ABSTRACT

EVALUATION OF USABILITY PLATFORM ONLINE MUSIC STREAMING JOOX WITH NIELSEN ATTRIBUTE OF USBILITY QUESTIONNAIRE

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The development of Information Technology is currently experiencing very rapid development, one of which can be seen from the use of smartphones which have become the needs of everyone. Smartphones are certainly inseparable from applications or platforms that make it easier for users to carry out their daily activities. JOOX *is an online music streaming platform that provides music streaming services according to user needs.* JOOX *offers both premium and free services to listen to music. The emergence of various online music streaming platforms affects the existence of the* JOOX *platform. This can be seen from the number of users who have decreased. The reason for the decline was the shift of users who previously used the* JOOX *platform to switch to other platforms. In addition, there are also problems related to the shortcomings of the* JOOX *platform compared to other platforms such as an unattractive appearance, many advertisements, slow song updates, many song titles that are not available, cannot be shared on social media and are not familiar with the user interface. In addition, the transition to other platforms is caused by the presence of other more interesting applications. Based on these problems, it is necessary to analyze the* JOOX *platform to provide solutions to problems on the platform. This analysis is done by looking at the usability of the* JOOX *platform. This study evaluates the usability of the application based on the Nielsen Attributes of Usability (NAU) Questionnaire method. Usability testing is carried out to explore problems related to usability in the application and measure the level of ease (learnability), level of speed (efficiency), level of user memory (memorability), error rate (error) and level of user satisfaction (satisfaction). The usability evaluation of the online music streaming platform* JOOX *was carried out by compiling a usability-related questionnaire based on Nielsen's criteria which was then distributed to respondents. Then an analysis was carried out based on descriptive statistics by calculating the mean value of the answers to the statements contained in the questionnaire. The mean value obtained from each criterion based on Nielsen will later become a reference for the evaluation value of the* JOOX *platform usability. In addition, an analysis using* SPSS *was also carried out to test the level of validity and reliability of the questionnaire used as input for this study. Based on these stages, the results obtained that learnability, efficiency, memorability, errors and satisfaction as independent variables significantly affect usability as the dependent variable in the study. This study resulted in an evaluation of the usability of the* JOOX *online music streaming platform based on the Nielsen Attributes of Usability (NAU) Questionnaire method and provided recommendations for improvement for the* JOOX *platform. The recommendations given are to increase the usability factor of the* JOOX *online music streaming platform related to the error criteria with a fairly low category, namely the provision of special guidelines to overcome errors or errors when using the platform.*

Keywords: JOOX *platform, Nielsen Attributes of Usability* (NAU) *Questionnair, Streaming, Usability*