

ABSTRACT

USER USABILITY SCALE EVALUATION OF GOPAY, SHOPEEPAY, LINKAJA E-WALLET APPLICATIONS

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The increasing use of e-wallet application has made people increasing dependent on e-wallet services such as Gopay, Shopeepay, and Linkaja. However, despite the convenience offered, many users still complain of difficulties in accessing services, system disruptions, and features that do not work properly. Therefore, through this study, an evaluation of user experience was conducted to determine the extent to which these applications are able to provide convenience, comfort, and satisfaction when used in daily transaction activities. By distributing questionnaires to active users of the three applications to obtain data that was then analyzed using an evaluative method that focuses on user perceptions of ease of use, system reliability, and overall experience. The results show that in general, all three applications are still accepted by users, where Shopeepay is considered superior in providing benefits and ease of transactions, Gopay has a higher level of user trust, while Linkaja shows advantages in several aspects of ease of access and use. Therefore, the results of this study are expected to provide input for application developers in improving service quality that is in accordance with user expectations amidst increasingly fierce digital service competition.

Keywords: *e-wallet, user experience, convenience, ease, satisfaction, digital services*