

## ABSTRAK

Carsome.id merupakan salah satu *website* jual beli mobil di Indonesia yang menyediakan solusi untuk pembeli dan penjual mobil bekas sehingga memudahkan pembeli yang mencari informasi mengenai ketersediaan mobil bekas sesuai dengan kriteria yang diinginkan dan juga penjual dapat dengan cepat menjual mobil bekasnya. Untuk mengetahui *level Usability* dari suatu *website* diperlukan analisis *usability*, metode WEBUSE dipilih karena berfokus pada pengembangan sistem evaluasi *usability* sehingga sesuai dengan *website* Carsome.id,

*Website Usability Evaluation* (WEBUSE) merupakan salah satu metode evaluasi *usability* yang dikembangkan oleh Chiew dan Salim. Metode WEBUSE merupakan suatu alat untuk mengukur *level usability* yang dapat digunakan untuk semua jenis *website*. Metode WEBUSE memiliki kriteria penilaian *usability* yaitu (1) *Content, Organization and Readability*, (2) *Navigation and Links*, (3) *Design User Interface* dan (4) *Performance and Effectiveness*. *Website Usability Evaluation* (WEBUSE) berfokus pada pengembangan alat berbasis web yang terdiri dari 24 pernyataan untuk mengevaluasi kegunaan situs web yang telah dibuat. Hasil dari kuesioner diolah dengan cara melakukan pengujian deskriptif, validitas, dan reliabilitas setelah itu dilanjutkan dengan analisis menggunakan metode WEBUSE.

Hasil pengujian dan pembahasan pada penelitian yang telah dilakukan pada *website* Carsome.id menggunakan metode *Website Usability Evaluation Tool* (WEBUSE) didapatkan poin *usability* sebesar 0,774. Hal ini menunjukkan bahwa *Level Usability* dari *website* Carsome.id adalah “Good”. *Level Usability* dari masing – masing kategori sesuai dengan ketentuan dari metode WEBUSE yaitu kategori *Content, Organization and Readability* mendapatkan Poin *Usability* 0,787 dengan *Level Usability* “Good”, kategori *Navigation and Links* mendapatkan Poin *Usability* 0,769 dengan *Level Usability* “Good”, kategori *User Interface Design* mendapatkan Poin *Usability* 0,771 dengan *Level Usability* “Good”, kategori *Performance and Effectiveness* mendapatkan Poin *Usability* 0,772 dengan *Level Usability* “Good”

Kata Kunci : *Carsome.id, Website, Usability, WEBUSE , Kuantitatif*

## **ABSTRACT**

*Carsome.id is one of the car trading websites in Indonesia that provides solutions for buyers and sellers of used cars, making it easier for buyers to find information about the availability of used cars according to their desired criteria, and allowing sellers to quickly sell their used cars. To determine the usability level of a website, a usability analysis is required. The WEBUSE method was chosen because it focuses on the development of a usability evaluation system, making it suitable for the Carsome.id website.*

*Website Usability Evaluation (WEBUSE) is one of the usability evaluation methods developed by Chiew and Salim. The WEBUSE method is a tool for measuring usability levels that can be used for all types of websites. The WEBUSE method has usability evaluation criteria, namely: (1) Content, Organization, and Readability, (2) Navigation and Links, (3) User Interface Design, and (4) Performance and Effectiveness. Website Usability Evaluation (WEBUSE) focuses on the development of a web-based tool consisting of 24 statements to evaluate the usability of websites. The results of the questionnaire are processed by conducting descriptive testing, validity, and reliability, followed by analysis using the WEBUSE method.*

*The results of the testing and discussion of the research conducted on the Carsome.id website using the Website Usability Evaluation Tool (WEBUSE) obtained a usability score of 0.774. This indicates that the Usability Level of the Carsome.id website is "Good." The Usability Level of each category according to the WEBUSE method is as follows: the Content, Organization, and Readability category received a Usability Score of 0.787 with a Usability Level of "Good," the Navigation and Links category received a Usability Score of 0.769 with a Usability Level of "Good," the User Interface Design category received a Usability Score of 0.771 with a Usability Level of "Good," and the Performance and Effectiveness category received a Usability Score of 0.772 with a Usability Level of "Good."*

*Keywords: Carsome.id, Website, Usability, WEBUSE, Quantitative*