in variable X are followed by proportional changes in variable Y. In contrast, a non-linear relationship means that changes in variable X do not correspond proportionally with changes in variable Y. The criteria for decision-making in simple regression analysis are as follows: if the significance value is less than 0.05, it indicates that variable X has an effect on variable Y. Conversely, if the significance value is greater than 0.05, it suggests that variable X does not have an effect on variable Y. To assess the magnitude of the influence of the "Wisata Alam Indonesia" application on user experience, this analysis will be conducted using IBM SPSS Statistics 22.

The formula for simple linear regression analysis, according to Supranto (2016:185) as cited in Saragih & Munthe (2018), is as follows:

$$Y = a + b.X$$

Ket:

Y = Dependent variable

a = constant

b = coefficients regression

X = Independent variable

3.6.9 Hypothesis Test (T Test)

According to Ghozali (2021: 148), the purpose of the t-test is to determine the extent of the influence of one independent variable in explaining the variation in the dependent variable individually. This test serves as the basis for making decisions to accept or reject hypotheses in research, taking into account the significance of each independent variable's coefficient. In this study, a significance

level of 0.05 will be used. The researcher will then compare the t_{hitung} value with the t_{tabel} value as follows:

- a. If $t_{hitung} > t_{tabel}$, then H_0 is accepted and H_a is rejected,
- b. If $t_{hitung} < t_{tabel}$, then H_0 is rejected and H_a is accepted.

3.6.10 Hypothesis Test (F Test)

According to Ghozali (2018: 56), the F test aims to determine whether the independent variables collectively have an effect on the dependent variable. In this research, the statistical significance level for the F test is set at 5% (0.05), indicating a 0.05 risk of making a decision error. The decision criteria are as follows:

- a. If the probability value (F-statistic) < 0.05 , then H_0 is accepted.
- b. If the probability value (F-statistic) > 0.05 , then H_0 is rejected

3.7 Setting and Schedule of the Research

This research will be conducted by researcher in Universitas Nias, especially at student's 6th semester class A of the English Education Study Program in 2024. The research schedule will be carried out starting from June to August.

CHAPTER IV

RESULT AND DISCUSSION

4.1 Data Analysis Technique

4.1.1 General Description of Research Stages

This research was conducted at Universitas Nias, specifically with the 6th semester students in class A of the English Education Study Program in 2024.

4.1.2 Data Description

a. Logical Validity

Based on the results of processing the logical validation sheet obtained from the expert validator's assessment, the instrument in the form of a user experience and usability questionnaire used can be concluded as acceptable or valid.

b. Results of the research instrument trial

Based on the results of valid logical validation, the test instrument was tested at Nias University, especially at students of 6th semester class B of the English Education Study Program, totaling 28 students.

1. Validity Test

The validity test of the learning outcomes test that has been tested is carried out by calculating using IBM SPSS Statistics 22 where the calculations obtained are as follows:

To determine whether an item in the instrument is valid, the method used is to compare the value of r_{hitung} with r_{tabel} , at a significance level of 5%. If $r_{hitung} > r_{tabel}$, then the instrument is considered valid.

Table 4.1 Validity test result Variable X (“Wisata Alam Indonesia” application)

Item Soal	R hitung	R tabel	Kriteria
1	0.763	0.374	Valid
2	0.750	0.374	Valid
3	0.919	0.374	Valid
4	0.642	0.374	Valid
5	0.861	0.374	Valid
6	0.717	0.374	Valid
7	0.839	0.374	Valid
8	0.555	0.374	Valid
9	0.579	0.374	Valid

10	0.950	0.374	Valid
11	0.897	0.374	Valid

Based on the results of the output above, it is known that the r_{tabel} value is 0.374. the validity test results show that each item that measures variable X (Wisata Alam Indonesia) application is valid or accurate. This is seen based on each r_{hitung} value greater than r_{tabel} .

Table 4.2 Validity test result Variable Y (User Experience)

Item Soal	R hitung	R tabel	Kriteria
1	0.540	0.374	Valid
2	0.395	0.374	Valid
3	0.375	0.374	Valid
4	0.816	0.374	Valid
5	0.477	0.374	Valid
6	0.692	0.374	Valid
7	0.576	0.374	Valid
8	0.396	0.374	Valid
9	0.751	0.374	Valid
10	0.398	0.374	Valid
11	0.907	0.374	Valid
12	0.388	0.374	Valid
13	0.899	0.374	Valid
14	0.734	0.374	Valid
15	0.554	0.374	Valid
16	0.874	0.374	Valid
17	0.433	0.374	Valid
18	0.426	0.374	Valid
19	0.851	0.374	Valid
20	0.922	0.374	Valid
21	0.505	0.374	Valid
22	0.384	0.374	Valid
23	0.860	0.374	Valid
24	0.490	0.374	Valid
25	0.409	0.374	Valid
26	0.476	0.374	Valid
27	0.801	0.374	Valid
28	0.857	0.374	Valid
29	0.467	0.374	Valid
30	0.437	0.374	Valid
31	0.598	0.374	Valid
32	0.442	0.374	Valid
33	0.592	0.374	Valid
34	0.638	0.374	Valid
35	0.819	0.374	Valid

