

# USABILITY TESTING APLIKASI JINOM CUSTOMER MENGUNAKAN MODEL PACMAD

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## ABSTRAK

Aplikasi Jinom Customer merupakan sebuah aplikasi mobile yang dimiliki oleh PT. Jinom Network Indonesia, yang berfungsi sebagai penyedia layanan internet. Sebagai sebuah aplikasi publik, sangatlah penting untuk melaksanakan uji usability guna mengevaluasi sejauh mana tingkat kemanfaatan aplikasi ini. Dengan demikian, pengujian usability testing dilakukan dengan menerapkan model PACMAD (People At The Center Of Mobile Application Development) yang memiliki 7 atribut pengukuran utama. Pengujian ini melibatkan 10 responden yang terbagi menjadi 2 kelompok, yakni kelompok pengguna dan calon pengguna, dengan kelompok usia antara 17 hingga 40 tahun. Hasil dari pengujian usability testing, yang melibatkan teknik *performance measurement*, RTA, kuesioner QUIS, dan NASA-TLX, mengungkapkan bahwa aplikasi Jinom Customer dapat dianggap telah mencapai tingkat usability yang relatif baik untuk sebuah aplikasi mobile. Penilaian ini didasarkan pada pencapaian 6 dari 7 atribut usability pada model PACMAD, baik untuk kelompok pengguna maupun calon pengguna. Hasil tersebut mencakup aspek-aspek seperti *effectiveness* sebesar (92,5% dan 84% untuk masing-masing kelompok), *efficiency* (0,051030017 goals/second dan 0,004545175 goals/second), *learnability* (67% dan 64%), *memorability* (92% dan 84%), *error* (0,1545825 dan 0,1462955), *cognitive load* (64 dan 67,6) serta tingkat *satisfaction* melalui indikator-indikator tertentu. Sebagai upaya untuk lebih meningkatkan usability aplikasi Jinom Customer, dilakukan perancangan rekomendasi perbaikan dengan menggunakan *high fidelity design/mockup*. Perancangan ini didasarkan pada prinsip-prinsip *8 golden rules* oleh Benn Sneiderman dan Human-Computer Interaction, serta teori psikologi warna dari Holtzschue. Analisis hasil data *performance measurement* dan RTA menjadi dasar dalam menentukan elemen-elemen yang perlu diperbaiki dalam aplikasi Jinom Customer, termasuk bagian-bagian, halaman, dan fitur tertentu.

**Kata Kunci:** NASA-TLX, PACMAD, *Performance Measurement*, RTA, QUIS, Jinom Customer, *Usability*

**USABILITY TESTING JINOM CUSTOMER APPLICATION  
USING THE PACMAD MODEL**

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**ABSTRACT**

*The Jinom Customer application is a mobile application owned by PT. Jinom Network Indonesia, which functions as an internet service provider. As a public application, it is very important to carry out usability tests to evaluate the level of usability of this application. Thus, usability testing is carried out by applying the PACMAD (People At The Center Of Mobile Application Development) model which has 7 main measurement attributes. This test involved 10 respondents who were divided into 2 groups, namely the user group and potential users, with an age group between 17 to 40 years. The results of the usability testing, involving performance measurement techniques, RTA, QUIS questionnaires, and NASA-TLX, reveal that the Jinom Customer application can be considered to have achieved a relatively good level of usability for a mobile application. This assessment is based on the achievement of 6 out of 7 usability attributes in the PACMAD model, both for groups of users and prospective users. These results include aspects such as effectiveness (92.5% and 84% for each group), efficiency (0.051030017 goals/second and 0.004545175 goals/second), learnability (67% and 64%), memorability (92% and 84%), error (0.1545825 and 0.1462955), cognitive load (64 and 67.6) and level of satisfaction through certain indicators. As an effort to further improve the usability of the Jinom Customer application, a recommendation for improvement was designed using a high fidelity design/mockup. This design is based on the principles of the 8 golden rules by Benn Sneiderman and Human-Computer Interaction, as well as the theory of color psychology from Holtzschue. Analysis of the results of performance measurement and RTA data forms the basis for determining the elements that need to be improved in the Jinom Customer application, including certain sections, pages and features.*

**Keywords:** NASA-TLX, PACMAD, Performance Measurement, RTA, QUIS, Jinom Customer, Usability