Analysis and Design of Dinamika University Web Page in Creating Customer Experience and Buying Interest of New Students from Sidoarjo

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Abstract: The community's need for higher education in Indonesia continues to grow, seen from the increasing number of higher education institutions every year. Dinamika University as one of 328 Private Universities (PU) in East Java has implemented marketing tools using a website (www.dinamika.ac.id). However, the availability of the website has not been proven to be effective in attracting new students to register at Dinamika University. Especially new students from Sidoarjo, as one of the areas with the highest number of new students at the Dinamika University. From 5134 new students, 3785 students (74%) received admissions information through offline media, 1256 students (24%) through online media, and 93 students (2%) through other media. This study aims to analyze and design the Dinamika University web page that can create buying interest in prospective new students based on significant web page design elements and can be proven through statistical methods. This study combines the PLS-SEM as an analytical method and the Double Diamond method in designing web page recommendations using Warp PLS 7.0 and Adobe XD. 100 experimental respondents were obtained from the purposive sampling method. In the process of designing web page recommendations, the crazy 8 design method will be used to sketch design, super voting to select design recommendations, and usability testing to test prototypes. This study prove that there is a significant influence between visual web page design on customer experience, verbal web page design on customer experience, verbal web page design on buying interest, customer experience on buying interest, visual web page design on buying interest through customer experience. However, there is also an insignificant effect between visual web page design on buying interest, verbal web page design on buying interest through customer experience. The results of testing the prototype obtained an average score of "Very Good" in its usefulness value.

Keywords: double diamond, PLS-SEM, web design elements, customer experience, buying interest of new students prospective

INTRODUCTION

The community's need for higher education in Indonesia continues to grow. This can be seen from the continued development of the number of higher education institutions in Indonesia every year. In 2020, Indonesia has a 270.20 million population with 4593 higher education institutions (Direktorat Jenderal Pendidikan Tinggi Indonesia, 2020). Private Universities (PU) occupy the highest position with 3,044 institutions (66.27%), followed by Religious Universities (RU) with 1,204 institutions (27%), Government-Affiliated College (GAC) with 187 (4 .07%), and State Universities (SU) with 122 institutions (2.66%). The high number of universities in Indonesia is in line with the high competition between institutions in attracting the interest of new students. The number of new students in 2020 is 2,163,682 (Direktorat Jenderal Pendidikan Tinggi Indonesia, 2020), which is dominated by PU with 4,374,994 (51.572%) new students. Then

followed by SU with 2,994,015 (35.293%) new students, RU with 939,986 (11.081%) new students, and GAC with 184,218 (2,054%). The difference in the number is influenced by several reasons, namely the limited capacity of each agency to the varied interests of new students.

As an institution with the highest number and market of new students in Indonesia, private universities need to have a good marketing strategy to increase their competitive advantage and attract new students. In the era of Society 5.0, the marketing strategy of higher education institutions today is also inseparable from integration with the internet (Nastiti & Abdu, 2020). According to (Hananto et al., 2017) businesses that can compete in this era are businesses that have integrated themselves with the internet as part of their competitive advantage. In general, higher education institutions use websites to market their services and display agency profiles to new students. Dinamika University as one of 328 private universities in East Java (Direktorat Jenderal Pendidikan Tinggi Indonesia, 2020) has implemented marketing tools using the website on www.dinamika.ac.id.

The availability of the website as a marketing tool has not been proven to be effective in attracting new students to register at Dinamika University. Through observation at the Student Admissions, it was found that 3785 (74%) new students knew information about admissions through offline media (brochures, friends, teachers, family, visits, exhibitions, presentations, radio, and newspapers), 1256 (24%) through online media (website and internet), and 93 (2%) through other media. Researchers also conducted pre-research observations on the condition of the Dinamika University website. The results of these observations state that there are still obstacles in accessing the Dinamika University website. Of course, it will be very unfortunate if the website which is the spearhead of Dinamika University marketing has not been fully effective in attracting new students.

In the opinion of Schlosser et al. in Bleier et al (2019) states that success in growing competitive advantage online is stimulated through the provider's understanding in compiling and arranging verbal and visual elements on web pages to gain a potential customers. This research was made primarly based on study by Bleier et al. (2019), but there are differences in the scope of the discussion. Interestingly, until now no further research has been carried out to develop and support the research of Bleier et al. (2019) beyond online shopping. On this basis, this research is very important to do to develop previous research and to find out the main factors of webpage design elements that affect customer experience and buying interest in the realm of higher education in Indonesia, especially Dinamika University (Anshori et al., 2020). This research will focus on four variables, visual web page design, verbal web page design, customer experience, and buying interest. The novelty in this research is the combination of the PLS-SEM method as an analytical method and the Double Diamond method in designing website recommendations.

