

Abstract

The increasingly rapid development of the website is very helpful in ease of delivery and receipt of information. One is the use of the website into a website or online shop selling. Every online shopping sites are expected to help the visitors of the page to search for items or any information that is needed by the visitors. Therefore, each site is required to develop and improve the service to the user interface to further facilitate access to the information in it. The number of visitors to the site must be balanced with a reliable site that is able to be operated by any user of visitors without any restriction.

So that the quality is maintained sites sites should be evaluated one of which is usability evaluation. Writer menggunakan methods CIT (critical incident Technique) to evaluate the site because the site www.aquajaya.com still in the development stage and requires a current events report website used. The data is processed by using SmartPLS 3.0 applications, it can provide some recommendations to the owner as the manager or the developer's website to improve its site performance.

Based on the results of the evaluation showed that usability does not have a significant effect on consumer loyalty.

Keywords: *Usability, Usability Evaluation, Critical incident Technique (CIT), Online Shop, PLS .*

