Usability Evaluation of GetContact Application Using Post-Study System Usability Questionnaire and Retrospective Think Aloud

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Abstract: GetContact, a contact management and spam call protection application with over 700 million downloads on the Google Play Store, still has room for usability improvements. This study aims to evaluate GetContact's usability based on Quora reviews, Google Play Store comments, and interviews with users in the Palembang area. The methods used are the Post-Study System Usability Questionnaire (PSSUQ) and Retrospective Think Aloud (RTA). PSSUQ results from 190 respondents show a good overall usability level with a score of 2.73. The System Usefulness scale recorded a value of 2.60, and Information Quality reached 2.80, indicating satisfactory usability. However, Interface Quality with a score of 2.89 still needs improvement. Findings from the RTA method also identified constraints in the application's features and interface. This study concludes that although GetContact's overall usability level is good and accepted by users, further development of the interface and features is still needed to improve overall usability and create a better user experience.

Keywords: Evaluation; GetContact; Post-Study System Usability Questionnaire; Retrospective Think Aloud; Usability;

INTRODUCTION

Digital information and communication technology has transformed communication into real-time and instant interactions, overcoming virtual distance barriers (Pramana et al. 2023). This technological development has driven significant changes in society's lifestyle, particularly in communication and information dissemination (Habibah, A. F., & Irwansyah. 2021). However, this convenience also presents challenges, such as increased fraud cases through unknown numbers that disturb mobile phone users. In response to this problem, mobile number-tracking technology has become increasingly important. Mobile number-tracking applications are now a major search focus for many people, reflecting society's need for security and comfort in the digital communication era (Gunawan, I., & Grasia, O. G. 2023).

Various contact management apps have emerged in the market to address this need. One such app is GetContact, a popular contact management app with over 700 million users and 3 million reviews on the Google Play Store. GetContact offers a solution to easily organize and access contact information while protecting users from spam and nuisance calls. Despite its growing popularity, the GetContact app still has room for improvement in terms of usability. Based on reviews from Quora (Anonymous. 2023) and the Google Play Store, users reported various key issues such as difficulty accessing features, poor system speed and reliability, intrusive display of advertisements, and concern for user privacy. Users also complained of slow performance and frequent bugs.

Usability has become an important aspect in the development of information systems, as it can determine application success and end-user satisfaction (Nuryasin, & Ferina, A. T. 2024). Systems with high usability tend to provide optimal benefits, are easily accepted by users, and maintain long-term use (Ahsyar et al., 2019). This study aims to evaluate and measure the usability of the GetContact application using the PSSUQ and RTA methods. Usability evaluations play a critical role in identifying user bottlenecks and frustration points in apps with large user bases like GetContact, enabling development teams to make precise and strategic improvements to

optimize interfaces, enhance user workflows, and ensure a smooth and intuitive experience that drives ongoing user retention and satisfaction ('Aisy et al. 2024).

PSSUQ was chosen because it provides a comprehensive overview of system usability from the user's perspective and effectively measures the quality of developed applications (Sufandi & Aprijani 2022). Additionally, PSSUQ offers a more accurate usability evaluation compared to other methods, as it is based on in-depth IBM research and consists of 16 questions that generate four comprehensive metrics (Suwandy et al. 2022). RTA was chosen because it effectively gathers verbalizations of user experiences after task completion, enabling interface designers to identify usability issues (Firdaus and Zakiah 2021). RTA excels at uncovering user thought processes, pinpointing areas for improvement, and motivating developers cost-effectively by observing user interactions during task completion (Astari et al. 2023). Both methods are highly relevant for app evaluation as PSSUQ provides the structured evaluation that modern apps need to quantitatively measure usability aspects, while RTA provides deep insight into user behavior and pain points when interacting with complex app features.

This study focuses on GetContact users in Palembang, selected due to its high popularity among young people, as revealed in preliminary interviews, along with significant usability issues. This geographic focus ensures demographic consistency and efficient data collection, allowing a better understanding of usage patterns and usability challenges in the Indonesian regional context. The evaluation results are expected to provide insights into usability levels from the user's perspective and offer valuable guidance for developers to design improvements, with the potential to increase positive reviews and user satisfaction in the future.

LITERATURE REVIEW

This usability evaluation research involves a comprehensive review of related studies, establishing a robust foundation for selecting appropriate and relevant research methods. The study was conducted using the Post-Study System Usability Questionnaire (PSSUQ) and Retrospective Think Aloud (RTA) methods. PSSUQ, an evaluation instrument designed to analyze user perceptions of system usability, offers the advantage of open access without licensing costs, enabling widespread use across various usability research contexts (Vlachogianni & Tselios 2023).

