



UNIVERSITAS NUSA MANDIRI

Gedung Rektorat : Nusa Mandiri Tower Jl. Jatiwaringin Raya No. 2, Jakarta Timur 13620
Telp. (021) 28534471, 28534390 e-mail : rektorat@nusamandiri.ac.id

KEPUTUSAN REKTOR UNIVERSITAS NUSA MANDIRI NOMOR: 003/2.01/UNM/III/2024

TENTANG

TUGAS MELAKSANAKAN PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT SEMESTER GENAP TAHUN AKADEMIK 2023/2024

REKTOR UNIVERSITAS NUSA MANDIRI,

- Menimbang : a. bahwa dalam rangka pelaksanaan tridharma antara lain berupa kegiatan penelitian dan pengabdian kepada masyarakat di Universitas Nusa Mandiri agar dapat menjaga kelancaran tugas dan tertib administrasi jalannya penelitian dan kegiatan pengabdian kepada masyarakat dengan baik maka perlu menugaskan dosen Universitas Nusa Mandiri untuk melaksanakan penelitian dan pengabdian kepada masyarakat;
- b. bahwa dosen yang namanya tersebut dalam dalam surat keputusan ini dipandang cakap dan memenuhi syarat untuk melakukan penelitian dan pengabdian kepada masyarakat;
- c. bahwa berdasarkan pertimbangan sebagaimana dimaksudkan dalam huruf a dan b di atas, perlu diterbitkannya surat keputusan Rektor tentang tugas melaksanakan penelitian dan pengabdian kepada masyarakat Semester Genap tahun akademik 2023/2024
- Mengingat : 1. Undang-Undang Republik Indonesia Nomor 20 Tahun 2003 tentang Sistem Pendidikan Nasional;
2. Undang-Undang Nomor 12 Tahun 2012 tentang Pendidikan Tinggi;
3. Peraturan Pemerintah Nomor 4 Tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;
4. Peraturan Menteri Riset, Teknologi, dan Pendidikan Tinggi Republik Indonesia Nomor 44 Tahun 2015 tentang Standar Nasional Pendidikan Tinggi;
5. Keputusan Menteri Pendidikan Nasional Republik Indonesia Nomor 82/E/O/2021 tentang Pemberian Izin Penggabungan Sekolah Tinggi Manajemen Informatika dan Komputer Nusa Mandiri di Jakarta dan Akademi Pariwisata Tridaya di Jakarta Menjadi Universitas Nusa Mandiri di Jakarta yang diselenggarakan oleh Yayasan Indonesia Nusa Mandiri di Jakarta;
6. Peraturan Yayasan Indonesia Nusa Mandiri Nomor 027/YINM/IV/2021 tanggal 19 April 2021 tentang Statuta Universitas Nusa Mandiri.
7. Rencana Induk Penelitian Universitas Nusa Mandiri Nomor 211/2.01/UNM/VIII/2021 tanggal 6 Agustus 2021;



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8. Rencana Strategis Pengabdian Kepada Masyarakat Universitas Nusa Mandiri Nomor 212/2.01/UNM/VIII/2021 tanggal 6 Agustus 2021;
9. Pedoman Penelitian Universitas Nusa Mandiri Nomor 028/2.01/UNM/II/2022 tanggal 25 Februari 2022;
10. Pedoman Pengabdian kepada Masyarakat Universitas Nusa Mandiri Nomor 027/2.01/UNM/II/2022 tanggal 25 Februari 2022;

Memperhatikan : Hasil rapat pimpinan tanggal 04 Maret 2024 di Jakarta.

MEMUTUSKAN

Menetapkan : **KEPUTUSAN REKTOR UNIVERSITAS NUSA MANDIRI TENTANG TUGAS MELAKSANAKAN PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT SEMESTER GENAP TAHUN AKADEMIK 2023/2024.**

Pertama : Menugaskan masing-masing dosen untuk melaksanakan kegiatan penelitian yang dibiayai oleh dana mandiri atau dana hibah (internal atau eksternal baik dalam negeri maupun luar negeri) yang dilakukan secara perorangan maupun kelompok, yang menghasilkan luaran minimal salah satu bentuk sebagai berikut:

- a. Karya ilmiah/jurnal ilmiah yang dipublikasikan minimal pada jurnal nasional terakreditasi, jurnal internasional atau jurnal internasional bereputasi terindex *Thomson Reuters Web of Science (WOS)*, atau *Scopus (Elsevier)*;
- b. Karya ilmiah/jurnal ilmiah yang dipublikasikan dalam seminar nasional maupun seminar internasional yang dilengkapi dengan buku prosiding seminar;

Dan menghasilkan minimal salah satu bentuk berikut:

- a. Buku ajar atau buku referensi maupun buku populer yang telah diterbitkan dan memiliki ISSN/ISBN;
- b. Hasil karya yang didaftarkan untuk mendapatkan Hak Kekayaan Intelektual (HKI) ke Kementerian Hukum dan Hak Asasi Manusia (Kemenkumham);

Kedua : Menugaskan masing-masing dosen untuk melaksanakan kegiatan pengabdian kepada masyarakat yang sesuai dengan bidang keilmuan, yang menghasilkan luaran berupa Artikel di media massa (*Press Release*) cetak atau elektronik tingkat Nasional atau Lokal;

Dan atau menghasilkan minimal salah satu bentuk sebagai berikut;

- a. Publikasi di jurnal ilmiah cetak atau elektronik pada jurnal internasional atau jurnal nasional terakreditasi atau jurnal nasional tidak terakreditasi;
- b. Artikel ilmiah dimuat di prosiding cetak atau elektronik tingkat Internasional atau Nasional atau Lokal;
- c. Dokumentasi pelaksanaan berupa video kegiatan;
- d. Keynote speaker atau invited dalam temu ilmiah tingkat Internasional atau Nasional atau Lokal;



