CHAPTER VII
CONCLUSION

This chapter contains about the conclusion and recommendation for further research based on the result. This conclusion will be written based on the final project's objectives.

7.1   Conclusion

The conclusion obtained based on the studies that have been carried out is that the prototype design of the Website of the Department of Trade, Cooperatives and SMEs of Lima Puluh Kota Regency is able to solve problems, fulfill desires and assist users and website owners in achieving the desired target. The new design is made based on the results of the design thinking process combined with the Webqual process. In the early of the study, the Webqual modifier and IPA methods are used to find out the shortcomings of the website. There are several dimensions assessed, namely interaction quality, service quality, usability and user interface quality. Based on the Webqual results, there are several statements that have low performance and high importance (quadrant I). Statements in quadrant I will then be entered at the empathize stage, the design thinking process. In addition to the Webqual results, the empathize stage in design thinking was also done by using the UX Research method, namely interview with the Head of Service and the head of the General and Personnel Subdivision of the Cooperative Trade Service and SMEs and conducting survey. The design thinking stage itself consists of five steps, namely empathize, define, ideate, prototype, and test. After the new prototype of the Disdagkopum website, at the testing stage, Usability testing is carried out. Usability testing is assisted by MAZE tools. MAZE results are used to determine effectiveness and efficiency and the result is 82 out of 100 that fell into the high usability range. Furthermore, the satisfaction aspect is calculated using the System Usability Scale (SUS) with a score of 90,56 which fell into the Grade A and

acceptable category. Therefore, the new prototype can answer stakeholder and user problems and is easy to use.

7.2   Suggestion

Based on the study that has been done, there were some suggestions for further research, namely:

1.   Website design can be further developed for cooperative product pages, trade, and metrology.
2.   For the next study, design can be hosted so that it can run like a website.