

ABSTRACT

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The development of e-commerce technology is common in modern society. By definition, e-commerce is the digitization of trade transactions from direct to indirect. Information technology has an important role in the development of a new business process. The use of internet networks allows direct exchange of information between sellers and buyers. The usability of a system is an important factor in attracting user interest. Usability testing, aims to be a method in calculating website performance to increase user satisfaction with e-commerce websites. So, the system usability scale method is used to measure website performance which aims to see the effect of website usability on user interests, and uses five different e-commerce websites in the test, the components tested consist of the level of effectiveness, efficiency. Based on the results of the system usability scale test, the highest score was obtained on the Shopee website with a score of 68.5, meaning that users were satisfied with the website and the product moment correlation analysis technique and Cronbach's alpha were carried out to measure the system usability scale assessment variables. The level of effectiveness received by users can be said to be very effective with a percentage of 100%, with the level of website efficiency at 0.9268 and 2.2409 seconds. The smaller the level of efficiency, it means that users feel that the use and availability of information on the e-commerce website is very good. So that in this study H0 is accepted, which means that users are satisfied with the usability of the e-commerce website in terms of usability, effectiveness and efficiency of the five websites. It is expected that the application is suitable for purpose and can be accepted by the user.

Keywords: *e-commerce website, effectiveness, efficiency, system usability scale, usability*