

ABSTRACT

Ayu Annisa Nurlaila - COMPARATIVE ANALYSIS THE USABILITY OF E-COMMERCE FASHION WEBSITES USING THE USABILITY MATRIC FOR USER EXPERIENCE LITE (UMUX-LITE) METHOD

The progress of information technology is very rapid, making many changes that require humans to be able to create new innovations in various fields of life. Activities that are usually done manually, now almost all fields use the help of information technology. This has led to an increase in the use of the internet in people's lives, one of which is in the field of buying and selling online. One of the media for buying and selling online is a website. One of the most widely accessed e-commerce websites is e-commerce in the field of fashion. The ranking of major e-commerce in Indonesia can be seen on a website called iprice, on this website users can see the ranking of e-commerce by category of average visitors in each quarter, application ranking, number of followers on social media, and number of employees. However, in this ranking there is no usability category from the user side. The importance of doing usability testing is to find out whether the user can easily use the application effectively and efficiently. This is done to determine the level of user satisfaction. The absence of a usability assessment category from the user's perspective on the iprice website is the problem that underlies this research. This study uses one method to evaluate usability, namely the User Matrix for User Experience Lite (UMUX-LITE) method. The results of the tests that have been carried out, for the highest effectiveness value obtained by the Berrybenka and Hijup websites with a value of 99% where the average effectiveness of the Mapclub website is 94. The highest average efficiency value is achieved by the Hijup website with a time of 99.34, Berrybenka at 84, 9 goals/sec, and the Mapclub website has an average efficiency of 57.99 goals/sec. The highest satisfaction score was achieved by the Hijup website of 73.81, where the Mapclub website was 64.78 and for Berrybenka 64.79.

Keyword : e-commerce, usability, User Matrix for User Experience Lite, , website