36	0.508	0.374	Valid
37	0.398	0.374	Valid
38	0.913	0.374	Valid
39	0.430	0.374	Valid
40	0.927	0.374	Valid
41	0.379	0.374	Valid
42	0.501	0.374	Valid
43	0.943	0.374	Valid
44	0.431	0.374	Valid
45	0.755	0.374	Valid
46	0.388	0.374	Valid
47	0.790	0.374	Valid
48	0.433	0.374	Valid
49	0.687	0.374	Valid
50	0.411	0.374	Valid
51	0.455	0.374	Valid
52	0.463	0.374	Valid

Sumber: dari pengolahan IBM SPSS Statistik 22

Based on the results of the output above, it is known that the r_{table} value is 0.374. the validity test results show that each item that measures variable Y (User Experience) application is valid or accurate. This is seen based on each r_{hitung} value greater than r_{table} .

2. Reliability Test

The reliability test is conducted to assess the consistency or trustworthiness of the instrument, ensuring that it can be used reliably in various contexts. The calculations performed by the researcher for the reliability test are conducted using SPSS as follows:

Table 4.3 Reliability test results Variable X (“Wisata Alam Indonesia” application)

Reliability Statistics	
Cronbach's Alpha	N of Items
.931	11

Table 4.4 Reliability test results Variable Y (User Experience)

Reliability Statistics	
Cronbach's Alpha	N of Items
.963	52

Sumber: Pengolahan IBM SPSS Statistik 22

Based on the results of the reliability test conducted using IBM SPSS 22, the Cronbach's alpha value obtained for variable X is 0.931, and the

Cronbach's alpha reliability value for variable Y is 0.963. When viewed from the reliability level table, the value of 0.931 > 0.60 and the value of 0.963 > 0.60 can be categorized as reliable, this indicates that the values for variables X and Y fall within the highly reliable category. Therefore, it can be concluded that the measuring instruments for variables X and Y are considered reliable and can be trusted for use.

4.1.3 Mean Score

The mean score is a method for determining the average value of each questionnaire item distributed to respondents. The following is the calculation of the mean score.

Table 4.5 Table frequency of variable X (Wisata Alam Indonesia Application)

Respondent	X (Wisata Alam Indonesia Application)
R1	45
R2	45
R3	43
R4	43
R5	42
R6	45
R7	44
R8	43
R9	44
R10	45
R11	46
R12	45
R13	46
R14	46
R15	46
R16	44
R17	45
R18	45
R19	48
R20	47
R21	49
R22	46
R23	44
R24	43
R25	45
R26	46
Total	1,170

Based on the table above, the mean value was identified using the formula from Gay et al. (2012: 323) as follows:

$$\bar{X} = \frac{\sum X}{n}$$

$$\bar{X} = \frac{1.170}{26}$$

$$\bar{X} = 45$$

Wisata Alam Indonesia Application is indicated by an average score of 45.

Table 4.6 Table frequency of variable Y (User Experience)

Respondent	Y (User Experience)
R1	47
R2	49
R3	45
R4	45
R5	43
R6	47
R7	45
R8	44
R9	45
R10	46
R11	47
R12	46
R13	48
R14	47
R15	48
R16	45
R17	46
R18	47
R19	49
R20	49
R21	50
R22	47
R23	45
R24	45
R25	46
R26	46
Total	1,207

Based on the table above, the mean value was identified using the formula from Gay et al. (2012: 323) as follows:

$$\bar{X} = \frac{\sum Y}{n}$$

$$\bar{X} = \frac{1.207}{26}$$

$$\bar{X} = 46.42$$

Based on the data processing above, the average (mean) value of variables X and Y is as follows:

X (“Wisata Alam Indonesia” application): 45.00

Y (User Experience) : 46.42

Table 4.7 The User Experience scale means

Scale	Mean
Attractiveness	4.73
Efficiency	3.65
Perspiciuity	3.19
Dependability	4
Stimulation	3.80
Novelty	10.15

Based on the table above, it can be seen that each scale value of the user experience questionnaire falls into the category above "Good," specifically "Excellent", where the Attractiveness scale value is $4.73 \geq 1.75$, Efficiency $3.65 \geq 1.78$, Dependability $3.19 \geq 1.9$, Dependability $4 \geq 1.65$, Stimulation $3.80 \geq 1.55$ and Novelty $10.15 \geq 1.4$, referring to the benchmark of the user experience questionnaire (UEQ) below:

