

ABSTRAK

Perpustakaan merupakan sumber daya penting dalam mendukung kemajuan pendidikan dan literasi masyarakat. Seiring perkembangan teknologi informasi, perpustakaan daerah Kabupaten Tuban menghadirkan aplikasi Tulib (Tuban Digital Library) untuk meningkatkan akses dan layanan kepada pengguna. Berdasarkan ulasan pengguna di *Play Store* dengan rata-rata rating 3,8, masih terdapat sejumlah keluhan terkait sistem dan layanan, seperti keterbatasan fitur pendaftaran, kendala perubahan email, serta durasi peminjaman yang singkat. Permasalahan tersebut menunjukkan perlunya analisis terhadap pengalaman pengguna guna meningkatkan kepuasan dan kualitas layanan aplikasi. Penelitian ini bertujuan untuk menganalisis tingkat pengalaman pengguna aplikasi perpustakaan Kabupaten Tuban menggunakan metode *User Experience Questionnaire* (UEQ). Penelitian menggunakan pendekatan kuantitatif dengan teknik pengumpulan data berupa kuesioner, observasi, dan studi literatur. UEQ mengukur enam aspek pengalaman pengguna, yaitu *attractiveness*, *perspicuity*, *efficiency*, *dependability*, *stimulation*, dan *novelty*. Data yang diperoleh dianalisis menggunakan *UEQ Data Analysis Tools* untuk menghasilkan nilai rata-rata setiap skala serta mengidentifikasi aspek yang memerlukan perbaikan. Hasil penelitian menunjukkan bahwa seluruh aspek UEQ berada dalam kategori *bad*. Aspek *attractiveness* memperoleh nilai *mean* sebesar -0,44, *perspicuity* -0,31, *efficiency* -0,16, *dependability* 0,06, *stimulation* -0,51, dan *novelty* -0,43. Nilai tersebut mengindikasikan bahwa aplikasi masih dikatakan pada kategori *bad*.

Kata Kunci : *Perpustakaan Umum, Kabupaten Tuban, User Experience Questionnaire (UEQ), Analisis, Kepuasan Pengguna*

ABSTRACT

Libraries are a crucial resource in supporting the advancement of public education and literacy. In line with advances in information technology, the Tuban Regency Regional Library has launched the Tulib (Tuban Digital Library) application to improve access and services for users. Based on user reviews on the Play Store, with an average rating of 3.8, several complaints remain regarding the system and services, such as limited registration features, difficulties changing email addresses, and short loan periods. These issues highlight the need for user experience analysis to improve satisfaction and service quality. This study aims to analyze the user experience level of the Tuban Regency Library application using the User Experience Questionnaire (UEQ) method. The study employed a quantitative approach, using questionnaires, observation, and literature review as data collection techniques. The UEQ measures six aspects of user experience: attractiveness, perspicacity, efficiency, dependability, stimulation, and novelty. The data obtained were analyzed using UEQ Data Analysis Tools to generate an average score for each scale and identify aspects that require improvement. The results showed that all aspects of the UEQ were in the poor category. The attractiveness aspect obtained a mean score of -0.44, perpicuity -0.31, efficiency -0.16, dependability 0.06, stimulation -0.51, and novelty -0.43. These values indicate that the application is still considered to be in the poor category.

Keywords: *Public Library, Tuban Regency, User Experience Questionnaire (UEQ), Analysis, User Satisfaction*