EVALUASI USER INTERFACE DAN USER EXPERIENCE PADA *WEBSITE* BRISMART MENGGUNAKAN *USABILITY* TESTING DENGAN METODE SYSTEM *USABILITY* SCALE (SUS) (STUDI KASUS PESERTA MAGANG KAMPUS MERDEKA PT. BANK RAKYAT INDONESIA)

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ABSTRAK

Kehadiran *Learning Management System* (LMS) pada PT. Bank Rakyat Indonesia membantu pemantauan terkait proses pengguna dalam mengakses materi dalam *E-Learning*. Hasil survey terhadap pengguna *website* BRISmart menunjukkan bahwa terdapat beberapa masalah yang dialami pengguna seperti merasa merasa *card* terlalu menyatu dengan *background* serta tidak mengetahui ada halaman *profile*. Untuk itu, sebagai layanan penunjang pembelajaran pada BRI, BRISmart membutuhkan pengukuran tingkat *usability* yang bertujuan untuk menemukan permasalahan yang tidak dapat terlihat secara langsung. Pelaksanaan evaluasi dilakukan menggunakan *Usability Testing* dengan metode *System Usability Scale* (SUS). Evaluasi dilakukan terhadap peserta magang kampus merdeka dengan tiga tahapan yaitu *usability testing*, *in-depth interview* dan *post testing questionnaire* menggunakan *system usability scale* (SUS). Proses evaluasi mengacu kepada tiga aspek *usability* yaitu *effectiveness, efficiency*, dan *user satisfaction*. Hasil evaluasi *website* BRISmart saat ini mengatakan bahwa terdapat beberapa masalah yang dialami seperti fitur yang belum banyak diketahui oleh pengguna dan juga pengguna merasa tampilan *website* BRISmart kurang *user friendly*. Setelah dilakukan *redesign website* BRISmart, hasil yang diperoleh perbandingan antara evaluasi *website* BRISmart saat ini dengan *redesign website* BRISmart yang menunjukkan peningkatan pada keseluruhan task, yaitu pada aspek *effectiveness* tiap task memperoleh hasil 100%, aspek *efficiency* meningkat mulai dari 5.02 hingga 17.53 detik, dan aspek *user satisfaction* meningkat sebesar 37.16 yaitu dari 43.23 menjadi 80.39 dan masuk kedalam *grade* A yaitu *acceptable*.

Kata Kunci: *Learning Management System*, *User Experience*, *User Interface*, Usability Testing, System *Usability* Scale (SUS)

EVALUATION OF USER INTERFACE AND USER EXPERIENCE USING USABILITY TESTING METHOD AND SYSTEM USABILITY SCALE (SUS) (A CASE STUDY IN KAMPUS MERDEKA INTERNSHIP PARTICIPANT AT PT. BANK RAKYAT INDONESIA)

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ABSTRACT

The presence of Learning Management System (LMS) at PT. Bank Rakyat Indonesia assists in monitoring how users access materials in E-Learning. The results of a survey of BRISmart users show that there are several problems experienced by users such as feeling that the card is too integrated with the background and not knowing there is a profile page. For this reason, as a learning support service at BRI, BRISmart requires a usability level measurement that aims to find problems that cannot be seen directly. The evaluation is carried out using Usability Testing with the system Usability Scale (SUS. The evaluation was carried out on independent campus interns with three stages, namely usability testing, in-depth interview and post testing questionnaire. This evaluation process refers to three aspects of usability, namely effectiveness, efficiency, and user satisfaction. The results of the current BRISmart website evaluation say that there are several problems experienced such as features that are not widely known by users and also users feel the appearance of the BRISmart website is less user friendly. After the BRISmart website redesign, a comparison was obtained between the current BRISmart website evaluation and the BRISmart website redesign which showed an improvement in the overall task, namely in the effectiveness aspect each task gets 100% results, the efficiency aspect increases from 5.02 to 17.53 seconds, and the user satisfaction aspect increased by 37.16 from 43.23 to 80.39 and entered grade A which is acceptable.

Keyword: Learning Management System, User Experience, User Interface, Usability Testing, System Usability Scale (SUS)