Table 4.8 Benchmark gaps for the User Experience Questionnaire scales from

	Attract.	Effic.	Persp.	Depend.	Stimul.	Novel.
Excellent	≥ 1.75	≥ 1.78	≥ 1.9	≥ 1.65	≥ 1.55	≥ 1.4
Good	≥ 1.52	≥ 1.47	≥ 1.56	≥ 1.48	≥ 1.31	≥ 1.05
	< 1.75	< 1.78	< 1.9	< 1.65	< 1.55	< 1.4
	≥ 1.17	≥ 0.98	≥ 1.08	≥ 1.14	≥ 0.99	≥ 0.71

Above average	< 1.52	< 1.47	< 1.56	< 1.48	< 1.31	< 1.05
Below average	≥ 0.7 < 1.17	≥ 0.54 < 0.98	≥ 0.64 < 1.08	≥ 0.78 < 1.14	≥ 0.5 < 0.99	≥ 0.3 < 0.71
Bad	< 0.7	< 0.54	< 0.64	< 0.78	< 0.5	< 0.3

M. Schrepp et al. (2017) International Journal of Interactive Multimedia and Artificial Intelligence, Vol. 4

The table above presents the results of the average calculation for each scale, indicating whether the findings are categorized as positive, negative, or average. Based on the results, the "Wisata Alam Indonesia" application falls within the positive evaluation area and provides a positive experience for its users. Specifically, the "Wisata Alam Indonesia" application provides a positive experience for 6th semester students of class A in the English Education Study Program at Universitas Nias.

4.1.4 Variance

Variance is defined as the extent of dispersion among scores (Gay et al., 2012: 337). A small variance indicates that the scores are closely grouped together, while a large variance signifies that the scores are more widely spread apart.

Table 4.9 Table frequency Variance and Standart Deviation of variables X ("Wisata Alam Indonesia" application)

Respondent	X	Mean Score (\bar{X})	$x - \bar{X}$	$(x - \bar{X})^2$
R1	45	45	0	0
R2	45	45	0	0
R3	43	45	-2	4
R4	43	45	-2	4
R5	42	45	-3	9
R6	45	45	0	0
R7	44	45	-1	1
R8	43	45	-2	4
R9	44	45	-1	1
R10	45	45	0	0
R11	46	45	1	1
R12	45	45	0	0
R13	46	45	1	1

R14	46	45	1	1
R15	46	45	1	1
R16	44	45	-1	1
R17	45	45	0	0
R18	45	45	0	0
R19	48	45	3	9
R20	47	45	2	4
R21	49	45	4	16
R22	46	45	1	1
R23	44	45	-1	1
R24	43	45	-2	4
R25	45	45	0	0
R26	46	45	1	1
Total	1,170	1,170	0	64

Table 4.7 Table frequency Variance and Standart Deviation of variable Y (User Experience)

Respondent	Y	Mean Score (\bar{X})	$Y - \bar{X}$	$(Y - \bar{X})^2$
R1	47	46.42	0,58	0,3364
R2	49	46.42	2,58	6,6564
R3	45	46.42	-1,42	2,0164
R4	45	46.42	-1,42	2,0164
R5	43	46.42	-3,42	11,6964
R6	47	46.42	0,58	0,3364
R7	45	46.42	-1,42	2,0164
R8	44	46.42	-2,42	5,8564
R9	45	46.42	-1,42	2,0164
R10	46	46.42	-0,42	0,1764
R11	47	46.42	0,58	0,3364
R12	46	46.42	-0,42	0,1764
R13	48	46.42	1,58	2,4964
R14	47	46.42	0,58	0,3364
R15	48	46.42	1,58	2,4964
R16	45	46.42	-1,42	2,0164
R17	46	46.42	-0,42	0,1764
R18	47	46.42	0,58	0,3364
R19	49	46.42	2,58	6,6564
R20	49	46.42	2,58	6,6564
R21	50	46.42	3,58	12,8164
R22	47	46.42	0,58	0,3364
R23	45	46.42	-1,42	2,0164
R24	45	46.42	-1,42	2,0164
R25	46	46.42	-0,42	0,1764
R26	46	46.42	-0,42	0,1764
Total	1.207	1206,92	0,08	72,3464

Based on the table above, the researcher identifies the variance value of variable X ("Wisata Alam Indonesia" application) and variable Y (User Experience) using the formula from Jackson (2008: 117) as follows:

$$\begin{aligned} S^2 &= \frac{\Sigma(x-\bar{X})^2}{n-1} \\ &= \frac{64}{26-1} \\ &= 2.560 \end{aligned}$$

Based on the above calculations, the variance of variable X ("Wisata Alam Indonesia" application) is 2.560, indicating the degree of spread or variability in the scores for this variable.

$$\begin{aligned} S &= \frac{\Sigma(Y-\bar{X})^2}{n-1} \\ &= \frac{72,34}{26-1} \\ &= 2.894 \end{aligned}$$

Based on the above calculations, the variance of variable Y (User Experience) is 2.894, reflecting the spread or variability of the user experience scores.