Developed through IBM research, PSSUQ currently exists in version 3, consisting of 16 questions (Suwandy et al. 2022). These questions are divided into four assessment scales: System Usefulness, Information Quality, Interface Quality, and Overall Value (Riyadi & Kurniabudi 2023). RTA is a system evaluation technique that allows users to verbally express their thoughts and feelings after interacting with a system (Sulistiya et al. 2023). System improvements can be more systematically implemented based on written evaluation notes provided by users (Candiasa et.al 2023). Additionally, the research applied performance measurement methods to evaluate an entity's performance through data collection and analysis, which is aimed at measuring how effectively and efficiently users complete a predetermined set of tasks (Naufal et al. 2024).

Previous studies applying PSSUQ and RTA methods to evaluate system or application usability were examined. Research by (Naufal et al. 2024) This study aims to evaluate the usability of the BRKS Mobile application, a digital banking service from Bank Riau Kepri Syariah, using the RTA and PSSUQ methods. The evaluation results showed an effectiveness rate of 95.41% and efficiency of 0.0003 goals/second, indicating that the application is easy to use. However, users experienced difficulties with the transfer and purchase features due to lack of information and unclear functionality. The PSSUQ results, indicated that the application was generally well received. Recommendations to improve usability and information quality are given.

The second study, conducted by (Koentjoro et al. 2024) aims to evaluate user satisfaction with the Gold Savings feature in the Pegadaian Digital application using PSSUQ and RTA methods. PSSUQ results show user satisfaction with performance, information quality, and interface design. However, RTA testing identified issues with the gold sales, pawn, planning, and transfer features. Overall, users were quite satisfied with the app, although there were some improvements suggested to enhance the user experience.

The third study by (Paramitha et al. 2020) evaluated the usability of the Teampal.id application, an e-commerce-based startup that focuses on online livestock communities, using the RTA and PSSUQ methods. Out of 30 respondents, the PSSUQ results showed an overall satisfaction score of 5.46 on a scale of 7, indicating positive user acceptance. However, the RTA method identified some constraints on the interface, such as lack of menu clarity and information layout. Recommendations for improvement included renaming menus, improving accessibility, and enhancing information on landing pages, which were depicted in the form of high-fidelity wireframes to improve user experience. These studies collectively show that combining the PSSUQ and RTA methods effectively identifies usability issues and measures user satisfaction across various applications.

METHOD

The research method covers the stages of work that will be carried out by the researcher, which includes the following important stages: The research method covers the stages of work that will be carried out by the researcher, includes the following key stages:
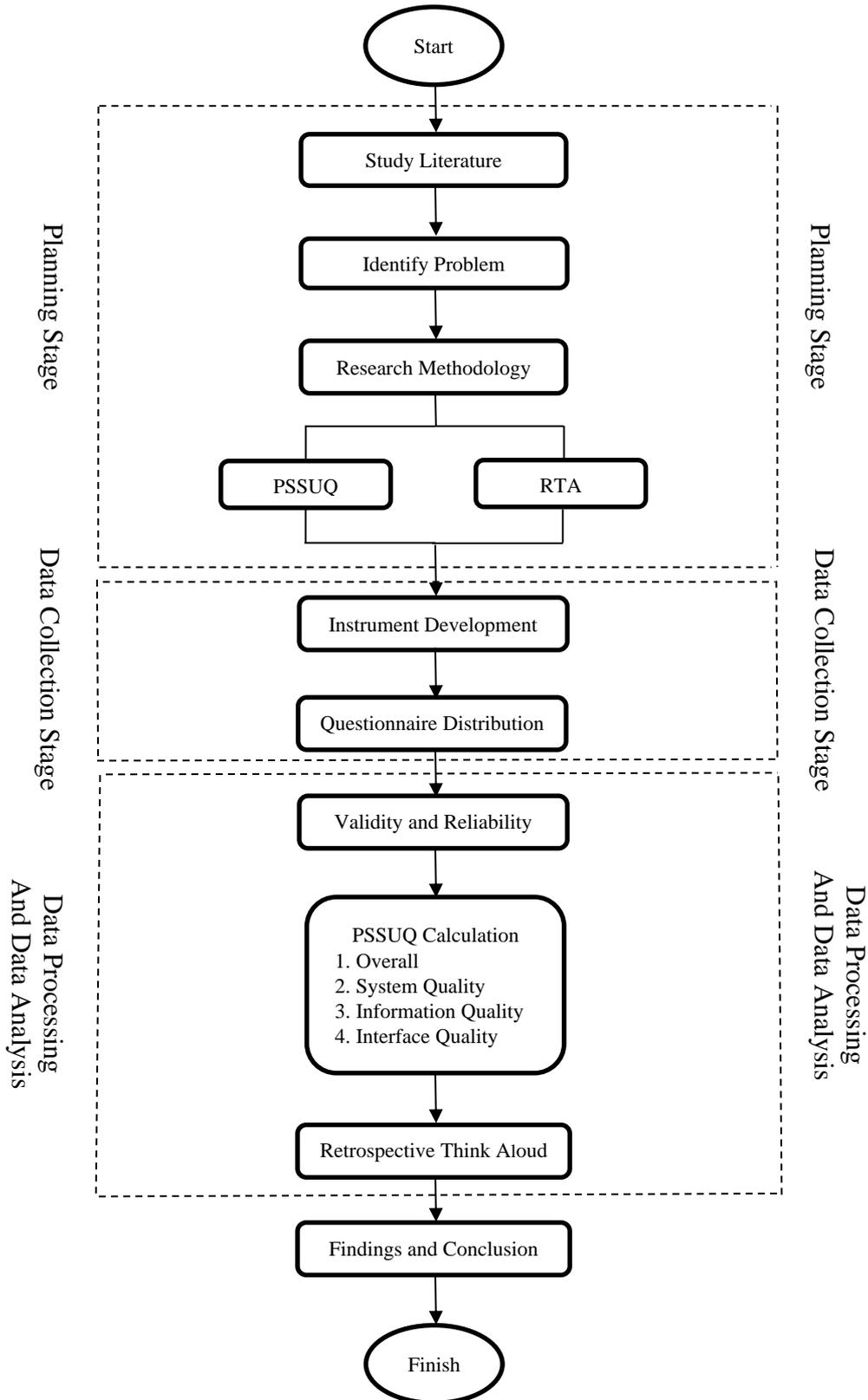
*name of corresponding author

