

## **ABSTRACT**

### **USABILITY E-TICKET BUS ANALYSIS ON WEBSITES USING THE MECUE QUESTIONNAIRE METHOD AND THE USABILITY SCALE (SUS) SYSTEM**

**(CASE STUDY: PT Rosalia Indah Cabang Purwokerto)**

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*Transportation plays a crucial role in all aspects of life, be it social, economic or environmental. The large number of types of transportation transportation has resulted in other ways for consumers to choose the type of transportation to be used, such as the use of buying a ticket for bus transportation in Purwokerto, namely buying tickets on the rosalia- indah.co.id website to make it easier for customers to buy tickets without having to wait queuing and running out of tickets to be purchased. The Rosalia Indah Bus Transport Website is a website that contains online bus transportation tickets that have several classes such as economy, VIP and executive with several different facilities. In addition, the process of buying tickets through the website also takes quite a long time to access, and when buying e-tickets through the website, the purchase page loads repeatedly when ordering tickets through the website and the display design is quite confusing for users when ordering tickets. Another problem is the level of comfort and customer satisfaction in the difference in price rates on the website for ordering tickets online on the Rosalia Indah website. The solution to this problem is to carry out a usability analysis by calculating using the criteria of the four MeCue modules which produce suggestions for website improvements to make them more comfortable when used by users. The results obtained from the SUS method are 50.21667 rounded to 50 which gets the conclusion Adjective Ratings = 50, Grade Scale = F and also Acceptability Ranges = Marginal Low Variable Overall Evaluation is = 9.144444444 from the calculated results it can be concluded that the Rosalia Indah website is sufficient good in use based on the results of the respondents' answers that have been obtained. Furthermore, the results of recommendations for Rosalia Indah are with improvements to display design problems that are easier for users to understand then repairing the website such as loading the Rosalia Indah bus purchase page which keeps repeating and repairing the server down during High Season in purchasing rosalia indah bus tickets through the website.*

**Keywords: MeCue, ROSALIA INDAH, System Usability Scale, Transport, Usability, Website**