

Perceived Usability Evaluation of TikTok Shop Platform Using the System Usability Scale

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Abstract: The popularity of TikTok is getting higher because from the start TikTok is a platform that provides a new experience that combines the experience of social media as well as transacting online. TikTok allows businesses to market their products in as creative a form as possible, such as making videos and building a community with their market share. TikTok is an application that plays an important role in paid promotional media, which is of course directly related to digital marketing carried out by business people in the e-commerce sector. In this research, the author wants to know the usability of the TikTok Shop feature as an e-commerce feature that has recently become increasingly popular in society. The System Usability Scale (SUS) will be used to test whether the TikTok application, especially the TikTok Shop feature. The standard SUS version has 10 instruments. The accuracy value is then measured using acceptable range, grade scale and adjective ratings System Usability Scale (SUS). Based on questionnaire data collected from 49 respondents, it was found that 10.6 percent of the respondents were male and 93.6 percent of the respondents were female. The accuracy value of 79.49 is included in the acceptability ranges acceptable category, meaning that the TikTok Shop platform can be accepted by users, getting a C grade scale means it is quite good and is included in the adjective ratings excellent category.

Keywords: *usability, SUS, System Usability Scale, TikTok Shop, e-commerce, application, acceptable.*

INTRODUCTION

The technology and digital revolution is happening so fast nowadays. Many factors of life that initially operated manually have turned into digital processes. People who were initially unfamiliar with the use of technology, especially in the field of business, are now increasingly accustomed to using technology to run their business. One area of life that is experiencing change is the economic and business sector with increasing electronic transactions through e-commerce. The Organization for Economic Co-Operation and Development (OECD) 2009 defines Electronic Commerce (e-commerce) as the sale or purchase of goods/services, which is carried out through computer networks with methods specifically designed for the purpose of receiving or placing orders. Ecommerce transactions can occur between businesses, households, individuals, governments, and other private or public organizations (Direktorat Statistik, Keuangan, TI, 2022).

To be able to survive in the digital era, one of the efforts made by business people is to make digital marketing. Digital marketing is a way to promote certain products/brands through internet media. It can be through advertisements on the internet, Facebook, YouTube, or other social media (Karim, Bobbi, Nasution, & Suryadi, 2022). One platform that is often used as a digital marketing

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platform is social media. According to Kotler & Keller in (Sawitri & Chusumastuti, 2021) social media is a medium that is in a network with users who can interact, share, and share their work or what we are familiar with with content. Social media can also be interpreted as a means to share information in the form of text, video, images, and audio with each other who also use social media. Social media is online media that supports social interaction. (Siwi, Utami, & Baiti, 2018). Information search and ease of use of social media are the most important stages for decision making in shopping on social networks. The information collected can be in the form of price, brand, product quality, item specifications, product form and others. Furthermore, this information will be a material consideration for consumers whether they want to buy or not. (Raheni, 2018). Apart from convenience, consumers face many risks when engaging in online shopping activities (Rike Diah Ayu Novia Ardani, Rini Rahayu Kurniati, 2016).

The TikTok platform was founded by Zhang Yiming in 2016 (Ratnapuri, Karmagatri, Kurnianingrum, Utama, & Darisman, 2023). The popularity of TikTok is getting higher because from the start TikTok is a platform that provides a new experience that combines the experience of social media as well as transacting online. TikTok allows businesses to market their products in as creative a form as possible, such as making videos and building a community with their market share. TikTok is an application that plays an important role in paid promotional media, which is of course directly related to digital marketing carried out by business people in the e-commerce sector (Rosiyana, Agustin, Iskandar, & Luckyardi, 2021)

TikTokShop allows merchants, brands and creators to promote and sell goods directly through TikTok Live. With this app, users can quickly and easily create unique short videos to share with friends and around the world. This application is very popular among the public because TikTok is very unique with various features. Some of TikTok's features include additional music, sticker filters and video effects, voice changing filters, beauty filters, automatic text filters, delete comments and block users in bulk, and the Live feature. (Afidah, Sari, & Hanifah, 2021). TikTok was downloaded more than 738 million times in 2019 and has increased to 1.9 billion (Akbari, Jastacia, Setiawan, & Widya Ningsih, 2022). "Tik Tok" content is very active, with lots of online and offline activities, targeting young people with imagination and curiosity (Xu, Yan, & Zhang, 2019).

