

## **ABSTRACT**

Concerns about global climate change and unstable fuel prices have caused many decision makers and policy experts around the world to closely examine the need for more sustainable transportation strategies. Bikesharing is a joint use of a bicycle fleet and is one of the mobility strategies that can help overcome current transportation problems. The mobile application can be used to facilitate the process of bikesharing service with personalized use for adoption by these users. This study aims to test the usefulness of the "Gowes" bikesharing mobile application, an application to borrow bicycles. This study presents an extensive literature review on attributes that increase the usefulness of bicycle loan applications. The methodology used is to test the usefulness of the application that has just been released in Indonesia is using experimental research strategy. The usefulness of the variable was tested using the PACMAD usability model, with the variable namely Effectiveness, Efficiency, Satisfaction, Learnability, Errors, Memorability and Cognitive Load. The research sample was Telkom University (Tel-U) students who had used the GOWES application.

**keywords :** Bikesharing, usability, mobile application, PACMAD usability model