ABSTRAK

Sejak diterapkannya kebijakan pembatasan penggunaan bahan bakar minyak bersubsidi oleh Pemerintah Indonesia, membuat aplikasi MyPertamina menjadi yang terpopuler pertama dalam kategori bisnis pada google play store, namun aplikasi tersebut mendapat peringkat buruk sehingga dilakukan pengujian usability guna menilai kemudahan, efisiensi, kepuasan, kesalahan, daya ingat, dan sistem kegunaan aplikasi. Ada beberapa teknik pengujian usability, antara *lain System Usability Scale* dan *Usefull, Satisfaction and Ease of Use Questionnaire.* Penelitian ini bertujuan mengukur dan menganalisis *usability* pada aplikasi MyPertamina berdasarkan Nielsen Model yang mencakup *Learnability, Efficiency, Memorability, Satisfaction* dan *Errors* menggunakan gabungan perhitungan *SUS Score* dan *Use Questionnaire,* kedua metode ini memiliki kesamaan pada tahap analisis yang dapat dilakukan dengan menggunakan media apapun, namun terdapat perbedaan jumlah soal dan analisis data, sehingga penelitian menggabungkan perbedaan tersebut, dimana jumlah pertanyaan mengikuti teknik *Usefull, Satisfaction and Ease of Use Questionnaire* yang berjumlah 30 pertanyaan, sedangkan untuk perhitungan menggunakan teknik *System Usability Scale* dan diakhir pengkategorian *grade* aplikasi menggunakan standar kelayakan dari *USE Questionnaire,* penelitian ini termasuk pada kategori penelitian survey dengan menggunakan metode deskriptif analitis. Hasil dari penelitian ini didapatkan bahwa jumlah skor untuk aplikasi MyPertamina pada kategori *Learnabillity "68%", Efficiency "71%", Satisfaction "66%", Errors "69%", Memorability "69%", Usability System* "71%" maka dapat disimpulkan bahwa aplikasi MyPertamina dikategorikan "Cukup Layak".

Kata kunci: *MyPertamina, System Usability Scale, Usability, Use Questionnaire.*

ABSTRACT

Since the implementation of the policy of limiting the use of subsidized fuel oil by the Government of Indonesia, the MyPertamina application has become the first most popular in the business category on the Google Play Store, but the application received a bad rating so a usability test was carried out to assess ease, efficiency, satisfaction, error, memory. , and application usability systems. There are several usability testing techniques, including the System Usability Scale and the Usefull, Satisfaction, and Ease of Use Questionnaire. This study aims to measure and analyze the usability of the MyPertamina application based on the Nielsen Model which includes Learnability, Efficiency, Memorability, Satisfaction, and Errors using a combined calculation of the SUS Score and Use Questionnaire, these two methods have similarities in the analysis stage which can be carried out using any media, but there are differences in the number of questions and data analysis, so the study combines these differences, where the number of questions follows the Usefull, Satisfaction and Ease of Use Questionnaire technique, totaling 30 questions, while for calculations using the System Usability Scale technique and at the end of the application grade categorization uses the eligibility standard from USE Questionnaire, this research is included in the category of survey research using descriptive-analytical methods. The results of this study found that the total score for the MyPertamina application was in the Learnability category "68%", Efficiency "71%", Satisfaction "66%", Errors "69%", Memorability "69%", Usability System "71%" then it can be concluded that the MyPertamina application is categorized as "Decent".

Keywords: *MyPertamina, System Usability Scale, Usability, Use Questionnaire.*