

## **ABSTRACT**

**Yora Fithria Nova. 92218038**

**USABILITY ANALYSIS ON ISO 9241-11 BASED BIBIT AND BAREKSA  
MUTUAL SOFTWARE APPLICATION USING PARTIAL LEAST  
SQUARE (PLS)**

Thesis, Department of Business Information Systems, Master of Information Systems Management. Gunadarma University, 2021

Keywords : Usability Analysis, Mobile Application, Bibit, Bareksa, ISO 9241-11, PLS.

(xvi + 93 + Attachment)

Making a mobile application must be done by paying attention to the usability factor. Usability of a mobile application is important to pay attention to so that users who use it find it easy to use it and obtain the necessary information and services so that it is possible to continue using the application. Bibit and Bareksa applications are two mutual fund applications that have been supervised by OJK from abroad that have successfully reached the market in Indonesia. This research was conducted to compare the application of Bibit and Bareksa based on ISO 9241-11. The research was conducted using a questionnaire as a research instrument. The research questionnaire distributed consists of 20 questions which are grouped into four variables based on ISO 9241-11, namely effectiveness, efficiency, satisfaction, and usability. After the questionnaire is distributed, the results of the data are obtained and will be analyzed using the PLS (Partial Least Square) technique with the SmartPLS tool and later there will be results of usability comparison analysis of both bibit and bareksa applications.

Bibliography (2016-2020)