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- e. Pembicara tamu (visiting lecturer) tingkat Internasional;
- f. Kekayaan Intelektual (KI) berupa Paten atau Paten Sederhana atau Perlindungan Varietas Tanaman atau Hak Cipta atau Merk Dagang atau Rahasia Dagang atau Desain Produk Industri atau Indikasi Geografis;
- g. Buku ber ISBN;
- h. Book chapter;
- i. Mitra Non Produktif mengalami peningkatan berupa Pengetahuannya atau Keterampilannya atau Kesehatannya atau Pendapatannya atau Pelayanannya;
- j. Mitra Produktif Ekonomi/Perguruan Tinggi mengalami peningkatan berupa Pengetahuannya atau Keterampilannya atau Kualitas produknya atau Jumlah produknya atau Jenis produknya atau Kapasitas produksi atau Jumlah aset atau Jumlah omsetnya atau Jumlah tenaga kerjanya atau Kemampuan manajemennya atau Keuntungannya atau Income generating PT;
- k. Mitra Produktif Ekonomi/Perguruan Tinggi berhasil melakukan ekspor atau berhasil melakukan pemasaran antar pulau atau produk tersertifikasi atau produk terstandarisasi atau unit usaha berbadan hukum atau jumlah wirausaha baru mandiri;

- Ketiga : Bersedia mentaati dan mematuhi peraturan, prosedur dan ketentuan yang berlaku di lingkungan Universitas Nusa Mandiri;
- Keempat : Keputusan ini berlaku selama semester Genap tahun akademik 2023/2024
- Kelima : Keputusan ini berlaku sejak ditetapkan dan apabila ditemukan kekeliruan dikemudian hari, akan dilakukan perbaikan sebagaimana mestinya.

Ditetapkan di : Jakarta
Pada tanggal : 05 Maret 2024
Rektor,



Prof. Dr. Ir. Dwiza Riana, S.Si, MM, M.Kom, IPU, ASEAN Eng.

Tembusan:

- 1. Ketua Yayasan Indonesia Nusa Mandiri
- 2. Ka. Divisi SDM
- 3. Wakil Rektor Bidang Akademik
- 4. Ka. BAAK, BAKU & BTI
- 5. Dekan
- 6. Ka. Prodi
- 7. LPPM
- 8. Ybs
- 7. Arsip



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LAMPIRAN KEPUTUSAN REKTOR UNIVERSITAS NUSA MANDIRI

Nomor : 003/2.01/UNM/III/2024

Tanggal: 05 Maret 2024

Tugas Melaksanakan Penelitian dan Pengabdian kepada Masyarakat Semester Genap Tahun Akademik 2023/2024

NO	NIDN	Nama Dosen
1	0324118404	Abdul Rahman Kadafi, S.Kom,M.Kom,M.M
2	0318069202	Achmad Bayhaqy, S.Kom,M.Kom
3	0323059101	Achmad Maezar Bayu Aji, S.Kom,M.Kom
4	0311058701	Achmad Rifai, S.Kom,M.Kom
5	0327128001	Ade Christian, S.Kom,M.Kom
6	0324038802	Ade Priyatna, S.Kom,M.M
7	0319078902	Adelia Alviyana, S.Kom,M.Kom
8	0318018903	Adi Chandra Setiawan, S.Kom,M.Kom
9	0328088803	Agus Syukur, S.Pd.I, M.Pd
10	0309088604	Agus Wiyatno, S.Kom,M.Kom
11	0310077704	Agus Yulianto, S.Kom,M.Kom
12	0304049002	Ahmad Fauzi, S.Kom,M.Kom
13	0306019601	Ahmad Hafidzul Kahfi, S.Kom,M.Kom
14	0311067010	Akmaludin, S.Kom,M.M.S.I
15	0319018703	Albert Riyandi, S.Kom,M.Kom
16	0303049701	Ami Rahmawati, S.Kom,M.Kom
17	0307067303	Andi Arfian, S.Kom,M.Kom
18	0103069101	Andi Sanjaya, S.Kom,M.Kom
19	0304108102	Andi Saryoko, S.Kom,M.Kom
20	0330119102	Andi Taufik, S.Kom,M.Kom
21	0316038906	Andri Agung Riyadi, S.Kom,M.Kom
22	0308109001	Andry Maulana, S.Kom,M.Kom
23	0319108904	Anggi Oktaviani, S.Kom,M.Kom
24	0309108502	Ani Oktarini Sari, S.Kom,M.M.S.I
25	0305028005	Ani Yoraeni, S.Pd,M.Kom
26	0307108902	Anna Mukhayaroh, S.Kom,M.Kom
27	0316047502	Anton, S.Kom,M.Kom
28	0302107202	Antonius Yadi Kuntoro, S.Kom,M.M.,M.Kom
29	0324099001	Ardian Dwi Praba, S.Kom,M.Kom
30	0327018402	Arfhan Prasetyo, S.Kom,M.Kom
31	0326097607	Arief Rama Syarif, S.T,M.Kom
32	0312118901	Arief Rusman, S.Kom,M.Kom
33	0304019601	Arief Setya Budi, S.Kom,M.Kom
34	0427038303	Arif Hidayat, S.S.,M.Hum
35	0315128204	Arif Ismail Husin, S.T,M.Kom
36	0316098702	Asri Wahyuni, S.Kom,M.Kom
37	0311087302	Astriana Mulyani, S.Si,M.Kom
38	0304086405	Ati Candrasari, S.E.,M.M.
39	0308028702	Bakhtiar Rifai, S.Kom,M.Kom
40	0304068701	Besus Maula Sulthon, S.Kom,M.Kom
41	0311108602	Biktra Rudianto, S.Kom,M.Kom



