

ABSTRACT

This study evaluates the user experience of the Mobile Legends: Bang Bang (MLBB) application at the Telkom Purwokerto Campus Study Center, addressing potential issues identified from application ratings and preliminary surveys. The background of the problem includes user complaints regarding connection/server issues, unbalanced hero adjustments, new bugs, and performance degradation. The study's objective is to analyze user perceptions of the application's attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty using the User Experience Questionnaire (UEQ). Expected benefits include providing feedback to MOONTON Games for improving the quality of user experience and player satisfaction, as well as enriching the literature in the field of mobile application user experience. The research methodology involved data collection through UEQ questionnaires from 139 active MLBB users, who are students at Telkom University Purwokerto Campus. The research findings indicate that the variables of Attractiveness, Perspicuity, Efficiency, and Dependability fall into the "Above Average" category. However, the Stimulation variable and especially Novelty showed lower average values, with Novelty categorized as "Neutral" (0,777), indicating a lack of significant innovation and new content. Key recommendations include a high priority for enhancing Novelty through the introduction of revolutionary new game modes or mechanics, and a medium priority for improving Stimulation through optimized hero adjustments and the development of more engaging reward systems. Optimizing Efficiency and Dependability, such as improving server stability and bug fixes, are also recommended.

Keywords: *Mobile Legends, Patch Update, User Experience (UX), User Experience Questionnaire (UEQ), User Perception*