The business phenomenon that this research wants to discuss is the emergence of the TikTok Shop. In this research, the author wants to know the usability of the TikTok Shop feature as an e-commerce feature that has recently become increasingly popular in society. The System Usability Scale (SUS) will be used to test whether the TikTok application, especially the TikTok Shop feature, is on an acceptable, marginal or not acceptable scale and to find out the rating of the application starting from the worst imaginable, poor, ok, good, excellent or best imaginable scale.

LITERATURE REVIEW

The literature describes a large number of methodologies and tools used to ensure the usability quality of a product or service. This study conducted a literature review from various literature reviews related to themes that were appropriate to the research. One of the studies conducted in 2022 uses the System Usability Scale (SUS) in its research. The System Usability Scale (SUS) is used to evaluate the usability level of a system and the Net Promoter Score (NPS) to measure user satisfaction. The results of this study indicate the level of usability of the PeduliLindungi mobile application using SUS obtaining an Excellent score of 90.85 or an A value. Then the Net Promoter Score (NPS) obtained a result of 90. The test results prove that the PeduliLindungi mobile application has a very good level of usability. The advantage of this research is to add the Net Promoter Score (NPS) method to test user satisfaction (Rony Kriswibowo, Rusina Widha Febriana, 2022).

The level of usability needs to be known to explain which level of usability the PLN MOBILE application is at from the user's point of view. This study provides evaluation results to determine the level of usability that exists in the PLN MOBILE application using the system usability scale (SUS) method. The research method used is data analysis with System usability scale (SUS), in which this study uses a quantitative approach, by distributing questionnaires (Chandra, Studi, Informasi, & Komputer, n.d.).

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Another study involved 25 participants who were users of the MTix application and usability testing was carried out by giving 6 tasks that could represent all the features of the MTix application. Six problems were found from interviews on usability testing and the usability level for the first stage evaluation was 91.67% for the learnability aspect; 0.084 for the efficiency aspect; 0.127 for aspects of errors; and 54.4 for the satisfaction aspect with grade F. From the findings of the first phase evaluation, improvements and design recommendations were made to solve the problem from the results of interviews on usability testing and usability calculations obtained. Next, a comparison is made between the values from the current application display and the display after the design improvements are made. (Rizma, Putri, & Indriyanti, 2023)

The study entitled Perceived usability evaluation of Microsoft Teams as an online learning platform during COVID-19 using system usability scale and technology acceptance model in India attempts to streamline and unify the usability evaluation process. The results obtained from a large-scale survey of students show similarities and equivalence between the two methodologies, with the TAM's Perceived Ease of Use (PEOU) construct having greater similarity to SUS. In addition, this paper also considers the digital-divide aspect (mobile vs. web environment) which is prevalent especially in developing countries like India, and whether it influences perceived usability. The results show that the consumption platform has no effect on the usability aspect (Pal & Vanijja, 2020).

Web-Based Snukel Hotel Reservation Information System, is an information system that focuses on reservation data entered by the receptionist relating to reservations in the hotel's business transactions. In the previous system, data was entered manually using MS.Excel. The risk that is owned is management that is less effective and efficient. The purpose of building this system is to help manage reservation data to be more effective and efficient, make it easier to enter reservation data and help manage data. So that transactions are recorded and stored properly. The system design is made using the system development life cycle (SDLC) approach with the Waterfall design method, the stages include system requirements analysis, system design, system implementation, system testing and system maintenance. Hotel guest reservation system, using PHP programming language MySQL. The results of this study are systems that have been tested with a black box, the results of the black box test state that the system is running well and as expected. System analysis uses the SUS method so that it gets a score or accuracy of 77.33 which means that the system is feasible and well received by the user (Suarna & Nurdiawan, 2023).

