

ABSTRAK

Kepuasan pengguna terhadap aplikasi merupakan hal penting dalam memastikan bahwa aplikasi tersebut memenuhi pengalaman pengguna. Objek dalam penelitian ini adalah BTNS *mobile*, dimana aplikasi ini hanya mendapat rating 3.0 dari 5 bintang di *google play store*. Terdapat banyak keluhan dan ulasan negatif mengenai BTNS *mobile*. Penelitian ini melibatkan 185 responden dan 3 orang *expert* serta pegawai bank BTN. Evaluasi heuristik oleh *expert* mengidentifikasi isu-isu signifikan, seperti ketidaksesuaian tombol dan tautan serta desain yang belum memenuhi standar estetika minimalis. Responden dari jurusan Sistem Informasi dan Teknik Informatika lebih kritis dalam penilaiannya terbukti dari beberapa aspek mendapat nilai *severity rating* yaitu 2, sementara responden dari jurusan lain cenderung memberikan nilai 1 atau "*Cosmetic problem*". Evaluasi oleh pihak bank menunjukkan aplikasi memiliki masalah minor atau skala 2. Skor rata-rata SUS adalah 64, dalam kategori "*Marginal*", dengan perbandingan antara jurusan Sistem Informasi/Teknik Informatika (63,2) dan jurusan lain (65,3). Skor kepuasan menurut bank adalah 69,4. Evaluasi heuristik merekomendasikan perbaikan pada beberapa aspek aplikasi, termasuk *visibility of system status*, *recognition rather than recall*, *flexibility and efficiency of use*, hingga *help and documentation*. Rekomendasi perbaikan termasuk peningkatan UI/UX, fitur bantuan, opsi *login* yang lebih aman, serta perbaikan pada tampilan *dashboard*, menu transfer, dan pembayaran.

Kata Kunci: *Kepuasan pengguna, evaluasi heuristik, system usability scale (SUS)*

ABSTRACT

User satisfaction with the application is important in ensuring that the application fulfills the user experience. The object of this research is BTNS mobile where, this application only gets a rating of 3.0 out of 5 stars in the google play store. There are many complaints and negative reviews about BTNS mobile. This research involved 185 respondents and 3 experts and BTN bank employees. Heuristic evaluation by experts identified significant issues, such as button and link mismatches and designs that do not meet minimalist aesthetic standards. Respondents from Information Systems and Informatics Engineering majors were more critical in their assessment as evidenced by some aspects receiving a severity rating of 2, while respondents from other majors tended to give a score of 1 or "Cosmetic problem". Evaluation by the bank shows that the application has minor problems or scale 2. The average SUS score is 64, in the "Marginal" category, with a comparison between Information Systems / Information Technology majors (63.2) and other majors (65.3). The satisfaction score according to the bank was 69.4. The heuristic evaluation recommended improvements to several aspects of the application, including visibility of system status, recognition rather than recall, flexibility and efficiency of use, and help and documentation. Recommended improvements included UI/UX enhancements, help features, more secure login options, and improvements to the dashboard, transfer, and payment menus.

Keywords: *User satisfaction, heuristic evaluation, system usability scale (SUS)*