

# DAFTAR ISI

|       |                                                                        |    |
|-------|------------------------------------------------------------------------|----|
| 1     | PENDAHULUAN.....                                                       | 1  |
| 1.1   | Latar Belakang.....                                                    | 1  |
| 1.2   | Perumusan Masalah .....                                                | 3  |
| 1.3   | Batasan Masalah.....                                                   | 3  |
| 1.4   | Tujuan .....                                                           | 3  |
| 1.5   | Organisasi Tulisan .....                                               | 3  |
| 2     | KAJIAN PUSTAKA .....                                                   | 5  |
| 2.1   | Studi Terkait.....                                                     | 5  |
| 2.2   | Dasar Teori.....                                                       | 8  |
| 2.2.1 | User Experience.....                                                   | 8  |
| 2.2.2 | Perbandingan <i>Pragmatic Quality</i> dan <i>Hedonic Quality</i> ..... | 8  |
| 2.2.3 | Chatbot.....                                                           | 10 |
| 2.2.4 | Percakapan <i>Chatbot</i> .....                                        | 10 |
| 2.2.5 | Mekanisme Interaksi <i>Chatbot</i> .....                               | 13 |
| 2.2.6 | <i>Activity Diagram</i> .....                                          | 15 |
| 2.2.7 | Eksperimental Desain .....                                             | 15 |
| 2.3   | Kesimpulan Hasil Kajian .....                                          | 17 |
| 3     | ALUR PEMODELAN .....                                                   | 18 |
| 3.1   | Plan the Experiment.....                                               | 18 |
| 3.2   | <i>Design the Experiment</i> .....                                     | 20 |
| 3.2.1 | Perancangan Desain Faktorial .....                                     | 20 |
| 3.2.2 | Perancangan Desain Interaksi <i>Chatbot</i> .....                      | 20 |
| 3.2.3 | Pembuatan Kuesioner .....                                              | 20 |
| 3.3   | Pilot Project.....                                                     | 24 |
| 3.4   | Perform the Experiment .....                                           | 25 |
| 3.5   | Analyze the Data of Experiment .....                                   | 26 |
| 3.6   | Confirm the Result of Experiment .....                                 | 26 |
| 3.7   | Evaluate the Conclusion of the Experiment.....                         | 26 |
| 4     | PEMBAHASAN .....                                                       | 27 |
| 4.1   | Plan the Experiment.....                                               | 27 |
| 4.2   | Design the Experiment.....                                             | 27 |
| 4.2.1 | Perancangan Desain Faktorial .....                                     | 27 |
| 4.2.2 | Perancangan Desain Interaksi <i>Chabot</i> .....                       | 27 |

|       |                                                                                      |    |
|-------|--------------------------------------------------------------------------------------|----|
| 4.3   | Pilot Project.....                                                                   | 53 |
| 4.4   | Perform the Experiment .....                                                         | 54 |
| 4.4.1 | Rekapitulasi data kuesioner pengukuran .....                                         | 54 |
| 4.4.2 | A ( <i>Task-led button interaction &amp; Topic-led free-text interaction</i> )<br>55 |    |
| 4.4.3 | B ( <i>Task-led free text interaction &amp; Topic-led button interaction</i> )<br>57 |    |
| 4.4.4 | C ( <i>Topic-led button interaction &amp; Task-led free-text</i> .....               | 59 |
| 4.4.5 | D ( <i>Topic-led free-text interaction &amp; Task-led button interaction</i> )<br>61 |    |
| 4.5   | Analyze the Data of Experiment .....                                                 | 63 |
| 4.5.1 | <i>Task-led Button Interaction</i> .....                                             | 63 |
| 4.5.2 | <i>Topic-led Button Interaction</i> .....                                            | 64 |
| 4.5.3 | <i>Topic-led Free-text Interaction</i> .....                                         | 64 |
| 4.5.4 | <i>Task-led Free-text Interaction</i> .....                                          | 65 |
| 4.5.5 | Kesimpulan hasil analisis .....                                                      | 65 |
| 4.6   | Confirm the Result of Experiment .....                                               | 66 |
| 4.7   | Evaluate the Conclusion Of the Experiment .....                                      | 67 |
| 5     | PENUTUP .....                                                                        | 69 |
| 5.1   | Kesimpulan .....                                                                     | 69 |
| 5.2   | Saran .....                                                                          | 69 |