Figure 1. Flow of Stages in Research

Below is a more detailed explanation of the research stages that have been mentioned:
Study Literature

*name of corresponding author

During the literature review stage, the author comprehensively gathered information regarding the GetContact application and the research problem to be investigated. This process was conducted to collect initial data and systematically examine references related to the research topic, methodological approaches, and research object. The study involved a comprehensive review of relevant literature, establishing a robust foundation for accurately selecting appropriate research methodologies.

Identify Problem
The study identified significant usability challenges associated with the GetContact application based on multiple sources of user feedback. These challenges were substantiated through user experiences on Quora, negative comments on the Google Play Store, and interview results conducted with GetContact application users in the Palembang region.

Research Methodology
This study adopted a mixed-methods approach, combining quantitative aspects through the Post-Study System Usability Questionnaire (PSSUQ) and qualitative methods using the Retrospective Think-Aloud (RTA) technique. In addition, this research also applies the Performance Measurement method to evaluate the performance of an entity through data collection and analysis, to measure how effective and efficient users are in carrying out a set of predetermined tasks.

Data Collection Stage
The research utilized two distinct data collection approaches. Primary data was directly acquired from GetContact application users through comprehensive methodological strategies, specifically the PSSUQ administered via Google Forms and the RTA method, which incorporated task sequence testing and structured interviews. Complementing the primary data, secondary data was systematically gathered from authoritative and relevant academic sources, including peer-reviewed scholarly articles, academic journals, and research-oriented websites (Maulina 2023). This multi-dimensional data collection strategy ensured a robust and comprehensive approach to investigating the research objectives, allowing for nuanced insights into user experiences and system usability. Data collection techniques involve several important stages:

1. Instrument Development
The instrument in this study includes the following 2 stages:
A. PSSUQ Questionnaire
At the PSSUQ data collection stage, the author uses 16 question instruments provided by the PSSUQ method, which are assigned a value using a Likert scale with existing provisions, namely a score range of 1 (strongly agree) to 7 (strongly disagree) using Google Forms. The following is a table of provisions for the PSSUQ method (Riyadi & Kurniabudi 2023):

Table 1. PSSUQ Questionnaire

Question Numbers	PSSUQ Questions
PSSUQ1	I am generally satisfied with the ease of using GetContact.
PSSUQ2	GetContact is simple to use.
PSSUQ3	I can efficiently search for contact information through GetContact
PSSUQ4	Using the GetContact app provides a comfortable experience for me.
PSSUQ5	The process of learning how to use GetContact is not complicated.
PSSUQ6	I was able to quickly become productive in using GetContact.
PSSUQ7	GetContact provides clear guidelines for troubleshooting issues in its system
PSSUQ8	When something goes wrong, I can resolve it quickly and easily.
PSSUQ9	GetContact clearly provides helpful information resources (online instructions, on-screen messages, and other documentation).
PSSUQ10	I had no trouble finding the information I needed on GetContact.
PSSUQ11	The information provided really helped me to use GetContact effectively.
PSSUQ12	The layout of the information on the GetContact screen is structured.
PSSUQ13	GetContact's interface design provides visual comfort.
PSSUQ14	I appreciate the interface presented by GetContact.
PSSUQ15	All the features and functionality in GetContact have met my expectations.
PSSUQ16	Overall, I am satisfied with my experience using GetContact.

