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Analysis the Level of Experience of Technology Users' Perspectives on LinkedIn Websites

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Abstract

LinkedIn is a web-based application that can be used by job seekers, both new users and professional users. LinkedIn website is not only used by job seekers but can be used for various other activities. Application user experience is a major assessment of the quality of the software. LinkedIn website user experience can be seen by measuring the website using several aspects. This research aims to analyze the website user experience using the User Experience Questionnaire (UEQ) method. Measurement using the UEQ method is seen by using six aspects of the measurement scale, namely attractiveness, clarity, efficiency, accuracy, stimulation and novelty. Data collection in the study was carried out using a questionnaire given to 41 respondents totaling 26 questions. The questionnaire data will be processed using UEQ Data Analysis Tools. The results of UEQ measurements with benchmark comparisons show four aspects that are in the below average category, namely attractiveness, efficiency, stimulation and novelty. While two aspects are in the bad category, namely clarity and accuracy. So it is necessary to develop and improve the LinkedIn website by developers related to aspects that are in the bad category. The two bad aspects have a value of 0.58 for the clarity aspect and 0.53 for the accuracy aspect.

Keywords: *Analysis, LinkedIn Website, User Experience, User Experience Questionnaire*

1. Introduction

LinkedIn is the largest professional network or social media in the world. LinkedIn is used to enhance professional careers and to find jobs and internships that suit skills [1][2]. LinkedIn connects professionals by looking at the experience, skills and education of each user. Through LinkedIn users can save job vacancy files, save job portfolios and other things related to work. LinkedIn can be accessed via desktop, mobile application or mobile website browser. LinkedIn is not only built to search for jobs, but it can also be used for a variety of purposes. LinkedIn users can connect with groups, articles and various other posts [1]. LinkedIn can be used by anyone without exception for those who want to advance their careers with various backgrounds, whether a professional or fresh graduate.

LinkedIn website is a software that in its creation and development requires a positive response from users. The main key to the success of a software product is the needs, emotions and perspectives of user experience when interacting with the product [3]. User experience in using the application can be one of the main assessments to see whether the application is widely downloaded and widely used or not. The user experience can be used as input and reference material to increase the value of the user interface (UI) / user experience (UX) of the application to be developed by the developer. To measure user comfort in using the application or software product, it is necessary to measure user experience [3].

User experience is an important part of making application design because it refers to the user experience when interacting with products, systems or services [4] [5]. Developers in exploring

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applications and meeting user needs by looking at user experience so that they can develop an user oriented product [6]. User experience design focuses on making interactions more positive, efficient and enjoyable for users. The main aspects of user experience are usability, accessibility, visual design, information architecture, performance navigation, consistency, feedback and error handling, user-centered design, user testing, emotional engagement and context of use [5].

User experience measurement can be done qualitatively and quantitatively. Qualitative means measurement using data that is descriptive, unstructured and in the form of words. While quantitative measurements use information provided in numeric values and can be measured [7]. One of the user experience measurement methods that can be used is the User Experience Questionnaire (UEQ) method [8]. UEQ is one of the measurement methods with more advantages than other methods because UEQ can provide comprehensive measurement results on user experience [3]. User experience questionnaire is an approach that can be used to measure and evaluate user experience in using products in an interactive interactive manner [9]. UEQ also looks at the user experience in perspective. UEQ can use a questionnaire in collecting data that will be used as a sample by measuring 26 questions based on six user experience scales, namely the attractiveness scale, clarity scale, efficiency scale, accuracy scale, stimulation scale and novelty scale [10] [11].

This research aims to analyze and evaluate user satisfaction and experience in perspective on the LinkedIn website. Assessment of user satisfaction and experience of the LinkedIn website is assessed by looking at user behavior in interacting and user experience when using the LinkedIn website. Analysis and evaluation are carried out using the UEQ method which is distributed to LinkedIn website users. This research is expected to provide benefits for LinkedIn website users and especially for LinkedIn website managers and developers. LinkedIn website managers and developers can use this research as a benchmark in developing and improving website performance by looking at the user experience in designing, developing and improving the LinkedIn website.

