

User Experience (UX) Analysis on the Rifzki ID Mobile Website Using the System Usability Scale (SUS) Method

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Abstract

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A personal website is a form of self-marketing or self-branding so that it is considered very important to do, in the current ease of technology all these things. It is quite possible to be done by everyone easily and very quickly. Only by understanding a little programming language can one create a personal website, but this is not only related to creating but also related to attracting interest people to visit the website page or not, a website must be well built and planned quite carefully, using the Rifzki ID website usability scale (SUS) system method analyzed to find out the user experience when visiting the site or page on the website so that the results of the analysis can later become material for improvement to Rifzki ID website user interface in the future

Keywords: System Usability Scale, Personal Website, Technology

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INTRODUCTION

In the midst of the rapid development of technology today websites are no longer expensive goods, anyone can create and own a website. However, a website must be built with a purpose and have benefits both for the website owner and other people who visit the website, the website can be used as Means relating to multimedia and information systems, websites may contain general or explicit information. (Puspita & Sasmita, 2020)

One of the uses of the website can be used to introduce yourself, portfolio or brands related to yourself. Personal website development is currently widely carried out from various circles, creating a personal website can show personal professionalism or become a learning medium to start build self-branding.

Personal websites have a variety of creation purposes, in this case what we often encounter is the creation of a personal website that aims to show one's abilities such as listing portfolios to introduced a personal brand. This is certainly inseparable from the progress and ease of access to technology that every individual has today, every individual can build a personal website with connections internet and basic programming-related knowledge (Surahman, Widiyasono, & Gunawan, 2021).

But in the midst of all these conveniences, a person cannot only build a website without having a choice of colors, font styles to layouts. In-depth research related to this matter is needed in order to meet and provide the best experience for the website creator (Muslim, 2021).

This is the problem, when someone builds a website without thinking about the layout to the selection of good colors for users, the user or visitor to the website will be lazy and even reluctant to revisit the website that we have created, when that happens, of course, the initial goal is to get as many visitors as possible and introduce ourselves with the creation of a personal website has failed.

RESEARCH METHOD

The methods applied to this research go through several stages, including the stages of literature study, determining research scenarios, finding and determining respondents, joint testing respondents to analyze the data obtained using the System Usability Scale (SUS) method to get the expected results.

The results obtained in this study were the results of an analysis conducted on 10 website visitors for mobile Rifzki ID or m.rifzki.my.id using the System Usability Scale (SUS) method. The stages of research passed include as shown in Figure 1.1

