

Usulan perbaikan aplikasi mobile smartphone perusahaan industri jasa asuransi kendaraan roda empat di Indonesia dengan pendekatan user experience = Strategic recommendation for mobile smartphone application of Indonesia's car insurance industry using user experience approach

Natasya Sheba Syafira, author

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Abstrak

Pada era globalisasi, perkembangan akan teknologi terus mengalami kemajuan. Seiring dengan perkembangan teknologi oleh adanya fenomena perkembangan aplikasi mobile, para pemain industri jasa asuransi kendaraan roda empat mulai mengarahkan layanannya ke arah digital. Aplikasi mobile smartphone tersebut diluncurkan dengan berfokus pada layanan utama jasa asuransi, yaitu layanan lapor klaim kecelakaan. Namun, adanya temuan penilaian customer satisfaction index CSI yang masih tergolong rendah terhadap penilaian aplikasi mobile smartphone pada salah satu perusahaan asuransi, mendorong untuk melakukan penelitian terkait evaluasi dari aplikasi mobile smartphone tersebut. User experience UX merupakan salah satu faktor utama yang menjadi prioritas pengguna.

Penelitian ini bertujuan untuk memberikan usulan perbaikan terhadap desain interface aplikasi mobile smartphone salah satu industri jasa asuransi kendaraan roda empat di Indonesia sesuai dengan preferensi pelanggan hasil evaluasi user experience. Metode yang digunakan meliputi performance metrics, kuesioner Single Ease Question SEQ, kuesioner System Usability Scale SUS, kuesioner Questionnaire for User Interface Satisfaction QUIS, dan Retrospective Think Aloud RTA.

Berdasarkan hasil penelitian, aplikasi mobile smartphone tersebut memiliki penilaian usability yang dianggap rendah sehingga dilakukan perancangan ulang terhadap desain interface menu home aplikasi dengan menggunakan metode Conjoint Analysis. Hasil penelitian ini adalah penilaian user experience, rekomendasi, dan desain interface menu home aplikasi yang dapat meningkatkan usability pengguna.

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In a globalization era, the development of technology is growing and improving. During the development of technology, it has a phenomenon about the growth of mobile application development as well, it caused many car insurance companies start to drive its services into the digital trends. The mobile smartphone application has launched and its focus on main service, which is a claim report for accident claim. However, there is an assessment of customer satisfaction index CSI for mobile smartphone application of Indonesia 39 s car insurance company that found below the standard score. So, it is becoming the reason to do a research that can evaluate this mobile smartphone application. User experience UX is one of user priorities in considering a mobile application.

The research objectives is to give strategic recommendation of user interface design knowing the user experience from its user, hopefully the result can give a strategic recommendation for mobile smartphone application of Indonesia 39 s car insurance company based on customer preferences from user experience evaluation. The methods of this research are performance metrics, Single Ease Question SEQ questionnaire, System Usability Scale SUS questionnaire, Questionnaire for User Interface Satisfaction QUIS, and Retrospective Think Aloud RTA.

Based on the result of the research, this mobile smartphone application has a low score from user assessment of usability in the home menu, so it has to be redesigned using the Conjoint Analysis as the method. The results of this research are user experience assessment, strategic recommendation, and interface design in home menu of this application to increase their usability.