The website is a technology-based site that allows users to earn information from surfing (browsing). Today's website has been used in various types agencies including educational institutions such as SMK Negeri 1 Suak Tapeh. Given the importance website as a medium of information, it is necessary to evaluate whether the information provided and existing websites have usefulness value for users or not. Process evaluation was carried out using the System Usability Scale (SUS) with ten statements and ten Respondents. The final result of the website assessment of SMK Negeri 1 Suak Tapeh was getting value 64.9. From the results of this assessment, it is in accordance with the provisions of the System Usability Scale that the website of SMK Negeri 1 Suak Tapeh has a good adjective rating with categories marginal high. While the grade scale belongs to group D and the level of acceptance (acceptability) including acceptable (acceptable) (Lesmana, Bakti, Studi, Informatika, & Ilmu, 2023).

METHOD

Usability

The term usability was coined some 10 years ago in order to replace the term "user friendly" which by the early 1980s had acquired a host of undesirably vague and subjective connotations. However, in the intervening years, the word usability itself has become almost as devalued as the term it was intended to supplant. There are still many different approaches to making a product usable, and no accepted definition of the term usability. The definitions which have been used derive from a number of views of what usability is. Three of the views relate to how usability should be measured (Nielsen, 2009) the product-oriented view, that usability can be measured in terms of the ergonomic attributes of the product, the user-oriented view, that usability can be measured in terms of the mental effort and attitude of the user, the user performance view, that usability can be measured by

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examining how the user interacts with the product, with particular emphasis on either ease-of-use: how easy the product is to use, or acceptability: whether the product will be used in the real world.

The effect of user characteristics on usability (Patrick W. Jordan, 1998): Experience, previous experience with the product itself is likely to affect how easy or difficult it is to complete a particular task. Domain Knowledge, domain knowledge refers to knowledge relating to a task which is independent of the product being used to complete the task. Cultural background, also influence how they interact with products. This is because of population stereotypes that people hold. Disability, clearly products that are usable for those who are able bodied will not necessarily be usable for disabled people. Age and gender, there are characteristics that will often vary with age and gender which need to be taken into account when designing certain product usability.

Usability ensures product easy to learn, effective to use and delight users (Wahyuningrum et al., 2017). Usability is the one software quality most constantly apparent to the end user of a system (Miles Macleod, 1992). Usability measurement provides benefits not available from qualitative evaluation methods. Measurement can be used to (Bevan & Curson, 1997): predict, ensure and improve product quality, control and improve the production processes, decide on the acceptance of a software product, select a product from among alternative products

System Usability Scale (SUS)

The method used in this research is quantitative. The method used is the System Usability Scale (SUS) which is used to answer user problems in the community. In the early stages, the writer looked for literature studies on research that was relevant to the research theme. After determining the method that will be used, the author distributes the System Usability Scale (SUS) method instrument to users of the TikTok Shop application. The author collects data and analyzes the data obtained to see the level of usability and satisfaction of the TikTok Shop application users.

This user test method was introduced by John Brooke (J Brooke 2013) which can be used to evaluate various types of products or services, including hardware, software, mobile devices, websites and applications (Rony Kriswibowo, Rusina Widha Febriana, 2022). Respondents in the heuristic evaluation (HE) and System Usability Scale (SUS) tests had differences in the number of respondents. The difference is considering that the types of respondents needed are not the same, in the heuristic evaluation (HE) the types of respondents needed are experts, while in the System Usability Scale (SUS) the types of respondents needed are end users of the software to be tested. (Ependi, Kurniawan, & Panjaitan, 2019). In this study using the System Usability Scale (SUS) method. According to Bangor in (Pal & Vanijja, 2020) there are three reasons to use System Usability Scale (SUS) is first, it is free to use and available to the public domain for a long period of time. Second, it has excellent psychometrics. Third, extensive normative research has been conducted on SUS, and therefore there are several ways to interpret it.

