

Usability Evaluation of Social Commerce Integration on TikTok Shop Among Generation Z Using System Usability Scale

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Abstract: The development of social commerce has driven the integration of e-commerce features into social networking platforms, one of which is the presence of TikTok Shop within the short-video application TikTok. The combination of entertainment and transaction functionalities into a single screen has the potential to trigger cognitive overload if the interface is not intuitively designed. Unlike previous studies that evaluated the application in aggregate, this research specifically measures the usability level of this hybrid interface from the perspective of Generation Z, a demographic with high expectations for practical digital navigation. This quantitative research was executed using the System Usability Scale (SUS) method, involving Generation Z respondents who were tested using 10 standard Likert-scale statements. The data calculation results were then analyzed and classified based on standard SUS measurement parameters, which include a grade scale, adjective rating, and acceptability ranges. The empirical evaluation demonstrated that the interface usability metrics successfully surpassed the 80% positive acceptability threshold across all measured dimensions. Furthermore, the instrument validation yielded a highly reliable internal consistency with a Cronbach's Alpha coefficient of 0.812. Through this evaluation, objective conclusions can be drawn regarding the extent to which the integration of shopping features on the TikTok short-video application interface is able to provide a user-friendly, comfortable, and effective experience for the Generation Z demographic.

Keywords: Usability; System Usability Scale; TikTok Shop; User Experience; E-commerce

1. INTRODUCING

The development of information technology has changed the way humans interact online, especially through the use of social media which has now transformed beyond its original function [1]. One platform leading this transformation is TikTok, which introduces the concept of social commerce by combining social interaction and electronic commerce (e-commerce) transactions within a single ecosystem[1], [2]. Demographically, users of this platform are heavily dominated by Generation Z, who are characterized as digital natives and analyzing their user segments is critical for accurate evaluation [3], [4]. The merging of these two massive functionalities fundamentally triggers a major challenge in terms of User Interface (UI) and User Experience (UX).

Adding a shopping cart and product catalog feature on top of an interface originally designed specifically for scrolling through entertainment videos is not merely a technical addition, but a psychological and visual transition for users. This integration forces users to process more information on a narrow screen. If the layout and navigation are not designed with a high level of usability, this combination has the potential to trigger cognitive overload, leading to confusion and decreased comfort.

This interface challenge becomes even more crucial and complex when faced with its main target market, namely Generation Z. As a generation that grew up in the era of internet speed, Generation Z

has very high standards and expectations regarding the practicality, speed, and smoothness of an application systems navigation[3]. They tend to have zero tolerance for slow or confusing interface designs. A high adoption rate of social commerce features in the early stages does not guarantee loyalty if the user experience does not provide seamless and consistent value[3].

Most previous studies tend to evaluate the usability of the TikTok application globally or measure social commerce platforms in aggregate without distinguishing the specific contribution of interface conflicts between its features [1], [3], [5], [6]. This research exists to fill this gap by taking a more specific and critical perspective: testing whether the “hybrid” interface (entertainment and shopping) offered by TikTok Shop is truly usable when tested directly on the demographic most critical of digital design, namely Generation Z.

To prove the argument and objectively evaluate the user experience, this study uses the System Usability Scale (SUS) method [1], [7],[8]. The SUS instrument, which consists of 10 statements with a Likert scale, is considered very appropriate and has become an industry standard for testing whether an application’s interface is acceptable [2], [9], [10], [11].

2. RESEARCH METHODOLOGY

This study employed a purposive sampling technique to collect primary data through online questionnaires. The respondent criteria were strictly limited to Generation Z individuals (born between 1997 and 2012) who have actively engaged in transactions using the TikTok Shop feature. The sample size of 36 respondents is justified as highly robust for this study. Based on standard quantitative research guidelines, a minimum sample of 30 is considered adequate for valid statistical analysis. Furthermore, in the specific context of usability evaluations, established literature indicates that a sample size of 12 to 15 users is generally sufficient to yield reliable System Usability Scale (SUS) metrics, thereby making the sample of 36 more than adequate to represent the target population.

This study uses a quantitative approach to evaluate the usability level of the TikTok Shop social commerce feature. This evaluation is carried out using the System Usability Scale (SUS) method which aims to measure the effectiveness, efficiency, and user satisfaction of a system in an integrative manner [12], [7], [13]. The collected data is then calculated and analyzed using the SUS Score reference, which is divided into score ranges: Not Acceptable (0-50), Marginal (50-70), and Acceptable (70-100). To clarify the operational stages, the entire research workflow has been summarized in Figure 1.