The combination of the two methods is expected so that the analysis process provides accurate and accountable results following the existing statistical theory. Later, the outcomes of this studies are anticipated so as to offer a strategy related to the high number of new student admissions competitions at Private Universities (PU), specifically for Dinamika University.

RESEARCH METHOD

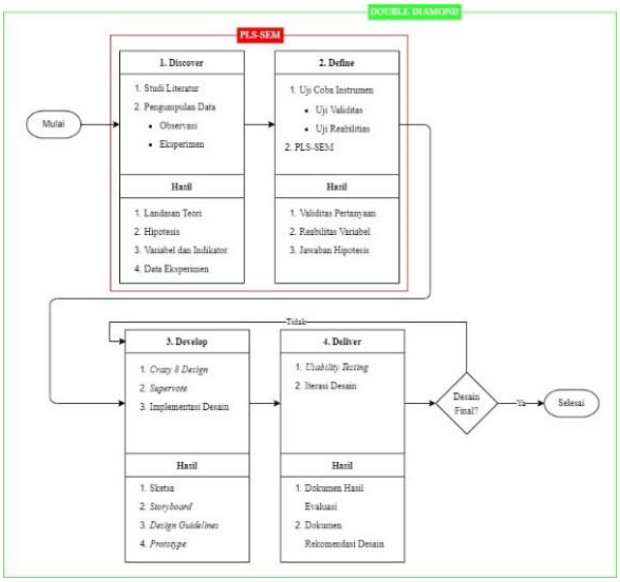

Figure 1 Research Methodology

Discover

According to British Design Council (2021), discover is the stage where there is a process of in-depth understanding of a problem. In the process, at this stage, it will be carried out in 2 phases, literature study and research approach in the form of observation and experiment.

Study of Literature

The literature study stage is carried out by looking for references from journals and previous research that contains theories about website design elements, customer experience, buying interest, double diamonds, PLS-SEM, usability testing, and other literature reviews that support this research.

Observation

This stage is carried out to observe and find out statistical data on new student registration which correlates with the promotion of the Dinamika University website at the Dinamika University Admissions Section. In addition, the researchers also conducted pre-research observations by distributing questionnaires to 21 respondents from university students and the general public. The results of these observations state that there are still obstacles in accessing the Dinamika University website.

Population and Sample

The population in the experimental process is 3rd-grade SMA/MA/SMK student in Sidoarjo. While the sample in this study was some 3rd-grade SMA/MA/SMK student in Sidoarjo

In determining the minimum sample, refer to the "10-times rule" formula by Hair et al. in Kock & Hadaya (2018). The minimum sample size is 10 times the largest number of arrows that pointing to all variables withinside the PLS inner and outer model. In this study, the arrows pointing to variables in the PLS inner and outer model is 5, so the minimum sample size estimate is 50 samples (10 x 5 = 50).

Based on Sugiyono (2011) states that the minimum number of samples is in the range of 30-100 samples. So to get the maximum output, this study used 100 respondents and implementing the purposive sampling technique in the process. The purposive sampling technique is based on predetermined criteria or conditions. The sample criteria in this study are as follows:

1. 3rd-grade students of SMA/MA/SMK in Sidoarjo.
2. Mentally and physically healthy (not color blind and deaf).
3. Interested study in college.

Define

According British Design Council (2021), define is the stage where there is a process of defining the problem being faced from the uni-

fication of various information and knowledge obtained from the discover stage. In this stage, the instrument testing process will be carried out using validity and reliability tests. In PLS instrument testing can be represented by testing the outer model. After that, the measurement of the relationship between variables will be carried out using the PLS-SEM method using the WarpPLS application.

Operational Definition

The variable and indicators in this research are based on other literature reviews that support this research. According to Bleier et al. (2019), visual web page design contains indicators such as product/institution detail photos, lifestyle photos, photo sizes, and product/ institution videos. Verbal web page design contains indicators such as language style, product/institution detailed description, product/ institution feature points, and return policy information. Customer experience contains indicators such as informativeness, entertainment, social presence, and sensory appeals. According to Ferdinand (2006), buying interest contains indicators such as transactional, referential, preferential, and explorative.

