

Evaluasi Usability dan User Experience MyIndihome Telkom Indonesia serta Rekomendasi Perbaikan Desain Antarmukanya = Evaluation of Usability and User Experience of MyIndihome Telkom Indonesia and Recommendations for Interface Design Improvement

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Abstrak

Pada era industri 4.0, digitalisasi menjadi salah satu tren yang banyak diadaptasi oleh pelaku bisnis. Dalam memberikan pelayanan berbasis bisnis digital, Telkom menghadirkan MyIndihome melalui aplikasi mobile. Namun, ulasan pengguna aplikasi di platform Android dan iOS menunjukkan bahwa rating aplikasi masih jauh di bawah target yang ditetapkan CEO CFU Consumer Telkom. Masalah ini berujung pada pencapaian rating MyIndihome yang tidak sesuai target. Penelitian ini bertujuan untuk menganalisis evaluasi usability dan user experience pada aplikasi MyIndihome. Hasil dari evaluasi tersebut akan digunakan untuk menyusun rekomendasi perbaikan desain antarmuka aplikasi. Penelitian ini menggunakan pendekatan User Centered Design (UCD) dengan data yang dihimpun melalui metode kombinasi (Mixed Methods). Data dikumpulkan secara kuantitatif melalui ulasan pengguna Google Play Store dan Apple Store, survei User Experience Questionnaire (UEQ) dan System Usability Scale (SUS) kepada 115 responden. Hasil pengumpulan data ini berupa kategorisasi masalah dan saran perbaikan. Masalah dipetakan terhadap heuristic evaluation untuk dibuatkan persona pengguna. Hasil persona ini digunakan untuk penelitian kualitatif melalui observasi usability testing dan wawancara kontekstual kepada sembilan responden untuk mengidentifikasi kebutuhan pengguna. Kebutuhan pengguna yang diperoleh dipetakan terhadap prinsip Shneiderman's Eight Golden Rules dan diperoleh 27 rekomendasi perbaikan desain aplikasi yang dibangun perbaikan melalui tahapan sketching, wireframing, prototyping, dan testing. Desain akhir prototype dievaluasi kembali menggunakan UEQ dan SUS. Hasil evaluasi menunjukkan terjadi peningkatan nilai pada seluruh skala UEQ, terutama skala attractiveness, perspicuity, efficiency, dependability, dan novelty naik dari kategori below average menjadi above average. Hasil pengukuran SUS juga mengalami kenaikan dari nilai D kategori poor menjadi nilai B kategori good. Jadi perbaikan desain antarmuka aplikasi mampu memberikan peningkatan positif pada usability dan user experience MyIndihome. Implikasi penelitian secara teoritis membuktikan bahwa framework UCD mampu mengelaborasi berbagai teknik pengumpulan dan analisis data terkait aspek usability dan user experience. Secara praktikal, metode evaluasi dan rancangan perbaikan desain dapat diterapkan pada sistem aplikasi lain. Selain itu, hasil rancangan juga dapat digunakan sebagai acuan untuk pengembangan aplikasi MyIndihome selanjutnya.

..... In the industrial era 4.0, digitalization has become one of the trends that are widely adapted by business people. In providing digital business-based services, Telkom presents MyIndihome through a mobile application. However, user reviews of applications on the Android and iOS platforms show that the application rating is still far below the target set by the CEO of CFU Consumer in Telkom. This problem led to the achievement of MyIndihome rating which was not on target. This study aims to analyze the evaluation of usability and user experience on MyIndihome application. The results of the evaluation will be used to make recommendations for improving the application interface design. This study uses a user centered design approach with data collected through a mixed methods research. Data were collected quantitatively

through user reviews of application on the Play Store and Apple Store, User Experience Questionnaire (UEQ) and System Usability Scale (SUS) surveys to 115 respondents. The results of this data collection were in the form of problem categorization and suggestions for improvement. Problems were mapped against heuristic evaluations to create user personas. The results of these personas were used for qualitative research through usability testing and contextual interviews with nine respondents to identify user requirements. The obtained user requirements were mapped against the principles of Shneiderman's Eight Golden Rules and made result of 27 recommendations for application design improvements, which was built through the stages of sketching, wireframing, prototyping, and testing. The final prototype design was re-evaluated using UEQ and SUS. The evaluation results showed an increase in the scores on all UEQ scales, especially the attractiveness, perspicuity, efficiency, dependability, and novelty scales, from below average to above average. The results of the SUS measurement also increased from the D value in the poor category to the B value in the good category. So improvements to the application interface design can provide positive impacts to the usability and user experience of MyIndihome. The research implication is theoretically proving that the UCD framework is able to elaborate various data collection and analysis techniques related to usability and user experience aspects. Practically, the evaluation method and design improvement design can be applied to other application systems. In addition, the design results can also be used as a reference for further development of MyIndihome application