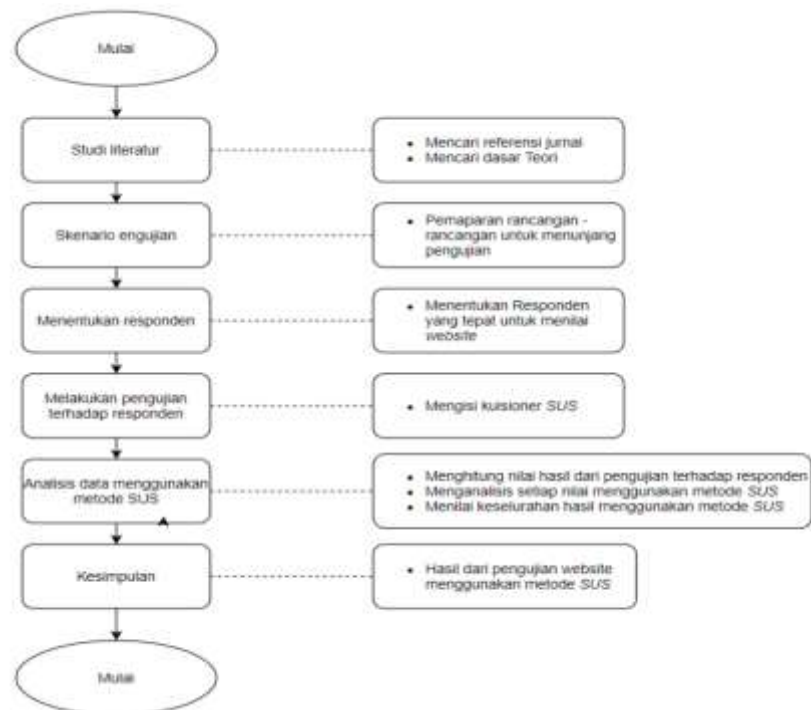


Figure 1.1 Research Flow

Literature Studies

Literature studies are carried out in order to obtain sources of scientific theories on matching or similar research which will later become the basis for analysis related to the Rifzki ID website, literature studies collected relates to User Interface, User Experience, System Usability Scale (SUS) Method to System Usability Scale plot.

Test Scenarios

The test was carried out by providing an online or online questionnaire form to 10 visitors to the Rifzki ID website for respondents to fill

out. Later the results obtained on the form will be calculated using the System Usability Scale method with the formula that has been set in the System Usability Scale method. The formula to be used in that method is

$$\bar{x} = \frac{\sum x}{n}$$

\bar{x}	=	Average score
$\sum x$	=	Total SUS Score
n	=	Number of Respondents

After the respondents fill out the form, the analysis process using the System Usability Scale method is immediately carried out to obtain research results **Sumber yang ditentukan tidak valid.**

Determination of Respondents

The determination of respondents in this study was divided into 2 types of respondents, namely.

1. General respondents
2. Corporate Recruiters

Questionnaire Submission

The preparation of the questionnaire is carried out using the Google Form service to obtain information and user needs related to user experience problems contained on the Rifzki ID website for mobile, as for the questionnaire which is made based on the System Usability Scale (SUS) method which has 10 instruments that must later be answered by the respondent using a scale of one to five which shows the respondent agrees or not with statements on those 10 instruments, as in Figure 1.2.

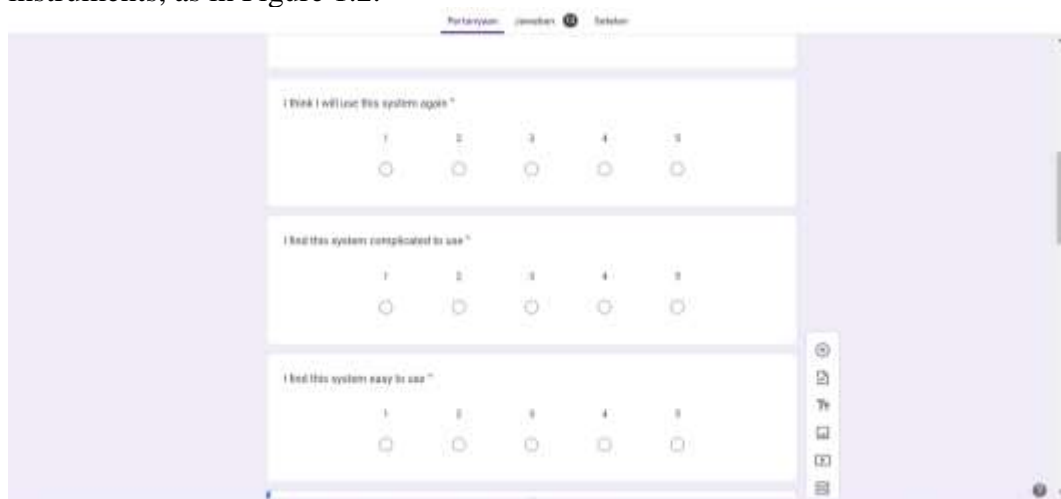


Figure 1.2 Questionnaire

Description:

1 = Strongly disagree

2 = Don't agree

3 = uncertain

4 = Agree

5 = Strongly agree

System Usability Scale method instruments

There is a form given to the respondent having the following instruments

1. I think that I want to use this website more often
2. I find this system complicated to use
3. I find the system easy to use
4. I need help from other people or internal technicians use this system
5. I feel the system features work as they should
6. I feel there are a lot of inconsistencies in the system
This
7. I have a feeling others will understand how to use the system
Quickly
8. I find this system confusing
9. I feel there are no obstacles in using this system
10. I need to get used to it first before using this system

RESEARCH RESULTS AND DISCUSSION

After respondents fill out all assessments related to user experience through a questionnaire given using a scale of one to five, the results of the questionnaire are then summarized and calculated to get average score as well as total score, the results of the questionnaire are as follows.

