

Evaluasi *Usability* Aplikasi Discord Menggunakan Pendekatan Gabungan *AttrakDiff Questionnaire* dan Analisis Log Metrik Pengguna

ABSTRAK

Tingginya tingkat adopsi aplikasi Discord di kalangan mahasiswa tidak selalu berbanding lurus dengan tingkat kemudahan penggunaan karena kompleksitas strukturnya yang berpotensi menimbulkan beban kognitif bagi pengguna. Penelitian ini bertujuan untuk mengevaluasi tingkat *usability* dan *user experience* (UX) pada aplikasi Discord menggunakan pendekatan gabungan (*mixed evaluation*) yang mengintegrasikan metode subjektif dan objektif. Metode subjektif diukur melalui penyebaran kuesioner *AttrakDiff Questionnaire* yang melibatkan 108 responden mahasiswa aktif Universitas Malikussaleh, sedangkan metode objektif dianalisis melalui penilaian *Log Metrics* berdasarkan hasil pengujian *usability* terhadap 20 responden menggunakan 10 skenario tugas terstruktur pada platform Maze. Hasil pengujian subjektif menunjukkan instrumen penelitian sangat reliabel dengan nilai *Cronbach's Alpha* sebesar 0,946. Seluruh dimensi *AttrakDiff* memperoleh skor positif di atas 5 dari skala 1–7, dengan rincian skor *Pragmatic Quality* (PQ) sebesar 5,26 (75,14%), *Hedonic Quality - Stimulation* (HQ-S) sebesar 5,48 (78,29%), *Hedonic Quality - Identity* (HQ-I) sebesar 5,18 (74,00%), dan *Attractiveness* (ATT) sebesar 5,39 (77,00%). Secara keseluruhan, nilai rata-rata skor evaluasi *AttrakDiff* mencapai 5,33 (76,11%), yang mengindikasikan bahwa karakteristik aplikasi dinilai menarik serta fungsional. Secara objektif, data analisis *log metrics* menunjukkan tingkat efisiensi performa pengguna yang sangat tinggi, dibuktikan dengan nilai *Overall Relative Efficiency* (ORE) yang berada di atas 97% untuk seluruh tugas (berkisar antara 98,09% hingga 99,76%). Selain itu, tingkat kesalahan (*Error Rate*) pengguna tergolong rendah dan stabil sebesar 5% pada seluruh skenario karena hanya satu responden yang gagal menyelesaikan tugas. Penggabungan kedua pendekatan ini membuktikan bahwa aplikasi Discord memiliki nilai *usability* dan UX yang sangat baik, di mana persepsi emosional positif serta daya tarik visual selaras dengan efisiensi performa interaksi pengguna secara nyata dalam menyelesaikan setiap tugas.

Kata Kunci : *Usability, User experience, Discord, AttrakDiff Questionnaire, Log Metrics.*

Usability Evaluation Of Discord Mobile Application Using a Combined Attrakdiff Questionnaire and User Log Metrics Analysis Approach

ABSTRACT

The high adoption rate of the Discord application among university students does not always correlate with ease of use, as its structural complexity potentially induces cognitive load for users. This study aims to evaluate the usability and user experience (UX) of the Discord application using a mixed evaluation approach that integrates subjective and objective methods. The subjective method was measured by distributing the AttrakDiff Questionnaire involving 108 active students from Malikussaleh University, while the objective method was analyzed through Log Metrics based on usability testing results with 20 respondents utilizing 10 structured task scenarios on the Maze platform. The subjective test results indicated that the research instrument was highly reliable, with a Cronbach's Alpha value of 0.946. All AttrakDiff dimensions obtained positive scores above 5 on a 1–7 scale, with details showing Pragmatic Quality (PQ) at 5.26 (75.14%), Hedonic Quality - Stimulation (HQ-S) at 5.48 (78.29%), Hedonic Quality - Identity (HQ-I) at 5.18 (74.00%), and Attractiveness (ATT) at 5.39 (77.00%). Overall, the average score for the AttrakDiff evaluation reached 5.33 (76.11%), indicating that the application's characteristics are perceived as attractive and functional. Objectively, the log metrics analysis data demonstrated a very high user performance efficiency, evidenced by the Overall Relative Efficiency (ORE) values remaining above 97% across all tasks (ranging from 98.09% to 99.76%). Furthermore, the user Error Rate was low and stable at 5% across all scenarios, as only one respondent failed to complete the task. The integration of both approaches proves that the Discord application delivers excellent usability and UX, where positive emotional perceptions and visual appeal closely align with the actual efficiency of user interaction performance in completing each task.

Keywords: *Usability, User experience, Discord, AttrakDiff Questionnaire, Log Metrics.*