

ABSTRACT

This study examines the influence of music on the productivity of Telkom University Purwokerto students during academic tasks through a typing test experiment. The variables tested include music genre (rock, electronic, pop), volume (low, medium, high), and tempo (slow, medium, fast). Taguchi method and ANOVA analysis were used to determine the optimal combination of factors to improve typing speed (words per minute/WPM) and accuracy as productivity indicators. Results indicate that music genre significantly affects productivity, while volume and tempo do not have statistically significant effects. The recommended optimal combination is rock music with medium tempo (108-120 BPM) and hard volume (71–90 dB). Confirmation experiments validate the findings. This study provides recommendations for music selection to enhance student focus and learning effectiveness. It also opens avenues for further research by including individual differences and other task types.

Keyword: music, productivity, taguchi, ANOVA, Eksperiment