Table 2. Scale Scoring Rules

Question Scoring	Lowest Score	Average	Highest Score
SysUse-1 - 6	2.57	2.80	3.62
InfoQual-7 - 12	2.79	3.02	3.24
InterQual-13 - 15	2.28	2.49	2.71
Overall-1 - 16	2.62	2.82	3.02

B. Task Scenario

Researchers collected data by giving task scenarios to 5 GetContact users in the Palembang area and performance measurement will be carried out.

Table 3. Task Scenario

Task Code	Task Scenario
ST1	Viewing Your Own Number Marker
ST2	Remove One of the Existing Markers on Your Tags
ST3	Try out the Report/Block Number Feature
ST4	View Notification Features
ST5	Use of the Spam Protection Feature
ST6	Send Messages to Your Contacts on the Chat Feature
ST6	Add a Bookmark to the Tag Feature in One of Your Contacts/Users
ST7	Add a Bookmark to the Tag Feature in One of Your Contacts/Users
ST8	Add a Comment to One of Your Contacts/Users

C. Interview

After the performance measurement stage is completed, interviews will be conducted to collect data using the RTA method. Respondents will be asked about their experiences including the obstacles encountered and suggestions for improvement verbally during use.

2. Questionnaire Distribution

The distribution of the PSSUQ questionnaire began with identifying the population and selecting a sample. The population refers to the entire group targeted in the research, while the sample represents a subset chosen to reflect the characteristics of the population. (Amin, F., et al. 2023). This study focuses on GetContact users in the Palembang area. Given the uncertainty of the number of app users, sampling was done with two approaches: 5 people for task testing and interviews, while determining the number of survey respondents through Lemeshow's calculation with the Simple Random Sampling method using Lemeshow's Formula, which is suitable for use when the population size is unknown. In this case, the number of GetContact application users in Palembang is not known with certainty. The calculation of the Lemeshow formula (1997) is as follows (Wulandari & Hamzah 2024):

$$n = \frac{z^2 p(1-p)}{d^2} \qquad (1)$$
$$n = \frac{1.96^2 0.5(1-0.5)}{0.1^2} \qquad (2)$$
$$n = \frac{0.9604}{0.01} \qquad (3)$$
$$n = 96 \qquad (4)$$

Based on Lemeshow, with the following parameters:
n = represents the number of samples
z = indicates a standard value of 1.96 p = maximum estimate set at 0.5
d = sampling error rate of 0.10
The results of the analysis show that the minimum sample size required for this study is 96 respondents.

Data Processing and Data Analysis
1. Validity and Reliability
Validity & reliability tests ensure the accuracy and consistency of research instruments. The validity test assesses the accuracy of the measuring instrument, with valid criteria if r count > r table (Nurlistiani & Purwati 2021;Rachmawati & Setyadi 2023). The reliability test measures consistency with Cronbach's alpha value between

0.7 and 0.9 indicates high reliability, 0.5 to 0.7 indicates moderate reliability, and values below 0.5 indicate low reliability (Suwandy et al. 2022; Frobenius et al. 2023).

2. PSSUQ Calculation

The process of calculating PSSUQ begins with collecting questionnaire data completed by respondents through Google Forms. The calculation will be carried out based on the formula set out in PSSUQ as follows (Naufal et al. 2024):

$$sub\ skala = \frac{jumlah\ nilai\ jawaban\ responden\ dari\ setiap\ sub-skala}{jumlah\ seluruh\ pertanyaan\ setiap\ sub-skala} \qquad (5)$$

PSSUQ applies "lower score high usability", which means that smaller numerical values indicate better usability of the evaluated system (Sufandi & Aprijani 2022).