The System Usability Scale (SUS) is a standardized questionnaire designed to assess perceived usability. In an unpublished industrial usability study it was found that SUS accounted for 43% of post-test questionnaire usage. The standard SUS version has 10 instruments, each with five steps anchored with "Strongly Disagree" and "Strongly Agree." This is a mixed tone questionnaire in which the odd numbered items are positive and the even numbered items are negative (Lewis & Sauro, 2018). To carry out the test, sufficient respondents are needed so that the resulting data can be accepted and become a reference if improvement is needed. Often, the developer's perception of SUS is limited to an attractive interface, but please note that the discussion of SUS is to find out how far the success and usability of the system can help the activities available. (Suarna & Nurdiawan, 2023).

In this study, 10 System Usability Scale (SUS) instruments will be translated into a questionnaire form, each of which will be measured with a Likert scale of 1-5. The collected questionnaire data will be tested for validity and reliability and then the final results will be calculated using the System Usability Scale (SUS) formula. The final score for the System Usability Scale will be measured based on the acceptability range, grade scale and adjective rating.

The initial stage of this research is to look for relevant literature studies and determine the method to be used based on previous research sources. This study uses the System Usability Scale (SUS) method. Next, the SUS instruments are distributed to users of the TikTok Shop application. After the data has been collected, pre-processing is carried out through validity and reliability tests on the data

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that has been collected. Next, the data is analyzed using the SUS formula until the final stage is expected to show the level of usability of the TikTok Shop application. The research flow of this study is as below:

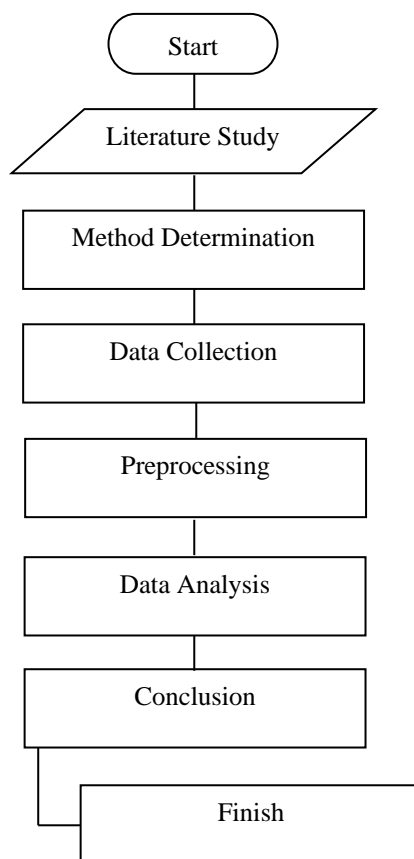


Image 1. Research Flow Chart

RESULT

Usability testing is a test that emphasizes respondents in the testing process (Ependi et al., 2019). The test was carried out using the SUS testing method which was carried out online by distributing questionnaire links to respondents from various educational backgrounds, all of whom had made transactions at TikTokShop. The questionnaire contains questions presented in the Google form to test application usability. The SUS method consists of 10 questions, each of which has its own points in response (Sucipto, Dwirangga, & Priyono, 2023). According to Wibisono in (Purwandani, Oktaviani, & Sony, 2022) The questionnaire is a collection of questions that are logically related to the research problem and each question is an answer that has meaning in testing the hypothesis.

Table 1. Instruments of *System Usability Scale (SUS)*.

No	Question
1	I think that I would like to use this system frequently
2	I found the system unnecessarily complex.
3	I thought the system was easy to use
4	I think that I would need the support of a technical person to be able to use this system.
5	I found the various functions in this system were well integrated
6	I thought there was too much inconsistency in this system
7	I would imagine that most people would learn to use this system very quickly
8	I found the system very cumbersome to use
9	I felt very confident using the system
10	I needed to learn a lot of things before I could get going with this system

*name of corresponding author



User Characteristics

Based on questionnaire data collected from 49 respondents, it was found that 10.6 percent of the respondents were male and 93.6 percent of the respondents were female. 6.1 percent of respondent aged 25-30 years, 77.5 percent aged 30-40 years and 16,3 percent over 40 years.

