

## ABSTRACT

*The development of technology and information brings many changes in the business world, one form of change that occurs in the business world is the use of internet media as a new transaction system known as e-commerce (electronic commerce) or electronic transactions. Marketplace is one part of e-commerce that accommodates the marketing of products electronically between sellers and buyers in meeting needs. This research focuses on usability analysis of one of the marketplaces in Indonesia, namely the Tokopedia website. Based on this background, it is necessary to measure the level of usability of the Tokopedia website, where Tokopedia is the best marketplace based on the number of monthly web visitors and unicorn startups with the highest valuation value in Indonesia 2021. The method used in this study is the System Usability Scale, and the results of this study are obtained the usability value of the Tokopedia website is 68.32, which means the Tokopedia website has a usability level, namely based on the acceptability range it is in the marginal high category, based on the grade scale it is in category D, based on the adjective rating it is in the OK category, and based on the Percentile Rank score it is in the grade category. C. The number of respondents in this study were 116 respondents who were IT Telkom Purwokerto students consisting of 53.0% male and 47.0% female. 65.8% are students of the Informatics Engineering S1 study program, and the rest are from other study programs. And 82.5% of respondents are students of the information faculty, and the rest are students from the faculties of telecommunications and electrical engineering as well as industrial engineering and design. The research normality test is that the data has been normally distributed, while the One Sample T-Test test shows that the tcount is smaller than ttable, which is 0.378 less than 1.291, so  $H_0$  is accepted where  $H_0$  is the average value of the Tokopedia website usability which is more than equal to 68.*

**Keywords:** Usability, Website, Tokopedia, System Usability Scale