

Evaluasi user experience pada penggunaan fastfood mobile apps delivery = User experience evaluation on the usage of fastfood mobile apps delivery

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Abstrak

Kemajuan teknologi memberikan dampak positif bagi kehidupan masyarakat. Hal tersebut ditunjukkan dengan beralihnya masyarakat kepada penggunaan aplikasi untuk kebutuhan sehari-hari termasuk kebutuhan pemesanan makanan cepat saji fastfood. Keadaan ini membuat perusahaan fastfood meningkatkan kualitas aplikasinya. User experience UX merupakan salah satu faktor utama yang menjadi prioritas pengguna. Penelitian ini bertujuan untuk mengevaluasi user experience penggunaan tiga aplikasi pemesanan fastfood KFC delivery, Hoka-Hoka Bento delivery, dan Domino's Pizza delivery sehingga diketahui faktor apa saja yang harus diperbaiki kedepannya. Evaluasi dilakukan dengan memberikan skenario task sesuai dengan fitur yang ditawarkan aplikasi pemesanan fastfood. Metode yang digunakan meliputi performance metrics, kuesioner Single Ease Question SEQ, kuesioner System Usability Scale SUS, kuesioner Questionnaire for User Interface Satisfaction QUIS, dan rekam data Electroencephalogram.

Berdasarkan hasil penelitian, pada evaluasi per task KFC delivery unggul dalam fitur log in pemilihan alamat, dan pemilihan pemesanan menu, sedangkan pada fitur check out diungguli oleh Domino's Pizza delivery. Pada evaluasi secara keseluruhan aplikasi, KFC delivery unggul dari sisi time on task, ease of use, usability, dan satisfaction. Hoka-Hoka Bento delivery unggul dari sisi attractiveness. Sedangkan Domino's Pizza delivery unggul dari sisi efisiensi. Selain itu dibuat pula rekomendasi desain untuk aplikasi pemesanan fastfood. Hasil penelitian ini adalah penilaian user experience, rekomendasi, dan desain tampilan aplikasi pemesanan fastfood yang termasuk ke dalam kategori user friendly.

.....Technology advancement impact people's lives positively. It is shown by the shifting of human preference on the usage of mobile application in daily needs. Moreover, it has also been used for fulfilling the needs of ordering fastfood. The phenomenon made fastfood company compete each other improving their mobile application quality. User experience UX is one of user priorities in considering a mobile application. This research objectives are evaluating user experience of three fastfood mobile apps delivery KFC delivery, Hoka Hoka Bento delivery, and Domino's Pizza delivery to figure out which UX dimensions needing advancement so that recommendation can be resulted. The evaluation is done by giving task scenario according to the feature offered by fastfood mobile apps delivery. Methods used in this research are usability performance metrics, Single Ease Question SEQ, System Usability Scale SUS questionnaire, Questionnaire for User Interface Satisfaction, and recording Electroencephalogram data.

Results indicate for the evaluation application per task, KFC delivery is great in log in, address selection, and the menu selection, whereas the check out surpassed by Domino's Pizza delivery. In the overall evaluation of applications, KFC delivery is great in time on task, ease of use, usability and satisfaction. Hoka Hoka Bento delivery is great in terms of attractiveness. While Domino's Pizza delivery is great in terms of efficiency. In addition there is also design recommendations for fastfood mobile apps. The output of this research are user experience evaluation, recommendation, and interface design to increase the user usability.