
Abstract

Application booking cinema ticket XYZ is ordering cinema tickets through a mobile application to provide convenience for customers so they don't have to queue when ordering cinema tickets. Based on the results of pre-research survey conducted on 20 respondents, it is known that there are indications of problems that usability application booking cinema ticket XYZ is not going well, such as not easy to use, confusing navigation, too simple a display which results in user satisfaction down and easy to leave. Usability is an attribute in measuring an application that has been made. Because of this, the authors will evaluate usability with the usability testing method to help improve product quality by ensuring that the product is easy to use and meets user expectations. Then use the system reliability scale (SUS) method to measure the usability value according to the user's assessment. The purpose of usability evaluation is to make it easier for users to order XYZ cinema tickets. The results of the study describe application redesign as product development that is better than before and increases usability value based on the SUS rating scale with several categories of acceptability ranges, grade scale and adjective ratings.

Keywords: cinema ticket booking application, usability, usability testing, system usability scale.