Previous research Oktavia, Voutama and Ridha [5], the UEQ method was used to analyze changes in UX user experience on QRIS payment features. The research reliability threshold is determined using six assessment criteria in UEQ. Data was collected using a google form obtained from 15 respondents. The results of the questionnaire showed a score of 0.8 which means that an average impression of more than 0.8 indicates positive. Respondents were positive towards QRIS payment features from all sides. Benchmark results show that all criteria fall into the excellent category.

Mahening and Handrianto [11] in their research related to analyzing customer satisfaction with the McDonald's application in the East Jakarta area. The UEQ questionnaire was given to 114 respondents who used the McDonald's application in East Jakarta. The UEQ results show that each user experience variable has an average value above 0.8. This indicates positive satisfaction from East Jakarta McDonald's users. The McDonald's application shows a positive relationship between the variables of attractiveness, clarity, efficiency, stimulation, accuracy and novelty.

Research related to user analysis by Liwandouw, Yunus and Saharaeni [6] in 2024. Research conducted on the maxim application by collecting questionnaires from a sample of 50 respondents using primary and secondary data. The results showed that the quality of service from the maxim application still has a lot to be improved. This can be seen from the benchmark diagram which on average is in the yellow area which means below average and there is even a red color which means bad. Of the six aspects of the scale, there are three aspects that are recommended to be improved, namely attractiveness, accuracy and novelty.

Research by Setyaningsih, Wahyudi, Prasasti and Fransiska [12] states that to improve application performance to remain superior, it is necessary to improve UX which affects user behavior. The measurement results on six user experience measurement scales show an attractiveness scale of 1.73, a clarity scale of 2, an accuracy scale of 1.58, a stimulation scale of 1.39, and a novelty scale of 0.27. The results showed a positive impression but the novelty scale needs to be improved to achieve good results in improving service quality.

Research related to user experience analysis using user experience questionnaire was conducted by Sabukunze and Arakaza [13]. The research analyzed the experience of Grab mobile application users, especially Grab food service users such as location, price and payment complaints. The data was obtained using Ms. Excel and all scales showed good results, except the dependency aspect. The calculated mean scale values are favorable and all significant than 0.8 which means positive. The results of the analysis findings can be used to improve dependability to reduce user complaints.

Kushendriawan, Santoso, Putra and Schrepp's research [14] is related to the evaluation of user experience in the Halodoc mobile application. User experience evaluation is carried out using the user experience questionnaire (UEQ) and usability testing methods. The results of the analysis conducted will be used as a reference in improving the design of the Halodoc mobile application. The UEQ evaluation results show that the UEQ benchmarks and UX levels are good and appropriate. But the usability test found several aspects that need to be improved in the Halodoc mobile application.

Previous research related to customer satisfaction analysis is mostly conducted on mobile applications,

so it is necessary to conduct further research related to customer satisfaction analysis on a website, one of which is the LinkedIn website. This analysis is conducted to see if users have the same satisfaction and experience when accessing the system through a website or through a mobile application. From several previous studies, it shows that user experience and satisfaction using mobile applications have a positive relationship seen from the six aspects of UEQ obtained. From the research conducted on the LinkedIn website, it shows that users are satisfied for only four aspects of UEQ evaluation, while the other two aspects of users are dissatisfied for the aspects of clarity and accuracy. The results of the analysis show that there is a need for improved development for these two aspects to be carried out by the LinkedIn website developer.

2. Methods

User experience is a way that can be used to see how someone can feel when using a product, system or service [15]. Application user experience will highlight several aspects including usability, user-friendliness and efficiency of a system [16]. The user experience method that will be used in the research is the UEQ method. In processing the data, this method will use UEQ Analysis Tools. UEQ is a tool used to survey users of an application or website [17]. UEQ tools are downloaded through the website page https://www.ueq-online.org. The research flow in looking at the LinkedIn website user experience using the UEQ method looks like Figure 1.

