

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi dan memperbaiki desain antarmuka pengguna (*user interface*) pada website pendaftaran beasiswa Kartu Jakarta Mahasiswa Unggul (KJMU). Evaluasi dilakukan melalui tiga pendekatan utama yaitu *System Usability Scale* (SUS), metode *think aloud*, dan *performance measurement*. Sebanyak 100 responden dibagi dalam dua kelompok dan mengikuti dua sesi pengujian: pengujian terhadap *website* versi asli dan terhadap versi redesign berbasis prototipe. Hasil evaluasi awal menunjukkan skor SUS berada pada kategori “F” (tidak layak) dengan banyak temuan kendala *usability* dari responden. Berdasarkan temuan tersebut, dilakukan *redesign website* yang kemudian diuji ulang. Hasil penelitian menunjukkan bahwa meskipun skor SUS tidak mengalami perubahan signifikan secara statistik, waktu penyelesaian tugas mengalami penurunan signifikan, yang menandakan peningkatan efisiensi penggunaan.

Kata kunci: *usability, user interface, System Usability Scale, KJMU, redesign, performance measurement, think aloud.*

ABSTRACT

This research aims to evaluate and redesign the user interface (UI) of the Kartu Jakarta Mahasiswa Unggul (KJMU) scholarship registration website to improve its usability. The evaluation was conducted using a combination of System Usability Scale (SUS), think aloud protocol, and performance measurement approaches. A total of 100 respondents were divided into two groups and participated in two test sessions: the first using the original version of the website, and the second using a redesigned prototype. The initial evaluation results revealed that the website had low usability, with a SUS score categorized as Grade F, and numerous usability issues experienced by users. Based on these findings, a redesign of the UI was proposed and tested. The results showed that although the SUS scores did not significantly improve after the redesign, task completion times were reduced significantly, indicating improved user efficiency. This study highlights the importance of data-driven UI design to enhance digital public service platforms, particularly in educational systems.

Keywords: *usability, user interface, System Usability Scale, KJMU, redesign, performance measurement, think aloud*