

ABSTRACT

The development of technology is rapidly growing as time goes by, especially for internet usage. Internet technology is getting more advanced, utilized to support the progress world such as business, education, entertainment and industries as well as other aspects. Currently in Indonesia has created so many business opportunity utilizing internet technology. Paytren is one of the application that created for utilizing business functions to internet usage. The use of Paytren Application can create user experience which is an important factor of the company to improve the service for users.

This research aims to know the user experience to the use of Paytren Application in Indonesia. This research was measured by four elements user experience, consisting is Product Experience, Outcome Focus, Moment of Truth, and Peace of Mind.

The research methods used are descriptive quantitative method. Methods of data collections was done through online questionnaires to the 385 Paytren Application users residence in Indonesia. The data analysis technique used in this research is analysis level.

The result of this research showed that response from the respondents on User Experience to Paytren Application was declared good. Based on the dimensions of the Peace of Mind get the highest score and the lowest score to Moment of Truth, but the four are still good categories.

The recommendation given, Paytren must maintain excellence on the elements that already obtained and improve the elements which is still low. In order to still have a good impression to every users

Keyword: User Experience, Internet, Application, Analysis level