2. Retrospective Think Aloud

At this stage, the calculation of the results of testing a series of tasks using performance measurement will be carried out to measure the performance of effectiveness and efficiency using the following formula:

A. Effectiveness

Determined by assigning a binary value of '1' success and '0' failure in carrying out the task. This measurement allows evaluation of the degree of success and failure in completing the assigned task. Here is the formula (Sulistiya et al. 2021):

$$Berhasil\ \frac{Jumlah\ skenario\ tugas\ yang\ berhasil\ dikerjakan}{Total\ skenario\ tugas}\ x\ 100\% \qquad (6)$$

$$Gagal = \frac{Jumlah\ skenario\ tugas\ yang\ gagal\ dikerjakan}{Total\ skenario\ tugas}\ x\ 100\% \qquad (7)$$

B. Efficiency

Measured based on the time to complete a series of tasks by respondents. Efficiency is tested using time-based efficiency to evaluate the speed and accuracy of users in using the application. Here is the formula ('Aisy et al. 2024):

$$Time\ Based\ Efficiency = \frac{\sum_{j=1}^{R} \sum_{i=1}^{N} \frac{nij}{tij}}{NR} \qquad (8)$$

Explanation:

R = Number of Respondents
N = Number of all tasks in the task set
nij = The result of the set of tasks (i) performed by the respondent (j). success, nij = 1, if failure then nij = 0
tij = The duration required by the respondent (j) to run all series of tasks (i)

After performing the calculations, then review the comments from the user interviews after completing each set of tasks, including the identification of obstacles encountered and suggestions for improvement proposed.

RESULT

System Usability Questionnaire (PSSUQ) Method

This evaluation research successfully collected data from 190 GetContact user respondents in Palembang through a Google Forms online survey. The data was then processed and analyzed using the PSSUQ formula.

A. Demographic Analysis of PSSUQ Questionnaire

The characteristics of the respondents were classified into Palembang domicile, gender, age, status, and frequency of use of GetContact. The following are the demographic results of the 190 respondents:

Table 4. Recapitulation of Demographic Result Dominance

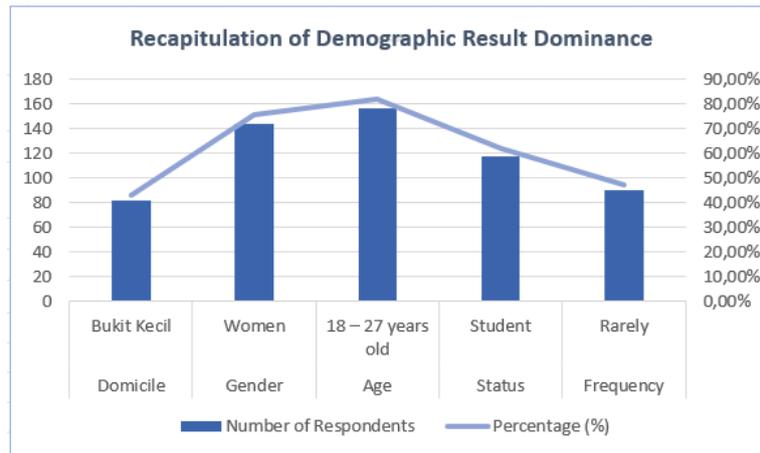| Characteristics	Category	Number of Respondents	Percentage (%)
Domicile	Bukit Kecil	82	43,2%
Gender	Women	144	75,8%
Age	18 – 27 years old	156	82,1%
Status	Student	118	62,1%
Frequency	Rarely	90	47,4%

*name of corresponding author

Figure 2. Demographic Result Domination Chart

Based on the demographic recapitulation of GetContact application users, the profile is dominated by respondents from Ilir Barat I (43.2% or 82 respondents), predominantly female (75.8% or 144 respondents), aged 18-27 years (82.1% or 156 respondents), with student status (62.1% or 118 respondents), and rare application usage of once a month or less (47.4% or 90 respondents).

B. Validity and Reliability Test

The PSSUQ questionnaire was tested on 30 initial respondents. The validity of the questionnaire was declared valid (relevant) if r-count > 0.361 at 5% significance. Meanwhile, reliability was measured using Cronbach's alpha, with the instrument considered reliable if the value was > 0.60.

Table 5. Validity Test of PSSSUQ Questionnaire

r Table	r Count	Description
.852	.361	Relevant valid
.850	.361	Relevant valid
.894	.361	Relevant valid
.825	.361	Relevant valid
.783	.361	Relevant valid
.871	.361	Relevant valid
.878	.361	Relevant valid
.862	.361	Relevant valid
.676	.361	Relevant valid
.849	.361	Relevant valid
.898	.361	Relevant valid
.911	.361	Relevant valid
.890	.361	Relevant valid
.910	.361	Relevant valid
.867	.361	Relevant valid
.865	.361	Relevant valid

Table 6. PSSUQ Questionnaire Reliability Test

Cronbach's alpha	N of items
0.975	16

Based on the validity and reliability test results presented in Table 5 and Table 6, it is evident that all 16 questions in this questionnaire are valid and reliable.