Table 1 Operational Definitions

Variable	Indicator
Visual Web Page Design	Institution detail photos
	Lifestyle photos
	Photo sizes
	Institution videos
Verbal Web Page Design	Language style
	Institution detailed description
	Institutional feature points
	Return policy information
Customer Experience	Informativeness
	Entertainment
	Social presence
	Sensory appeals
Buying Interest	Transactional
	Referential
	Preferential
	Explorative

Instrument Test and Data Analysis

The instrument testing consists of validity and reliability tests, but the PLS-SEM can be represented by the outer model test. In the process, according to Candraningrat (2020) the outer model testing will include convergent validity test, discriminant validity test, and reliability test on cronbach's alpha and composite reliability values. In the process, the inner model testing will include the model fit test, path coefficient test, and R^2 test.

Hypothesis Testing

In statistics, a proposed hypothesis can be accepted or rejected through the calculation of its significance level (p-value). In this study, the desired level of significance is 5% or 0.05. So, if the p-value 0.05, then the hypothesis is accepted. Meanwhile, if the p-value > 0.05, then the hypothesis is rejected.

Develop

According to British Design Council (2021), develop is the stage where there is a process of developing solutions to the problems that have been identified. At this stage, website design recommendations will be developed based on the results obtained from the define stage. Indicators of define stage results that do not have a significant effect will be ruled out in the website design recommendations.

Deliver

According to British Design Council (2021), deliver is the stage where the process of testing alternative solutions to problems that have been identified is carried out in a small scope. At this stage, the design or prototype that has been built will be tested by implementing the usability testing method.

RESULT AND DISCUSSION

Define

Experiment Results

Characteristics of respondents are used to group respondents based on the similarity of special characteristics to obtain information. The grouping of respondents can be seen in Table 2.

Table 2 Respondent Characteristics

Characteristics	Count	Percentage
Gender	**100**	**100%**
Male	32	32%
Female	68	68%
School Type	**100**	**100%**
SMA	78	78%
MA	15	15%
SMK	7	7%
School Origin	**100**	**100%**
MA Negeri Sidoarjo	15	15%
SMA Antartika	10	10%
SMA Hang Tuah 2	2	2%
SMA Hang Tuah 5	1	1%
SMA Katolik Untung Suropati	4	4%
SMA Negeri 1 Porong	53	53%
SMA Petra 4 Sidoarjo	5	5%
SMA Walisongo	1	1%
SMA Negeri 1 Gedangan	1	1%
SMA Negeri 1 Sidoarjo	1	1%
SMA Negeri 1 Tarik	1	1%
SMA Negeri 2 Sidoarjo	1	1%
SMK 10 November	2	2%
SMK Antartika 1	1	1%
SMK Plus Nahdlatul Ulama	1	1%
SMK Negeri 1 Buduran	3	3%

Outer Model Testing

a) Convergent Validity

Table 3 Combined-Loadings and Cross Loading Test Result

	X1	X2	Z	Y	Condition	Description
X1.1	0.860				0.40 - 0.70	Fulfilled
X1.2	0.837					Fulfilled
X1.3	0.623					Fulfilled
X1.4	0.809					Fulfilled
X2.1		0.833				Fulfilled
X2.2		0.772				Fulfilled
X2.3		0.785				Fulfilled
X2.4		0.494				Fulfilled
Z1			0.844			Fulfilled
Z2			0.822			Fulfilled
Z3			0.752			Fulfilled
Z4			0.783			Fulfilled
Y1				0.867		Fulfilled
Y2				0.637		Fulfilled
Y3				0.840		Fulfilled
Y4				0.843		Fulfilled

Based on Table 3, this research used suitable indicators because the loading value is by the conditions while maintaining the indicator with a value of 0.40–0.60 (Ridyah, 2020).

Table 4 AVE Test Result

Variable	Value	Condition	Description
Visual Web Page Design (X1)	0.621	>0.50	Fulfilled
Verbal Web Page Design (X2)	0.537		Fulfilled
Customer Experience (Z)	0.642		Fulfilled
Buying Interest (Y)	0.644		Fulfilled

Based on Table 4, this research used suitable variables because the average variance extracted (AVE) value is above the expected condition.

