

ABSTRACT

Bike sharing or a bicycle program for the public is a program for the community where bicycles are used by individuals in the short term for free or paid. Bukalapak is one of the e-commerce sites in Indonesia that will build a bike sharing-based bicycle rental feature called BukaBike. In the use of bike sharing, irresponsible behavior becomes a problem that needs to be overcome because it can reduce satisfaction from the user which impacts on not achieving organizational / business goals related to stickiness and customer retention. The user interface can be a solution to this problem by implementing identifiability, monitoring, evaluation, dan social presence. In this study, a user interface modeling BukaBike feature on Bukalapak Application using the Goal-Directed Design method to increase user accountability and satisfaction. By using the USE Questionnaire method, the usability value obtained an average value of 77% with an increase in the satisfaction factor of 67%. These results indicate the user interface modeling BukaBike feature on Bukalapak Application is in line with the organization/business goals in increasing user satisfaction.

Keywords: *bike sharing, goal-directed design, user interface, use questionnaire*