

## ABSTRACT

### ***EVALUATION OF THE BANYUMAS DOLAN APPLICATION SYSTEM USING THE USABILITY MODEL***

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Dolan Banyumas is an application made by the government of Banyumas Regency as an effort to improve the Banyumas tourism sector. The purpose of making the Dolan Banyumas application is to introduce tourism and provide information about tourism in Banyumas to tourists or Banyumas residents. Therefore, to find out how useful the Dolan Banyumas application is, it is necessary to evaluate the usefulness of the Dolan Banyumas application using the *usability*. This research uses *Usability* Nielsen's model as an evaluation of the usability of applications with variables *learnability*, *efficiency*, *memorability*, *errors*, and *usability*. *Tools* that is used to measure the usefulness of the significant level of the Dolan Banyumas application is SmartPLS, later the results will show value *p-value* and t-statistics. The results showed that hypothesis 1 (*learnability - > usability*), hypothesis 2 (*efficiency -> usability*), and hypothesis 5 (*satisfaction -> usability*) is accepted because it meets the criteria for a t-statistic value greater than 1.660 and for *p-value* smaller than 0.05. Meanwhile, hypothesis 3 (*memorability -> usability*) and hypothesis 4 (*errors - > usability*) was rejected because it did not meet the criteria. Based on the results of the relationship between variables known variables *learnability*, *efficiency*, and *satisfaction* significantly affect and *memorability*, and *errors* does not affect significantly.

***Keywords: Dolan banyumas, Usability, SmartPLS, Usability model Nielsen***