

ABSTRACT

EVALUATION OF USABILITY ON THE OVO DIGITAL WALLET APPLICATION USING THE SYSTEM USABILITY SCALE (SUS) METHOD

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18102016

In the current globalization era, information technology is being developed rapidly. Fintech is also widely used, especially the OVO application that plays an important role in reducing the spread of the COVID-19 virus as we do not have to conduct direct physical contact. Based on Neurosensum's (2021) research on the use of e-wallets, it was stated that OVO occupied the 2nd highest position in market penetration. On the contrary, OVO got the lowest rating on the Google Playstore of 4.0 points compared to the competitors. Based on data from OVO user reviews on Google Playstore, OVO's ratings decreased due to some users often experiencing errors and various problems. These problems were such as applications that are often difficult to access, transaction limits, feature limitations, and slow performance. Complaints submitted by OVO users tend to lead to the service and system of OVO application. Whereas the higher level of usability of the services provided will affect the user acceptance rate significantly. In this study, an evaluation was carried out using the SUS method to measure the level of usability of the application on the user side so that the application can be useful and also could overcome user needs properly. Based on testing data that has been processed, the average value of OVO usability obtained a score of 69.23. The score showed that OVO's usability level is categorized as OK where the average usability value is more than or equal to 68 which means it is still generally acceptable yet with some improvements in the feature, stability, and user interface so that the usability level could be increased.

Keywords: *Evaluation, Usability, System Usability Scale, Financial Technology.*