Table 5 Standard Error Test Result

Indicator	Value	Condition	Description
X1.1	0.079	<0.5 or <0.4 and not negative	Fulfilled
X1.2	0.080		Fulfilled
X1.3	0.084		Fulfilled
X1.4	0.080		Fulfilled
X2.2	0.080		Fulfilled
X2.3	0.081		Fulfilled
X2.4	0.081		Fulfilled
Z1	0.087		Fulfilled
Z2	0.079		Fulfilled

Indicator	Value	Condition	Description
Z3	0.080		Fulfilled
Z4	0.082		Fulfilled
Y1	0.081		Fulfilled
Y2	0.079		Fulfilled
Y3	0.084		Fulfilled
Y4	0.080		Fulfilled

Based on Table 5, this research used suitable indicators because the Standard Error (SE) value is above the expected condition.

b) Discriminant Validity

Table 6 Discriminant Validity Test Result

	X1	X2	Z	Y	Condition	Description
X1.1	0.860	0.222	-0.217	0.093	Largest on the main variable	Fulfilled
X1.2	0.837	-0.009	0.077	-0.007		Fulfilled
X1.3	0.623	-0.269	0.492	-0.206		Fulfilled
X1.4	0.809	-0.019	-0.228	0.067		Fulfilled
X2.1	0.238	0.833	-0.121	0.009		Fulfilled
X2.2	0.424	0.772	-0.059	-0.104		Fulfilled
X2.3	-0.154	0.785	0.067	-0.004		Fulfilled
X2.4	-0.818	0.494	0.190	0.153		Fulfilled
Z1	-0.037	0.042	0.844	-0.006		Fulfilled
Z2	-0.005	-0.087	0.822	0.105		Fulfilled
Z3	-0.108	0.075	0.752	-0.047		Fulfilled
Z4	0.149	-0.027	0.783	-0.059		Fulfilled
Y1	0.232	-0.168	-0.230	0.867		Fulfilled
Y2	-0.123	0.186	0.401	0.637		Fulfilled
Y3	-0.107	0.006	-0.171	0.840		Fulfilled
Y4	-0.039	0.026	0.104	0.843		Fulfilled

Based on Table 6, this research used suitable indicators because they have the largest loading value between indicators and main variables.

c) Composite Reliability and Cronbach's Alpha

Table 7 Composite Reliability Test Result

Variable	Value	Condition	Description
Visual Web Page Design (X1)	0.866	Minimum 0.70	Accepted
Verbal Web Page Design (X2)	0.818		Accepted
Customer Experience (Z)	0.877		Accepted
Buying Interest (Y)	0.877		Accepted

Based on Table 7, this research used suitable variables because the *Composite Reliability* value is above the expected condition.

Table 8 Cronbach's Alpha Test Result

Variable	Value	Condition	Description
Visual Web Page Design (X1)	0.791	Minimum 0.70	Fulfilled
Verbal Web Page Design (X2)	0.700		Fulfilled
Customer Experience (Z)	0.813		Fulfilled
Buying Interest (Y)	0.810		Fulfilled

Based on Table 8, variables used in this study are feasible because the Cronbach's Alpha value is above the expected condition.

Inner Model

a) Model Fit and Path Coefficient Test

Table 9 Model Fit and Path Coefficient Test Result

Index	Value	p-value	Conditions	Description
APC	0.275	<0.001	p<0.05	Fulfilled
ARS	0.365	<0.001	p<0.05	Fulfilled
AARS	0.347	<0.001	p<0.05	Fulfilled
AVIF	2.050 ideal if <3.3		AVIF≤5	Fulfilled
AFVIF	2.013 ideal if <3.3		AFVIF≤5	Fulfilled
GOF	0.472		Small ≥0.1, Medium ≥0.25, Large ≥0.36	Large
SPR	0.800		SPR>0.7	Fulfilled
RSCR	0.979		RSCR>0.9	Fulfilled
SSR	1.000		SSR>0.7	Fulfilled
NLBCDR	1.000		NLBCDR>0.7	Fulfilled

Based on Table 9 the model in this study has an APC of 0.275 and a p-value of < 0.001, an ARS of 0.365 and a p-value of < 0.001, an AARS of 0.347 and a p-value of < 0.001, an AVIF of 2.050, an AFVIF of 2.013, GOF of 0.472 (Large), SPR of 0.800, RSCR of 0.979, SSR of 1,000, NLBCDR of 1,000. So, the inner model in this study can be accepted.

b) R^2 Test

Table 10 R2 Test Result

Variable	Value
Buying Interest (Y)	0.185
Customer Experience (Z)	0.544

Based on Table 10, visual element web page, verbal element web page anda customer experience variable can affected buying interest variable by 18.5%. The other 81.5% can be affected by other variables outside of this research. The small value of R^2 is because this research only focuses on university web page design by ignoring other variables such as facilities, service quality, price, location and brand image. While the visual and verbal web page design can effected buying interest by customer experience by 54.4%. The other 45.6% can be affected by other variables outside of this research.

