

ABSTRACT

Internet users are increasing every year. Indonesia is one of the countries with the most internet users, which is 150 million. The development of the internet in Indonesia is followed by the high number of smartphone users, which is 355.5 million. The high number of internet and smartphone users is utilized by e-commerce practitioners, Tokopedia. Tokopedia makes useful applications as a medium of transactions that can be done on smartphones. E-commerce transactions on applications always increase every year. In 2019 the Tokopedia application came in second place based on ranking and rating. Rating on an application shows an application quality based on consumer perception. Then, it is necessary to improve the quality of Tokopedia applications that can be done by measuring usability. Usability measurement in this study uses the PACMAD (People At the Center of Mobile Application Development) model with sub-variables effectiveness, efficiency, satisfaction, learnability, memorability, errors, and cognitive load. Data was collected by distributing questionnaires to 385 respondents who used the Tokopedia application and had conducted transactions on the Tokopedia application. The results of this study indicate that the Tokopedia application has “very good” memorability values, while the effectiveness, efficiency, satisfaction, learnability, errors, and cognitive load have “good” values. Overall usability in the Tokopedia application is in the “good” category.

Keyword: e-commerce, usability, effectiveness, efficiency, satisfaction, learnability, memorability, errors, cognitive load