

ABSTRACT

EVALUATION OF THE USABILITY WEBSITE SHOPEE USING THE SYSTEM USABILITY SCALE (SUS)

Author:

Firman Galuh Sembodo

17104007

The progress of information technology is currently growing rapidly. Technology related to the internet is often a solution to most of the problems in existing needs, especially those related to the effectiveness and efficiency of activities and procedures. In this study, the author chose one of the most popular e-commerce websites in Indonesia this year, namely the Shopee website to be used as an object of research which is expected to find weaknesses or shortcomings from the Shopee website and is expected to help users want to take advantage of the technology that has been built by Shopee to find information about Shopee. However, towards this direction, of course, it must be supported by a good website, especially from the usability aspect of a website. In this study, the quality of the web that will be measured by users, especially for consumers, is based on measuring the quality of the website using the System Usability Scale (SUS). Usability evaluation on the website is carried out to collect opinions from various respondents regarding the functionality of the website. Based on the results of testing the processed data, in the One sample T-Test table it can be concluded that the average value of the usability of the shopee website obtained a score of 67.0833 from 30 respondents obtained. So it can be concluded that the usability of the shopee website on the product purchase feature is at grade C, acceptable Marginal, adjective OK.

Keyword: *Website, User, Shopee, Quality, Usability*