ABSTRACT

The development of information and communication technology has brought significant changes in various aspects of life, including transportation through e-hailing services. Usability is an important factor in determining the quality of user experience. This study aims to analyze the comparison of the usability of Gojek and Grab e-hailing applications based on the perspective of Telkom University students, which is focused only on the D3 Accounting Information Systems study program class of 2022, 2023, and 2024. This research uses quantitative methods with probability sampling techniques. Data was collected through a System Usability Scale (SUS)-based questionnaire consisting of 10 questions with a Likert scale of 1-5 and distributed to 188 respondents. Data analysis was conducted using Microsoft Excel and SPSS, with validity and reliability tests. The results showed that the Gojek application obtained a SUS score of 65.053, while Grab obtained a SUS score of 61.835. These scores were analyzed using percentile rank, grade scale, adjective rating, acceptability ranges, and net promoter score and associated with Nielsen's five usability components (learnability, efficiency, memorability, errors, and satisfaction). The results of this study are expected to provide recommendations for students in choosing a more optimal e-hailing application, as well as input for application developers in improving service quality to better suit user needs.

Keywords: Usability, E-hailing, System Usability Scale, Gojek, Grab