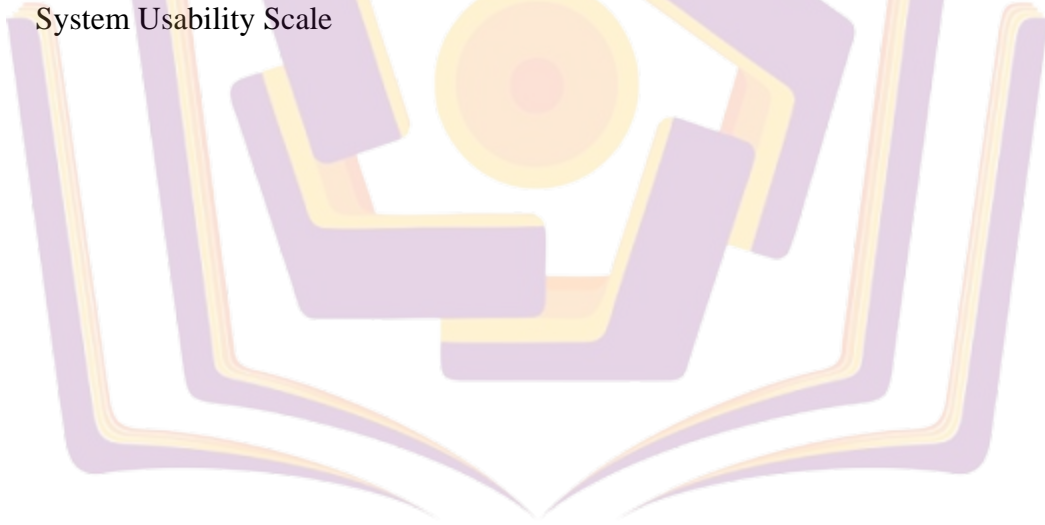


INTISARI

Perkembangan teknologi yang semakin pesat mempermudah akses informasi secara efektif. King Rental Purwokerto, sebagai penyedia jasa rental motor dan mobil, menghadapi tantangan berupa kendala sistem operasional yang belum optimal dalam mengomunikasikan informasi layanan kepada para pelanggan. Penelitian ini merancang antarmuka pengguna website King Rental Purwokerto menggunakan metode Design Thinking yang mencakup tahapan Empathize, Define, Ideate, Prototype, dan Testing. Survei terhadap 36 responden mengidentifikasi delapan solusi utama, yang kemudian diwujudkan dalam desain User Interface website dengan tiga fitur utama: landing page, tampilan halaman user, dan admin. Pengujian prototipe dengan metode System Usability Scale menghasilkan skor rata-rata 78,95, menunjukkan penerimaan yang layak, meraih predikat nilai C pada skala kualitas, dan tingkat kebergunaan yang baik. Penelitian ini menyimpulkan bahwa desain User Interface website King Rental Purwokerto memenuhi kebutuhan pengguna dengan tingkat kegunaan yang memuaskan.

Kata Kunci : King Rental Purwokerto, Website, Design Thinking, User Interface, System Usability Scale



ABSTRACT

The rapid development of technology facilitates effective access to information. King Rental Purwokerto, as a provider of motorbike and car rental services, faces challenges in the form of operational system constraints that are not optimal in communicating service information to customers. This study designs the user interface of the King Rental Purwokerto website using the Design Thinking method which includes the stages of Empathize, Define, Ideate, Prototype, and Testing. A survey of 36 respondents identified eight main solutions, which were then realized in the website User Interface design with three main features: landing page, user page display, and admin. Prototype testing using the System Usability Scale method produced an average score of 78.95, indicating decent acceptance, achieving a C grade on the quality scale, and a good level of usability. This study concludes that the User Interface design of the King Rental Purwokerto website meets user needs with a satisfactory level of usability.

Keywords: King Rental Purwokerto, Website, Design Thinking, User Interface, System Usability Scale