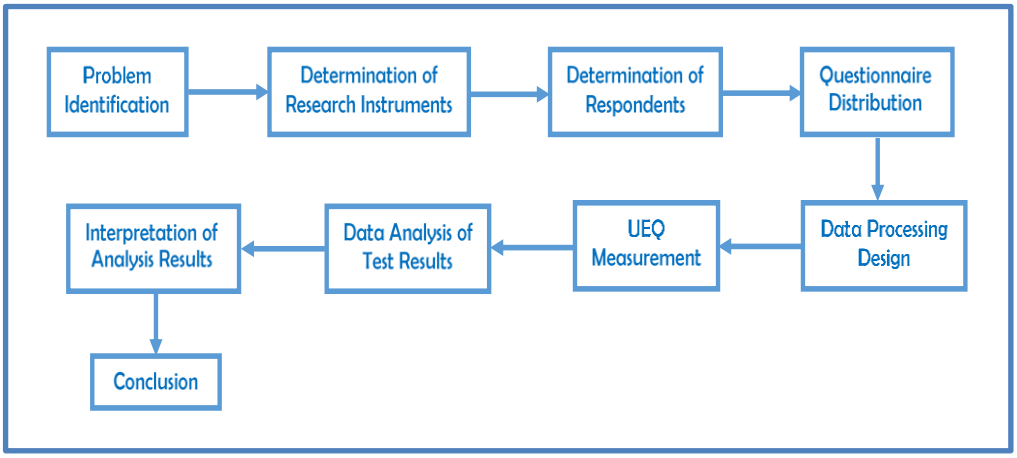

Figure 1. Research Flow

The explanation of each description of the research flow stage used in the research in Figure 1 is:

a. Problem Identification
Problem identification is the initial stage in research. Initially, identification will be carried out related to problems that exist on the LinkedIn website. This problem is related to the user experience in using the LinkedIn website. Identification is carried out by looking at several aspects including appearance, information, usability, accuracy, accessibility, navigation, architecture and other aspects according to the user experience when using the LinkedIn website.

b. Determination of Research Instruments
After identifying the problem and seeing the existing problems in terms of user experience, the next step is to determine the research instrument. The research instrument was determined to make a questionnaire in evaluating the LinkedIn website user experience. The research instrument was made by looking at six aspects of the rating scale, namely attractiveness, clarity, efficiency, accuracy, stimulation and novelty. The number of questionnaire questions that will be given to respondents is 26 attributes with 7 scale choices according to the rules in UEQ.

c. Determination of Respondents (Sample)
After the questionnaire has been designed, the next step is to determine who will be the respondent to fill out the user experience questionnaire. Respondents who will be used as samples in the study come from various circles, both new users (fresh gradarte) and professional users of the LinkedIn website. The method used in sampling with the Lemeshow approach. The Lemeshow approach is used to determine the sample of the total population that is not known with certainty.

d. Questionnaire Distribution
The distribution of the questionnaires was conducted online via Google Form. Respondents were instructed to access the Google Form link and provide their experiences with the LinkedIn website. The questionnaire consisted of two sections. The first section pertained to the respondent's identity and included both narrative and validation components. The second section focused on the 26 UEQ

attributes and comprised a series of questions. In the initial section, the authentication of the respondent's identity necessitates the provision of the respondent's name, age, gender and occupation. Only valid respondent data will be utilized as samples in the study.

e. Data Processing Design
After the respondent fills out the questionnaire, data processing will then be carried out related to the data. The data from the respondent's questionnaire in the google form will be downloaded in the form of a google sheet which will then be processed using Data Anaysis Tools (DAT). The raw data is entered in Microsoft Excel which has been provided by UEQ, to be further processed and visualized the results.

f. UEQ Measurement
This stage is a stage where data processing is carried out in Microsoft Excel using the UEQ Data Analysis Tools provided by https://www.ueq-online.org. UEQ measurement is carried out to see feedback from the LinkedIn website user experience response. The UEQ measurement results can determine the development evaluation of the LinkedIn website.

g. Data Analysis of Test Results
This stage is carried out an analysis related to measurements using the UEQ method that has been carried out. From the measurements that have been made, it is analyzed who uses the LinkedIn website the most and at what age the users are. In addition, it is also analyzed related to the resulting reliability results, if there are unreliable ones then the inconsistency process is carried out. If it is reliable, the UEQ scala mean and variance will be obtained as well as a benchmark comparison of all aspects of the UEQ assessment.

h. Interpretation of Analysis Results
Once the results of the questionnaire calculation have been obtained, the subsequent step is to describe the results of the analysis. This will entail the depiction of the UEQ analysis results using the UEQ Scala mean and variance graphs, as well as the presentation of the benchmark comparison results.

i. Conclusion
The final stage in the flow of research conducted, where the research results will be obtained from the interpretation of the results in the form of a summary and suggestions related to further research.

