PENGUJIAN USABILITAS *USER EXPERIENCE* PADA WEBSITE U*BIQUITOUS BASED LEARNING* (UBL) *CLOUD* PT POLARIS EDU PARTNERS MENGGUNAKAN METODE *HEURISTIC EVALUATION* MELALUI PENDEKATAN *USABILITY* NIELSEN MODEL

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Abstrak

Website UBL Cloud memiliki 4331 *users student portal*, saat ini tampilan website belum memenuhi standar desain yang *user friendly*, selain itu PT Polaris Edu Partners belum pernah melakukan evaluasi *user interface* untuk meningkatkan *user experience*. Sehingga, penelitian ini dilakukan untuk menguji usabilitas dan mengevaluasi antarmuka website UBL Cloud dari sisi pengguna dan *expert*. Pengujian usabilitas terhadap pengguna dilakukan dengan pengujian hipotesis berdasarkan indikator Nielsen Model yang terdiri dari variabel terikat yaitu *usability* dan variabel bebas yang terdiri dari *learnability, efficiency, memorability, errors*, dan *user's satisfaction*. Hasil analisis didapatkan usabilitas website UBL Cloud bagi pengguna terpenuhi dengan nilai rata-rata sebesar 77,08%. Serta didapatkan bahwa antara variabel *learnability, efficiency, memorability, errors*, dan *user's satisfaction* saling berpengaruh secara simultan. Variabel *efficiency, memorability*, dan *user's satisfaction* berpengaruh secara parsial terhadap variabel *usability*, sedangkan variabel *learnability* dan *errors* tidak berpengaruh signifikan terhadap variabel *usability*. Sehingga, pada pengujian didapatkan hasil hipotesis H2, H3, H4 diterima sedangkan H1 dan H3 ditolak. Pada pengujian *Heuristic Evaluation* oleh *experts* didapatkan masalah usabilitas sebanyak 50 *issues*. Berdasarkan permasalahan tersebut juga disertakan rekomendasi *expert* yang dijadikan acuan dalam pembuatan *prototype re-design user interface* website UBL Cloud sebagai rekomendasi bagi PT Polaris Edu Partners untuk pengembangan website UBL Cloud.

Kata Kunci : *Heuristic Evaluation*, Nielsen Model, User Experience, Usabilitas, Website UBL Cloud

USER EXPERIENCE USABILIITY TESTING ON UBIQUITOUS BASED LEARNING (UBL) CLOUD PT POLARIS EDU PARTNERS USING HEURISTIC EVALUATION METHOD THROUGH THE NIELSEN MODEL USABILITY APPROACH

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Abstract

The UBL Cloud website has 4331 users of student portal. The interface of the website currently does not meet user-friendly design standards, also PT Polaris Edu Partners has never evaluated its user interface to improve user experience. Thus, this research was conducted to test the usability and interface of UBL Cloud site from the user and expert preferences. The Usability testing of users is carried out by testing based on Nielsen Model indicators consisting of usability as a dependent variable and independent variables consisting of learning, efficiency, memory, errors, and user's satisfaction. The results of the analysis showed that the usability of the UBL Cloud website met users with an average value of 77.08%. Also between the independent variables (learning, efficiency, memory, error, and user satisfaction) have mutual influence simultaneously. Variables of efficiency, memory and user satisfaction have a partial effect on the usability variable, while the learning ability and error variables have no significant effect on the usability variable. Thus, in the test, the results of the hypotheses H2, H3, H4 were accepted while H1 and H3 were rejected. In the Heuristic Evaluation test by experts, there were 50 usability problems. Based on these problems, expert recommendations are also included which are used as references in making the re-design prototype of the UBL Cloud user interface website as a recommendation to PT Polaris Edu Partners for the development of the UBL Cloud website.

Keywords   : *Heuristic Evaluation, Nielsen Model, Prototype, UBL Cloud Website, Usability*