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NO	NIDN	Nama Dosen
42	0303129101	Bryan Givan, S.E, M.M
43	0328048103	Cahyani Budihartanti, S.Kom,M.Kom
44	0323058404	Cepi Cahyadi, S.Kom,M.M
45	0305078605	Chaerul Bachri, S.Kom,M.Kom
46	0326129601	Daniati Uki Eka Saputri, S.Kom,M.Kom
47	0321129301	Daning Nur Sulistyowati, S.Kom,M.Kom
48	0313129502	Desiana Nur Kholifah, S.Kom,M.Kom
49	0315089601	Diah Ayu Ambarsari, S.Kom,M.Kom
50	0324106105	Dian Ambar Wasesha, S.Kom,M.Kom
51	0329058406	Dikdik Permana Wigandi, S.Kom,M.Kom
52	0303028601	Doni Andriansyah, S.Kom,M.Kom
53	8876730017	Dr. Agus Subekti, S.T,M.T
54	8929950022	Dr. Budhy Hery Pancasilawan, S.H.,M.M.
55	8862301019	Dr. Lindung Parningotan Manik, S.T,M.T.I
56	0310128205	Dr. Mila Desi Anasanti, S.T,M.Sc.
57	0315128703	Dr. Muhammad Haris, S.Kom,M.Eng
58	0315097301	Dr. Nita Merlina, S.Kom,M.Kom
59	8997560023	Dr. Suyoto, S.T,S.T,M.T
60	8828630017	Dr. Yan Rianto, M.Eng,B.Eng
61	0317128103	Dr. Zico Pratama Putra, S.T,M.Sc.
62	0318088902	Duwi Cahya Putri Buani, S.Kom,M.Kom
63	0323017902	Edhi Prayitno, S.Kom,M.Kom
64	0308078802	Eka Rini Yulia, S.Kom,M.Kom
65	0311106607	Eko Obi Purwanto, S.E, M.S.I
66	0304068007	Eko Purwito, S.Kom,M.Kom
67	0317038801	Eko Setia Budi, S.Kom,M.Kom
68	0304089601	Elly Firasari, S.Kom,M.Kom
69	0305019001	Endang Pujiastuti, S.Kom,M.Kom
70	0311107301	Eni Heni Hermaliani, S.Kom,M.M.,M.Kom
71	0304108505	Eni Pudjiarti, S.Kom,M.Kom
72	0310088402	Erene Gernaria Sihombing, S.Kom,M.Kom
73	0322066406	Erwin Yuniarto, S.Kom,M.Kom
74	0322098901	Esron Rikardo Nainggolan, S.Kom,M.Kom
75	0328038502	Ester Arisawati, S.Kom,M.Kom
76	0315128901	Eva Rahmawati, S.Kom,M.Kom
77	0311076605	Eva Zuraidah, S.Kom,M.Kom
78	0301029701	Evita Fitri, S.Kom,M.Kom
79	0305049702	F. Lia Dwi Cahyanti, S.Kom,M.Kom
80	0329079102	Fachri Amsury, S.Kom,M.Kom
81	0327128901	Fajar Akbar, S.Kom,M.Kom
82	0327099701	Fajar Sarasati, S.Kom,M.Kom
83	0305019702	Faruq Aziz, S.Kom,M.Kom
84	0330038501	Fatimah Azzahro, S.S.I., M.Ag
85	0328089002	Fatmawati, S.Kom,M.Kom
86	0301098702	Fattya Ariani, S.Kom,M.Kom
87	0319028803	Ferda Ernawan, S.Kom,M.Cs,P.Hd
88	0306039003	Findi Ayu Sariasih, S.T,M.M.S.I
89	0312039401	Fitra Septia Nugraha, S.Kom,M.Kom
90	0312126602	Fitri Latifah, S.Kom,M.Kom



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NO	NIDN	Nama Dosen
91	0305077402	Frieyadie, S.Kom, M.Kom
92	0326088301	Friska Handayana, S.Kom,M.Kom
93	0311028801	Ganda Wijaya, S.Kom,M.Kom
94	0316116306	Gani Wiharso, S.E.,M.M.
95	0307068802	Hafis Nurdin, S.Kom,M.Kom
96	0312078901	Hani Harafani, S.Kom,M.Kom
97	0315128002	Hary Mulyadi, S.E.,M.M.
98	0320108407	Hendra Oktafia Saputra, S.H.I, M.S.I
99	0317049401	Hendri Mahmud Nawawi, S.Kom,M.Kom
100	0327038702	Hendri, S.Kom,M.Kom
101	0305108604	Heriyanto, S.Kom,M.Kom
102	0315068205	Herman Kuswanto, S.Kom,M.Kom
103	0324128803	Hernawati, S.Kom,M.Kom
104	0324078901	Hidayanti Murtina, S.Kom,M.Kom
105	0308089601	Hikmatulloh, S.Kom,M.Kom
106	0319068501	Hyllenarti Hertiana, S.Kom,M.Kom
107	0323048702	Ibnu Rusdi, S.Kom,M.Kom
108	0319067201	Ida Zuniarti, S.E.,M.M.
109	0329048903	Ika Kurniawati, S.Kom,M.Kom
110	0312128102	Imam Budiawan, S.Kom,M.Kom
111	0328048003	Indah Purnamasari, S.T, M.Kom
112	0304048801	Indah Suryani, S.Kom,M.Kom
113	0406077805	Instianti Elyana, S.Kom,M.Kom,M.M
114	0301128801	Ipin Sugiyarto, S.Kom,M.Kom
115	1018038001	Irfan Mahendra, S.Kom,M.Kom,Mm
116	0316088405	Irwan Agus Sobari, S.Kom,M.Kom
117	0307129501	Irwan Herliawan, S.Kom,M.Kom
118	0316059203	Irwansyah Saputra, S.Kom,M.Kom
119	0313077701	Iskhak Kholil, S.Kom,M.Kom
120	0330128902	Ispandi, S.Kom,M.Kom
121	0311038104	Iwan, S.E.,M.M
122	0324129501	Jajang Jaya Purnama, S.Kom,M.Kom
123	0301018504	Jenie Sundari, S.Kom,M.Kom
124	0329019203	Johan Hendri Prasetyo, S.E.,M.M.
125	0318079601	Jordy Lasmana Putra, S.Kom,M.Kom
126	0325027702	Juarni Siregar, S.Pd,M.Kom
127	0330068903	Juniarti Eka Sapitri, S.S, M.M
128	0314069001	Khoirun Nisa, S.Kom,M.Kom
129	0329067803	Kursehi Falgenti, S.Kom,M.Kom
130	0304088302	Laela Kurniawati, S.Kom,M.Kom
131	0302098301	Laila Septiana, S.Kom,M.Kom
132	0331058901	Lestari Yusuf, S.Kom,M.Kom
133	0304087402	Lia Mazia, S.Kom,M.M.S.I
134	0315119101	Lilyani Asri Utami, S.Kom,M.Kom
135	0312077201	Linda Marlinda, S.Kom,M.M.,M.Kom
136	0311018701	Linda Sari Dewi, S.Kom,M.Kom
137	0305027608	Luky Fabrianto, S.Kom,M.Kom
138	0315069101	Lusa Indah Prahartiwi, S.Kom,M.Kom
139	0301019801	M. Rangga Ramadhan Saelan, S.Kom,M.Kom