3. Result and Discussion

The implementation form of measuring the LinkedIn website user experience analysis using the UEQ method is processed using the UEQ Data Analysis Tools. So that from the processing results, a visualization graph of the benchmark comparison results will be obtained. The data to be processed in the study were taken from various groups of LinkedIn website users totaling 41 respondents. The data was obtained by distributing questionnaires online using google form. The steps taken in measuring UEQ are:

a. Stages of Research Instruments and Respondents

User experience analysis is carried out by preparing research instruments to be used. The research instrument was carried out by making a questionnaire and evaluating the LinkedIn website. The questionnaire distribution process was carried out online using google form. The questionnaire was given to 41 respondents who were used as samples in the study. The questionnaire created was used to measure the level of user experience of users with regard to 26 attributes of the user experience scale. The questionnaire questions given are adjusted to the six user experience scales, namely the attractiveness scale, clarity scale, efficiency scale, accuracy scale, stimulation scale and novelty scale.

Questionnaire data from 41 respondents will be processed using UEQ Data Analysis Tools (DAT) in Microsoft Excel. DAT tools are downloaded on the website https://www.ueq-online.org. Figure 2 shows the percentage of respondent gender data, where male respondents have a percentage of 65.9% while female respondents have a percentage of 34.1%. So that more male respondents fill out questionnaires and use the LinkedIn website.

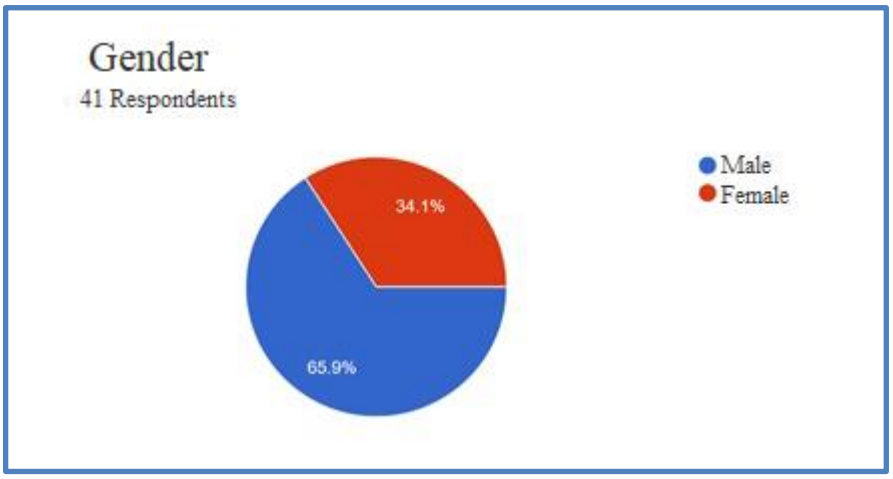

Figure 2. Percentage Diagram of Respondents' Gender

Figure 3 shows a diagram of the age range of respondents who filled out the questionnaire. Respondents aged 20-25 years have a percentage of 95.1%, while the percentage of 4.9% is in respondents aged less than 20 years and more than 25 years. The results of Figure 3 show that all LinkedIn website users are at the age of job seekers, namely 20 to 25 years old.

