Adaptasi Teknik Parallax Scrolling Effect dalam Pengembangan Antarmuka Website LegitCheck

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Abstract
This research focuses on developing the LegitCheck website interface by applying the Parallax Scrolling Effect technique. The main problem faced is that LegitCheck is a startup that requires an effective strategy to introduce and promote its startup. A website is needed that functions as a promotional media and information center, explaining the concept, objectives and services offered by LegitCheck to consumers and brands. The methodology used includes the design and implementation of the Parallax Scrolling Effect technique on the LegitCheck website, as well as evaluating and testing its effectiveness using the A/B testing method and specified variables. This study aims to test the effectiveness of the Parallax Scrolling Effect technique compared to the non-Parallax Scrolling Effect in terms of the effectiveness of the LegitCheck website as a promotional tool. The results of this research show that the application of the Parallax Scrolling Effect technique on the LegitCheck website provides a number of advantages in terms of system quality, easier part of providing information, information accuracy, service quality, user satisfaction, net benefit, current need approach, everyday need approach, and catching- up need approach. With the average score obtained being 55.96% of websites using the Parallax technique and 44.04% of websites using the non-Parallax technique, although there are shortcomings in terms of page loading speed, completeness of information, usage, and also exhaustive needs approach, the majority of respondents prefer websites with the technique. this is because it offers a better and interactive user experience.

Keywords: Website, Parallax Scrolling Effect, Effective, A/B testing, LegitCheck.