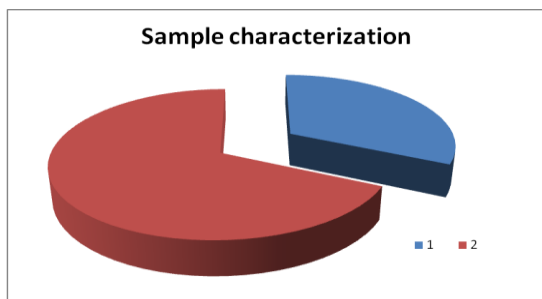


Image 2. Gender Characteristics

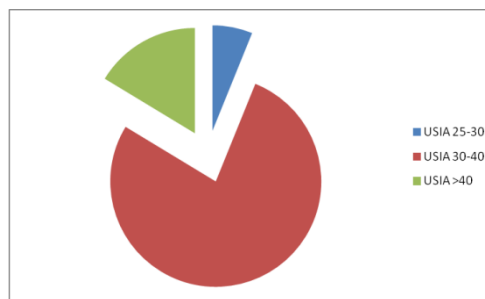


Image 3. Age Characteristics

Next will be tested the validity and reliability of the existing data. Questionnaire questionnaire declared quality and good if it has been tested for validity and reliability.

Validity Test.

The validity test in this study was tested on 10 question instruments representing the System Usability Scale (SUS) to test the validity of each of these instruments. The Correlation Validity Test formula is to correlate the statement/item score with the total question score.

If $r_{count} > r_{table}$, then the statement/item is valid

If $r_{count} < r_{table}$, then the statement/item is invalid

R table seen from the Table of Product Moment r Values. With 49 correspondents, the r table is 0.281

Table 2. Test Results of the Validity of the Instrument System Usability Scale (SUS)

Instrument	r count	r table	Information	Variance
1	0.6661	0,281	Valid	0.314626
2	0.5712	0,282	Valid	0.510204
3	0.5917	0,283	Valid	0.458333
4	0.7910	0,284	Valid	0.284014
5	0.5702	0,285	Valid	0.458333
6	0.5413	0,286	Valid	0.302721
7	0.6227	0,287	Valid	0.266156
8	0.6877	0,288	Valid	0.25
9	0.7215	0,289	Valid	0.278061
10	0.5974	0,290	Valid	0.318027

Variance Amount: 3.440476

Variance Total = 13.46939

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Reliability Test

The reliability test aims to determine the consistency level of the questionnaire used by the researcher so that the questionnaire can be relied upon even though the research was carried out repeatedly using the same questionnaire at different times (Purwandani, Oktaviani, and Sony 2022). Cronbach's Alpha is used to find the reliability of instruments whose scores are not 1 or 0. The Cronbach's Alpha reliability coefficient formula is as follows (Wahyuni, 2018).

$$r_i = \frac{k}{(k - 1)} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

- r_i = Cronbach alpha reliability coefficient
- k = amount of item
- $\sum s_i^2$ = total variance score of each item
- s_t^2 = total variance

Cronbach's Alpha coefficient is used to test the reliability of the instrument used in the questionnaire. Cronbach's Alpha value <0.5 has low reliability, 0.5-0.7 has medium reliability, 0.7-0.9 is considered to have high reliability and >0.9 has very good reliability. Through the reliability test using the Cronbach's Alpha coefficient for the questionnaire data in this study, a value of 0.797754 was produced, which means it has high reliability.

The calculation results

SUS is composed of 10 statements that are scored on a 5 point Likert scale of strength of agreement. Its final score can range from 0 to 100, where higher scores indicate better usability (Martins, Rosa, Queirós, Silva, & Rocha, 2015). In this study the authors also highlight the average rating scale per instrument where it is necessary to note that the lowest average is on the 2nd instrument, namely I found the system unnecessarily complex. The TikTokShop feature in the TikTok application is not yet a main feature in the application because TikTokShop still prioritizes community features. through sharing short videos from users so users must enter a special menu first to be able to use the TikTokShop feature.

