

ABSTRACT

Nowadays all forms of information can be accessed easily through gadgets. One of them is the convenience of shopping online, so it is not surprising if the ecommerce business continues to stretch in the world. One of the players in the ecommerce business is PT. Telkom Indonesia through the Blanja.com brand, which is the ecommerce result of a joint venture with a large world marketplace, Ebay. However, it is known from the data obtained by the author that there are indications of problems with sales at Blanja.com which are caused by an increase in the bounce rate of 56.39%, resulting in a low conversion rate due to poor user experience so it needs to be investigated for what is the cause based on the usability aspect. studied namely learnability, efficient, error, memorability & satisfaction supported by marketing theory, digital marketing, ecommerce, usability & user experience.

The purpose of this study is to know how aspects of learnability, efficiency, error, memorability & satisfaction on Blanja.com, then find out whether each of these variables significantly influence the experience of Blanja.com users & find out how the effect of usability on experience simultaneously on user experience on Blanja.com Data analysis was performed using Structural Equation Modeling (SEM) statistical modeling because the author would confirm or confirm & path analysis. Then the equation model taken is covariance based matrix structural equation modeling (CB-SEM) with LISREL statistical analysis to explain the relationship between items in variables & confirm the model.

From this research, the results show that on the learnability aspect on Blanja.com site, users can easily understand the aspects of content even though they still need time to get used to using it. In the aspect of memorabilia Blanja.com users are easy to remember aspects of the appearance and main functions but still find it difficult to search the information presented. In the error aspect of the Blanja.com site the user is clearly informed regarding the link / hyperlink. While in the aspect of navigation, structure and layout still provides the possibility of errors. In the aspect of efficiency on the Blanja.com site users have quickly found the content sought supported by layout design but the navigation aspect still does not support the ease of finding content there is a satisfaction aspect. On the site Blanja.com concluded it already gives a sense of enjoyment when using but it still does not make users feel satisfied. Overall, the Blanja.com site user experience is best in the aspect of the content provided, the customer service aspect is quite responsive. While the appearance, background, color, graphics and sound have not been interesting and can not make users feel satisfied.

Through this research some general guidelines in ecommerce design can be produced that can provide a better experience to users not only providing input to Blanja.com but also to other ecommerce in general.

Keywords: Ecommerce, usability, user experience, structural equation modeling