

INTISARI

Aplikasi Aqtive HR digunakan oleh PT Artindo Pratama Sejahtera untuk mengelola presensi, pengajuan izin, cuti, reimburse, dan lembur karyawan. Namun, analisis menunjukkan adanya berbagai permasalahan pada desain antarmuka yang berdampak pada rendahnya kepuasan pengguna, seperti proses absensi yang lambat, verifikasi wajah yang berlebihan, pengajuan izin dan cuti yang membingungkan, serta alur reimburse yang rumit. Berdasarkan hasil System Usability Scale (SUS) sebelumnya, skor yang diperoleh hanya 48 (kategori Poor), menunjukkan aplikasi sulit digunakan. Untuk mengatasi permasalahan tersebut, penelitian ini menerapkan metode User-Centered Design (UCD) melalui empat tahap: understand context of use, specify user requirements, design solution, dan evaluation against requirements. Evaluasi dilakukan menggunakan tiga metode: SUS, Single Ease Question (SEQ), dan A/B Testing. Hasil pengujian menunjukkan peningkatan skor SUS menjadi 73 (kategori Good), nilai SEQ rata-rata 6,35 (kategori “Mudah”), serta kinerja desain baru (versi B) lebih baik dibanding versi lama (versi A) dengan waktu penyelesaian tugas lebih cepat (87 detik vs 103 detik) dan tingkat keberhasilan lebih tinggi (98% vs 88%). Temuan ini membuktikan bahwa perancangan ulang antarmuka Aqtive HR dengan pendekatan UCD mampu meningkatkan kemudahan, kenyamanan, dan efisiensi penggunaan sesuai kebutuhan pengguna.

Kata kunci: User-Centered Design, usability, SUS, SEQ, A/B Testing.

ABSTRACT

The Aqtive HR application is used by PT Artindo Pratama Sejahtera to manage employee attendance, leave requests, absence permissions, reimbursements, and overtime. However, analysis revealed several interface design issues that negatively impacted user satisfaction, such as slow attendance processing, excessive facial verification gestures, confusing leave and permission submissions, and a complicated reimbursement process. The previous System Usability Scale (SUS) score was only 48 (Poor category), indicating that the application was difficult to use. To address these issues, this study applied the User-Centered Design (UCD) method through four stages: understand context of use, specify user requirements, design solution, and evaluation against requirements. The evaluation employed three methods: SUS, Single Ease Question (SEQ), and A/B Testing. The results showed an improved SUS score of 73 (Good category), an average SEQ score of 6.35 ("Easy" category), and better performance in the new design (version B) compared to the old design (version A) with faster task completion time (87 seconds vs. 103 seconds) and a higher success rate (98% vs. 88%). These findings demonstrate that redesigning the Aqtive HR interface using the UCD approach successfully improved usability, comfort, and efficiency in line with user needs.

Keywords: User-Centered Design, usability, SUS, SEQ, A/B Testing.