

ABSTRAK

PERBANDINGAN *USABILITY TESTING* PADA *MOBILE COMMERCE* DAN *SOCIAL COMMERCE* UNTUK MENGIDENTIFIKASI PERILAKU PENGGUNA DENGAN *THINK ALOUD PROTOCOL*

Dinia Rahmawati

H1E016020

Belanja *online* merupakan suatu hal yang sangat familiar bagi para pembeli saat ini. Belanja *online* dapat dilakukan baik melalui perangkat seluler maupun aplikasi media sosial. Oleh karena itu, belanja online memiliki dua cara, pertama melalui perangkat *mobile* disebut *mobile commerce (m-commerce)*, dan kedua melalui media sosial disebut *social commerce (s-commerce)*. Toko *online* yang bertindak sebagai penjual baik di *m-commerce* maupun *s-commerce* harus memantau faktor-faktor yang mempengaruhi calon konsumen selama proses pembeliannya. Tujuan penelitian ini adalah untuk mengetahui sikap dan perilaku pengguna terhadap faktor yang paling diperhatikan dalam aktivitas belanja *online*. Pengumpulan data dilakukan melalui kuesioner dan *usability testing*, dengan tambahan *think aloud protocol*. Sebanyak 20 faktor yang diteliti pada penelitian ini, dan metode statistik deskriptif juga digunakan untuk menganalisis data. Sampel pada kuisisioner berjumlah 200 responden, dan 50 sampel responden pada *usability testing*. Hasil penelitian menunjukkan bahwa faktor utama sebagai faktor yang paling diperhatikan pada aktivitas belanja *online* baik pada *user attitude* maupun *user behaviour* memiliki hasil yang berbeda. Faktor utama pada *user attitude* berdasarkan hasil studi kuisisioner adalah spesifikasi produk, sedangkan pada *user behaviour* berdasarkan hasil studi *usability testing* adalah gambar dan / atau video produk. Terakhir, baik *m-commerce* maupun *s-commerce* memiliki hasil yang sama pada faktor utama sebagai faktor yang paling diperhatikan dalam aktivitas belanja *online*, yaitu gambar dan / atau video produk.

Kata kunci: *m-commerce, s-commerce, user attitude, user behaviour*

ABSTRACT
**COMPARISON OF USABILITY TESTING ON MOBILE COMMERCE AND
SOCIAL COMMERCE TO IDENTIFY USER BEHAVIOUR WITH THINK ALOUD
PROTOCOL**

Dinia Rahmawati

H1E016020

Online shopping is something that's very familiar for the buyers today. Online shopping could be done either through mobile devices or social media application. Therefore, online shopping has two way, first through mobile device is called mobile commerce (m-commerce), dan second through social media is called social commerce (s-commerce). The online shop as the seller either on m-commerce or s-commerce should monitor the factors that affected potential customers during the buying process. The purpose of this study was to determine the attitude and behaviour of the users towards the most considered factor at the online shopping activities. Data were collected through questionnaire and usability testing, in addition with the think aloud protocol. A total of 20 factors were being studied, and descriptive statistical methods were also being used to analyze the data. There were 200 samples on the questionnaire and 50 samples on usability testing. The results showed that the main factor as most considered factor at the online shopping activities neither on the attitude or behaviour of the user have different results. The main factor in the attitude of the user based on the result of the questionnaire study was a product specification, meanwhile in the behaviour of the user based on the result of the usability testing study was an image and/or video product. The last, both m-commerce and s-commerce have the same result on the main factor as most considered factor at the online shopping activities, that's an image and/or video product.

Keywords: *m-commerce, s-commerce, user attitude, user behaviour*