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NO	NIDN	Nama Dosen
140	0316038501	Mareanus Lase, S.Kom,M.Kom
141	0328128805	Maruloh, S.Kom,M.Kom
142	0310078502	Maryanah Safitri, S.Kom,M.Kom
143	0331038501	Melan Susanti, S.Kom,M.Kom
144	0330038001	Mohamad Hendra Gunawan, S.E.,M.M
145	0301018402	Mohammad Badrul, S.Kom,M.Kom
146	0324039101	Mohammad Syamsul Azis, S.Kom,M.Kom
147	9903262449	Muchammad Rizky Kusumayudha, S.Kom, M.Kom
148	0324108305	Mudrikatul Arafah, S.Pd.I,M.Pd I
149	0329089501	Mugi Raharjo, S.Kom,M.Kom
150	0307118202	Muhadi Hariyanto, S.Kom,M.Kom
151	8934810021	Muhamad Hasan, S.Kom,M.Kom
152	0303068802	Muhamad Ryansyah, S.Kom,M.Kom
153	0323019402	Muhammad Abdullah, S.E.,M.M.
154	0330058801	Muhammad Fahmi, S.Kom,M.Kom
155	0319108903	Muhammad Hilman Fakhriza, S.Kom,M.Kom
156	0327129503	Muhammad Ifan Rifani Ihsan, S.Kom,M.Kom
157	0309048204	Muhammad Qomaruddin, S.Kom,M.Kom
158	0315099501	Muhammad Rezki, S.Kom,M.Kom
159	0317119101	Muhammad Rizki Fahdia, S.Kom,M.Kom
160	0315038702	Mulia Rahmayu, S.Kom,M.Kom
161	0305108503	Nanang Ruhyana, S.Kom,M.Kom
162	0328119101	Narti, S.Kom,M.Kom
163	0319088801	Nia Nuraeni, S.Kom,M.Kom
164	0310089101	Nicodias Palasara, S.Kom,M.Kom
165	0304069601	Nissa Almira Mayangky, S.Kom,M.Kom
166	1103059101	Norma Yunita, S.Kom,M.Kom
167	0310019002	Normah, S.Kom,M.Kom
168	0308028901	Numan Musyaffa, S.Kom,M.Kom
169	0329038701	Nur Lutfiyana, S.Kom,M.Kom
170	0305069401	Nurajijah, S.Kom,M.Kom
171	0303018301	Nurmalasari, S.Kom,M.Kom
172	0326069701	Nurul Khasanah, S.Kom,M.Kom
173	0310127605	Nurul Qhomariyah, S.Si,M.Si
174	9903262791	Okky Kurniawan, S. Kom, M.Kom
175	0324068802	Popon Handayani, S.Kom,M.Kom
176	8838630017	Prof. Dr. Hilman Ferdinandus Pardede, S.T,M.Eng
177	0322107002	Prof. Dr. Ir. Dwiza Riana, S.Si,M.M.,M.Kom, IPU, ASEAN.Eng
178	1003026702	Prof. Dr. Jufriadif Na'am, S.Kom,M.Kom
179	0323098901	Puji Astuti, S.Kom,M.Kom
180	0310068401	Rachman Komarudin, S.Kom,M.Kom
181	0304089002	Raden Bagus Dimas Putra, S.Kom,M.Kom
182	0328068201	Rani Irma Handayani, S.Kom,M.Kom
183	0304078801	Ratih Yulia Hayuningtyas, S.Kom,M.Kom
184	0301097001	Ratna Puspita, S.E.,M.M
185	0319038902	Retno Sari, S.Kom,M.Kom
186	0313129501	Ridan Nurfalah, S.Kom,M.Kom
187	0307078701	Ridwansyah, S.Kom,M.Kom



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Telp. (021) 28534471, 28534390 e-mail : rektorat@nusamandiri.ac.id