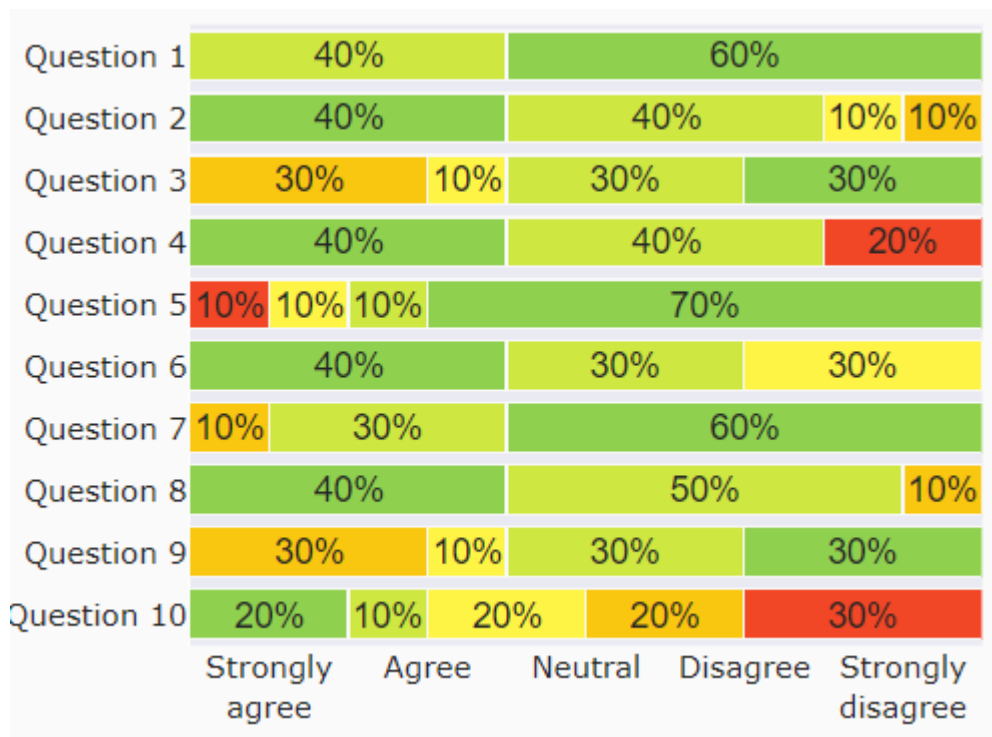
No	Repondent	Original Score									
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	Respondent 1	4	1	2	1	5	2	5	1	5	1
2	Respondent 2	5	1	2	1	5	1	5	2	5	5
3	Respondent 3	5	4	2	5	5	3	5	2	2	5
4	Respondent 4	4	3	4	2	3	3	4	4	3	2
5	Respondent 5	4	2	4	2	5	2	4	2	4	4
6	Respondent 6	5	2	3	1	5	3	5	2	4	5
7	Respondent 7	5	2	5	2	5	1	4	2	4	3
8	Respondent 8	5	1	5	2	5	2	5	1	5	1
9	Respondent 9	5	1	5	5	1	1	5	1	2	4
10	Respondent 10	4	2	4	1	4	1	2	1	2	3

The results obtained from the calculation using the System Usability Scale method are as follows.



