

## INTISARI

PERUMDAM Tirta Satria Purwokerto merupakan salah satu unit usaha milik Daerah yang bergerak dalam bidang distribusi air bersih bagi masyarakat umum yang berada di Kabupaten Banyumas. Seiring dengan perkembangan zaman PERUMDAM Tirta Satria Purwokerto cukup menyadari pentingnya sebuah aplikasi mobile untuk memberikan layanan secara online. Oleh sebab itu, PERUMDAM Tirta Satria Purwokerto menyediakan aplikasi mobile yaitu Info PDAM Tirta Satria. Namun pada kenyataannya pengguna aplikasi Info PDAM Tirta Satria cukup rendah berdasarkan rating dan respon dari pengguna pada PlayStore. Maka dari itu aplikasi Info PDAM Tirta Satria harus dilakukan evaluasi untuk dapat menilai kepuasan pengguna. Penelitian ini menggunakan metode Heuristic Evaluation dari Jacob Nielsen, metode Heuristic Evaluation merupakan sebuah metode untuk mengukur tingkat usability sebuah software dalam desain antarmuka. Tujuan dari penelitian ini untuk menemukan masalah usability dalam desain antarmuka dan mengetahui faktor – faktor yang mempengaruhi kepuasan pengguna aplikasi Info PDAM Tirta Satria menggunakan metode Heuristic Evaluation sehingga dapat membantu PERUMDAM Tirta Satria Purwokerto dalam mengembangkan aplikasi Info PDAM Tirta Satria. Teknik pengumpulan data yang dilakukan dengan analisis dokumen kuesioner atau angket yang disebar kepada pengguna aplikasi Info PDAM Tirta Satria dikalangan masyarakat. Berdasarkan pengolahan metode Heuristic Evaluation yang telah dilakukan terdapat 6 variabel yang mempengaruhi kemudahan penggunaan (Usability) aplikasi Info PDAM Tirta Satria yaitu variabel Visibility Of System Status dengan nilai 64%, Match Between System and The Real World dengan nilai 63%, User Control and Freedom dengan nilai 61%, , Recognition Rather Than Recall dengan nilai 63%, Flexibility And Efficient Of Use dengan nilai 61%, dan Help and Documentation dengan nilai 61%. Sedangkan variabel yang tidak mempengaruhi kemudahan penggunaan (Usability) aplikasi Info PDAM Tirta Satria yaitu variabel Consistency and Standards dengan nilai 55%, Error Prevention dengan nilai 60% Aesthetic and Design dengan nilai 55%, Help Users Recognize Diagnose and Recovers From Errors dengan nilai 60%. Hasil akhir pencapaian evaluasi aplikasi Info PDAM Tirta Satria yaitu dengan total 60% yang berarti dari segi usability pengguna cukup puas dengan tampilan desain aplikasi Info PDAM Tirta Satria yang minimalis dan fitur yang mudah digunakan.

Kata kunci: Usability, Heuristic Evaluation, Info PDAM Tirta Satria

## ABSTRACT

*PERUMDAM Tirta Satria Purwokerto is a regional owned business unit engaged in the distribution of clean water to the general public in Banyumas Regency. Along with the development of the times, PERUMDAM Tirta Satria Purwokerto is quite aware of the importance of a mobile application to provide services online. Therefore, PERUMDAM Tirta Satria Purwokerto provides a mobile application, namely PDAM Tirta Satria Info. However, in fact the users of the PDAM Tirta Satria Info application are quite low based on the ratings and responses from users on the PlayStore. Therefore the PDAM Tirta Satria Info application must be evaluated to be able to assess user satisfaction. This study uses the Heuristic Evaluation method from Jacob Nielsen, the Heuristic Evaluation method is a method for measuring the usability level of a software in interface design. The purpose of this research is to find usability problems in interface design and to find out the factors that influence user satisfaction of the Info PDAM Tirta Satria application using the Heuristic Evaluation method so that it can assist PERUMDAM Tirta Satria Purwokerto in developing the Info PDAM Tirta Satria application. Data collection techniques were carried out by analyzing document questionnaires or questionnaires which were distributed to users of the PDAM Tirta Satria Info application among the community. Based on the processing of the Heuristic Evaluation method that has been carried out, there are 6 variables that influence the ease of use (Usability) of the Info PDAM Tirta Satria application, namely the Visibility Of System Status variable with a value of 64%, Match Between System and The Real World with a value of 63%, User Control and Freedom with a value of 61%, Recognition Rather Than Recall with a value of 63%, Flexibility And Efficient Of Use with a a value of 61%, and Help and Documentation with a value of 61%. While the variables that do not affect the ease of use (Usability) of the Info PDAM Tirta Satria application are the Consistent cyand Standards with a value of 55%, Error Prevention with a value of 60%, Aesthetic and Design variables with a value of 55%, Help Users Recognize Diagnose and Recovers From Errors with a value of 60%. The final result of the evaluation achievement of the PDAM Tirta Satria Info application is a total of 60%, which means that in terms of usability the user is quite satisfied with the minimalist appearance of the Info PDAM Tirta Satria application design and features that are easy to use.*

*Keywords: Usability, Heuristic Evaluation, PDAM Tirta Satria Info*