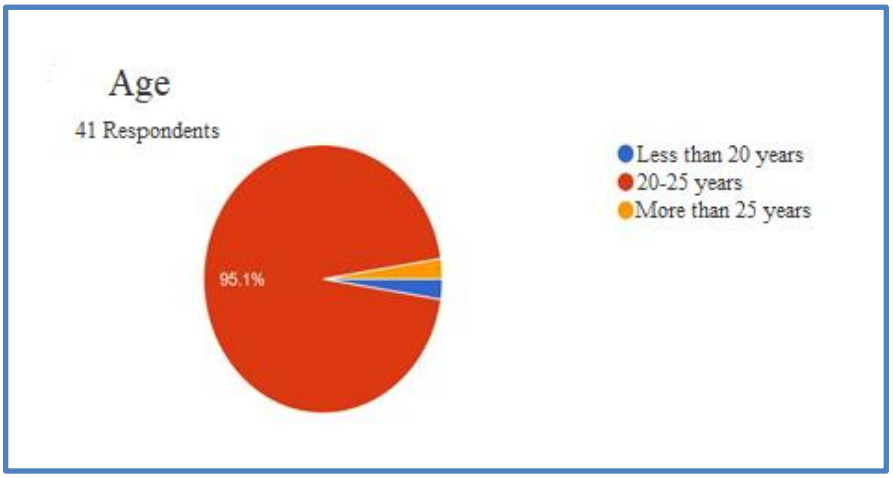

Figure 3. Diagram of Respondents' Age Percentage

b. UEQ Data Processing Stages

Table 1 is a cut of the results of the UEQ questionnaire from 41 respondents who were sampled in the study. Questionnaire answers using a point scale of 1 to 7.

Table 1. UEQ Questionnaire Results

No	Attribute													
	1	**2**	**3**	**4**	**5**	**6**	**…**	**20**	**21**	**22**	**23**	**24**	**25**	**26**
1	6	6	2	2	2	6	…	6	2	6	2	2	2	6
2	3	4	3	4	5	5	…	5	2	5	4	4	2	3
3	4	4	4	4	4	4	…	4	4	4	4	4	4	4
4	3	3	4	6	2	3	…	4	6	5	4	5	4	5
5	4	6	7	4	5	2	…	4	5	4	3	2	2	4
6	6	6	4	3	2	4	…	6	2	6	2	2	2	6
7	6	7	2	3	1	6	…	7	2	6	1	2	2	5
8	6	6	3	2	1	5	…	7	1	7	1	2	1	5
9	5	5	4	2	1	4	…	6	2	5	2	3	2	4
10	5	5	3	3	3	5	…	5	2	7	2	2	2	2
…	…	…	…	…	…	…	…	…	…	…	…	…	…	…
35	4	4	4	4	4	4	…	4	4	4	4	4	4	4

36	4	5	2	6	5	2	…	6	2	2	5	4	2	3
37	2	6	3	6	5	2	…	6	4	2	6	2	3	5
38	6	6	2	2	2	6	…	6	2	6	2	2	2	6
39	5	4	3	4	3	4	…	5	4	5	3	4	4	5
40	5	5	5	5	5	4	…	5	3	4	4	3	4	4
41	6	5	6	5	7	4	…	5	2	4	2	4	3	6

DAT will process the data in Table 1 by analyzing user experience. The analysis stage will be carried out by looking at the reliability and inconsistency values of the respondents' answers. The reliability test is carried out to see whether the questionnaire answers obtained as a data collection tool can obtain accurate information or not. While the inconsistency test is carried out to see whether the answers from respondents are serious or not and understand or not in each question given in the questionnaire. If from the results of the reliability test there is a Cronbach alpha < 0.6, the data that has not been reliable related to the Cronbach alpha value must be deleted first and must be made reliable. Cronbach's alpha is employed to ascertain the degree of consistency in the data obtained from respondents. The Cronbach Alpha coefficient is employed for the assessment of all six aspects. As stated by [18], a Cronbach Alpha coefficient value of ≥ 0.60 in UEQ data evaluation results indicates high consistency and reliability. From the data obtained in Table 1, there are 2 unreliable assessment scales, namely the accuracy scale and the novelty scale. So that the two assessment scales must be made reliable by conducting an inconsistency scale test. In the inconsistency scale test, answers that are > 3 are removed from the test.

Table 2 is the result of the reliability test of the data in Table 1 after being made inconsistent. Initially the number of respondents was 41, after the inconsistency test was carried out because there were unreliable scales to 38 respondents. The number of respondents decreased because of the removal of unreliable data in the inconsistency test.

