

ABSTRACT

Logistics service users in Indonesia still face challenges in comparing prices and services from various logistics service providers (LSPs), particularly regarding information transparency and service selection efficiency. The lack of visibility during the delivery process also affects user trust. This study aims to design and develop a web-based information system in the form of a logistics marketplace platform to help users easily find, compare, and book delivery services from various LSPs efficiently. The system is equipped with special route request features and shipment tracking. The development method used is prototyping with iterations based on user feedback, while the evaluation was conducted through usability testing and the System Usability Scale (SUS) to measure ease of use and user satisfaction. The results indicate that the system provides a good user experience and supports user needs in selecting logistics services digitally. In the first iteration, the system achieved a SUS score of 79 (grade A-, acceptable category) with a Net Promoter Score (NPS) at the Promoter level. After improvements based on user feedback, the second iteration showed an increased SUS score of 95 (grade A+, acceptable category) with the NPS remaining at the Promoter level, indicating that the system is likely to be recommended by users and provides an excellent user experience.

Keywords: *Logistic, Prototyping, Usability Testing, System Usability Scale*