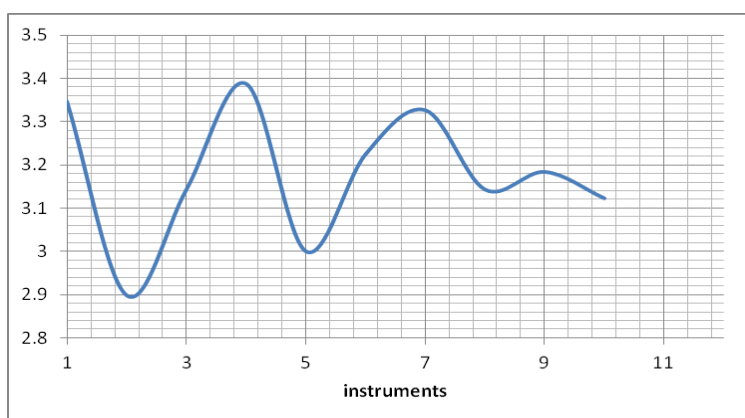


Image 4. The average rating scale per instrument.

In determining the results of the SUS score, the results of the questionnaire that was filled in by 49 respondents will be recapitulated by researchers. Then calculations will be carried out for each answer with the following conditions (Chandra et al., n.d.):

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For each odd numbered question, the score for each question obtained from the user's score will be reduced by Each question has an even number, the final score is obtained from the value of 5 minus the score questions received from users. The SUS score is obtained from the sum of the scores for each question which is then multiplied by 2.5. From these results, the total SUS score () will be obtained. The SUS score from the results of filling out the questionnaire by the respondents will be calculated and analyzed the results are in accordance with the SUS method. From the recapitulation of the SUS score, we will get an average score, which we will then draw conclusions about.

Table 3. Rating Result of *System Usability Scale (SUS)*.

No.	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	TOTAL	SUS
1	3	3	3	4	3	4	3	3	4	3	33	82.5
2	4	4	3	4	4	4	4	3	4	3	37	92.5
3	4	3	4	4	4	4	4	4	3	3	37	92.5
4	3	4	4	4	3	4	4	3	4	4	37	92.5
5	3	3	2	3	4	4	3	3	2	3	30	75
6	3	2	3	4	3	3	4	3	3	3	31	77.5
7	4	3	3	4	3	4	3	4	3	4	35	87.5
8	4	3	3	3	3	3	3	3	3	3	31	77.5
9	3	3	3	4	3	3	3	3	4	3	32	80
10	4	3	4	4	4	3	4	4	4	4	38	95
11	4	3	3	3	2	3	3	3	3	3	30	75
12	4	4	4	4	3	4	4	4	4	4	39	97.5
13	3	3	3	2	2	2	3	3	3	3	27	67.5
14	3	3	3	3	3	3	3	3	3	4	31	77.5
15	3	3	3	3	4	3	4	3	3	3	32	80
16	4	3	3	4	3	3	4	3	4	3	34	85
17	4	3	4	4	4	4	4	3	3	4	37	92.5
18	4	3	3	3	2	2	3	4	3	3	30	75
19	3	3	3	4	3	3	4	4	3	3	33	82.5
20	4	2	4	4	3	4	4	4	4	3	36	90
21	3	3	3	3	3	3	3	3	3	3	30	75
22	3	3	3	3	3	3	3	3	3	3	30	75
23	2	2	2	3	3	3	3	2	3	3	26	65
24	3	3	3	3	3	3	3	3	3	3	30	75
25	3	3	3	3	2	3	3	3	3	3	29	72.5
26	4	4	4	4	4	4	4	4	4	4	40	100
27	3	2	3	3	3	3	3	3	3	3	29	72.5
28	4	3	3	3	3	3	3	3	3	3	31	77.5
29	3	2	3	3	3	3	3	3	3	3	29	72.5
30	3	2	3	3	3	3	4	3	3	2	29	72.5
31	3	3	3	3	3	3	3	3	3	3	30	75
32	3	4	3	3	2	3	4	3	3	4	32	80
33	4	3	4	4	3	3	3	3	4	3	34	85
34	3	2	1	3	3	3	3	3	3	3	27	67.5