C. PSSUQ Calculation Analysis

Based on the answers from 190 respondents through an online survey via Google Forms, the recapitulation using the PSSUQ method produces four scales: one overall score (Overall) and three sub-scales, namely SysUse, InfoQual, and InterQual. The following is the calculation analysis (Wahyuni & Hamzah 2024):

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1 SysUse (System Usefulness): measures the ease of use, efficiency, speed, and reliability of the system, Average of 6 questions
2 InfoQual (Information Quality): assesses how well the information provided meets user needs. Average questions from 7 to 12
3 InterQual (Interface Quality): provides an overall picture of how well the system's interface, features, and functions contribute to the user experience. Average questions from 13 to 15
4 Overall: an average of 16 questions in the questionnaire.

Based on the calculations on each sub-scale, the recapitulation results are as follows:

Table 7. Recapitulation of PSSUQ Questionnaire Results

Respondent	PSSUQ Subscale Score			
	SysUse	InfQual	IntQual	Overall
Resp 1	2,16	2,33	2,33	2,66
Resp 2	1	1	1	1
Resp 3	1,83	2,16	2,16	1,66
Resp 4	1,83	1,16	1,16	1,66
Resp 5	1,16	1,5	1,5	1,33
Resp 6	5	4	4	5,33
Resp 7	2,1	2,5	2,5	1,66
Resp 8	1,3	1,83	1,83	1,66
Resp 9	1,6	1,16	1,16	1
Resp 10	1	1	1	1
Resp 11	1,3	1,16	1,16	1
Resp 12	2,3	2,66	2,66	2
Resp 13	2	2	2	2
Resp 14	3,5	3,16	3,16	3,66
Resp 15	1,83	2,66	2,6	2
….	….	….	….	….
Resp 188	4,66	4,66	6,33	4,93
Resp 189	6,16	5,5	3,66	5,37
Resp 190	5	6	4,33	5,25
Rata-rata	**2,60**	**2,80**	**2,89**	**2,73**

Based on the PSSUQ questionnaire recapitulation results shown in table 7, the average results for each subscale in Figure 3:
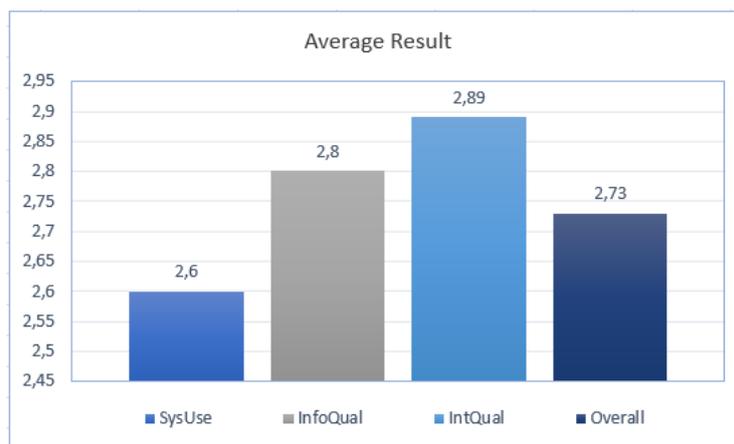

Figure 3. Graphic diagram of PSSUQ calculation results

Next, the usability evaluation was conducted by comparing the overall total score and three PSSUQ subscales against the standard assessment thresholds of this method. This comparison determines the quality of each measured aspect, producing an objective assessment of the system's success level based on PSSUQ standards. The next step is to examine these total scores using the assessment thresholds established in the PSSUQ method.

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Table 8. Comparison of PSSUQ Norms with Recapitulation Results

