ABSTRACT

COMPARISON OF USABILITY EVALUATION ON ONLINE GROCERY APPLICATIONS USING THE SYSTEM USABILITY SCALE METHOD (CASE STUDY: ALFAGIFT AND KLIK INDOMARET)

Oleh

Hilmi Kamilia

Trade is one of the many aspects of life that has undergone significant changes due to the rapid development of technology and information in the Society 4.0 era. The increasing popularity of ordering and delivery services such as AlfaGift and KlikIndomaret may have contributed to this transformation. However, the numerous negative reviews about the AlfaGift and KlikIndomaret applications present a challenge for developers to improve them. SUS (System Usability Scale) is a standardized measurement tool designed to assess the overall usability quality of a system or application based on user perception. According to research conducted on users of the AlfaGift and KlikIndomaret applications, the SUS score obtained was 75.4 for the AlfaGift application and 57.5 for the KlikIndomaret application. A second study using a prototype with 30 respondents showed a score of 76 for the AlfaGift application and 72 for the KlikIndomaret application. This indicates an increase of 0.4 points for the AlfaGift application and 14.5 points for the KlikIndomaret application. The improvements are considered good since the average SUS score exceeds 68.

Keywords: System Usability Scale (SUS), Usability, AlfaGift, KlikIndomaret.