4.1.4 Standard Deviation

Standard deviation is the square root of the variance, which shows how much the data points deviate from the mean. Based on the formula from Jackson (2008: 117), the standard deviation is calculated as follows:

$$\begin{aligned} S &= \sqrt{\frac{\Sigma(x-\bar{X})^2}{n-1}} \\ &= \sqrt{2,560} \\ &= 1.600 \end{aligned}$$

To find the standard deviation of variable Y (User Experience), we use the formula from Jackson (2008: 117):

$$S = \sqrt{\frac{\Sigma(x-\bar{X})^2}{n-1}}$$

$$= \sqrt{2,894}$$

$$= 1.701$$

From the results of the above calculations, the researcher found that the standard deviation value of variable X ("Wisata Alam Indonesia" application) is 1.600, while the standard deviation value for variable Y (User Experience) is 1.701. These values indicate the degree of variability or dispersion in the scores for each variable.

4.1.5 Correlation Coefficient Test

To assess the closeness of the relationship between variables, the correlation coefficient test is conducted. The Pearson correlation involves one dependent variable and one independent variable. This test is used to determine the degree of freedom of the relationship between the two variables. The decision criteria for the Pearson correlation test are as follows: if the significance value is less than 0.05, then the variables in the study are considered correlated or have a relationship. After calculating with IBM SPSS Statistics 22, the following data output was obtained:

Tabel 4.8 *Correlation coefficient test results*

Correlations			
		Wisata Alam Indonesia	Pengalaman Pengguna
Wisata Alam Indonesia	Pearson Correlation	1	.896**
	Sig. (2-tailed)		.000
	N	26	26
Pengalaman Pengguna	Pearson Correlation	.896**	1
	Sig. (2-tailed)	.000	
	N	26	26

Sumber: Pengolahan IBM SPSS Statistik 22

Based on the table above, since the sig value = 0.000 < 0.05 \), it can be concluded that the variables in this study have a correlation or a relationship. To determine the strength of the effect, the following guidelines can be used to interpret the correlation coefficient:

Tabel 4.9 *Correlation coefficient interpretation table*

Correlation Coefficient Interval	Level of Relationship
0,000 – 0,199	Very weak correlation
0,20 – 0,399	Weak correlation
0,40 – 0,599	Moderate correlation
0,60 – 0,799	Strong correlation
0,80 – 1,000	Very strong correlation

Bisma I. Sanny. Jurnal E-Bis. Vol. 4 No. 1 (2020)

Based on the r_{xy} value obtained, 0.896, it can be concluded that the relationship or correlation between variable X (“Wisata Alam Indonesia” application) and variable Y (User Experience) has a very strong relationship level.

4.1.6 Simple Liner Regression Analysis

Simple regression analysis assumes a linear relationship, where changes in variable X are followed by proportional changes in variable Y. In contrast, a non-linear relationship means that changes in variable X do not correspond proportionally with changes in variable Y. The criteria for decision-making in simple regression analysis are as follows: if the significance value is less than 0.05, it indicates that variable X has an effect on variable Y. Conversely, if the significance value is greater than 0.05, it suggests that variable X does not have an effect on variable Y. To test the magnitude of the influence of the "Wisata Alam Indonesia" application on user experience, IBM SPSS Statistics 22 uses the following data:

Tabel 4.10 *Correlation coefficient test results*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.795	.769

a. Predictors: (Constant), Wisata Alam Indonesia Application

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.532	4.330	.423	.816	.423
	Wisata Alam Indonesia Application	.953	.096	.000	9.911	.000

In the output table above, it is known that the constant value (a) is 3.532, while the regression coefficient for the "Wisata Alam Indonesia" application is 0.953. Therefore, the regression equation, according to Supranto (2016: 185) in Saragih & Munthe (2018), can be written as follows:

$$Y = a + bX$$

Keterangan:

X = "Wisata Alam Indonesia" application

Y = User Experience

From the output results above, the simple linear regression equation ($Y = 3.532 + 0.953X$) indicates that as the variable X (Wisata Alam Indonesia) increases, the dependent variable Y (user experience) also improves. The table also shows that the correlation coefficient (R) is 0.896. From this output, the coefficient of determination (R square) is 0.804.

