

## **ABSTRACT**

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*COMPARISON OF USABILITY ANALYSIS IN AGRICULTURAL MARKETPLACE APPLICATIONS USING USABILITY TESTING AND USER EXPERIENCE QUESTIONNAIRE (UEQ) METHODS*

*THESIS, Studies Program Management Information Systems, Agricultural Information Engineering Department, Gunadarma University, 2022*

*Marketplace engaged in the agricultural sector has a role as a direct liaison between farmers and consumers as well as an answer to the problems faced by farmers in terms of distribution of agricultural products. Several reviews from users of the Google Playstore application stated that the use of the Sayurbox and Segari applications was considered less effective and efficient for ordering goods. This study aims to analyze aspects of effectiveness, efficiency, satisfaction, analyze the comparison of user experience assessments with the Sayurbox and Segari applications, and produce recommendations for repairing usability problems found. The data collection method uses usability testing through task scenarios to obtain aspects of usability measurement, namely effectiveness, efficiency and interviews with 5 respondents to find out more detailed usability problems. The System Usability Scale (SUS) and User Experience Questionnaire (UEQ) methods are used to see aspects of user satisfaction based on the results of an online questionnaire via google form from 50 respondents. The results of the research conducted showed that respondents gave positive perceptions of both applications with an average value of  $> 0.8$  which is the limit of the normal result value and based on the results obtained from the 9 parameters used, the Segari application has the highest value in all parameters compared to the Sayurbox application. This shows that the Segari application has a better reception, convenience, and perception or user experience.*

**Keywords:** *Marketplace, Sayurbox, Segari, Usability Testing, System Usability Scale (SUS), User Experience Questionnaire (UEQ)*

xiii + 65 + Appendix  
Bibliography (1986-2021)