NO	NIDN	Nama Dosen
188	8885023419	Rifki Sadikin, S.T,M.Kom,Ph.D
189	0326079601	Riki Supriyadi, S.Kom,M.Kom
190	0324038201	Rinawati, S.Kom,M.Kom
191	0304089501	Risca Lusiana Pratiwi, S.Kom,M.Kom
192	0305097501	Riva Abdillah Aziz, S.Kom,M.Kom
193	0308049701	Riyan Latifahul Hasanah, S.Kom,M.Kom
194	0319089001	Rizki Aulianita, S.Kom,M.Kom
195	0324019701	Rizky Ade Safitri, S.Kom,M.Kom
196	0321118101	Robi Sopandi, S.Kom,M.Kom
197	0322028703	Rosi Kusuma Serli, S.Kom,M.Kom
198	0726108101	Ruhul Amin, S.Kom,M.Kom
199	0313118802	Samudi, S.Kom,M.Kom
200	0312118405	Sandra Dewi Saraswati, S.Kom,M.Kom
201	0331107101	Santoso Setiawan, S.Kom,M.Kom
202	0313048504	Sanwani, S.Kom,M.M.S.I
203	0324048401	Sari Hartini, S.Kom,M.Kom
204	0325028803	Sartini, S.Kom,M.Kom
205	1104128702	Setiaji, S.Kom,M.Kom
206	0027108011	Shinta Oktaviana R, S.Kom,M.Kom
207	0312077902	Sidik, S.Kom,M.Kom
208	0328108103	Sita Anggraeni, S.Kom,M.Kom
209	0308089001	Siti Ernawati, S.Kom,M.Kom
210	0306088601	Siti Faizah, S.Kom,M.Kom
211	0322079501	Siti Fauziah, S.Kom,M.Kom
212	0303068403	Siti Marlina, S.Kom,M.Kom
213	0327079304	Siti Masturoh, S.Kom,M.Kom
214	0325119001	Siti Nur Khasanah, S.Kom,M.Kom
215	0309039601	Siti Nurdiani, S.Kom,M.Kom
216	0317119601	Siti Nurhasanah Nugraha, S.Kom,M.Kom
217	0311039501	Siti Nurlela, S.Kom,M.Kom
218	0307029403	Sri Hadiani, S.Kom,M.Kom
219	0313018109	Sri Muryani, S.Kom,M.Kom
220	0311059501	Sri Rahayu, S.Kom,M.Kom
221	0326056901	Sri Rusiyati, S.E, M.M.
222	0320088702	Sukmawati Anggraeni Putri, S.Kom,M.Kom
223	0307086802	Sulistianto, S.Pd,M.M.
224	0324068301	Sumarna, S.Kom,M.Kom
225	0321127804	Supriyadi, S.Kom,M.Kom
226	0330018801	Susafa'ati, S.Kom,M.Kom
227	0306018801	Susy Rosyida, S.Kom,M.Kom
228	0308047404	Syafrianto, S.Kom,M.Kom
229	0304128801	Syahrani, S.Kom,M.Kom
230	0320108802	Syaifur Rahmatullah A.R, S.Kom,M.Kom
231	0320059701	Syarah Seimahuira, S.Kom,M.Kom
232	0303078801	Syarif Hidayatulloh, S.Kom,M.Kom
233	0323068901	Syifa Nur Rakhmah, S.Kom,M.Kom
234	0331129601	Taopik Hidayat, S.Kom,M.Kom
235	0325088902	Taransa Agasya Tutupoly, S.T,M.Kom
236	0331037802	Tati Mardiana, S.Kom,M.Kom



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Telp. (021) 28534471, 28534390 e-mail : rektorat@nusamandiri.ac.id

NO	NIDN	Nama Dosen
237	0304036701	Tino Dwiantoro, S.Kom,M.Kom
238	0331018303	Titin Kristiana, S.Kom,M.Kom
239	0316098701	Titin Prihatin, S.Kom,M.Kom
240	0321019001	Tri Santoso, S.Kom,M.Kom
241	0315076909	Tuslaela, S.Kom,M.Kom
242	0311048401	Tuti Haryanti, S.Kom,M.Kom
243	0312108601	Tyas Setiyorini, S.Kom,M.Kom
244	0312118208	Ummu Radiyah, S.Kom,M.Eng
245	0314029103	Valentine Theresia Simamora, S.E.,M.M.
246	0324038701	Verra Sofica, S.Kom,M.Kom
247	0324077102	Vito Triantori, S.T,M.Kom
248	0314118903	Wahid Akbar Basudani, S.E.,M.M.
249	0327038501	Wida Prima Mustika, S.Kom,M.Kom
250	0315039701	Widi Astuti, S.Kom,M.Kom
251	0309077601	Windu Gata, S.Kom,M.Kom
252	0316049601	Witriana Endah Pangesti, S.Kom,M.Kom
253	0301068902	Wulan Dari, S.Kom,M.Kom
254	0315068601	Yamin Nuryamin, S.Kom,M.Kom
255	0323118702	Yumi Novita Dewi, S.Kom,M.Kom
256	0304069002	Yuni Eka Achyani, S.Kom,M.Kom
257	0321088703	Yunita, S.Kom,M.Kom
258	0308058701	Yusnia Budiarti, S.Kom,M.Kom
259	0305029001	Yuyun Yuningsih, S.Kom,M.Kom

Ditetapkan di : Jakarta
Pada tanggal : 05 Maret 2024
Rektor,



Prof. Dr. Ir. Dwiza Riana, S.Si, MM, M.Kom, IPU, ASEAN Eng.

Tembusan:

1. Ketua Yayasan Indonesia Nusa Mandiri
2. Ka. Divisi SDM
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Evaluating SVOD User Experiences: Insights from The UEQ Method

Shinta Oktaviana R
Faculty of Information Technology
Nusa Mandiri University
Jakarta, Indonesia
shinta.sov@nusamandiri.ac.id

Retno Dwi Wulandari
Faculty of Information Technology
Nusa Mandiri University
Jakarta, Indonesia
11190255@nusamandiri.ac.id

Dwiza Riana
Faculty of Information Technology
Nusa Mandiri University
Jakarta, Indonesia
dwiza@nusamandiri.ac.id

Technology is evolving very rapidly every year. The film industry is affected by technological advances. Subscription video-on-demand (SVOD) or film-watching service Application is rapidly growing, especially in Indonesia. According to the survey, the most popular apps in Indonesia are Disney+ Hotstar and Netflix. But, those bad reviews on the Google Play store on both apps are still frequently obtained. This study aims to compare film-watching applications moving in the same field and find out the value of the user experience of each app being surfed using the user experience questionnaire (EUQ) method. This method consists of six parameters: Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. It can accurately and effectively evaluate the experience perceived by the user towards a product. Google Forms are used to collect the data online from both application users. Then, we used the UEQ Analysis Tool to analyze the data. We got 122 respondents during our research time. Both applications mostly have positive scores for all parameters. The Disney+ Hotstar app got more than 0.8 scores for all parameters. The Netflix apps got lower than -0.8 for the novelty and positive score for the last parameters. We conclude that the Disney+ Hotstar app is better than the Netflix novelty scale. Netflix users may perceive it as a standard or conventional solution without many unique or innovative elements.

