ABSTRACT

The indication of user experience that is still not in accordance with expectations can be measured to determine the level of improvement, need to evaluate the user experience of GO-JEK applications because GO-JEK's business higly depends on the application. GO-JEK mobile app is the object of research with the tag "Hidup Tanpa Batas" where users can order a transportation, lifestyle, and logistics service in one application with various conveniences offered.

This research was conducted to find out how user experience of GO-JEK application using HEART Metrics with sub-variable of Happiness, Engagement, Adoption, Retention, and Task Success.

This research uses quantitative research methods and using descriptive analysis to describe an event that occurred at the time being done in a systematic research. The sample in this study is the user application of GO-JEK by using purposive sampling technique as much as 400 respondents via social media and instant messengers.

The results of this study show the user experience of GO-JEK applications at good level. This result indicates that the GO-JEK application has succeeded in creating a good experience for its users through sub-variables of Happiness, Engagement, Adoption, Retention, and Task Success.

Although the user experience of GO-JEK applications in good level, there are some attributes that can still be improved on each sub-variable. These upgraded attributes are about some of the less functioning features, the frequency of using feature, the privacy of the user's personal information of GO-JEK apps, GO-PAY features in the GO-JEK app, the liveliness of using the GO-JEK app, and the use of new features in the GO-JEK app.

Keywords: *user experience, HEART metrics, GO-JEK applications.*