

Abstract

Innovation according to Amabile et al (1996) is a new idea, new item, new service and more useful new ways. One of the products of PT Telkom Tbk, Indihome made an innovation by making the UseeTV Go application that offers OTT (Over the Top) service, which is showing TV shows from Indihome fiber services. Where Indihome customers can enjoy the shows available on selected channels through applications that can be installed on their mobile phones. In addition, this application is not only for Indihome customers, but can also be enjoyed by non-customers. It's just that the shows that can be enjoyed by non-customers are only certain impressions (limited). This aims to attract potential non-customers to start subscribing. The UseeTV Go application has been launched on one platform (Google Playstore) since 2013 and has a pretty good rating of 3.9 (scale 1-5). Even so, since 2013 this application received quite a number of negative comments or referred to as negative reviews on the PlayStore. Based on data from 13.116 negative reviews in the PlayStore comments column, information was obtained showing 3 categories of problems perceived by users, namely 5% experiencing bandwidth problems, 9% experiencing related problems compatible and 86% experiencing problems related to usability. Based on this phenomenon, it can be concluded that the main factor in the number of negative reviews is usability in this application. Responding to this, it is necessary to conduct research related to usability in the UseeTV Go application. Usability is a quality attribute that assesses how easily a website user interface or application is used (Nielsen, 2012). By conducting this research, the authors can identify problems related to the usability of the UseeTV Go application that influences the user experience and provides better user experience recommendations using the Data Envelopment Analysis (DEA) technique.

Keywords: Usability, User Experience, Data Envelopment Analysis (DEA)