

ABSTRACT

The popularity of online transportation services such as Grab, Gojek, and several others in Indonesia has demonstrated that Indonesian society is beginning to adopt online transportation services as part of their daily lifestyle. One of the emerging online transportation startups in Indonesia is Nusantara Ojek (Nujek), founded since 2018 in Surabaya. In a market crowded with numerous competitors in the online transportation service sector, in-depth knowledge of the factors influencing the frequency of use of a service becomes crucial. Therefore, this research aims to investigate the interplay between mobile app usability, enjoyment, and user experience on the frequency of use among users of Nusantara Ojek ride-hailing service and to propose mockup application design improvements to enhance the frequency of use of Nusantara Ojek ride-hailing service. The research begins with a literature review and problem identification, development of the research model, questionnaire distribution, data processing, and design of improvement proposals in the form of mockup applications. Based on the data processing results using PLS-SEM, the designed model is proven to be valid and reliable. In hypothesis testing, four hypotheses are accepted: Mobile App Usability has a positive effect on User Experience, Mobile App Usability has a positive effect on Enjoyment, Enjoyment experienced by users during mobile application usage will positively affect User Experience, and User Experience overall will influence how often customers use the application. These hypothesis testing results then serve as the basis for the design process. The design process involves adjustments based on Google Playstore reviews and In-depth Interviews. The results of the improvement design are evaluated through usability testing using the System Usability Scale, resulting in a score of 78.75, indicating good acceptance from potential users.

Keywords: Usability, Enjoyment, User experience, Frequency of use, Structural Equation Modeling.