This means that approximately 80.4% of the variability in user experience can be explained by the "Wisata Alam Indonesia" application. Since the regression coefficient is positive, it can be concluded that the influence of variable X on Y is positive, indicating a direct relationship between the two variables.

4.1.7 Hypothesis Test (T Test)

According to Ghozali (2021: 148), the purpose of the t-test is to determine the extent of the influence of one independent variable in explaining the variation

in the dependent variable individually. In this study, a significance level of 0.05 will be used. The researcher will then compare the t_{hitung} value with the t_{tabel} value as follows:

- a. If $t_{hitung} > t_{tabel}$, then H_0 is accepted and H_a is rejected,
- b. If $t_{hitung} > t_{tabel}$, then H_0 is rejected and H_a is accepted.

After performing calculations with IBM SPSS 22, the following data output was obtained:

Tabel 4.11 Hypothesis t test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.532	4.330	.423	.816	.423
	Wisata Alam Indonesia	.953	.096	.000	9.911	.000

Sumber: Pengolahan IBM SPSS Statistik 22

From the results of the above calculations, since the value of $t_{hitung} = 9.911 > t_{table} = 2.063$, we can conclude that H_0 will be rejected while H_a will be accepted. Therefore, it can be stated that there is a positive and significant effect of the influence of the "Wisata Alam Indonesia" application on the user experience of 6th semester students in class A of the English Education Study Program at Universitas Nias.

4.1.8 Hypothesis Test (F Test)

According to Ghozali (2018: 56), the F test aims to determine whether the independent variables collectively have an effect on the dependent variable. In this research, the statistical significance level for the F test is set at 5% (0.05), indicating a 0.05 risk of making a decision error. The decision criteria are as follows:

- c. If the probability value (F-statistic) < 0.05 , then H_0 is accepted.
- d. If the probability value (F-statistic) > 0.05 , then H_0 is rejected

After calculating with IBM SPSS 22, the following data output was obtained:

Tabel 4.12 Hypothesis f test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.141	1	58.141	98.228	.000 ^b
	Residual	14.206	24	.592		
	Total	72.346	25			

Sumber: Pengolahan IBM SPSS Statistik 22

From the results of the above calculations, since the value of $f_{hitung} = 98.228 > f_{tabel} = 4.259$, we can conclude that H_0 will be rejected while H_a will be accepted. Therefore, it can be stated that there is a positive and significant effect of the influence of the "Wisata Alam Indonesia" application on the user experience of 6th semester students in Class A of the English Education Study Program at Universitas Nias.

4.2 Discussion

Based on the results of this research, the average score of variable X (Indonesian Nature Tourism Application) is 45, while the average score of variable Y (User Experience) is 46.42. Based on this calculation, it can be seen that respondents gave a fairly good assessment of the "Wisata Alam Indonesia" application. User experience is a key element in determining the success of an application. According to **Hassenzahl (2010)**, user experience is defined as how someone feels and interacts with digital products based on their needs, emotions, and expectations. If the application can meet user expectations and provide pleasant interactions, the application will be rated positively by its users, which is in line with the results of this study, where the Attractiveness, Efficiency, Perspicuity, Dependability, Stimulation, and Novelty scales, get an average score that is in the "Excellent" category.

This opinion is reinforced by **Nielsen (2012)**, who explains that the main components of user experience are usability, utility, and desirability. In the context of this study, the "Wisata Alam Indonesia" application was rated very positively in

the aspect of “Attractiveness” with an average score of 4.73 and “Novelty” 10.15 which is far above the minimum limit of the Excellent category (≥ 1.75). This shows that the “Wisata Alam Indonesia” application provides a satisfying user experience.

Additionally, the results of this study are further supported by the findings of the Pearson correlation test, which indicates a very strong relationship between the "Wisata Alam Indonesia" application (variable X) and user experience (variable Y), with a correlation coefficient value of 0.896. This high correlation coefficient reinforces the positive impact of the application on enhancing the user experience for students. With a significant value of 0.000 (< 0.05), it can be concluded that there is a significant relationship between the two variables. **Schrepp et al. (2017)** emphasize the importance of application innovation and attractiveness in improving user experience. A positive experience is created when the application not only functions properly but also provides more value in terms of innovation and personalization. This aligns with the results of the study, which demonstrate that the "Wisata Alam Indonesia" application has a significant effect on user experience.