Hypothesis Test

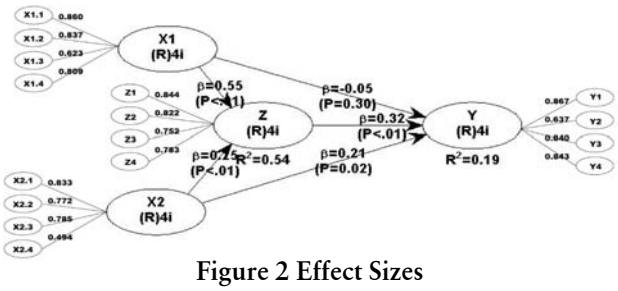

Figure 2 Effect Sizes

Table 11 Direct Effects Result

Criteria	Variable	X1	X2	Z	Y
Path Coefficient	X1	-	-	-	-
	X2	-	-	-	-
	Z	0.549	0.246	-	-
	Y	-0.052	0.207	0.321	-
P-Values	X1	-	-	-	-
	X2	-	-	-	-
	Z	<0.001	0.005	-	-
	Y	0.301	0.015	<0.001	-

Table 12 Indirect Effects Result

Criteria	Variable	X1	X2	Z	Y
Path Coefficient	X1	-	-	-	-
	X2	-	-	-	-
	Z	-	-	-	-
	Y	0.177	0.079	-	-
P-Values	X1	-	-	-	-
	X2	-	-	-	-
	Z	-	-	-	-
	Y	0.005	0.128	-	-

Table 13 Total Effect Result

Criteria	Variable	X1	X2	Z	Y
Path Coefficient	X1	-	-	-	-
	X2	-	-	-	-
	Z	0.549	0.246	-	-
	Y	0.125	0.286	0.321	-
P-Values	X1	-	-	-	-
	X2	-	-	-	-
	Z	<0.001	0.005	-	-
	Y	0.100	0.001	<0.001	-
Effect Sizes for Path	X1	-	-	-	-
	X2	-	-	-	-
	Z	0.393	0.151	-	-
	Y	0.039	0.100	0.129	-
Number of Path	X1	-	-	-	-
	X2	-	-	-	-
	Z	1	1	-	-
	Y	2	2	1	-

Based on Table 13, the variable Customer Experience (Z) has a positive path of 1 or 0.05. So that the Customer Experience variable (Z) deserves to be intervening and is significant in mediating the Visual Web Page Design (X1) and Verbal Web Page Design (X2) on Buying Interest of New Student (Y).

Discussion

H_1: Customer experience is significantly affected by Visual Web Page Design.

The visual web page design and customer experience value is 0.549 and p-values <0.001 or ≤0.05, so it has a significant and positive effect/H_1 is **accepted**. If the quality of the Visual Web Page Design increases by 54.9%, the Customer Experience will increase by 54.9%. This increase was mainly supported by the institutional detail photo indicator. Thus, it can be concluded that customer experience on the quality of a good visual web page design depends on displaying detailed photos of all elements of the university (academy, facilities, agenda, awards, etc.) on the Dinamika University web page.

H_2: Customer experience is significantly affected by Verbal Web Page Design.

The verbal web page design and customer experience value is 0.246 and p-values 0.005 or ≤0.05, so it has a significant and positive effect/ H_2 is **accepted**. If the quality of the verbal web page design increases by 24.6%, the customer experience will increase by 24.6%. This improvement was mainly supported by the language style indicator. Thus it can be concluded that the customer experience on the quality of a good verbal web page design depends on the use of a communicative and easy-to-understand language style on the Dinamika University web page.

H_3: Buying interest of new students is significantly affected by visual web page design.

The visual web page design and buying interest value is -0.052 and p-values 0.301 or >0.05, so it has no significant effect/H_3 is **not accepted**. This is supported by the Photo Size indicator. Thus, it can be concluded that the buying interest of new students is not affected by the size of the photo displayed on the Dinamika University web page. This hypothesis is supported by various criticism from respondents. The existence of a pop-up banner that fills the screen and without an exit button is very annoying. The scroll mode for every single

page full of parallax effects has proven difficult to navigate web pages.

