

ABSTRACT

This study aims to analyze the User Experience (UX) on the DKampus Service Website by applying the Cognitive Walkthrough (CW) method. A total of 154 respondents completed a questionnaire consisting of 20 questions designed to measure various aspects of UX, such as user satisfaction, ease of use, and task efficiency. The analysis using SPSS software revealed an average score of 56.57, a median of 56.50, a mode of 58, a variance of 58.53, and a standard deviation of 7.65. The interpretation of the results indicates that although there is a general tendency towards positive user responses, there is significant variation in user perceptions of the DKampus site's UX. This variability requires further identification of factors that may influence user responses, as well as emphasis on areas that need to be improved or enhanced. Thus, the findings of this research can provide valuable insights for enhancing user experience on the DKampus service website, as well as laying the groundwork for more specific improvement recommendations.

Key Words: *Cognitive Walkthrough, Dkampus, User Experience.*