



User Experience Analysis of the Latest Jkt48 Website, March 2026 Version, Using the User Experience Questionnaire Method

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ABSTRACT

This study aims to measure the level of user experience satisfaction (User Experience) regarding the new appearance and features of the JKT48 website, March 2026 version, using the method User Experience Questionnaire (UEQ). Data was obtained from a questionnaire of 80 JKT48 fan respondents who had tried the new website, then processed using UEQ Data Analysis Tool (DAT). The results show that the visual appearance and attractiveness of the website received a very satisfactory response (Attractiveness 1,87; Excellent, Novelty 1,59; Good, Stimulation 1,53; Good), and the system is considered quite easy to understand (Perspicuity 1,70; Above Average, Dependability 1,52; Good). However, efficiency of use is the main drawback (Efficiency 0,24; Bad) because the menu navigation flow is less practical and the page loading time is slow (loading time). Because the testing was conducted early in the website's launch while users were still adapting, these findings provide important feedback for developers to prioritize simplifying menu flows and improving website access speed.

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1. INTRODUCTION

The development of information technology has made websites a primary medium for information delivery and digital interaction, the success of which is largely determined by the quality of the user experience (UX). Good UX has been shown to increase user satisfaction and loyalty, while poor UX can potentially lead to confusing navigation. For the idol group JKT48, the official website plays a strategic role as a central hub for member profiles, announcements, and theater ticket reservations for its fan base.

In March 2026, JKT48 launched a revamped version of its official website. However, interface updates do not always automatically translate to improved UX, as changes to navigation structure and the placement of new features can trigger varying user responses. Therefore, an objective, quantitative evaluation post-launch is necessary. This study aims to analyze the quality of user experience on the latest JKT48 website, published in March 2026, using the *User Experience Questionnaire* (UEQ) to map 6 key aspects of UX and provide data-based improvement recommendations for developers.

2. METHOD

This research uses a quantitative method by applying instruments *User Experience Questionnaire* (UEQ). The research stages include:

1. UEQ Instrument Preparation: Compiling 26 paired question items (*semantic differential*) using a Likert scale of 1–7 representing 6 dimensions: *Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, And Novelty*.
2. Sampling Determination: Using the technique *purposive sampling*. The respondent criteria were fans/users who had accessed the latest JKT48 website version of March 2026 at least once. From the data collection, 80 respondents were obtained (65% Male, 35% Female; dominant age 18–25 years old at 72.5%).
3. Data Collection: Distribution of questionnaires online via social media (X, WhatsApp, Line, Discord) using Google Forms.
4. Data Processing: Data is processed using *Data Analysis Tool* (DAT) UEQ based on Microsoft Excel. Answers are converted from a scale of 1–7 to -3 to +3.
5. Reliability Test & Clean Up: Testing *Cronbach's Alpha*. Elimination was carried out on 2 respondent data which were indicated to be inconsistent (*critical*) so that 78 reliable final data samples were obtained (all values $\alpha > 0.60$).
6. Metrics & Benchmark Analysis: Calculating value *Mean, Variance*, and compare the results with *database benchmark UEQ*.

3. RESULTS AND DISCUSSION

3.1. RESULTS

The results of statistical processing of 26 UEQ items on 78 final data samples produced an average value (*Mean*) and variance (*Variance*) for each measurement scale:

Table 1.UEQ mean, variance, and reliability test scales

UEQ Dimensions	Mean	Variance	Cronbach's Alpha (α)	Reliability Information
Attractiveness	1,87	0,64	0,82	Reliable
Perspiciuity	1,70	1,06	0,85	Reliable
Efficiency	0,24	2,57	0.89	Reliable
Dependability	1,52	0,88	0.69	Reliable
Stimulation	1,53	0,58	0.74	Reliable
Novelty	1,59	1,37	0.71	Reliable

Table 1 shows that the five dimensions of UEQ obtained mean values (*Mean*) positive ($> 0,80$) with an adequate level of reliability ($\alpha > 0.60$). Dimensions *Attractiveness* obtained the highest score (1.874), followed by *Perspiciuity* (1,696) and *Novelty* (1.593). On the other hand, the dimensions *Efficiency* recorded the lowest score of 0.240.