The regression analysis shows that the “Wisata Alam Indonesia” application has a positive influence on user experience. This can be seen from the regression equation obtained is $Y = 3.532 + 0.953X$, which indicates that increased use of the “Wisata Alam Indonesia” application contributes positively to user experience. This is supported by **Grossman (1998) in Wongso (2020)**, the better the experience felt by users or students, the better the level of user trust in the application, otherwise if the user experience is less satisfying, the level of trust will decrease. From the results of this study, it is found that the more the “Wisata Alam Indonesia” application increases, the better the level of trust and experience of users or 6th semester students of class A of the English Education Study Program at Universitas Nias.

Based on the analysis of this research, it can be concluded that the “Wisata Alam Indonesia” application has a positive and significant impact on user experience, especially 6th semester students of class A of the English Education Study Program at Universitas Nias. This application is considered attractive,

efficient, reliable, and innovative, so as to increase overall user satisfaction and experience. These results provide empirical evidence that nature tourism-based applications can be an effective medium in improving user experience, especially in an educational environment.

4.3 The Research Result versus to the Latest Related Research

This research shows that the “Wisata Alam Indonesia” application has a high average score on Attractiveness (4.73) and Novelty (10.15), which is in the “Excellent” category. These results indicate that the application is able to provide an interesting and innovative experience for users, especially 6th semester students of class A of the English Education Study Program at Nias University.

These results are in line with research conducted by Sabukunze et al. (2021) studied “User experience analysis on mobile application design using user experience questionnaire” which analyzed the Grab Food application using the User Experience Questionnaire (UEQ) method. Although Sabukunze et al. found a positive user experience on most of the UEQ scales, they noted a lower score on Dependability (1.29), indicating that the reliability aspect still needs improvement. In contrast, the “Wisata Alam Indonesia” application managed to achieve a higher score on this aspect of (4), indicating the application's ability to consistently meet user expectations.

Abdillah's research (2019) conducted a titled - Analysis of Online Transportation Mobile Applications Using User Experience Questionnaire in the Millennial and Z Era” which evaluates the Gojek application also shows positive results, especially in the aspect of Perspicuity (1.56), which indicates that the application is easy to use by millennials and Z generations. However, the Novelty aspect in Abdillah's study scored lower (0.85), indicating a need for more innovation. In this study, the “Wisata Alam Indonesia” application excels with a much higher Novelty score of (10.15), indicating that it is better able to attract users with creative and fresh features.

In addition, research by Kushendriawan et al. (2021) an titled “Evaluating User Experience of a Mobile Health Application Halodoc using User Experience Questionnaire and Usability Testing” which evaluated the Halodoc application using a combination of User Experience Questionnaire (UEQ) and usability testing showed that although this application received positive scores on all UEQ scales, none of them reached the “Excellent” category. This is in contrast to the “Wisata Alam Indonesia” application, which managed to reach the category, signaling excellence in terms of visual applicationeal and feature innovation.

Overall, this study provides evidence that the “Wisata Alam Indonesia” application shows much more positive results across all User Experience Questionnaire (UEQ) scales especially in the Attractiveness and Novelty aspects indicating that increased innovation and attractiveness greatly affect user experience compared to previous studies of applications such as Gojek, Grab Food, and Halodoc which tend to score lower in the Novelty and Dependability aspects. Furthermore, in this study there is a significant and positive relationship between the use of the Indonesian Nature Tourism application and user experience. This result is shown through a very strong correlation test, as well as the results of the regression analysis which indicates that improving the quality of the Wisata Alam Indonesia application directly improves user experience.

4.4 The Research Result versus Theories

The results of the research on the “Wisata Alam Indonesia” application show a close relationship with the theory of User Experience Questionnaire (UEQ) and Usability. According to Laugwitz et al. in Kushendriawan et. al., (2021), UEQ measures user experience based on six main dimensions: Attractiveness, Efficiency, Perspicuity, Dependability, Stimulation, and Novelty. In this study, the “Wisata Alam Indonesia” application scored high on these dimensions, indicating that the overall user experience was very positive. For example, the application was rated as having high visual appeal, efficiency in use, as well as novelty which made users feel the application was innovative.

The Usability theory described in the ISO 9241-11:2018 in Kushendriawan et. al., (2021) standard emphasizes that the usability of a product is measured by the

effectiveness, efficiency, and satisfaction of users in achieving their goals. This research reveals that the “Wisata Alam Indonesia” application is also rated very well in the aspects of efficiency and reliability, which are two key components in usability. Users can easily complete tasks such as searching for tourist information or making reservations quickly and seamlessly, which reflects the application effectiveness in meeting their needs. In addition, the reliability of the application makes users feel secure and trust that the application will work.

The relationship between usability and user experience is evident in this study. An application that is easy to use and efficient not only provides a satisfying experience, but also increases the user's level of trust in the app. This confirms the importance of designing apps that are not only functional, but also provide a positive and innovative emotional experience, as shown by the high scores on the novelty scale in the User Experience Questionnaire (UEQ).