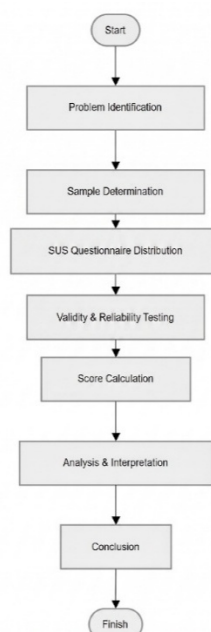


Figure 1. Flow of Research Methods

2.1 SUS Method

Primary data collection was carried out through the online distribution of questionnaires using Google Forms. Questionnaires were distributed to respondents who met the criteria through community groups and social media. Questionnaires were distributed to respondents who met the criteria through community groups and social media. To ensure the sample accurately represents the target demographic, the specific inclusion criteria for these respondents are explicitly defined in Table 1.

Table 1. Respondent Inclusion Criteria

No.	Inclusion Criteria	Description
1.	Demographic Cohort	Must belong to Generation Z, specifically individuals born between the years 1997 and 2012.
2.	Platform Accessibility	Must currently have the TikTok application installed and active on their mobile device.
3.	Transaction Experience	Must have prior experience utilizing the TikTok Shop feature for browsing or purchasing products.

The questionnaire instrument used was the 10 standard statements of the System Usability Scale (SUS) which had been translated and adjusted to the context of the TikTok Shop feature. The 10 statements (5 positive and 5 negative) presented to the respondents are shown in Table 2.

Table 2. SUS Questions

No.	Questions	Scale
1.	I think that I would like to use the TikTok Shop feature frequently.	1-5
2.	I found the TikTok Shop feature unnecessarily complex.	1-5
3.	I thought the TikTok Shop feature was easy to use.	1-5
4.	I think that I would need the support of a technical person to be able to use TikTok Shop.	1-5
5.	I found the various functions in TikTok Shop were well integrated.	1-5
6.	I thought there was too much inconsistency in the TikTok Shop feature.	1-5
7.	I would imagine that most people would learn to use TikTok Shop very quickly.	1-5
8.	I found the TikTok Shop feature very cumbersome to use.	1-5
9.	I felt very confident using TikTok Shop.	1-5
10.	I needed to learn a lot of things before I could get going with TikTok Shop.	1-5

Each statement uses a Likert measurement scale with 5 (five) answer choices presented in Table 2.

Table 3. Likert Scale

Scale	Answer Choice
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Questionnaire data will be analyzed by calculating scores based on the standard rules of the System Usability Scale (SUS) method. The calculation steps are as follows:

- 1) Positive Statement Assessment: for each odd statement (1, 3, 5, 7, 9), the contribution score is calculated by: Respondent Answer Score - 1.
- 2) Negative Statement Assessment: for each even statement (2, 4, 6, 8, 10), the contribution score is calculated by: 5 - Respondent Answer Score.
- 3) Total Respondent Score: sum all contribution scores from the 10 statements, then multiply the result by a weight of 2.5.
- 4) Average SUS Score: sum the total SUS scores of all respondents, then divide by the number of respondents to get the overall research average value.

After the average System Usability Scale (SUS) score of all respondents is obtained, the next step is to interpret the final score. The score is converted into three general evaluation parameter categories: acceptability ranges, grade scale, and adjective ratings.

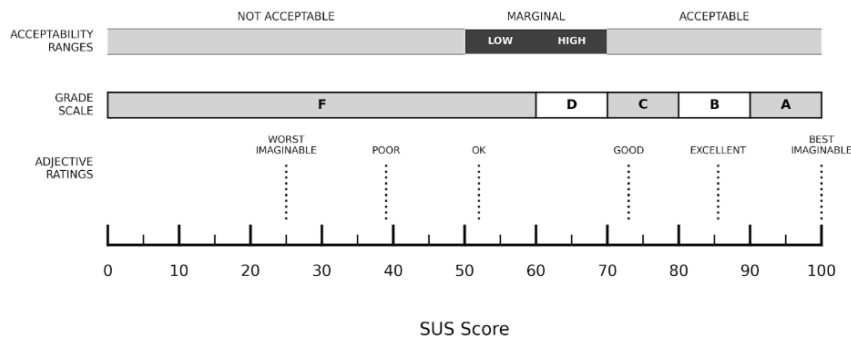


Figure 2. System Usability Scale (SUS) Assessment Parameters

Based on the parameters in Fig. 2 above, a new system or application interface can be considered successful and acceptable if its evaluation score meets the minimum feasibility threshold. This guideline will be used as a benchmark for analyzing the final results of TikTok Shop's usability testing on Generation Z users.