Table 2.UEQ benchmark evaluation results

UEQ Dimensions	Mean	Comparisson to benchmark	Interpretation
Attractiveness	1,87	Excellent	In the range of the 10% best results
Perspiciuity	1,70	Above Average	25% of result better, 50% of best results worse
Efficiency	0,24	Bad	In the range of the 25% worst result
Dependability	1,52	Good	10% of result better, 75% of results worse
Stimulation	1,53	Good	10% of result better, 75% of results worse
Novelty	1,59	Good	10% of result better, 75% of results worse

Table 2 presents the results of the comparison of values *Means* six dimensions of UEQ against database *benchmark* global. The results show that the visual aspect (*Attractiveness*=1.87) achieved the Excellent category or was in the top 10% of results. Dimension *Dependability* (1,52), *Stimulation* (1.53), and *Novelty* (1.59) is in the Good category (10% better results, 75% worse), while *Perspiciuity* (1.70) obtained the Above Average predicate (25% better results, 50% worse). On the other hand, the dimension *Efficiency* (0.24) is the only aspect that is in the Bad category or is in the 25% worst results range, which

emphasizes that the navigation flow and system response speed are still the main weaknesses of the newest JKT48 website.

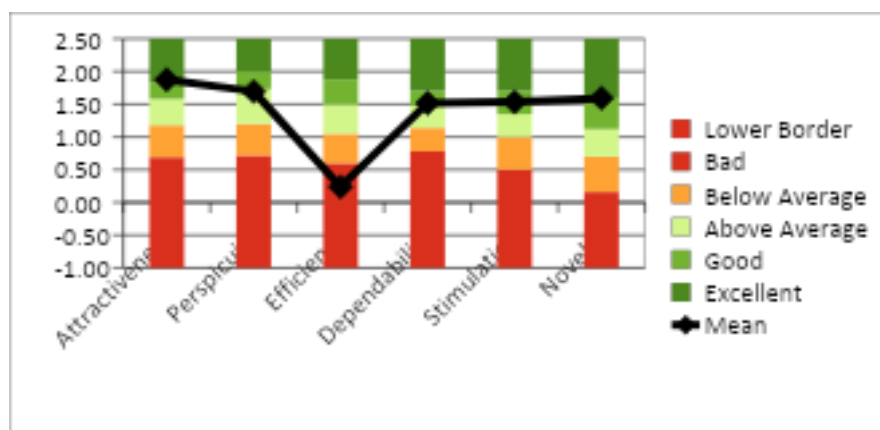


Figure 1.UEQ benchmark evaluation results graph

Figure 1 emphasizes the significant differences in performance between UEQ dimensions. It can be seen that the graphs of the majority of dimensions are consistently in the upper area (category *Above Average* until *Excellent*), indicating high user satisfaction with the beauty of the display and the clarity of the new features. However, the graph line appears to drop sharply especially in the dimension *Efficiency* until entering the red zone (category *Bad*). This sharp decline visually demonstrates the disparity between the website's already excellent aesthetic quality and its system's efficiency, which still requires fundamental optimization.

3.2. DISCUSSION

Based on the analysis of the UEQ evaluation results, five of the six dimensions (*Attractiveness*, *Perspicuity*, *Dependability*, *Stimulation*, And *Novelty*) is far above the positive evaluation limit value (+0.8). Dimension *Attractiveness* get a predicate *Excellent* (1.87). This shows that the visual design updates of the new JKT48 website interface are very popular and provide a satisfying aesthetic impression for fans. In addition, the high value on the novelty dimension (*Novelty* 1.59) and stimulation (*Stimulation* 1.53) indicates that the new interface elements successfully motivate users when exploring the platform.

However, the main weakness of the system was identified in the dimension *Efficiency* which only obtains value *Mean* of 0.24 with the category *Bad*. Very high variance values on the dimensions *Efficiency* (2.57) indicates that there are quite sharp differences in opinion among users because this evaluation was conducted in the early stages of the website launch, where users were still adapting from the old navigation to the new navigation. In addition to adaptation issues, technical factors such as *loading time*. The impractical menu pages and clickflow for transactions and searching for theater information also contribute to reducing efficiency performance.

System Improvement Recommendations:

1. **Efficiency & Loading Time Optimization:** Reduce functional flow stages and optimize server load performance to increase page load speed.

2. Menu Navigation Simplification: Improved layout arrangement *announcement (news)* and main menu to minimize *click-depth*.
3. Maintaining Visual Quality: Maintaining the aesthetics of the graphic design that has been assessed *Excellent* by the user.

4. CONCLUSION

User Experience evaluation research on the latest JKT48 website version March 2026 based on the UEQ method shows that the system update has succeeded in significantly excelling in terms of visual and aesthetic aspects (*Attractiveness* = 1,87; *Excellent*). Aspect *Hedonic Quality* And *Pragmatic Quality* generally has a positive value. However, the dimensions *Efficiency* be the only aspect that is predicated *Bad* (0.24), which is influenced by the obstacles of adapting to new navigation and page response speed.

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6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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