

ABSTRACT

Jenius is a digital banking owned by BTPN and has been supervised by OJK. Jenius is a real embodiment of the government's movement in realizing the Indonesia Cashless Society. Based on data as of July 2021, 3.3 million users have used Jenius as digital banking. Even though it already has 3.3 million users, there are still problems that occur to Jenius application users. One of the problems that arise is the number of steps that users need to go through to access a service. Therefore, a study was conducted to evaluate the usability of the Jenius application. This study uses the usability testing method with user testing on the Jenius application version 3.2.3 and the SUS questionnaire. Aspects that become the basis of reference in evaluating the usability of the Jenius application, namely effectiveness (effectiveness), efficiency (efficiency), and satisfaction (satisfaction). The evaluation results become the basis for improvement using the User Centered Design method and referring to the "Eight Golden Rules" theory. These improvements improve the usability of the Jenius application in all three aspects tested. In the old-user group, the effectiveness aspect increased by 18.22%, the efficiency aspect increased by 57.15%, and the satisfaction aspect increased by 18.125%. Meanwhile, in the new-user group, the effectiveness aspect increased 38.7%, the efficiency aspect increased 68.55%, and the satisfaction aspect increased 35%.

Keywords: Usability Evaluation, System Usability Scale, Eight Golden Rules, Jenius, User Centered Design