2.2 Validity and Reliability Testing

Prior to the primary System Usability Scale (SUS) score calculation, the questionnaire instrument underwent validity and reliability testing to ensure data accuracy and consistency. The validity test was conducted using the Pearson Product-Moment correlation method to verify that all 10 standard SUS statement items accurately measured the intended usability aspects. Concurrently, a reliability test was performed utilizing Cronbach's Alpha coefficient to assess the internal consistency of the instrument. The questionnaire is deemed reliable and scientifically valid for subsequent data processing if the calculated Cronbach's Alpha value exceeds the standard acceptable threshold of 0.60.

2.3 Data Processing Techniques

The data processing technique in this study involves several explicit and systematic stages. First, the raw primary data obtained from the online questionnaires were tabulated. Second, prior to the primary usability evaluation, the instrument underwent validity and reliability testing using Pearson Product-Moment correlation and Cronbach's Alpha coefficient to ensure data integrity and measurement accuracy. Finally, the scientifically valid data were quantitatively processed using the standard System Usability Scale (SUS) calculation matrix. The ordinal Likert scale responses were mathematically converted into contribution scores, accumulated, and multiplied by a constant weight of 2.5 to determine the final usability metric. This final score was subsequently mapped onto the standard evaluation parameters to draw conclusive results.

3. RESULT AND DISCUSSIONS

This study involved 36 respondents who had used the TikTok Shop feature [2]. Respondent characteristics were categorized based on age range and usage frequency to ensure the sample was relevant to the research focus, namely Generation Z individuals (born between 1997 and 2012) who have experience using the TikTok Shop feature [1], [3], [14]. The selection of Generation Z is considered very ideal because as digital natives, they have high navigation standards, making them the most susceptible to experiencing cognitive overload in hybrid interface designs. To empirically support this categorization, the detailed demographic breakdown of the respondents is explicitly presented in Table 3 below:

Table 4. Respondent Demographics

Demographic Category	Classification	Frequency (n)	Percentage (%)
Age (Generation Z)	<17 years old	0	0%
	17 – 25 years old	33	91.7%
	>25 years old	3	8.3%
Total		36	100%
Frequency of Use	First-time user	3	8.3%
	1 - 3 transactions/month	17	47.2%
	>3 transactions/month	16	44.4%
Total		36	100%

The raw data collected from this questionnaire represents the users' direct perceptions before positive and negative weight adjustments were made. All original answers from the 36 respondents for each statement (P1 to P10) were fully recapitulated as the basis for calculating the final metrics. The details of the original score distribution of each respondent can be seen in Table 4 below:

Table 5. Original Respondent Score

Respondent	Original Score									
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Respondent1	2	1	4	2	4	3	4	2	4	2
Respondent2	5	1	5	1	5	1	5	1	5	1
Respondent3	4	2	4	3	5	2	5	1	4	2
Respondent4	4	1	5	2	5	2	5	2	4	1
Respondent5	5	1	5	3	5	2	4	1	5	3
Respondent6	5	1	5	5	4	1	5	1	5	3
Respondent7	5	2	4	2	4	2	3	1	5	3
Respondent8	5	2	4	2	5	2	5	1	5	2
Respondent9	4	2	5	2	4	1	4	1	4	1
Respondent10	5	1	5	2	5	1	5	1	4	1
Respondent11	5	1	4	2	5	2	4	1	4	3
Respondent12	5	1	3	3	1	4	2	4	4	1
Respondent13	5	1	4	2	4	2	4	2	4	3
Respondent14	4	2	4	1	5	1	4	2	5	3
Respondent15	4	2	4	1	4	2	3	2	4	4
Respondent16	5	2	4	1	4	2	5	2	4	1
Respondent17	4	1	5	2	3	1	4	2	5	2
Respondent18	4	2	4	2	5	1	4	1	5	3
Respondent19	4	2	4	2	4	3	4	2	4	2
Respondent20	4	2	5	2	4	1	4	2	5	2
Respondent21	4	2	5	1	4	2	5	2	4	2
Respondent22	4	2	5	1	4	1	5	2	4	1
Respondent23	4	2	4	2	4	1	4	2	5	2
Respondent24	5	2	4	5	3	2	4	1	5	2
Respondent25	4	2	5	2	4	1	4	2	5	2
Respondent26	4	2	5	2	4	1	4	2	5	2
Respondent27	5	2	4	1	5	2	3	1	4	2
Respondent28	5	2	4	1	4	2	5	1	4	2
Respondent29	4	1	4	1	5	1	5	2	5	2
Respondent30	4	2	5	2	5	1	4	1	4	5
Respondent31	4	2	4	1	5	2	4	2	4	2
Respondent32	4	2	5	2	5	1	4	2	4	1
Respondent33	4	1	5	1	5	2	5	1	5	1
Respondent34	4	1	4	2	5	1	4	2	5	1

