

## ABSTRAK

Penelitian ini bertujuan merancang Visual Menu Board di kasir Urban Coffee and Space menggunakan *Kansei engineering*. *Menu book existing* didominasi teks, belum dilengkapi gambar produk memadai, serta belum memiliki pengelompokan informasi dan penanda rekomendasi jelas. Data diperoleh melalui ulasan Google Maps, kuesioner pendahuluan 30 responden, dan Semantic Differential 53 responden. Data diolah menggunakan Exploratory Factor Analysis (EFA) dan menghasilkan satu faktor utama, yaitu Persepsi Kualitas Visual Menu Book, dengan eigenvalue 6,632 yang menjelaskan 66,319% variasi data. Hasil menjadi dasar perancangan dua panel Visual Menu Board kategori minuman dan makanan melalui hierarki informasi, pengelompokan kategori, foto produk, dan label rekomendasi. Validasi terhadap sembilan responden menggunakan Tobii Pro Glasses 3. Hasil pengujian menunjukkan rata-rata *Time to First Fixation*, *Fixation Count*, dan *Total Fixation Duration* pada rancangan usulan cenderung lebih rendah dibandingkan *Menu book existing*, meskipun penurunan tidak seragam. Temuan mengindikasikan Visual Menu Board usulan berpotensi mendukung pencarian informasi menu, namun memerlukan pengujian lanjutan untuk memastikan konsistensinya.

**Kata kunci:** *Visual Menu Board, Kansei engineering, Semantic Differential, Exploratory Factor Analysis, eye tracking*

## ABSTRACT

*This study aims to design a Visual Menu Board of Urban Coffee and Space based on perceptions using Kansei engineering. The existing menu book is dominated by text, lacks product images, and does not provide clear information grouping or recommendation labels. Data were collected through Google Maps reviews, a preliminary questionnaire involving 30 respondents, and a Semantic Differential questionnaire involving 53 respondents. Data were analyzed using Exploratory Factor Analysis (EFA), producing one factor; Visual Menu Book Quality Perception, with an eigenvalue of 6.632, explaining 66.319% of the total variance. The results were used to design two Visual Menu Board panels for beverage and food categories through information hierarchy, category grouping, product images, and recommendation labels. Validation involved nine respondents using Tobii Pro Glasses 3. Results showed the design had lower average Time to First Fixation, Fixation Count, and Total Fixation Duration than the existing menu book across both search targets, although the decrease was not uniform. These findings indicate the Visual Menu Board may support menu information search, but further testing is needed to confirm consistency.*

**Keywords:** *Visual Menu Board, Kansei engineering, Semantic Differential, Exploratory Factor Analysis, eye tracking*