Calculated Result Score										Sum	Value (Total x 2.5)
Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q1 0		
3	4	1	4	4	3	4	4	4	4	35	88
4	4	1	4	4	4	4	3	4	0	32	80
4	1	1	0	4	2	4	3	1	0	20	50
3	2	3	3	2	2	3	1	2	3	24	60
3	3	3	3	4	3	3	3	3	1	29	73
4	3	2	4	4	2	4	3	3	0	29	73
4	3	4	3	4	4	3	3	3	2	33	83
4	4	4	3	4	3	4	4	4	4	38	95
4	4	4	0	0	4	4	4	1	1	26	65
3	3	3	4	3	4	1	4	1	2	28	70
Average Score (Final Result)											37

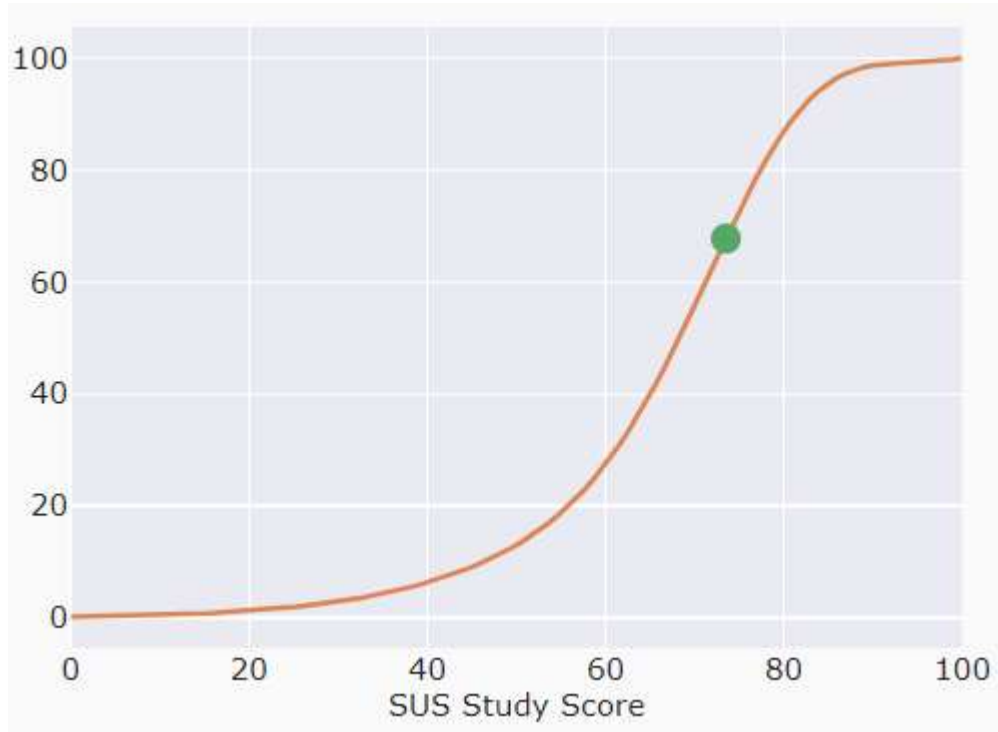
The results of the analysis of the calculations obtained are as follows.



