

***Analysis of the Effect of Color and Font Type on Content Readability on
Websites Using Multiple Linear Regression Method***

Puji Hastuti, S.T., M.Eng. *as Supervisor*

Gilang Liswiyana Putra

Information Technology Study Program

Department of Information Technology

ABSTRACT

The development of digital technology has brought significant changes to the world of website design, where visual elements such as color and font type play an important role in content readability. This study aims to analyze the effect of color and font type on content readability on websites using the Multiple Linear Regression method. By testing various combinations of color and font, this study evaluates their impact on the comfort of readers when accessing information and identifies the most effective visual design. The results of the study show that the choice of color and font type does not have a significant impact on content readability on websites. However, these findings offer new insights that other factors, besides color and font type, may also influence readability and user experience. This research is expected to provide a foundation for further studies to understand other factors that affect website design, leading to more user-friendly and effective designs.

Keywords: *Readability, Color, Font Type, Multiple Linear Regression, Website Design.*