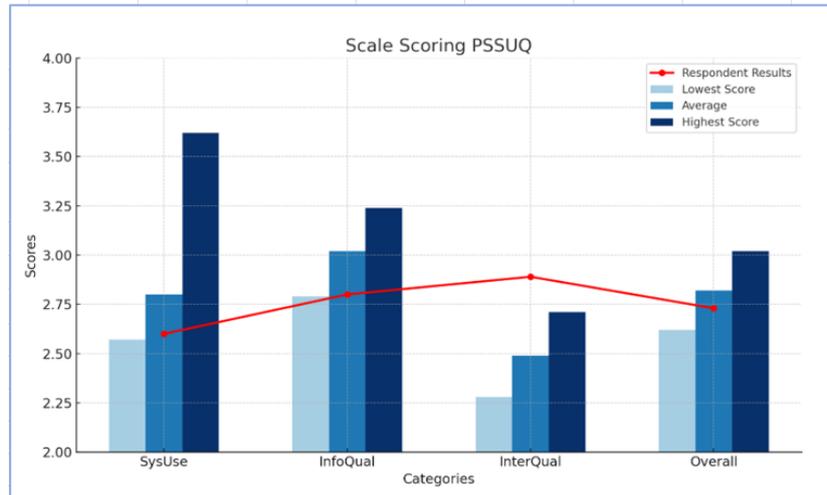| Question Scoring	Lowest Score	Average	Highest Score	Respondent Results
SysUse-1 - 6	2.57	2.80	3.62	2,60
InfoQual-7 - 12	2.79	3.02	3.24	2,80
InterQual-13 - 15	2.28	2.49	2.71	2,89
Overall-1 - 16	2.62	2.82	3.02	2,73

Figure 4. Comparison Graph of PSSUQ Norms with Recapitulation Results

Based on the analysis of the PSSUQ results, it shows variations in various usability aspects. The SysUse (2.60) and InfoQual (2.80) scores show excellent ease of use and information quality. However, the InterQual score of 2.89 which exceeds the highest score indicates significant issues with interface quality and usability features. Nonetheless, the overall score of 2.73 reflects the overall good performance of the app. This aligns with the applicable norm provisions of upper limit, lower limit, and average with the PSSUQ principle of 'low score, high usability'. The higher (worse) interface Quality score compared to System Usage and Information Quality reflects specific challenges in the interface aspect. The evaluation results show that the system interface requires improvement as users have difficulty in navigating menus and understanding the layout of features. Compared to the ease of use of the system and good information quality, the interface aspect is considered suboptimal in supporting user interaction with the system.

Retrospective Think Aloud (RTA) Method
A. Effectiveness
The average value of the set of tasks that were successfully and unsuccessfully performed is in Table 9:

Table 9. Recapitulation of Task Effectiveness scenario data

Respondent	ST1	ST2	ST3	ST4	ST5	ST6	ST7	ST8	Succeed	Failed
Resp 1	✓	✗	✓	✓	✓	✓	✓	✓	80%	20%
Resp 2	✓	✓	✓	✓	✓	✓	✓	✓	100%	0%
Resp 3	✓	✓	✓	✓	✓	✓	✓	✓	100%	0%
Resp 4	✓	✗	✓	✓	✓	✓	✓	✓	80%	20%
Resp 5	✓	✓	✓	✓	✓	✓	✓	✓	100%	0%
Average Percentage									**92%**	**8%**

Based on the calculation of the average results of the task scenarios that were successfully performed by 5 respondents, an average score of 92% was obtained and 8% failed.
B. Efficiency
Efficiency measures the working time required for respondents to complete a task scenario. The measurement starts when the respondent begins working on the task until the task is completed, the results are in seconds.

Table 10. Recapitulation of Task Efficiency Scenario Data

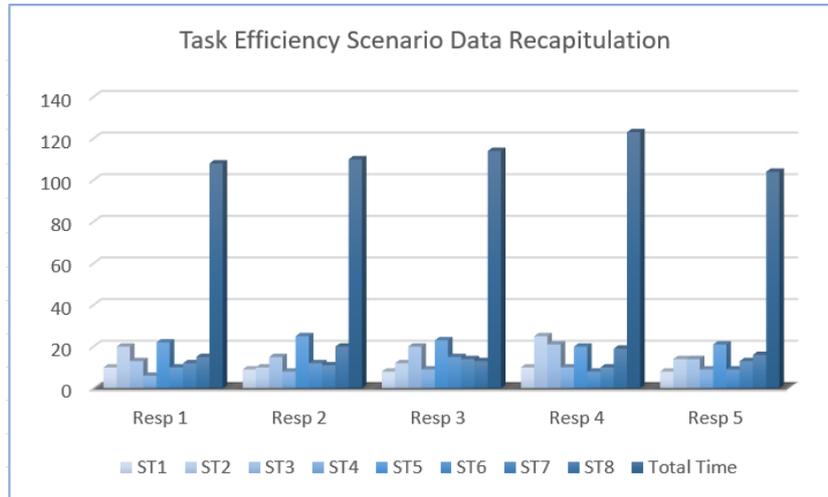| Respondent	ST1	ST2	ST3	ST4	ST5	ST6	ST7	ST8	Total Time
Resp 1	10	20	13	6	22	10	12	15	108
Resp 2	9	10	15	8	25	12	11	20	110
Resp 3	8	12	20	9	23	15	14	13	114
Resp 4	10	25	21	10	20	8	10	19	123
Resp 5	8	14	14	9	21	9	13	16	104
Average Percentage									0.0085

