ABSTRACT

COMPARISONAL ANALYSIS OF USABILITY VALUE ON *MOBILE BANKING* APPLICATIONS USING SYSTEM USABILITY SCALE (SUS) AND NIELSEN'S ATTRIBUTES OF USABILITY (NAU) METHODS

By

Rizal Swandy Aritonang

19103140

The rapid development of technology from year to year supports the success of an organization in business competition. The easier and faster it is to get information using technology, the impact is on increasing interactions between individuals to get the information needed. Banking is a very important institution for a country's economic system and as a tool for implementing monetary policy. This very advanced technological development is used by banks with the aim that the organization runs well in order to improve work performance. This is realized for the sake of developing a service system for customers in the form of M-Banking services that are inherent in everyday life. From the current needs that are very attached to everyday life, it is necessary to conduct research using the System Usability Scale (SUS) method and the Nielsen's Attributes of Usability (NAU) method to determine the usability value of an application. Based on the results of the calculation of the SUS score, it shows that the mobile banking application. BCA has the highest average SUS score with a score of 59.5454, followed by BNI with a score of 58.333. The MANDIRI mobile banking application got a score of 57,348, BRI got a score of 56,666, and finally CIMB got the lowest score of 55,378. The Learnbility category with the highest score was obtained by Bank BNI with an average value of 4.375. The Memorability category is obtained by Bank BCA with an average score of 4,448. The Efficiency category with the highest score was obtained by Bank BNI with an average score of 4.399. The Error category with the highest score was won by Bank BNI with an average value of 4.219. The Satisfaction category with the highest score was obtained by Bank BNI with an average value of 4.418. The last category is System Usability with the highest score obtained by Bank Mandiri with an average value of 4.444.

Keywords: M-Banking, Usability Testing, SUS Method, Nielsen Attributes of Usability.