

Evaluasi Usability Terhadap Aplikasi MyPertamina: Penggabungan Usability Testing dan System Usability Scale untuk Rekomendasi Perbaikan Rancangan = Usability Evaluation of the MyPertamina Application: Combining Usability Testing and the System Usability Scale for Design Improvement Recommendations

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Abstrak

Topik tugas akhir ini adalah penelitian tentang penilaian usability terhadap aplikasi MyPertamina dengan menggunakan metode Usability Testing dan System Usability Scale. Aplikasi MyPertamina ini dijadikan fokus utama dalam penelitian karena digunakan oleh sebagian besar masyarakat di Indonesia dan adanya himbauan dari pemerintah, bahwa masyarakat diwajibkan menggunakan MyPertamina di beberapa Kota/Kabupaten untuk mendapatkan BBM subsidi. Berdasarkan hasil System Usability Scale pada MyPertamina yang diikuti oleh 74 partisipan, diperoleh grade D, adjective rating OK, dan rentang penerimaan marginal rendah yang berarti ada di perbatasan antara rentang tidak diterima dan diterima tetapi lebih cenderung ke tidak diterima. Berdasarkan interpretasi SUS score percentile rank, skor ini terletak mendekati percentile rank 30%. Hasil Usability Testing dinilai berdasarkan ketepatan pengerjaan task. Secara keseluruhan, hasil Usability Testing yang telah diikuti oleh 25 partisipan mendapatkan rata-rata successfulness rate (persentase sukses berjalannya tasks) sebesar 93.82%. Selain itu, aplikasi juga memiliki tingkat error-free rate yang cukup tinggi, yaitu 70.18%. Dalam analisis hasil Usability Testing, beberapa penyebab utama kegagalan task adalah adanya bug dalam aplikasi, penggunaan kata yang kurang jelas, posisi fitur yang sulit ditemukan, serta flow aplikasi yang kurang jelas. Desain perbaikan juga dirancang berdasarkan feedback yang diberikan oleh peserta Usability Testing yang dibuat dengan memanfaatkan fitur prototype di Figma. Desain perbaikan kemudian diujikan kepada 5 partisipan dengan metode User Testing.

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The topic of this thesis is research about usability evaluation towards MyPertamina application using Usability Testing and System Usability Scale. MyPertamina is used in this research due to majority of people across Indonesia are using it and there is an obligation from government to use MyPertamina in some cities/districts to get the fuel subsidy. Based on the System Usability Scale results which was participated by 74 people, MyPertamina got grade D, adjective rating OK, and acceptability range in marginal low which means it is in the borderline between not acceptable and acceptable but more towards not acceptable. Based from SUS score percentile rank interpretation, this score is placed closely at percentile rank 30%. The Usability Testing results which was participated by 25 people are based on the accuracy and correctness of how the task is done. Overall, the results has an average successfulness rate (the percentage of tasks being successfully done) of 93.82%. Besides that, the application also have a pretty high error-free rate, which is 70.18%. After analysis, some of the main causes of task failure are due to bugs in application, unclear wording, difficulty in finding the position of some features, and unclear application flow. The improvements are designed based on the feedback provided by Usability Testing participants and made by utilizing the prototype feature in Figma. The improvement designs then tested by 5 participants with User Testing method.