

ABSTRACT

EVALUATION OF USER EXPERIENCE KAI ACCESS APPLICATION USING SYSTEM USABILITY SCALE(SUS) AND COGNITIVE WALKTHROUGH

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KAI Access is an Application to book train tickets launched by PT KAI since 2014 as the official Application of the company. The purpose of KAI Access is to make it easier for people not to have to queue at the station for train services. In fact KAI Access has a low rating from its users on Google Playstore and app store. Coupled with negative comments containing complaints from users about the app indicates that the user's comfort level is low. Based on the existing problems, the purpose of this study is to evaluate in terms of user Experience by using the method of system usability scale and cognitive walkthrough. "In SUS Testing to measure the level of satisfaction by involving 100 Institut Teknologi Telkom Purwokerto Student respondents KAI Access obtained an SUS score below the average of 64,625, meaning that if interpreted through 3 points of view, KAI Access is grade D, adjective "OK", with acceptability "Marginal High". In addition, in cognitive walkthrough Testing involving 6 respondents, KAI Access obtained an assessment of 0.035 task/second aspects or each respondent could complete 35% of tasks per second. In the learning aspect, there is a 90% presentation of success with all respondents failing in the task scenario 9 (KAipay activation). As for the error aspect of KAI Access is at 26.3% with a total of 120 errors. The result of user Experience evaluation of KAI Access Application in this study is that there are several recommendations of the problems found from all task scenarios, except in task scenario 5 (Check booking) and task scenario 10 (logout on the Application) because there is no problem from the feature. There are also several recommendations for interface design, including task scenario 1 (login to the Application), task scenario 2 (buying train tickets), task scenario 3 (paying tickets through the basket), and task scenario 4 (adding tickets).

Keywords: *Cognitive walkthrough, evaluation, KAI Access, User Experience, System usability scale*