Keywords: Subscription video-on-demand (SVOD), user experience, user experience questionnaire (UEQ), user satisfaction analysis

I. INTRODUCTION

Technology develops rapidly every year. This progress has a direct impact on our daily activities. The film industry is also affected by technological advances [1]. Many easy-to-use services have emerged and are now accessible anytime and anywhere with an internet connection. Watching movies is one of the services that makes it more accessible nowadays. As an entertainment component, video-on-demand subscription (SVOD) or movie-watching services appear to be growing rapidly, especially in Indonesia. SVOD offers an interactive way of viewing and uses algorithms to display various types of content, such as movies, series, and documentaries [2].

In Indonesia, Disney+ Hotstar and Netflix are the most popular SVOD [3]. Both are similar service providers watching movies that present many different film genres. However, problems with each of these applications still happen frequently. Disney+ Hotstar and Netflix still often get poor ratings on the Google Play store app about the convenience of using the app.

The success of an application is determined by the extent to which the relationship between the user and the application works well. To enhance the app's appeal, a pleasant and easy-

to-use user experience should be the primary focus in the interaction between the user and the app [4]. User experience is an essential factor in evaluating an application.

From the above problem, we wanted to research the user experience using the User Experience Questionnaire (UEQ) method that aims to know and compare the application to watch movies that move in the same field that are direct competitors in the market and to see the value of user experience of each such application which is the two most sought-after film viewing applications in Indonesia.

We found the UEQ method has been used to evaluate user experience for mobile and web applications in many organizations [5][4][6]. This method consists of six parameters: attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty [5][4]. This method is easy to use and efficient in processing data analysis. We use this method to compare both applications from their user perspective so the organization gets information about the product comparison rankings.

II. RELATED WORK

A. Subscription Video On Demand (SVOD)

According to Wayne, SVOD or Subscription Video on Demand refers to a service that requires users to pay a monthly subscription fee to access the streaming content library provided by the SVOD provider [7]. SVODs can also be referred to as content collector and producer platforms that provide unlimited access to videos they store for a certain period of time at a fixed subscription fee [2]. Streaming content can be accessed anytime and anywhere, as long as the user has an internet connection, without a specific broadcast schedule [8].

The Disney+ Hostar app is the most popular SVOD in Indonesia [3]. It has been operating in Indonesia since September 5, 2020, featuring content from Disney and dozens of films in the country [9]. The Disney+ Hotstar app is a viewing service dedicated to broadcasting the most significant national and local hit films all in one place. The movie viewing service on the Disney + Hotstar app itself has more than 10 million downloads and 89.2 thousand 4-star reviews on the Google Play store [10]. Hollywood blockbuster films and award-winning content from Disney, Marvel, Star Wars, Pixar, National Geographic and more, exclusive Indonesia shows and movies from leading studios in Indonesia.

The second is Netflix. Its services in Indonesia launched in January 2016 [3]. The movie viewing service on the Netflix App has more than 1 million downloads and 12.6 million 4-star reviews on the Google Play store [11]. The Film Watching

Service on the Netflix App provides a wide range of TV shows, movies, award-winning documentaries, and more.

B. User Experience

According to ISO 9241-11:2018, 3.2.3, user experience refers to the views and responses of individuals to the results obtained or expected from using a product or service system [12]-[15]. User experience refers to the sensations an individual perceives while interacting with an object or service used.

The user experience depends on the situation and is subjective. The perception of product quality and associated emotions can transform users before, during, and subsequent to product usage [16]. A product's qualities must be aligned with the unique expectations of the consumer to offer an excellent user experience.

III. METHODOLOGY

A. User Experience Questionnaire (UEQ)

User Experience Questionnaire's primary purpose is to provide a quick and accurate measurement of UX [17]. UEQ provides a comprehensive user experience impression, covering classic usability aspects to other user experience aspects by referring to six scales [18][19]:

- **Attractiveness.** It assesses whether users find the design visually appealing, engaging, and whether they are drawn to it [20][21].
- **Perspicuity.** It assesses how easily users can understand and navigate through the system, including its menus, labels, instructions, and information presentation [20][21].
- **Efficiency.** It refers to how well users can accomplish their tasks or goals using the product or interface with minimal effort and resources [20][21].
- **Dependability.** It assesses whether users can trust and rely on the system to perform as expected and to provide consistent and stable results [20][21].
- **Stimulation.** It assesses whether the system captures and maintains the user's interest and motivation [20][21].
- **Novelty.** It refers to the degree of originality, innovation, or uniqueness that users perceive in the product or interface. It assesses whether the system introduces new or fresh ideas, features, or approaches that users find interesting or different from what they have encountered before [20][21].

The user experience (UX) expresses users' feelings about the items they use. The same products may result in various user experiences or user group experiences. A larger user base is typically needed for user experience measurement to get input. The most effective method is to employ questionnaires, mainly if they are done online [5].