4.5 Implications of Research Result

The result of this study showed that H_0 was rejected and H_a was accepted, which means that “Wisata Alam Indonesia” application had effect on User Experience at 6th semester class A of the English Education Study Program, with a very strong correlation strength.

So, from the explanation above, it is clear that the results of this study have a significant impact and effect on student's 6th semester class A of the English Education Study Program as users and researchers.

4.6 Limitation of Research Result

Based on the researcher's direct experience during the research process, several limitations were encountered, and there are factors that future researchers should consider to further refine their studies. As with any research, this study has its shortcomings that need to be addressed in future work. Some of the limitations in this research include:

1. During data collection, the responses provided by participants in the questionnaires did not always reflect their true opinions. This occurred due to varying thoughts, assumptions, and interpretations among

respondents, as well as factors like honesty when completing the questionnaire.

2. The research was solely focused on user experience, limiting the scope of the study.
3. The researcher had limited understanding of the subject and how certain aspects were created, which affected the depth of the research.

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study aims to assess the user experience of the “Wisata Alam Indonesia” application among 6th semester students of class A of the English Education Study Program at Nias University. The results showed that the average score for the application was 45, while the user experience scored an average of 46.42, indicating a fairly positive assessment from the respondents.

This research shows that user experience is crucial to the success of the application. The “Wisata Alam Indonesia” application scored high on various scale of user experience, including Attractiveness, Efficiency, Perspective, Dependability, Stimulation, and Novelty, with all scores falling into the “Excellent” category.

In addition, the results showed a very strong correlation between the “Wisata Alam Indonesia” application and user experience. Regression analysis also shows that when the quality of the “Wisata Alam Indonesia” application increases, the user experience will also increase.

In conclusion, the “Wisata Alam Indonesia” application significantly improves user experience for students 6th class A in the English Education Study Program at Universitas Nias. The application was recognized as attractive, efficient, reliable and innovative, which contributed to overall user satisfaction. This research underscores the effectiveness of nature tourism-based applications in improving user experience.

5.2 Recommendation

Based on the positive evaluation of the “Wisata Alam Indonesia” application users are encouraged to continue using the application to enhance their knowledge and experience of Indonesia's natural tourism. The innovative features

and user-friendly interface of the application offer an excellent platform to explore and learn about various destinations.

29
Future researchers are advised to expand the scope of this study by investigating additional variables such as user satisfaction over time, long-term usage patterns, and the impact of new updates on user experience. future researchers are also expected to conduct comparative studies with other similar applications so as to provide extensive insight into specific features that enhance or hinder user experience.

For Nias University, the results of this study show that incorporating applications such as “Wisata Alam Indonesia” into the curriculum can enhance the learning experience for students, especially in subjects related to culture, tourism and environmental education. The university could collaborate with application developers.

THE EFFECT OF WISATA ALAM INDONESIA APPLICATION ON USERS EXPERIENCE USING USABILITY TESTING AND QUESTIONNAIRE

ORIGINALITY REPORT

5%

SIMILARITY INDEX

PRIMARY SOURCES

- | | | |
|---|---|-----------------|
| 1 | repository.upbatam.ac.id
Internet | 74 words — 1% |
| 2 | jurnal.stkipmb.ac.id
Internet | 63 words — < 1% |
| 3 | ejournal.undiksha.ac.id
Internet | 56 words — < 1% |
| 4 | Ihsannudin, N Kholiq, E Antriyandarti. "The policy plan of ecotourism development of Sakjan Lake for economic empowerment of buffering rural community in the Meru Betiri National Park Jember Indonesia", IOP Conference Series: Earth and Environmental Science, 2023
Crossref | 29 words — < 1% |
| 5 | journal.formosapublisher.org
Internet | 29 words — < 1% |
| 6 | eunis.org
Internet | 27 words — < 1% |
| 7 | Anang Aris Widodo, Agung Teguh Wibowo Almais, Muslim Alamsyah, Rudi Hariyanto. "Usability Analysis to Measure the Effectiveness of | 25 words — < 1% |

Implementing the Mapping System for COVID-19 Patients",
2022 2nd International Conference on Information Technology
and Education (ICIT&E), 2022

Crossref

8 D T Sitaresmi, R A Nugroho, D L Putri. 25 words — < 1%
"Environmental damage and land use changes:
forest protection strategy", IOP Conference Series: Earth and
Environmental Science, 2023

Crossref

9 Hurriyati Ratih, Tjahjono Benny, GafarAbdullah
Ade, Sulastri, Lisnawati. "Advances in Business,
Management and Entrepreneurship", CRC Press, 2020