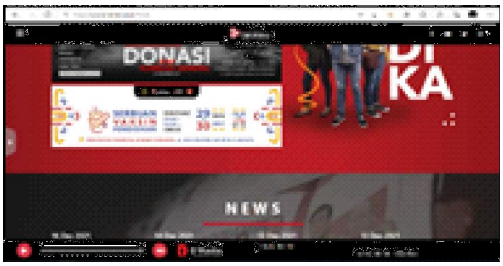

Figure 3 Parallax Scroll Mode

The layout of the web page, which previously contained 10 sections, received a suggestion for a simpler and more efficient design. Some sections are not even operable and are considered less important to display on the homepage. Respondents provide criticism for displaying the facilities/advantages section because some people are interested in a university by its facilities.

Figure 4 There Are Too Many Sections

Figure 5 Section Cannot be Operated

Figure 6 Unnecessary Sections

The size of photos and videos on the Dinamika University web page is deemed disproportionate and inconsistent because the quality of the photos is often blurry, not updated, and using too many dummy photos. When accessed using a cell phone, some sections or content are cropped.

Figure 7 Inconsistent and Disproportionate Photos

Figure 8 Blurred Photos

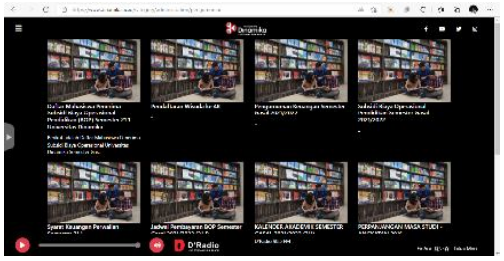

Figure 9 Use of Dummy Photos

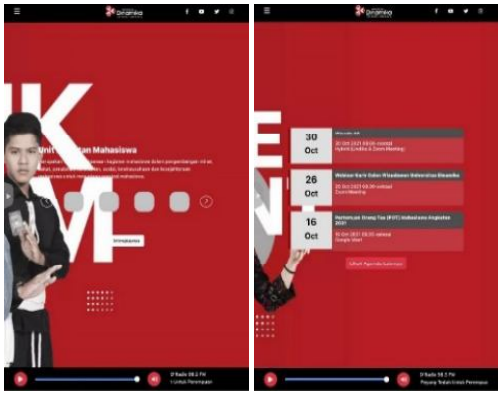

Figure 10 Cropped Section

Thus, the use of visual content, both pop-up banners, layouts, number of sections, scroll mode, photo and video quality on the Dinamika University web page must be improved again to increase positive impressions and buying interest in new students.

H_4: Buying interest of new students is significantly affected by verbal web page design.

Verbal web page design and buying interest value is 0.207 and p-values 0.015 or ≤0.05, so it has a significant and positive effect / H_4 is **accepted.** If the quality of the verbal web page design increases by 20.7%, the buying interest will increase by 20.7%. This increase was mainly supported by the language style indicator. Thus, it can be concluded that the customer's buying interest in the quality of a good verbal web page design depends on the use of a communicative and easy-to-understand language style on the Dinamika University web page.

H_5: Buying interest of new students is significantly affected by customer experience.

The customer experience and buying interest value is 0.301 and p-values <0.001 or ≤0.05, so it has a significant and positive effect/H_5 is **accepted.** If the quality of customer experience increases by 32.1%, buying interest will increase by 32.1%. This increase was mainly supported by the informative indicator. Thus, it can be concluded that the buying interest of new students is influenced by a good customer experience depending on the availability of clear and useful information and general descriptions on the Dinamika University web page.

H_6: Buying interest of new students is significantly affected by visual web page design through customer experience.

The visual web page design and buying interest through customer experience value is 0.177 and p-values 0.005 or 0.05, so it has a significant and positive effect/H_6 is **accepted.** If the quality of the visual web page design increases by 17.7%, the purchase interest through customer experience will increase by 17.7%. This increase was mainly supported by the institution detail photo indicator. Thus, it can be concluded that the buying interest of new students is influenced by customer experience on the quality of a good visual web page design depending on the detailed display of photos of all elements of the university (academy, facilities, agenda, awards, etc.) on the Dinamika University web page.

H_7: Buying interest of new students is significantly affected by verbal web page design through customer experience.