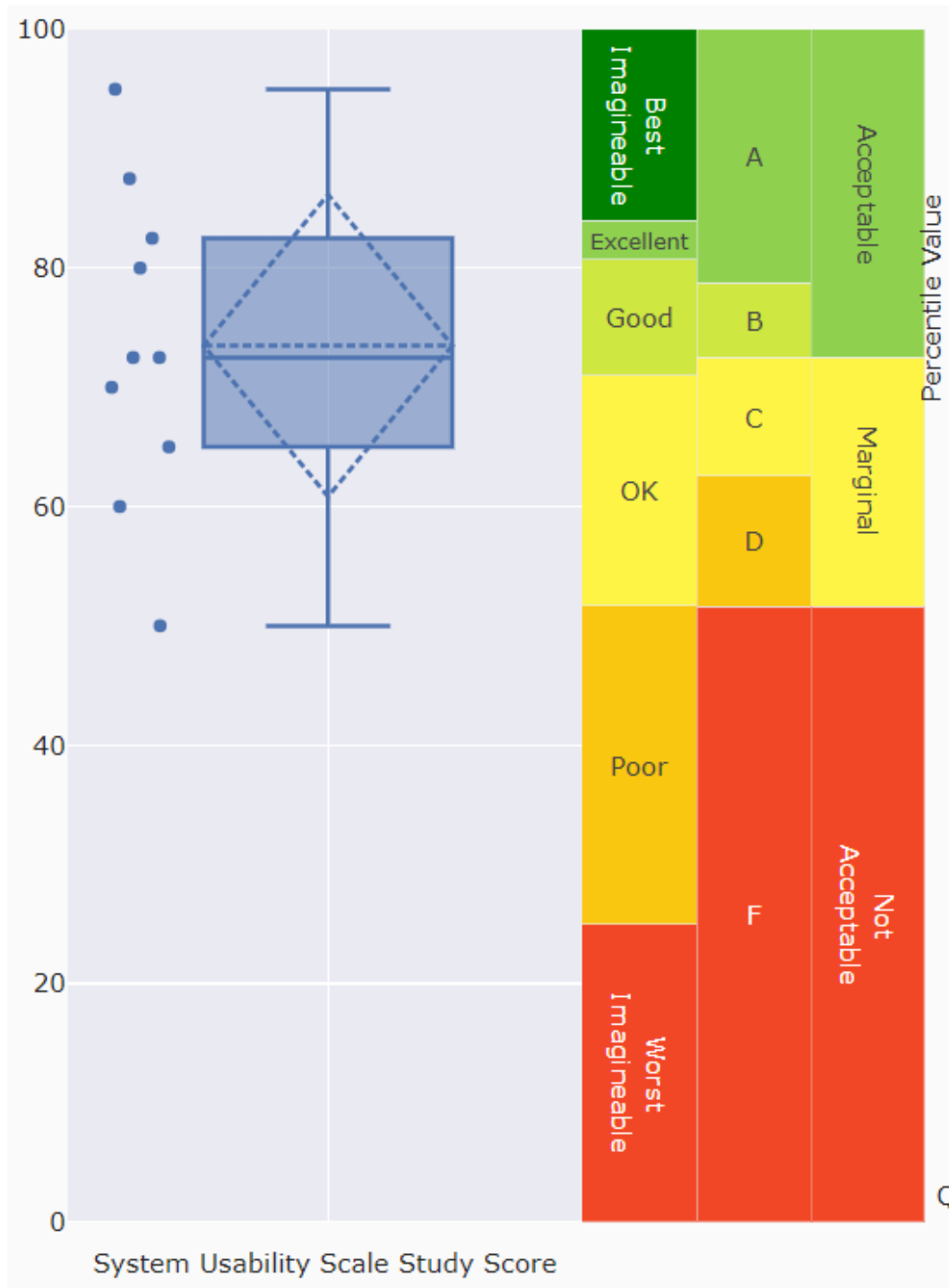
With the following description .
 Score: 73.5
 Median: 72.5
 Standard Dev : 12.66
 Adjective: Good
 Grade: B

Acceptability: Acceptable
Quartile:3rd

With SUS Study score as follows.



And clarified by the results of the System Usability Scale parameters as seen below.



CONCLUSION

The research was successfully conducted using the Rifzki ID website and implementing the System Usability Scale (SUS) method to analyze the results of user experience on the Rifzki ID website user interface, the Rifzki ID website interface used today is only a display specifically for mobile or mobile users so this is limited to the device used by the respondent.

The results of the research obtained show that the value of the Rifzki ID website user interface is good but not very good so there are still many things that need to be improved and improved to achieve the category website is very good.

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