

Evaluasi Usability dan User Experience serta Rekomendasi Perbaikan Desain Antarmuka Aplikasi Seluler My Home Credit: Studi Kasus PT Home Credit Indonesia = Evaluation of Usability and User Experience of My Home Credit Mobile Application and Recommendations for Its User Interface Improvement

Dewi Rokhmah Pyriana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920519009&lokasi=lokal>

Abstrak

Berdasarkan hasil wawancara dan dokumen perusahaan, jumlah pelanggan yang menggunakan aplikasi seluler “My Home Credit” untuk melakukan transaksi di toko mitra secara offline mengalami penurunan dengan persentase yang tidak sesuai dengan harapan. Tujuan dari penelitian ini adalah untuk melakukan evaluasi usability dan user experience pada aplikasi seluler “My Home Credit”, serta memberikan rekomendasi perbaikan pada tampilan antarmuka aplikasi. Jenis penelitian ini adalah exploratory mixed methods research. Analisis data secara kuantitatif dilakukan pada hasil kuesioner daring Post-Study System Usability Questionnaire (PSSUQ) dan User Experience Questionnaire (UEQ) oleh 100 orang responden yang telah diadaptasi ke bahasa Indonesia. Penilaian PSSUQ untuk tampilan aplikasi saat ini menunjukkan nilai rata-rata di bawah standar pada kategori overall, system usefulness, dan interface quality. Adapun pada penilaian UEQ menunjukkan skala daya tarik, kejelasan, ketepatan, stimulasi, kebaruan, dan efisiensi yang buruk dan di bawah rata-rata. Analisis kualitatif dilakukan pada hasil open-ended questions dan pelaksanaan usability testing oleh 12 orang responden. 17 kelompok permasalahan yang ditemukan, dipetakan ke dalam prinsip mobile user experience dan usability heuristics for user interface design. Perancangan desain perbaikan antarmuka aplikasi menggunakan pendekatan user centered design dan prinsip mobile device interface design guidelines. Dengan hasil tersebut, peningkatan kualitas aplikasi perlu dilakukan agar dapat meningkatkan jumlah customer.

.....Based on the interview result and company report, the customer who uses “My Home Credit” mobile application to submit financing application at the offline partner store decreased with the unexpected percentage amount. This research aims to conduct the usability and user experience evaluation in mobile application and provide an interface design recommendation. The research methodology was carried out using exploratory mixed methods research. Quantitative analysis is used to analyze the data from an online questionnaire consisting Post-Study System Usability Questionnaire (PSSUQ) and User Experience Questionnaire (UEQ) that’s already adapted to Bahasa and involved 100 respondents. PSSUQ results showed that the mean score of overall, system usefulness, and interface quality categories were not meet the standard. UEQ results showed that attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty scales were bad and below average. Qualitative analysis was carried out to analyze open-ended questions and usability testing results from 12 respondents. 17 groups of finding issues mapped in mobile user experience and usability heuristics for user interface design principle. The refinement design of the mobile application interface used user-centered design approach and mobile device interface design guidelines principle. This research showed that the application quality needs to be improved to increase customer volume.