Verbal web page design and buying interest through customer experience value is 0.079 and p-values of 0.128 or >0.05, so it has no significant effect/H_7 is **not accepted.** This is supported by the return policy information indicator. Thus, it can be concluded that the buying interest of new students which is influenced by customer experience on the quality of the visual web page design does not depend on the information displayed on the registration refund policy on the Dinamika University web page. This hypothesis is supported by various criticism from respondents. Media content is too big that makes navigating a web page laggy and often crash when accessed primarily via mobile phones

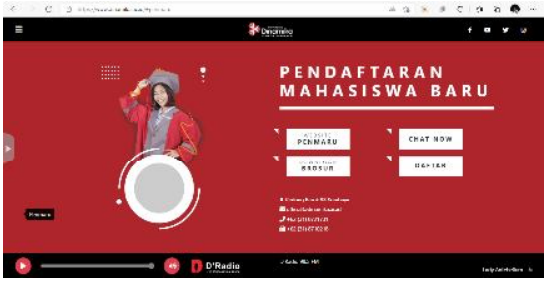

Figure 11 No Return Policy Information

so it reduces their experience and buying interest visitors. Refund policy information for registration has not been displayed on the Dinamika University web page. To access it, visitors must open another section on a different web page (www.penmaru.dinamika.ac.id).

Information of university's advantages features such as facilities has not been displayed on the home page. The lack of description in some parts is also considered to reduce the visitor experience in navigating the Dinamika University web page.

Figure 12 Section without Description

Figure 13 Content without Description

Thus, the use of verbal content, especially detailed information, descriptions of information as well as communicative and inviting language styles on the Dinamika University web page must be increased again to increase positive impressions and buying interest of new students.

Develop

Crazy 8 Design

Sketching is done to provide guidelines in making prototypes. In the process, the researchers designed and grouped the types of Dinamika University webpage designs into 4 main parts (homepage, faculties/facilities, agenda/news/innovation/achievements, and blog/post) to improve the efficiency of the design resources.

Supervoting

To get results that are in line with the define stage, the selected respondents are those who meet the purposive sampling criteria. In the process, voting is done online via Google Form. The results of the voting on 31 respondents can be seen in Table 14 dan Figure 14.

Table 14 Supervoting Result

Design	Recomendations								
	1	2	3	4	5	6	7	8	sum
Homepage	2	7	4	3	1	4	6	4	31
Faculties/ Facilities	2	1	6	3	4	7	5	3	31
Agenda/News/Innovation/Achievements	2	0	1	4	4	3	11	6	31
Blog/Post	3	1	2	6	3	7	1	8	31

