ABSTRACT

EVALUATION OF USABILITY AND SERVICE QUALITY OF CINEMA E-TICKETING APPLICATIONS USING HEURISTIC EVALUATION AND PIECES FRAMEWORK METHODS
(Case Study: CGV Cinemas Indonesia Application)

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The CGV Cinemas Indonesia application is an application that offers online cinema ticket purchasing services. Even though the release of the CGV Cinemas Indonesia application was earlier than other cinema e-ticketing applications, this application actually has the lowest demand, judging from the application rating scale and total downloads. To improve system performance, system evaluation must be implemented. Overall service quality can affect how satisfied users are. For this reason, this research was conducted with the aim of evaluating the usability and service quality of the CGV Cinemas Indonesia application on user satisfaction using two related methods, namely the Heuristic Evaluation method and the Pieces Framework. Heuristic Evaluation is used to measure the extent of problems with the application's user interface. Pieces Framework is used to measure user satisfaction with application service quality. Where it is hoped that this research will produce recommendations for evaluating improvements related to CGV Cinemas Indonesia application problems to increase user satisfaction. Based on the calculation results using the Heuristic Evaluation method, the average usability level for the CGV Cinemas Indonesia application is 67%. This percentage shows that the system has a good usability level. However, there are also several indicators that have a lower value than the minimum good system limit and need to be evaluated for improvement. In the results of calculations with the Pieces Framework, the final average satisfaction level is 3.5605; where in this case it can be concluded that the level of user satisfaction of the CGV Cinemas Indonesia application is included in the satisfied category. However, in terms of service quality, there are also several indicators on one of the dimensions that need to be considered for improvement evaluation by application developers.

Keywords: user interface, cinema e-ticketing application, Heuristic Evaluation, user satisfaction, Pieces Framework.