

ABSTRAK

Penelitian ini mengevaluasi dan upaya peningkatan nilai *usability* serta kepuasan pengguna terhadap *website* Resilient SMEs. Tujuan penelitian ini untuk mengetahui tingkat *usability website* dan melakukan *redesign user interface website* Resilient SMEs untuk meningkatkan nilai *usability website*. Dalam penelitian ini kuesioner *System Usability Scale* (SUS) digunakan untuk mengukur tingkat *usability* awal *website* Resilient SMEs dan *usability prototype* setelah dilakukan *redesign user interface*, pendekatan *Human Centered Design* (HCD) digunakan dalam proses *redesign* yang terdiri dari tiga tahapan yaitu *inspiration*, *ideation*, *implementation*. Hasil penelitian menyatakan bahwa tingkat *usability* awal dari *website* Resilient SMEs sebesar 66,55 masuk dalam kategori *marginal* dan *grade Scale C*, Kemudian hasil tingkat *usability website* setelah dilakukan *redesign* dalam bentuk *prototype* sebesar 78,15 masuk dalam kategori *acceptable* dan *grade scale B*, nilai peningkatan *usability* antara sebelum dan sesudah dilakukan *redesign user interface* adalah 11,6 %, dengan demikian dapat disimpulkan bahwa dengan melakukan perancangan ulang desain *user interface* berdasarkan perspektif dan kebutuhan pengguna dapat meningkatkan nilai *usability website* Resilient SMEs.

Kata Kunci : *Usability, Redesign User Interface, Human Centered Design*

ABSTRACT

This study evaluates and attempts to improve the usability value and user satisfaction of the Resilient SMEs website. The purpose of this study was to determine the level of website usability and to redesign the user interface of the Resilient SMEs website to improve the usability value of the website. In this study, the System Usability Scale (SUS) questionnaire was used to measure the initial usability level of the Resilient SMEs website and the usability prototype after the user interface redesign, the Human Centered Design (HCD) approach was used in the redesign process which consisted of three stages, namely inspiration, ideation, implementation. The results of the study stated that the initial usability level of the Resilient SMEs website was 66.55, which was in the marginal category and Scale C grade, then the results of the website usability level after the redesign in the form of a prototype of 78.15 was in the acceptable category and scale B grade, the usability increase value between before and after the user interface redesign was 11.6%, thus it can be concluded that by redesigning the user interface design based on the perspective and needs of users can improve the usability value of the Resilient SMEs website

Keywords : *Usability, Redesign User Interface, Human Centered Design*