Respondent35	5	2	4	1	5	2	4	1	5	2
Respondent36	5	2	4	1	4	2	5	1	3	1

Prior to the final usability calculation, the raw data from 36 respondents underwent statistical testing. The validity was measured using the Pearson Product-Moment correlation. With $n=36$, the critical r -table value at a 5% significance level is 0.329. The statistical evaluation of the original respondent scores demonstrates that the calculated r -values for all 10 SUS items (P1 to P10) are consistently greater than the r -table threshold ($r\text{-count} > 0.329$), strictly confirming the scientific validity of each statement. Furthermore, the internal consistency was assessed using reliability testing, which yielded a Cronbach's Alpha coefficient of 0.812. Because this coefficient significantly exceeds the standard threshold of 0.60, the questionnaire instrument is definitively proven to be reliable for measuring the TikTok Shop interface usability.

After all the original score data from 36 respondents were collected, the next step was to convert the values into contribution scores based on the standard System Usability Scale (SUS) rules. This conversion process was carried out by subtracting 1 from the original score for positive statements (Score - 1), and subtracting 5 from the original score for negative statements (5 - Score). All contribution scores from the ten statements were then added up and multiplied by a constant of 2.5 to obtain the Total Final SUS Score for each respondent. A summary of the results of the contribution score calculation along with the overall final SUS score can be seen in Table 5 below:

Table 6. SUS Score Calculation

Respondent	Score Calculation										Sum	Total ($\times 2.5$)
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10		
Respondent1	1	4	3	3	3	2	3	3	3	3	28	70
Respondent2	4	4	4	4	4	4	4	4	4	4	40	100
Respondent3	3	3	3	2	4	3	4	4	3	3	32	80
Respondent4	3	4	4	3	4	3	4	3	3	4	35	87.5
Respondent5	4	4	4	2	4	3	3	4	4	2	34	85
Respondent6	4	4	4	0	3	4	4	4	4	2	33	82.5
Respondent7	4	3	3	3	3	3	2	4	4	2	31	77.5
Respondent8	4	3	3	3	4	3	4	4	4	3	35	87.5
Respondent9	3	3	4	3	3	4	3	4	3	4	34	85
Respondent10	4	4	4	3	4	4	4	4	3	4	38	95
Respondent11	4	4	3	3	4	3	3	4	3	2	33	82.5
Respondent12	4	4	2	2	0	1	1	1	3	4	22	55
Respondent13	4	4	3	3	3	3	3	3	3	2	31	77.5
Respondent14	3	3	3	4	4	4	3	3	4	3	33	82.5
Respondent15	3	3	3	4	3	3	2	3	3	1	28	70
Respondent16	4	3	3	4	3	3	4	3	3	4	34	85
Respondent17	3	4	4	3	2	4	3	3	4	3	33	82.5
Respondent18	3	3	3	3	4	4	3	4	4	2	33	82.5
Respondent19	3	3	3	3	3	2	3	3	3	3	29	72.5
Respondent20	3	3	4	3	3	4	3	3	4	3	33	82.5
Respondent21	3	3	4	4	3	3	4	3	3	3	33	82.5
Respondent22	3	3	4	4	3	4	4	3	3	4	35	87.5
Respondent23	3	3	3	3	3	4	3	3	4	3	32	80
Respondent24	4	3	3	0	2	3	3	4	4	3	29	72.5
Respondent25	3	3	4	3	3	4	3	3	4	3	33	82.5
Respondent26	3	3	4	3	3	4	3	3	4	3	33	82.5
Respondent27	4	3	3	4	4	3	2	4	3	3	33	82.5
Respondent28	4	3	3	4	3	3	4	4	3	3	34	85
Respondent29	3	4	3	4	4	4	4	3	4	3	36	90
Respondent30	3	3	4	3	4	4	3	4	3	0	31	77.5

