

UNIVERSITAS INTERNASIONAL BATAM

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USER EXPERIENCE AND USER INTERFACE ANALYSIS OF GOJEK APPLICATIONS ON USER SATISFACTION USABILITY METHOD

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ABSTRACT

Online transportation services such as Gojek is one of the most accepted in Indonesia community. Gojek's service rapidly became the normality and preferred way to perform moving of people and goals. This research's objective is to understand the perceived quality of Gojek's UV/UX in perspective of Batam society. This research involved 100 respondents and result in Usability has a significant influence on user satisfaction. Of the Gojek application according to the people living in Batam, the research method used was the Usability research method. This research was conducted by analyzing data processed quantitatively. Data was collected by distributing questionnaires via the internet using the Google form media. Collected data will be processed using the SPSS program. After conducting research, it can be concluded that the quality of the Gojek application, based on aspects of the system are very easy to use and the display was not monotonous hence it can attract users well. Users feel the comfort and secure in using the Gojek application also it is quite innovative in UI / UX views.

Keywords: *Gojek, Usability, Information Quality, Service Interface Quality, User Satisfaction, e-commerce, e-business.*