The UEQ questionnaire's question list consists of words with opposite meanings representing the product being tested [18]. The UEQ Question List supports user responses to express feelings, impressions, and attitudes that arise when they use the product [18][20]. It has 26 components with six scales, as defined in Fig. 1. According to [18], each UEQ item consists of two terms with opposite meanings, such as:

Not understandable o o o o o o o understandable
Efficient o o o o o o Inefficient

Each item is rated by participants on a 7-point Likert scale [18]. The solutions scaled from -3 (completely agree with the negative word) to +3 (completely agree with a favourable term) [18]. The positive term, the, is used to begin half of the items. Other people who use the derogatory phrase (in a random sequence)[22].

	1	2	3	4	5	6	7		
annoying	○	○	○	○	○	○	○	enjoyable	1
not understandable	○	○	○	○	○	○	○	understandable	2
creative	○	○	○	○	○	○	○	dull	3
easy to learn	○	○	○	○	○	○	○	difficult to learn	4
valuable	○	○	○	○	○	○	○	inferior	5
boring	○	○	○	○	○	○	○	exciting	6
not interesting	○	○	○	○	○	○	○	interesting	7
unpredictable	○	○	○	○	○	○	○	predictable	8
fast	○	○	○	○	○	○	○	slow	9
inventive	○	○	○	○	○	○	○	conventional	10
obstructive	○	○	○	○	○	○	○	supportive	11
good	○	○	○	○	○	○	○	bad	12
complicated	○	○	○	○	○	○	○	easy	13
unlikable	○	○	○	○	○	○	○	pleasing	14
usual	○	○	○	○	○	○	○	leading edge	15
unpleasant	○	○	○	○	○	○	○	pleasant	16
secure	○	○	○	○	○	○	○	not secure	17
motivating	○	○	○	○	○	○	○	demotivating	18
meets expectations	○	○	○	○	○	○	○	does not meet expectations	19
inefficient	○	○	○	○	○	○	○	efficient	20
clear	○	○	○	○	○	○	○	confusing	21
impractical	○	○	○	○	○	○	○	practical	22
organized	○	○	○	○	○	○	○	cluttered	23
attractive	○	○	○	○	○	○	○	unattractive	24
friendly	○	○	○	○	○	○	○	unfriendly	25
conservative	○	○	○	○	○	○	○	innovative	26

Fig. 1. The UEQ questionnaire [22]

After collecting data using the questionnaire in Fig 1, the data is analyzed using the tools supplied by UEQ Analysis tools to produce an average value [23][24]. Then, the calculation is carried out using the average formula using Equation 1.

$$\bar{x} = \frac{\Sigma X}{n} \quad (1)$$

$\bar{x}$: average value

ΣX : sum of all data values

n : amount of data (number of respondents)

Average values have a range of assessments that will result in the analysis's final value, as seen in Table 1 [18].

TABLE I. SCALE OF MEAN

Range Of Mean Values	Description
-0,8 – 0,8	Neutral
>0,8	Positive
< -0,8	Negative

Table I shows the status level of the mean value (average) obtained according to each UEQ questionnaire item. If the average value of an item exceeds 0.8, it falls within the positive level category [18][20]. If the mean value of an item falls within the range of -0.8 to 0.8, it is categorized as normal.

However, the item is categorized as negative if the mean value is less than -0.8 [18].

In addition to getting the average for the UEQ scale, the benchmark results provided by UEQ are also used to determine the adequacy of the two applications for the user experience. The benchmark results diagram is divided into five categories of User Experience levels, which can be seen in the range of ratings in Table II [18].

TABLE II. THE UEQ BENCHMARK ASSESSMENT CATEGORIES

Categories	Description
Excellent	In the range of 10%, the best results.
Good	Within the benchmark data set, 10% of the results perform better, while 75% exhibit inferior performance.
Above Average	25% of the benchmark outcomes are better than the examined product results, while 50% of the results are worse.
Below average	50% of the benchmark outcomes are better than the examined product results, while 25% are worse.
Bad	In the range of 25%, the worst results.

IV. RESULT AND DISCUSSION

We collect the data from users using Google Forms. The process started in May 2023 and ended in June 2023. We got 122 responses from users in the Jabodetabek area. We divided the data into two groups to analyze: the Disney+ Hotstar application user group and the Netflix app user group. Each group consisted of 34 Disney+ Hotstar respondents and 88 Netflix respondents. After that, we use EUQ tools to analyze each data group.

Table III shows the results of the average value of each UEQ questionnaire scale on the Disney+ Hotstar application. It is known that the highest average value result is on the Attraction scale with an average value of 2,113. Then, followed by the clarity scale with an average value of 2,059, the Efficiency scale at an average score of 1,926, the Stimulation scale with an average of 1,816, the Accuracy scale with an average rating of 1,412, and in the last position, the Innovation scale from an average of 0,853. In this assessment, the entire average value of the Disney+ Hotstar scale gets a positive level. The graphics of the Disney+ Hotstar scale can be seen in Fig 2.

TABLE III. THE UEQ SCALE MEANS DISNEY+ HOSTART

UEQ Scales Mean	
Attractiveness	2.113
Perspicuity	2.059
Efficiency	1.926
Dependability	1.412
Stimulation	1.816
Novelty	0.853

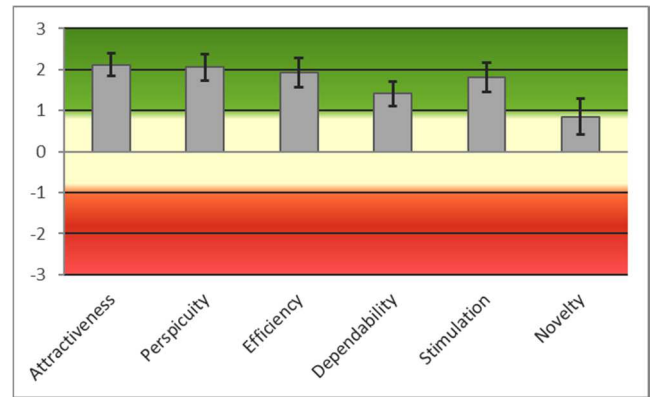


Fig. 2. Graphic scale means Disney+ Hotstar

Table IV shows the results of the average value of each UEQ questionnaire scale on the Netflix application. It is known that the highest average value result is on the aric power scale, with an average value of 1.848. Then, followed by the clarity scale with an average value of 1676, the efficiency scale at an average of 1,531, the Stimulation scale with an average score of 1,369, and the Accuracy scale of 0.929. The value of the scale falls into the positive selection category, while the new scale obtains an average of 0.631, which goes into the neutral assessment category. The Disney+ Hotstar scale graph can be seen in Fig 3.

