EVALUASI USABILITY TESTING PADA APLIKASI MONITORING PELANGGAN DAN PEMBAYARAN WIFI

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ABSTRAK

Penelitian ini bertujuan membangun aplikasi monitoring pelanggan dan pembayaran WiFi desa berbasis digital menggunakan metode Waterfall, serta mengevaluasi tingkat usability aplikasi. Evaluasi dilakukan menggunakan tiga metode: *A/B Testing* untuk membandingkan dua versi antarmuka, *Summative Usability Testing* untuk menilai kualitas akhir sistem, dan *Unmoderated Remote Testing* menggunakan *User Experience Questionnaire*. Hasil A/B Testing menunjukkan Versi A lebih unggul dengan skor *System Usability Scale* 75,8 *(Good, Acceptable)* lebih tinggi dibanding Versi B yang memperoleh 71,13*(Good, Acceptable),* sehingga Versi A ditetapkan sebagai desain final karena struktur navigasinya lebih mudah diterima secara kognitif oleh pengguna. *Summative Testing* pada aplikasi final memperoleh skor *System Usability Scale* 74,23 *(Acceptable),* yang menunjukkan sistem telah layak digunakan dan memenuhi standar *usability*. Hasil *User Experience Questionnaire* menunjukkan Daya Tarik positif (0,60) dan Efisiensi (0,38), namun Kejelasan (-0,09) dan Kebaruan (-0,43) cenderung netral hingga negatif. Hal ini menyimpulkan bahwa meskipun aplikasi secara visual menarik dan fungsional, pengguna mengalami kesulitan memahami alur secara mandiri tanpa panduan karena metode pengujian jarak jauh tanpa moderator. Sistem membantu pengelola memantau data, mencatat pembayaran real-time, mengirim notifikasi, dan menyediakan fitur pengaduan.

Kata kunci: WiFi desa, Monitoring pelanggan, Pembayaran, Usability testing, *A/B Testing, Summative Usability Testing, Unmoderated Remote Testing.*

USABILITY TESTING EVALUATION ON CUSTOMER MONITORING AND WIFI PAYMENT APPLICATION

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ABSTRACT

This study aims to build a digital-based village WiFi customer monitoring and payment application using the Waterfall method, and evaluate the application's usability level. The evaluation was conducted using three methods: A/B Testing to compare two interface versions, Summative Usability Testing to assess the final quality of the system, and Unmoderated Remote Testing using the User Experience Questionnaire. The A/B Testing results showed that Version A was superior with a System Usability Scale score 75.8 (Good, Acceptable) compared to Version B's 71.13 (Good, Acceptable); consequently, Version A was selected as the final design due to its navigation structure being more cognitively intuitive for users. Summative testing of the final application yielded an SUS score of 74.23 (Acceptable), indicating the system is suitable for use and meets usability standards. The User Experience Questionnaire results showed positive Attractiveness (0.60) and Efficiency (0.38), but Clarity (-0.09) and Novelty (-0.43) tended to be neutral to negative. This concluded that while the app was visually appealing and functional, users had difficulty understanding the flow independently without guidance due to the remote, unmoderated testing method. The system helps managers monitor data, record real-time payments, send notifications, and provide a complaint feature.

Keywords: *Village WiFi, Customer Monitoring, Payment, Usability Testing, A/B Testing, Summative Usability Testing, Unmoderated Remote Testing.*