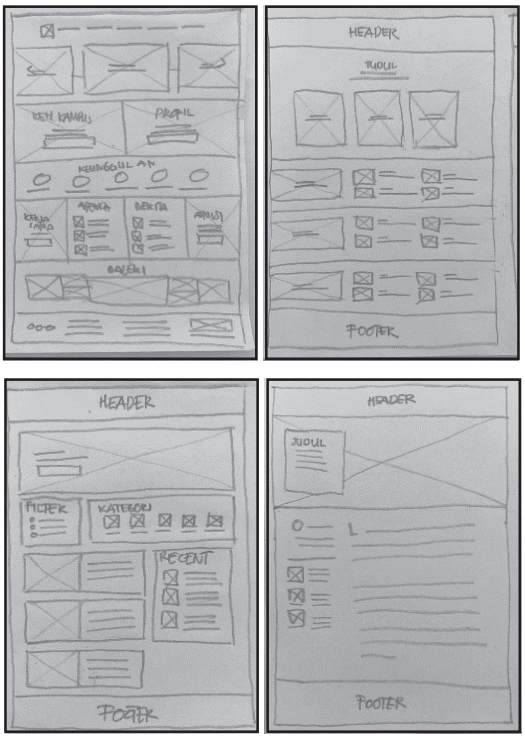

Figure 14 Selected Recommendation Design

Design Guideliness

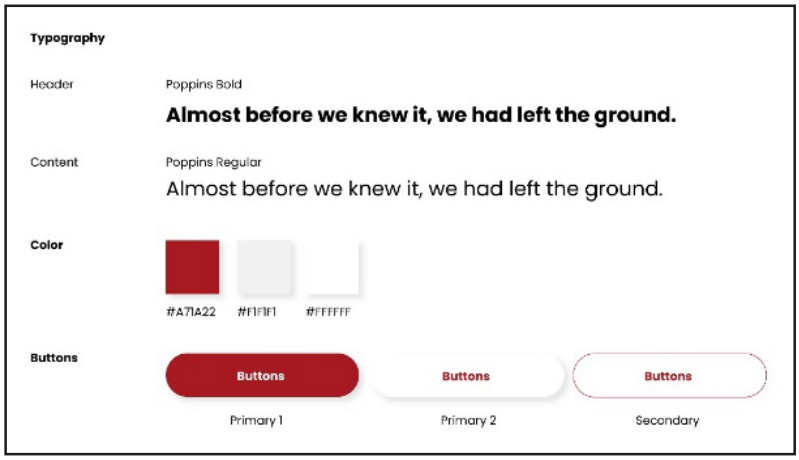

Figure 15 Design Guideliness

In choosing the color, the primary color red (#A71A22) was inspired by the Dinamika University logo which has been adjusted to make it comfortable to see. It is combined with gray (#F1F1F1) and white (#FFFFFF) to give a clean impression and place the user's full concentration on the content (not the background). In choosing the type of font/typography, we chose a serif font with the characteristics of a no-tail/stroke to give modern, minimalist, and timeless effects. The serif font chosen is Poppins, designed by Indian Type Foundry. This geometric and open source font has an attractive design language and reads well on various devices.

Prototype

Figure 16 Homepage Design

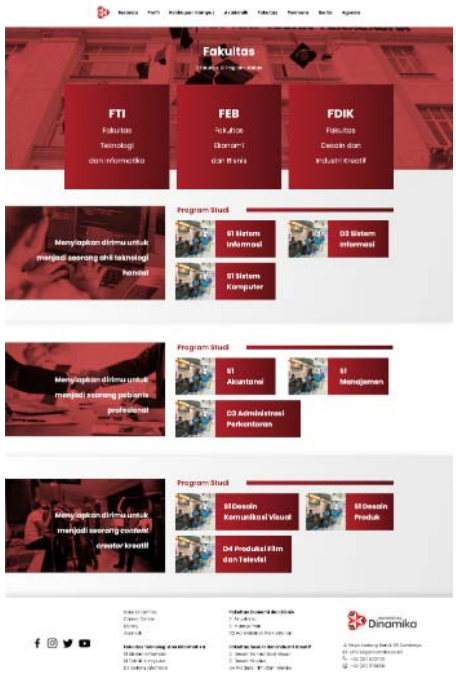

Figure 17 Faculties/Facilities

Figure 18 Agenda/News Design

Figure 19 Blog/Post Design

Deliver

In this stage, respondent are given the opportunity to operate the Dinamika University website prototype with the tasks that have been prepared by the researcher. The usability testing elements are learnability, memorability, error handling, and satisfaction.

Usability Testing Task

Table 15 Usability Testing Task

Code	Task	Result		
		Succeed	Fail	Sum
T1	Access the home page	31	0	31
T2	Displays all news	31	0	31
T3	Filter news	31	0	31
T4	Read a news	31	0	31
T5	Displays the faculty page	31	0	31
T6	Displays information a study program	31	0	31

Usability Testing Result

Based on the test results, it can be concluded that the score for the learnability element is 92/100, efficiency is 88/100, memorability is 88/100, error handling is 84/100, and satisfaction is 90/100. So that the final average obtained is 88.58064516 ~ 89, thus this prototype has been classified as very good, feasible, and does not need to be iterated again.

CONCLUSION

Based on the results of the analysis, design, and implementation, it can be concluded that customer experience is significantly affected by visual web page design, mainly by institution details photo. So that the customer experience on the quality of a good visual web page design depends on displaying detailed photos of all elements of the university (academy, facilities, agenda, awards, etc.). The customer experience is significantly and positively affected by verbal web page design, mainly by language style. So that the customer experience on the quality of a good verbal web page design depends on the use of a communicative and easy-to-understand language style.

The buying interest of new student is not significantly affected by visual web page design,

mainly by photo size. So that the buying interest of new students is not affected by the size of the photo displayed. The buying interest of new student is significantly affected by verbal web page design, mainly by language style. So that the customer's interest in buying through a good quality verbal web page design depends on the use of a communicative and easy-to-understand language style.The buying interest of new student is significantly and positively affected by customer experience, mainly by informativeness. So that the buying interest of new students is influenced by a good customer experience depending on the availability of clear and useful information and an overview related to the Dinamika University for customers.

The buying interest is significantly affected by visual web page design through customer experience, mainly by institutional detail photos. So that the buying interest of prospective new students is influenced by customer experience on the quality of a good visual web page design depending on the detailed display of photos of all elements of the university (academy, facilities, agenda, awards, etc.). The buying interest is not significantly affected by verbal web page design through customer experience, mainly by return policy information. So that the buying interest of prospective new students who are influenced by customer experience on the quality of the visual web page design does not depend on the display of information about the registration refund policy on the Dinamika University web page.

Based on the test results from the recommendation of the Dinamika University website prototype design using the usability testing method, the final average score was obtained in the "Very Good" category in its usability value.

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