Table 2. Reliability Test Results

Rating Scale	Cronbach Alpha Value	Description	Explanation
Attractiveness	0.85	Reliabel	Cronbach Alpha coefficient value ≥ 0.60
Clarity	0.80	Reliabel	Cronbach Alpha coefficient value ≥ 0.60
Efficiency	0.81	Reliabel	Cronbach Alpha coefficient value ≥ 0.60
Accuracy	0.63	Not Reliabel	Cronbach Alpha coefficient value < 0.60
Stimulation	0.73	Reliabel	Cronbach Alpha coefficient value ≥ 0.60
Novelty	0.60	Not Reliabel	Cronbach Alpha coefficient value < 0.60

After the inconsistency process is complete, the mean and variance of the answers given by the respondents are calculated. The results of the calculation of mean and variance are shown in Table 3. The mean value shows the average calculation of all respondents' responses grouped in each aspect of the UEQ assessment. The variance value shows the variance of the data distribution of the results of the questionnaire. The mean value in Table 3 shows a positive evaluation value if > 0.8 and is on the efficiency scale. While the mean value of Table 3 is worth a neutral evaluation if it is in the vulnerable -0.8 and 0.8, namely on 5 other scales such as the attractiveness scale, clarity scale, accuracy scale, stimulation scale and novelty scale.

Table 3. Mean and Variance of Assessment

UEQ Scales (Mean and Variance)			
Attractiveness	→	0.714	0.82
Clarity	→	0.583	1.05
Efficiency	↑	0.846	1.00
Accuracy	→	0.628	0.58
Stimulation	→	0.506	0.93
Novelty	→	0.532	0.63

Figure 4 shows the results of the calculation of mean and variance in Table 3 visualized in the form of a graph. In Figure 4, it can be seen that 5 scales are in yellow which means they are in the neutral zone, while there is 1 scale that is in green which means it is in the positive zone. Each bar in the graph in Figure 4 shows the confidence interval value in each aspect of the assessment.

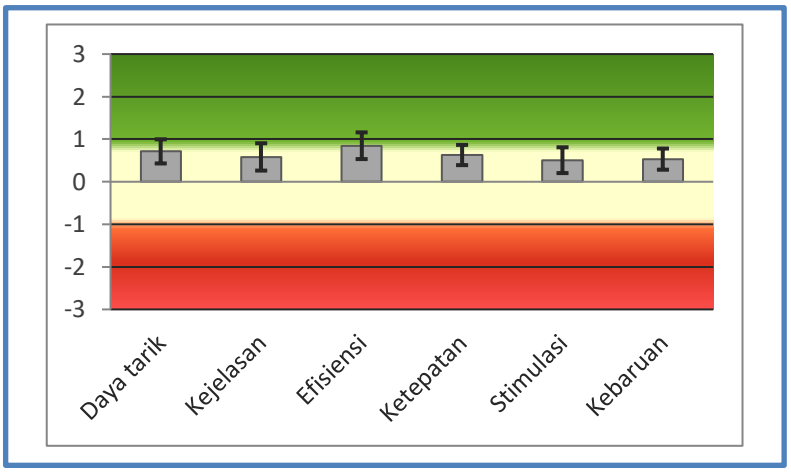

Figure 4. Assessment Mean and Variance Graph

c. Stages of Result Interpretation

Table 4 is a table categorizing the UEQ scale in attractiveness, pragmatic quality and hedonic quality. Pragmatic quality describes aspects of quality related to tasks and hedonic quality describes aspects that are not related to tasks. Based on Table 4, the highest average value is in the attractiveness aspect of 0.71. Then followed by pragmatic quality of 0.69 and the smallest hedonic quality of 0.52. In pragmatic quality, the highest value is the efficiency aspect of 0.85. This shows that the LinkedIn website can provide convenience and information that is effective and efficient and provides positive value to users. The attractiveness aspect also has the highest value of 0.71. This states that the LinkedIn website can attract both professional and new users and give a normal impression.