Publications

10 journal.unublitar.ac.id 20 words — < 1%
Internet

11 ejournal.insuriponorogo.ac.id 19 words — < 1%
Internet

12 Darmawati Darmawati, Birusman Nuryadin. "The
Development of Biru Kersik Coast Tourism in
Marangkayu, Sub-District of Kutai Kartanegara (A Review of
Sharia National Council-Indonesian Ulema Council Fatwa
Number 108/DSN-MUI/X/2016 about Tourist Guidelines Based
on Sharia Principles)", AL-FALAH : Journal of Islamic Economics,
2022

Crossref

13 Pradana, Dharma Surya, and Ridi Ferdiana. 18 words — < 1%
"Mobile applications rating assessments based
on users experience perception", 2014 Makassar International
Conference on Electrical Engineering and Informatics (MICEEI),
2014.

Crossref

14	repository.ub.ac.id Internet	17 words — < 1%
15	irjaes.com Internet	16 words — < 1%
16	thesis.sgu.ac.id Internet	16 words — < 1%
17	dspace.uui.ac.id Internet	15 words — < 1%
18	eprints.untirta.ac.id Internet	15 words — < 1%
19	Siska Noviaristanti. "Contemporary Research on Business and Management", CRC Press, 2020 Publications	14 words — < 1%
20	www.iieta.org Internet	13 words — < 1%
21	Markus Comes Laoli, Elwin Piarawan Zebua, Riswan Zega, Yasminar Amaerita Telaumbanua. "The Impact of English Teachers' Professional Competence on Students' Performances of the Second Grade at SMA Swasta Santu Xaverius Gunungsitoli in 2023/2024", Tuhenori: Jurnal Ilmiah Multidisiplin, 2024 Crossref	12 words — < 1%
22	etd.astu.edu.et Internet	12 words — < 1%
23	journal2.um.ac.id Internet	12 words — < 1%
24	lup.lub.lu.se Internet	12 words — < 1%

12 words — < 1%

25 repository.ar-raniry.ac.id

Internet

12 words — < 1%

26 , SOPI PENTANA. "Proceeding 1 st Mice 2018 Medan International Conference Economic", INA-Rxiv, 2018

Publications

11 words — < 1%

27 www.researchgate.net

Internet

11 words — < 1%

28 Ahmed Al-Hunaiyyan, Rana Alhajri, Bareeq Alghannam, Abdullah Al-Shaher. "Student Information System: Investigating User Experience (UX)", International Journal of Advanced Computer Science and Applications, 2021

Crossref

10 words — < 1%

29 Refly Firmansyah, Didit Purnomo. "Determinants of women's labor participation rate: Evidence in ASEAN", Journal of Economics Research and Policy Studies, 2024

Crossref

10 words — < 1%

30 www.mdpi.com

Internet

10 words — < 1%

31 www.tb.lt

Internet

10 words — < 1%

32 digilib.unila.ac.id

Internet

9 words — < 1%

33 www.geoinfo.utm.my

Internet

9 words — < 1%

34 A.H.G. Kusumah, C.U. Abdullah, D. Turgarini, M. Ruhimat, O. Ridwanudin, Y. Yuniawati. "Promoting Creative Tourism: Current Issues in Tourism Research", CRC Press, 2021
Publications

35 Agus Purwoko, Wanda Kuswanda, Rospita Odorlina Pilianna Situmorang, Freddy Jontara Hutapea et al. "Orangutan Ecotourism on Sumatra Island: Current Conditions and a Call for Further Development", Sustainability, 2022
Crossref

36 R. Iqbal Robbie, Ali Roziqin, Shannaz Mutiara Deniar, Ardik Praharjo, Kenny Roz. "Environmental Issues and Social Inclusion in a Sustainable Era", Routledge, 2023
Publications

37 Stefano Federici, Marcia Scherer. "Assistive Technology Assessment Handbook", CRC Press, 2019
Publications

38 docshare.tips
Internet

39 journal.riksawan.com
Internet

40 repository.lppm.unila.ac.id
Internet

41 "Design, User Experience, and Usability. Theories, Methods, and Tools for Designing the User Experience", Springer Science and Business Media LLC, 2014 7 words — < 1%
Crossref

42 Marcelo M. Soares, Francisco Rebelo, Tareq Z. Ahram. "Handbook of Usability and User Experience - Methods and Techniques", CRC Press, 2022 7 words — < 1%
Publications

43 Noble Arden Kuadey, Carlos Ankora, Laurene Adjei, Elikem Krampa et al. "Evaluating Students' User Experience on Student Management Information Systems", Advances in Human-Computer Interaction, 2024 6 words — < 1%
Crossref

EXCLUDE QUOTES ON

EXCLUDE SOURCES OFF

EXCLUDE BIBLIOGRAPHY ON

EXCLUDE MATCHES OFF