ABSTRACT

The rapid development of digital technology encourages Micro, Small, and Medium Enterprises (MSMEs) to adopt online platforms to expand their market reach and enhance competitiveness. This study focuses on designing an optimal website for MSMEs by utilizing Kansei Engineering and the Analytical Hierarchy Process (AHP). These methods aim to create an engaging user experience emphasizing trust and visual appeal, aligning with customers' emotional responses. Data collection was conducted through observations, interviews with MSME owners, and questionnaires featuring Kansei Words to capture customers' emotional perceptions. The AHP analysis identified "Privacy and Return Policies" (A3) and "Interactive Elements" (B2) as the primary criteria. These criteria guided the prototype development, integrating features such as clear privacy and return policies and interactive, visually appealing design elements. The prototype was evaluated using the System Usability Scale (SUS) to measure user satisfaction and usability. The findings highlight the importance of combining functional security features with an interactive design to address MSME customers' needs. The proposed website aims to strengthen customer trust and emotional connection with the brand, boosting MSMEs' market competitiveness. This research contributes to the development of MSME websites that align with customer expectations, balancing functionality and aesthetics to thrive in the digital marketplace.

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Keywords: Analytical Hierarchy Process (AHP), Kansei Engineering, SMEs (Small and Medium Enterprises), Website Development.