Figure 5. Graph Recapitulation of Efficiency Scenario Data results

Based on the results of the recapitulation data, the efficiency calculation is carried out as follows:

$$Time\ Based\ Efficiency = \frac{\frac{7}{108} + \frac{8}{110} + \frac{8}{114} + \frac{7}{123} + \frac{8}{104}}{8\ x\ 5}$$

$$= 0.0085\ goals/sec$$

Based on the efficiency analysis, respondents were able to complete tasks at 0.0085 goals/sec. Although 2 respondents failed in 1 task, this number indicates positive respondent performance in completing the given series of tasks.

C. Analysis of RTA Results

The GetContact evaluation using the RTA technique with 5 respondents, who had completed a series of performance measurement tasks, revealed difficulties and suggestions for improving the GetContact application. The following is a summary of users' verbal feedback regarding the difficulties encountered and recommendations for each series of completed tasks.

Table 11. Recapitulation of Constraints and Suggestions from Respondents

Respondent	Constraints	Suggestions
Resp 1	There are problems when viewing the tag number itself due to long loading and annoying ads, and the delete marker feature is not visible.	We recommend that the application interface does not display a lot of advertisements because it is annoying, and display the "delete tag" feature on the interface so that it can be found.
Resp 2	Can't find the option to edit a comment that has already been made.	Add edit feature to comment feature.

Resp 3	In the report/block feature, the text message information is reported, which makes it confusing whether it has been blocked or only reported.	It is better to add a feature for information on contacts that have been blocked.
Resp 4	It is not possible to remove number tags by yourself, and the spam protection feature has no further notice.	No suggestions.
Resp 5	The interface has a lot of annoying ads, and the "tag limit" information is cluttered.	Optimize ad placement so that it is less distracting and improve the layout of the "tag limit" information with a more structured design.

Based on the results of data recapitulation from the RTA method, problems were found in the interface and limited application features that affected user performance during testing. Respondents suggested interface improvements and the addition of necessary features to GetContact. These findings reinforce the PSSUQ measurement results which also indicated similar usability issues, showing the consistency of issues across both evaluation methods used.

DISCUSSIONS

The results of the PSSUQ calculation on the GetContact application generally show strength in terms of system usability and information provision, but require improvement in the quality of the interface and application features. Based on the findings from the PSSUQ calculation, further testing was carried out using the RTA method to identify specific problems with the interface and features of the GetContact application for free subscription users, as well as to gain in-depth insight into the user experience when interacting with the application. The results obtained from the RTA analysis reinforced the findings from the PSSUQ measurement, where both evaluation methods showed some areas that needed to be optimized.

The results of this study are in line with the study of Paramitha et al. (2020) on the Teampal.id application, which also used a combination of PSSUQ and RTA methods to evaluate user experience. In the Teampal.id study, the PSSUQ measurement results showed positive acceptance of the system's usability, but RTA testing managed to uncover specific problems related to information layout and interface interaction. Meanwhile, in the GetContact study, although not all PSSUQ scales showed positive results, especially in the service aspect, both methods still managed to identify areas that needed optimization to improve the overall user experience. This confirms that the combination of PSSUQ and RTA methods is effective in uncovering strengths as well as deep issues in user experience.

CONCLUSION

A comprehensive evaluation of GetContact application usability in the Palembang region, employing both quantitative and qualitative analytical approaches, yielded comprehensive findings. The quantitative analysis, conducted through PSSUQ questionnaires with 190 respondents predominantly university students aged 18-27 years with infrequent usage patterns demonstrated favorable overall acceptance (overall score 2.73). The System Usefulness Scale (2.60) and Information Quality (2.80) both indicated good usability levels, while Interface Quality (2.89) showed less satisfactory usability metrics. These findings underscore the necessity for significant improvements in the application's interface and features to enhance overall usability.

The qualitative analysis using the RTA method corroborated the PSSUQ findings by identifying specific constraints in features and interface elements, although performance testing showed positive results (92% effectiveness, 0.0085 goals/second efficiency). The evaluation through both methods emphasizes the importance of further development focused on improving GetContact's interface quality and features to enhance usability and user experience.

The impact of the research on app development generally suggests that interface improvements are key to quality improvement. The research findings indicate the need for simpler interface design, with a focus on simplifying navigation, improving visual consistency, and developing clearer prompts. Development strategies should be geared towards creating interfaces that are more intuitive and easy to understand, in order to improve functionality and overall user experience.

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