

ABSTRACT

USABILITY ANALYSIS ON TIKET.COM WEBSITE USING THE SYSTEM USABILITY SCALE METHOD

Oleh
Asri Rahmawati

Tiket.com is an Online Travel Agents (OTAs) platform that offers various services for purchasing tickets online. Tiket.com sells plane tickets, train tickets, hotels, events, car rentals, and other travel needs. The usefulness of the website or platform should be evaluated in terms of improving user satisfaction through increasing learnability, efficiency, memorability, error, and satisfaction. The purpose of this research is to determine the level of user satisfaction with the Tiket.com website. A random sampel of 400 site visitors participated in this study. The research method used was the System Usability Scale (SUS) because it has ten questions and is relatively quick and simple for respondents to complete. SUS evaluates almost all types of interfaces, including applications, websites, smartphones, and others, as it is technology-agnostic.

Based on the testing that involved 400 respondent assessments, the average usability skore of the Tiket.com website is 73.89. Based on the skore obtained, it can be said that the Tiket.com website has a Good level of usability.

Keywords: System Usability Scale (SUS), Tiket.com, Usability, Website