

ABSTRAK

Perplexity AI merupakan salah satu *chatbot* berbasis *Artificial Intelligence* yang dirancang untuk membantu pengguna dalam pencarian informasi secara cepat dan akurat. Untuk menilai kualitas kegunaan (*usability*) dari sistem ini, penelitian ini menerapkan metode *Heuristic Evaluation* berdasarkan sepuluh prinsip *Nielsen*. Penelitian dilakukan secara kuantitatif dengan menyebarkan kuesioner secara online kepada 88 mahasiswa aktif Program Studi Sistem Informasi Universitas Malikussaleh yang telah menggunakan *Perplexity AI*. Data dianalisis melalui uji validitas, reliabilitas, regresi linier berganda, dan perhitungan *severity rating*. Hasil uji validitas menunjukkan bahwa seluruh item kuesioner valid, dan uji reliabilitas menunjukkan bahwa seluruh aspek memiliki nilai *Cronbach's Alpha* > 0,6, yang berarti reliabel. Hasil uji regresi menunjukkan bahwa secara simultan semua aspek *heuristic* berpengaruh signifikan terhadap kepuasan pengguna ($F = 88,89$; signifikansi 0,000; Adjusted $R^2 = 90,9\%$). Namun, secara parsial hanya tiga aspek yang berpengaruh signifikan, yaitu *Flexibility and Efficiency of Use*, *Help Users Recognize, Diagnose, and Recover from Errors*, serta *Help and Documentation*. Sementara itu, hasil perhitungan *severity rating* menunjukkan secara keseluruhan berada pada kategori *cosmetic problem*, yaitu masalah tidak perlu diperbaiki, kecuali ada waktu tersisa dalam pengerjaan proyek. Jadi, rekomendasi perbaikan apabila adanya waktu tambah diberikan untuk meningkatkan kualitas antarmuka dan kenyamanan penggunaan *Perplexity AI* di masa depan dan diharapkan dapat menjadi referensi bagi pengembangan lebih lanjut platform serupa dalam konteks interaksi manusia dan komputer (IMK).

Kata Kunci: *Perplexity AI, Heuristic Evaluation, Usability, Severity Ratings*, Interaksi Manusia dan Komputer.

ABSTRACT

Perplexity AI is an Artificial Intelligence-based chatbot designed to assist users in obtaining information quickly and accurately. To assess the usability quality of this system, this study employs the Heuristic Evaluation method based on Nielsen's ten principles. The research was conducted quantitatively by distributing an online questionnaire to 88 active students of the Information Systems Study Program at Malikussaleh University who have used Perplexity AI. The data were analyzed using validity and reliability tests, multiple linear regression analysis, and severity rating calculations. The validity test results indicated that all questionnaire items were valid, and the reliability test showed that all aspects had Cronbach's Alpha values greater than 0.6, indicating good reliability. The regression analysis revealed that, simultaneously, all heuristic aspects had a significant effect on user satisfaction ($F = 88.89$; significance = 0.000; Adjusted $R^2 = 90.9\%$). However, only three aspects had a significant partial effect: Flexibility and Efficiency of Use, Help Users Recognize, Diagnose, and Recover from Errors, and Help and Documentation. Meanwhile, the severity rating results indicated that the overall issues were categorized as cosmetic problems, which do not necessarily need to be fixed unless extra time is available during the project. Therefore, improvement recommendations should be considered if additional time is available, to enhance the interface quality and user experience of Perplexity AI in the future. This study is expected to serve as a reference for the further development of similar platforms within the context of Human-Computer Interaction (HCI).

Keywords: *Perplexity AI, Heuristic Evaluation, Usability, Severity Ratings, Human-Computer Interaction.*