

ABSTRACT

The smb.telkomuniversity.ac.id website serves as the main gateway for prospective students to obtain admission information for Telkom University, thereby shaping their initial perceptions of the institution. This study aims to analyze the effect of user experience on user satisfaction with the website. The research employed a quantitative approach with a descriptive-correlational design. Data were collected through a closed-ended Likert scale questionnaire administered to 129 respondents who had accessed the smb.telkomuniversity.ac.id website. The user experience variable was measured using four dimensions: navigation, interface design, access speed, and ease of finding information. User satisfaction was measured using two dimensions: efficiency and service. Validity and reliability tests indicated that all items were valid ($r\text{-count} > r\text{-table } 0.173$) and reliable (Cronbach's Alpha = 0.925). Descriptive analysis showed that the average score of user experience was 83.76% (very good category) and user satisfaction was 84.12% (very good category). Simple linear regression analysis produced the equation $Y = 12.843 + 0.689X$, with a coefficient of determination (R^2) of 0.588, indicating that user experience contributed 58.8% to user satisfaction. The t-test results revealed a t-value of 12.606 > t-table 1.978 with a significance level of $0.000 < 0.05$, confirming that user experience has a positive and significant effect on user satisfaction. These findings highlight that improving navigation quality, visual design, access speed, and information accessibility on the website can directly enhance efficiency and perceived service quality, thus positively impacting prospective student satisfaction.

Keywords: user experience, user satisfaction, navigation, interface, access speed, information