

Evaluasi user experience pada penggunaan situs e-commerce jenis b2c bidang kosmetik = User experience evaluation on the usage of cosmetics b2c e-commerce

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Abstrak

Perkembangan teknologi dalam hal konektivitas telah merubah aktivitas manusia dengan memungkinkan terjadinya transaksi jual ndash; beli secara online. Perubahan ini ditandai dengan signifikannya jumlah transaksi secara online dan transaksi jual beli kosmetik secara online menempati posisi ke-3 sebagai jenis transaksi online terbanyak di Indonesia. Hal tersebut membuat banyak pengusaha bisnis kosmetik beralih dalam bentuk online. Namun, persaingan ketat di Indonesia membuat situs B2C bidang kosmetik kalah bersaing dengan situs C2C. Penggunaan sebuah situs sangatlah terkait dengan user experience.

Penelitian ini bertujuan untuk mengevaluasi user experience dari 2 situs B2C bidang kosmetik yaitu sephora.com dan sociolla.com serta situs C2C Shopee.com. Penelitian dilakukan dengan memberikan scenario Task sesuai dengan fitur yang ada. Metode yang digunakan meliputi performance metrics, kuesioner Single-Ease Question SEQ, Questionnaire for User Interface Satisfaction QUIS, Post Study System Usability Questionnaire PSSUQ, Retrospective Think Aloud RTA, dan Kano Model.

Berdasarkan penelitian terdapat perbedaan yang signifikan antara situs C2C shopee.com dengan kedua situs B2C, sephora.com dan sociolla.com dalam time on Task, easy of use, usability, dan satisfaction. Dengan shopee.com lebih unggul dibandingkan dengan sephora.com dan sociolla.com. Selain itu, dibuat pula rekomendasi design untuk sephora.com dan sociolla.com

The development of technology in connectivity has changed human activities by making online business transactions possible. This change is indicated by the significant increase of online transactions, and the online transaction in cosmetics takes the third place of all kinds of online transactions in Indonesia. This possibility has spurred many business people dealing in cosmetics to switch to online business. However, the tough competition in Indonesia has made the B2C sites suffer the loss in the competition to the C2C sites. The use of a site is closely related to user experience.

This research aims to evaluate the user experiences of two B2C sites, i.e. sephora.com and sociolla.com as well as the C2C site shopee.com. This research was done by giving a scenario Task in line with the available features. The methods used included performance metrics, Single Ease Question SEQ questionnaire, Questionnaire for User Interface Satisfaction QUIS, Post Study System Usability Questionnaire PSSUQ, Retrospective Think Aloud, and Kano Model.

Based on the research, there was significant differences between the C2C site shopee.com and the two B2C sites, sephora.com and sociolla.com in time on task, ease of use, usability, and satisfaction. It was found out that shopee.com was superior compared to sephora.com and sociolla.com. Other than that, a recommendation for the designs for sephora.com and sociolla.com, were provided.