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35	3	1	4	3	1	4	3	2	2	2	25	62.5
36	3	3	4	4	3	3	2	2	3	3	30	75
37	3	3	3	3	2	3	3	3	3	3	29	72.5
38	2	1	1	3	4	4	4	3	2	4	28	70
39	3	3	3	3	3	3	3	3	3	3	30	75
40	4	2	3	4	4	4	3	4	4	4	36	90
41	3	3	3	3	3	3	3	3	3	3	30	75
42	4	4	4	4	3	3	4	3	3	3	35	87.5
43	4	2	3	3	3	3	3	3	3	2	29	72.5
44	3	3	3	3	2	3	3	3	3	3	29	72.5
45	4	4	4	4	2	2	3	3	3	2	31	77.5
46	4	4	4	4	4	4	4	4	4	4	40	100
47	3	3	3	3	3	3	3	3	3	3	30	75
48	3	3	3	3	3	3	3	3	3	2	29	72.5
49	3	3	3	3	3	3	3	3	3	3	30	75
Rating Result												79.49

Calculations using the System Usability Scale (SUS) formula produce an accuracy value of 79.49.

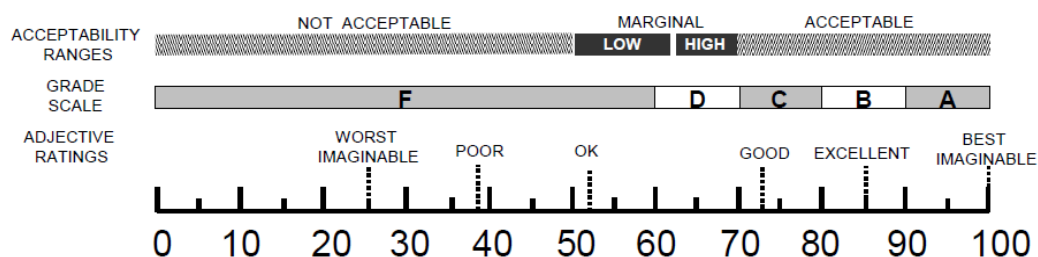


Image 5. Determination of the results of the assessment

The accuracy value is then measured using acceptable range, grade scale and adjective ratings System Usability Scale (SUS). The accuracy value of 79.49 is included in the acceptability ranges acceptable category, meaning that the TikTok Shop platform can be accepted by users, getting C grade scale means it is quite good and is included in the adjective ratings excellent category.

DISCUSSIONS

Based on the results obtained, usability measurements using the System Usability Scale (SUS) resulted in an excellent rating for the TikTok Shop platform. To improve the accuracy performance of usability testing, it is suggested that further research combines other methods in usability testing.

CONCLUSION

The results of the SUS evaluation provide an overview of how good the usability of the TikTok Shop platform is. Based on the results of the validity test of 10 instruments, the System Usability Scale (SUS) resulted in that $r_{count} > r_{table}$, this indicates that the questionnaire instrument items used are valid. And the reliability test produces 0.797754, this shows that the instrument used has a high level of reliability. The final calculation results using the System Usability Scale (SUS) formula yield 79.49. The accuracy value is then measured using acceptable range, grade scale and adjective ratings System Usability Scale (SUS). The accuracy value of 79.49 is included in the acceptability ranges acceptable category, meaning that the TikTok Shop platform can be accepted by users, getting a C grade scale means it is quite good and is included in the adjective ratings excellent category. The test

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results in this study were influenced by many factors including the characteristics of the respondents. One of the instruments that needs attention is a system that is still considered complicated for an e-commerce platform by respondents, this is because the TikTok Shop is an additional feature of the social media TikTok which initially focused on sharing short videos of its users.

Suggestions for future research are to expand the sample used from a variety of different respondent characteristics such as differences in experience, domain knowledge, cultural background, disability. In addition to expanding the sample from a variety of different respondent characteristics, this research can be further developed by combining the SUS method with other methods in order to obtain even more accurate results..

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