



USABILITY EVALUATION OF SIPADI RICE PRODUCTION AND SALES INFORMATION SYSTEM USING THE SYSTEM USABILITY SCALE METHOD

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Abstract:

This research aims to design an agricultural product information system, specifically for rice, and evaluate and compare the usability of two agricultural information system interface designs: Design A (an agricultural product e-commerce interface) and Design B (an agricultural production information interface). The evaluation was conducted using the System Usability Scale (SUS) approach, which encompasses five usability dimensions: learnability, efficiency, memorability, error tolerance, and satisfaction. Five administrative staff members from the Rancaoray farmer group were selected as respondents for each design. The results show that Design A has an average usability score of 81%, and Design B has an average score of 80%. Design A excelled in both memorability and satisfaction, while Design B demonstrated stable performance across all dimensions. These results imply that interface selection should be tailored to the context of use, as well as the importance of continuous improvement based on user feedback.

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