

ABSTRAK

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Judul Laporan Skripsi : ANALISIS DAN EVALUASI ASPEK
USABILITY PADA APLIKASI GROUP-
CORE LIFE INSURANCE
PERFORMANCE SYSTEM
MENGUNAKAN USABILITY
TESTING (STUDI KASUS: PT. XYZ)
Pembimbing : Dwi Wulandari Sari, S.Kom, M.Kom

Penelitian ini mengevaluasi aspek usability aplikasi Group-Core Life Insurance Performance System di PT. XYZ dengan metode *usability testing* dan pendekatan kualitatif. Sampel penelitian diperoleh melalui *purposive sampling* dari pengguna aplikasi. Tujuan penelitian adalah mengidentifikasi aspek *usability* kritis dan memberikan rekomendasi perbaikan. Analisis melibatkan pemahaman terhadap proses bisnis aplikasi, dengan fokus pada interaksi pengguna dan evaluasi fungsionalitas serta antarmuka. Rekomendasi perbaikan difokuskan pada peningkatan fitur dan antarmuka aplikasi. Uji normalitas menunjukkan distribusi data tidak normal, dan Uji Mann-Whitney menunjukkan perbedaan signifikan antara dua populasi. Pengukuran menggunakan *System Usability Scale* (SUS) menunjukkan skor rata-rata 88.375, dikategorikan sebagai "EXCELLENT." Analisis subkomponen menunjukkan tingkat kegunaan yang tinggi. Penelitian mengidentifikasi potensi perbaikan pada Modul Underwriting, termasuk fitur Penanda Tangan UW, Setup Umum, dan Setup Alasan Keputusan Underwriting. Kesimpulan menyoroti keberhasilan aplikasi dengan skor tinggi, sementara rekomendasi perbaikan mencakup perbaikan dokumentasi, pengujian kegunaan berkala, dan respons umpan balik pengguna. Evaluasi *usability* yang berkelanjutan menjadi kunci untuk memastikan kepuasan pengguna dan efisiensi bisnis yang berkelanjutan.

Kata kunci: *Usability, Usability Testing, Aplikasi, Kepuasan Pengguna, Perbaikan Aplikasi.*

ABSTRACT

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This study evaluated the usability of the Group-Core Life Insurance Performance System (GCLIS) application at PT. XYZ using usability testing and a qualitative approach. The study sample was obtained through purposive sampling from application users. The purpose of the study was to identify critical usability aspects and provide recommendations for improvement. The analysis involved an understanding of the application's business processes, with a focus on user interactions and the evaluation of functionality and interface. Recommendations for improvement were focused on improving the application's features and interface. A normality test showed that the data distribution was not normal, and a Mann-Whitney test showed a significant difference between the two populations. A measurement using the System Usability Scale (SUS) showed an average score of 88.375, which is categorized as "EXCELLENT." Subcomponent analysis showed a high level of usability. The study identified potential improvements to the Underwriting Module, including the Underwriting Signature feature, General Setup, and Underwriting Decision Reason Setup. The conclusion highlighted the application's success with a high score, while the recommendations for improvement included documentation improvement, regular usability testing, and user feedback response. Ongoing usability evaluation is essential to ensuring user satisfaction and ongoing business efficiency.

Key words:

Usability, Usability Testing, Application, User satisfaction, Application Improvement.