TABLE IV. THE UEQ SCALE MEANS NETFLIX

UEQ Scales Mean	
Attractiveness	1.848
Perspicuity	1.676
Efficiency	1.531
Dependability	0.929
Stimulation	1.369
Novelty	0.631

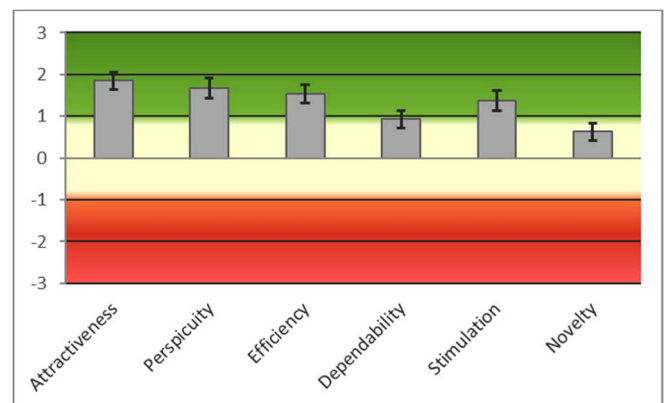


Fig. 3. Graphic scale means Netflix

Table V shows UEQ benchmark assessment categories for the Disney+ Hotstar app for six scales. They received excellent ratings for attractiveness, perspicuity, efficiency, and stimulation. While on the accuracy and up-to-date scale, received above-average ratings. The graph on the Disney+ Hotstar app benchmark results can be seen in Fig 4.

TABLE V. THE DISNEY+HOTSTAR BENCHMARK

Scale	Mean	Comparison to benchmark
Attractiveness	2.11	Excellent
Perspicuity	2.06	Excellent
Efficiency	1.93	Excellent
Dependability	1.41	Above Average
Stimulation	1.82	Excellent
Novelty	0.85	Above Average

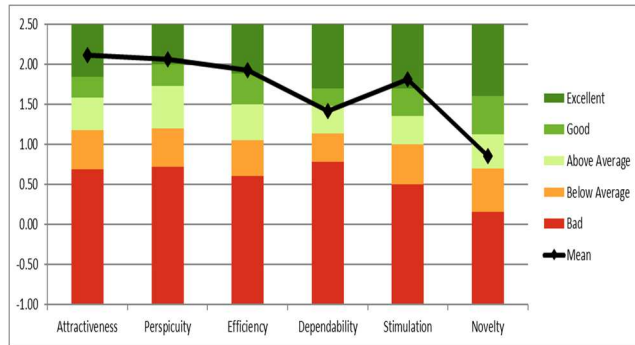


Fig. 4. Graphic benchmark Disney+ Hotstar

Table VI shows that the benchmark results on the Netflix app, the highest rating on the attractiveness scale, is getting a very good rating. Furthermore, on the perspicuity scale and dependability, it obtained a rating above average. The efficiency and stimulation scale got a good rating, but the accuracy and innovation scale were only below average. A graph of the Netflix app benchmark results can be seen in Fig 5.

TABLE VI. THE NETFLIX BENCHMARK

Scale	Mean	Comparison to Benchmark
Attractiveness	1.85	Excellent
Perspicuity	1.68	Above Average
Efficiency	1.53	Good
Dependability	0.93	Below Average
Stimulation	1.37	Good
Novelty	0.63	Below Average

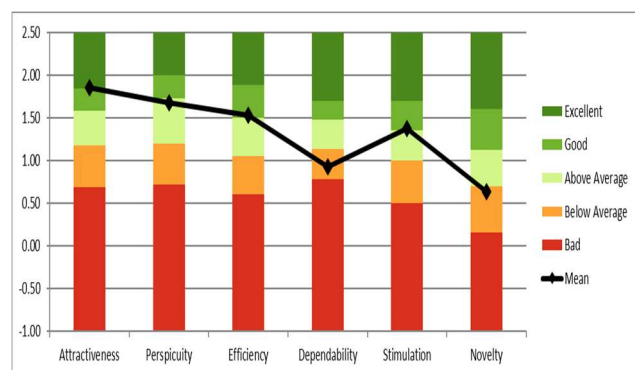


Fig. 5. Graphic benchmark Netflix

V. CONCLUSIONS AND RECOMMENDATIONS

Our study found that the Disney+ Hotstar application got a better score from the Netflix. According to Table I, from the

sixth scale of UEQ, Disney+ Hotstar receives positive ratings for its users. While Netflix received neutral ratings for novelty scales, others received positive ratings. Netflix may not introduce new or innovative features or concepts that users have never encountered. Users may perceive it as a standard or conventional solution without many unique or innovative elements. However, Netflix still provides an exciting experience for application users based on the value of attractiveness.

This research can provide input to Netflix for developing web display design. Although to further understand why "novelty" scores are natural ratings, further research needs to be conducted, adding other methods such as interviews to identify specific areas where novelty may be lacking.

Due to our short data collection period, we only got minimal responses from Disney+ Hotstar users. This result may differ if we have the same respondent number for both applications. Adding more respondents and an extensive survey area for the following research could give more precise results.

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