

## **ABSTRACT**

# **COMPARATIVE ANALYSIS OF THE HALODOC APPLICATION USABILITY FOR EXPERT AND NOVICE USERS USING THE USE QUESTIONNAIRE METHOD**

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*Advances in information technology in the industrial era of 4.0 have influenced the use of smartphones in various fields, including health. In addition, the occurrence of the Covid-19 outbreak has triggered an increase in the use of healthcare applications that are effective in overcoming difficulties in obtaining health products during a pandemic. Health services that can be accessed online are predicted to continue to be in demand by the public because they can save time, reduce the risk of spreading Covid-19, provide flexible ease of access, and reduce transportation costs. One of the popular health applications in Indonesia is Halodoc. This application provides various features, one of which is a health shop service that is used to order medicines, vitamins, and other health products. WHO recommends that periodic evaluations be carried out on technology-based health services to increase effectiveness, efficiency, and user satisfaction. So along with the increasing use of online health services during the Covid-19 pandemic, Usability Testing of the Halodoc application is important to find out how easy this application is to use and how effective it is in achieving its goals. This study uses the USE Questionnaire method which focuses on comparing Usability assessments between experts and novices in accessing and using the Halodoc application because not many Usability studies involve it. The results showed that the average USE score for novices was 3,76 and for experts was 3,45. It can be concluded that the Usability of the Halodoc application is in the high category according to experts and novices. Nevertheless, from the results of the task scenario, it is necessary to increase efficiency and effectiveness by considering improvements such as placing the logout button on the Halodoc application and changing the design of the logout button, and adding a new profile to make it easier for users to find and access.*

**Keywords : Expert User, Halodoc, Novice User, Usability Testing, USE Questionnaire**