Table 4. UEQ Analysis Results

	UEQ Scale Value	UX Aspect	UEQ Scale Value
Attractiveness	0.71	Attractiveness	0.71
Paragmatic Quality	0.69	Clarity (Perspicuity)	0.58
		Efficiency	0.85
		Accuracy (Dependability)	0.63
Hedonic Quality	0.52	Stimulation	0.51
		Novelty	0.53

Figure 5 is a visualization of the results of the UEQ analysis on the six scales. The attractiveness scale has a rating of "Below Average", the clarity scale has a rating of "Bad", the efficiency scale has a rating of "Below Average", the accuracy scale has a rating of "Bad", the stimulation scale has a rating of "Below Average" and the novelty scale has a rating of "Below Average". The analysis results from Figure 5 show that four scales are ranked "Below Average" and two scales are ranked "Bad" which means that the LinkedIn website has a benchmark level below average and bad. Based on the analysis results for the aspects of attractiveness, efficiency, stimulation and novelty are at a level below the average benchmark value with an interpretation of 50% of the results of other website benchmark data better than the four aspects of the LinkedIn website and 25% of the results of other website benchmark data worse than the four aspects of the LinkedIn website. As for the aspects of clarity and accuracy, they are at a poor level of benchmark value with an interpretation of 25% of the results of the worst benchmark data from other websites. The LinkedIn website requires development of the system, especially in the aspects of information and user interface and updates related to user interface design and information provided on the LinkedIn website. So that the LinkedIn website can provide improvements and information and displays that are suitable for system users.

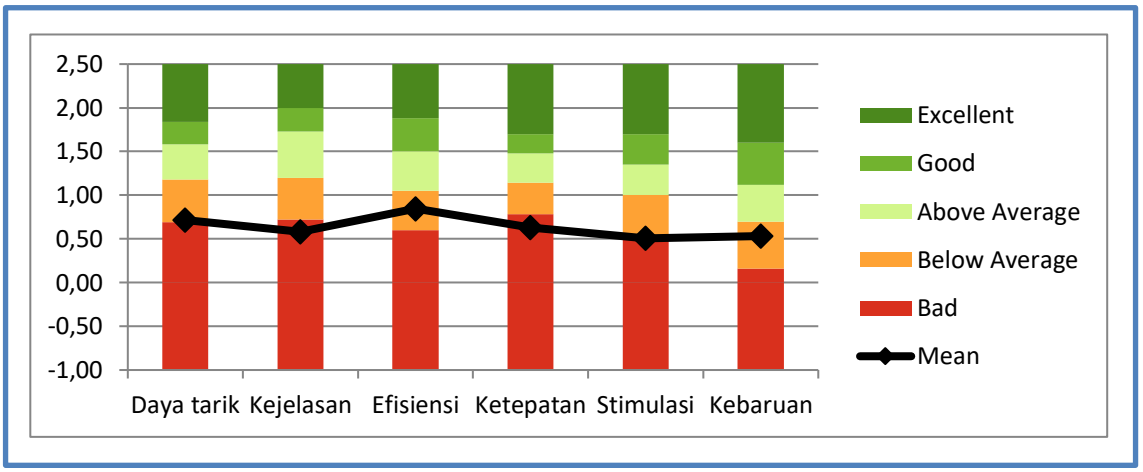

Figure 5. UEQ Benchmark Analysis Result Display

4. Conclusion

Analysis of the LinkedIn website user perspective experience on six aspects of the rating scale was carried out using the UEQ method. User experience testing was conducted on 41 respondents with 26 questions given through Google Form. The six aspects of the rating scale include attractiveness, clarity, efficiency, accuracy, stimulation and novelty. The results of the analysis on the UEQ scale and diagram show that the LinkedIn website has an average value for the attractiveness aspect of 0.714, the clarity aspect of 0.583, the efficiency aspect of 0.846, the accuracy aspect of 0.628, the stimulation aspect of 0.506 and the novelty aspect of 0.532. Meanwhile, the benchmark comparison results for attractiveness, efficiency, stimulation and novelty are included in the below average category. Which means it requires attention related to the website because it is below the average value. As for the aspects of clarity and accuracy, it requires development because according to the results of the benchmark comparison it has a bad category which means bad. So it is necessary to improve the aspects of clarity and accuracy on the LinkedIn website by the developer. Further development related to this research, it is better to see the user experience of a website not only using the UEQ method but also needs to be compared using other methods such as usability testing. Regarding inconsistencies in questionnaire answers, it is necessary to collect respondent data directly to avoid unreliable answers.

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