

ABSTRAK

Perkembangan teknologi finansial (*fintech*) telah mendorong meningkatnya penggunaan dompet digital (*e-wallet*) sebagai sarana transaksi digital yang cepat, praktis, dan efisien. DANA merupakan salah satu aplikasi *e-wallet* yang banyak digunakan di Indonesia, namun masih ditemukan beberapa permasalahan usability seperti kesulitan navigasi, inkonsistensi tampilan antarmuka, serta kurang optimalnya efektivitas fitur dalam mendukung aktivitas pengguna. Penelitian ini bertujuan untuk menganalisis tingkat usability aplikasi DANA menggunakan metode *Heuristic Evaluation* dan *Usability Testing* berbasis *data-driven*, serta menyusun rekomendasi perbaikan antarmuka. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan melibatkan 272 pengguna aktif aplikasi DANA sebagai responden *usability testing* dan beberapa evaluator pada proses *heuristic evaluation*. Hasil penelitian menunjukkan bahwa tingkat usability aplikasi DANA tergolong baik dengan nilai *learnability* sebesar 89%, *efficiency* sebesar 98,06%, *error* sebesar 21% dan *satisfaction* sebesar 85,58%. Namun, hasil *Heuristic Evaluation* masih menunjukkan adanya beberapa *minor usability problem* pada aspek *User Control and Freedom, Error Prevention, Flexibility and Efficiency of Use, Help User Recognize, Diagnose, and Recover from Errors, Consistency and Standards, Recognition Rather Than Recall, Aesthetic and Minimalist Design*. Berdasarkan hasil evaluasi tersebut, dilakukan perancangan *prototype* perbaikan antarmuka menggunakan Figma dan pengujian ulang menggunakan *Maze*. Hasil evaluasi ulang memperoleh nilai rata-rata sebesar 0,11 dari pengguna dan 0,02 dari evaluator yang termasuk dalam kategori tidak ada masalah (*no problem*). Hasil penelitian ini menunjukkan bahwa penerapan metode *Heuristic Evaluation* dan *Usability Testing* berbasis *data-driven* mampu membantu mengidentifikasi permasalahan usability serta menghasilkan rekomendasi perbaikan antarmuka yang efektif dalam meningkatkan pengalaman pengguna aplikasi DANA.

Kata Kunci: *Usability, Data-Driven, Heuristic Evaluation, Usability Testing, DANA.*

ABSTRACT

The development of financial technology (fintech) has encouraged the increasing use of digital wallets (e-wallets) as fast, practical, and efficient means of digital transaction. DANA is one of the most widely used e-wallet applications in Indonesia, however several usability issues are still encountered, including navigation difficulties, interface inconsistencies, and suboptimal feature effectiveness in supporting user activities. This study aims to analyse the usability level of the DANA application using Heuristic Evaluation and data-driven Usability Testing methods, as well as to propose interface improvement recommendations. This research employed a descriptive quantitative approach involving 272 active DANA users as respondents for usability testing and several evaluators for the heuristic evaluation process. The results indicate that the usability level of the DANA application is generally good, with learnability reaching 89%, efficiency 98,06%, errors 21% and satisfaction 85,58%. However, the Heuristic Evaluation results revealed several minor usability problems related to the aspects of User Control and Freedom, Error Prevention, Flexibility and Efficiency of Use, Help User Recognize, Diagnose, and Recover from Errors, Consistency and Standards, Recognition Rather Than Recall, Aesthetic and Minimalist Design. Based on these findings, an interface improvement prototype was designed using Figma and subsequently re-evaluated through Maze testing. The re-evaluation results showed average scores of 0,11 from users and 0,02 from evaluators, both of which fall into the no problem category. These findings demonstrate that the implementation of Heuristic Evaluation and data-driven Usability Testing is effective in identifying usability issues and generating interface improvement recommendations that enhance the user experience of the DANA application.

Keyword: Usability, Data-Driven, Heuristic Evaluation, Usability Testing, DANA.