ABSTRACT

The need for mobility is increasing in line with the population growth in the city of Semarang. The escalating traffic volume in Semarang has led to chronic congestion issues. One implication of the advancement of information technology in the digital era is the increased demand from the public for openness in transportation sector public information, particularly in public transportation such as buses. The presence of digitalized transportation information services enhances public transportation services. The Trans Semarang application is a digital platform designed to manage public transportation, specifically the Bus Rapid Transit (BRT) service in Semarang, Indonesia. Its main objective is to facilitate users in monitoring and planning their journeys through urban bus services. The application provides information about bus locations, arrival times, and available routes. Through this, users can make travel planning decisions, improve transportation efficiency, and reduce unproductive waiting times. However, the comfort in using the Trans Semarang application is not fully experienced by users due to many disappointments while using the application. It is in this context that the author analyzes the User Experience (UX) of the Trans Semarang application using the System Usability Scale (SUS) method. In conclusion, a total of 29 respondents, consisting of 15 males and 14 females across various demographics such as elderly, general public, students, and veterans, were surveyed online to obtain a System Usability Scale (SUS) score of 78.27, falling into category "C" with a grade of "Good," and with an Adjective Rating value of "acceptable" by application users.

Keywords*: BRT, Bus Rapid Transit, Public Transportation, Bus, Trans Semarang, System Usability Scale, User Experience, Usability.*