Respondent31	3	3	3	4	4	3	3	3	3	3	32	80
Respondent32	3	3	4	3	4	4	3	3	3	4	34	85
Respondent33	3	4	4	4	4	3	4	4	4	4	38	95
Respondent34	3	3	3	3	4	4	3	3	4	4	35	87.5
Respondent35	4	3	3	4	4	3	3	4	4	3	35	87.5
Respondent36	4	3	3	4	3	3	4	4	2	4	34	85
Total											1186	2965
Average											82.36	82.36

The quantitative processing of the Likert scale responses resulted in a final average SUS score of 82.36. The detailed distribution of the data shows a maximum achieved score of 100 (absolute acceptance) and a minimum score of 55, with an estimated standard deviation of 11.45. This indicates a relatively consistent positive perception among the Generation Z demographic. An in-depth, item-by-item analysis reveals that the hybrid interface excels the most in minimizing complexity; respondents dominantly scored 1 or 2 on negative statements such as P2 (unnecessarily complex) and P8 (cumbersome to use). Conversely, positive statements, particularly P1 (frequent use intention) and P3 (ease of use), received dominant scores of 4 and 5. This explicitly answers the main issue presented in the introduction: the integration of e-commerce features into the TikTok short-video application does not trigger severe cognitive overload, but rather provides an intuitive and user-friendly experience for its target users. The mapping of the final score position for this test can be seen in Figure 3 below:

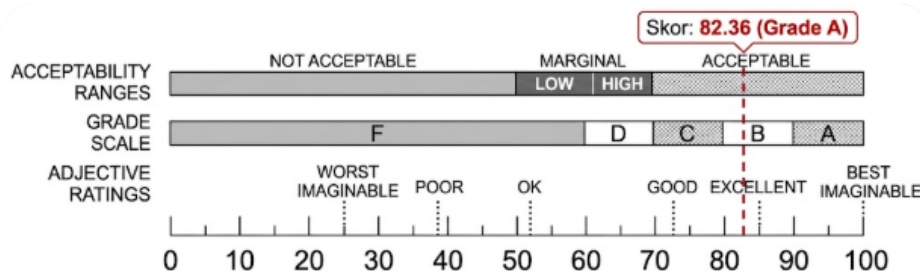


Figure 3. SUS Final Score Mapping

The average value of 82.36 was then evaluated using standard usability level assessment parameters. Referring to the SUS interpretation guidelines, this score falls into a very positive classification with the following details:

- On the Grade Scale, this system gets Grade A because the score is above the 80.3 threshold.
- On the Adjective Rating, the usability level of this system is rated as Excellent.
- On the Acceptability Ranges, the system interface firmly falls into the Acceptable category.

These high-quality results empirically prove that the TikTok Shop interface integration is considered very user-friendly, efficient, and satisfying for the Generation Z demographic. This is consistent with previous demographic-based studies which suggest that user characteristics and digital background significantly impact the perceived usability of mobile-based platforms [15]. Initial concerns about the potential for cognitive overload due to the combination of visual entertainment features and shopping transaction functionality on a single screen proved unfounded. Instead, these results confirm that TikTok has succeeded in designing an intuitive social commerce ecosystem, allowing digital native users to adapt and navigate the hybrid interface without experiencing disorientation or significant obstacles.

4. CONCLUSION

Based on the results of the data analysis and usability evaluation of the integration of the TikTok Shop social commerce feature among Generation Z users, it can be concluded that the system interface has a very good level of usability. Measurement using the System Usability Scale (SUS) method involving 36 respondents produced a final average score of 82.36. Referring to the standard evaluation parameters, this score places TikTok Shop in the highest feasibility category, namely Grade A (Grade

Scale), with an Excellent rating (Adjective Rating), and absolutely falls within the Acceptable range (Acceptability Ranges). This empirical achievement refutes the concerns regarding interface design challenges raised in the introduction. The potential for cognitive overload due to combining visual entertainment functions (video scrolling) and shopping transaction functions in a single narrow screen did not prove to be an obstacle. Generation Z, as digital natives with high navigational expectations, proved able to adapt instantly to the hybrid interface without experiencing disorientation. The integration of these two massive functionalities does not act as a distraction, but rather succeeds in presenting a seamless, efficient, and effective user experience.

Practically, these findings provide valuable evidence for developers and UI/UX designers that social commerce models can be successfully implemented on mobile platforms without compromising the core user experience, provided the navigation remains highly intuitive. However, this study acknowledges certain limitations, primarily the relatively small sample size of 36 respondents and the narrow focus exclusively on the Generation Z demographic. Therefore, to broaden the applicability of these findings, future research is highly recommended to expand the participant scope by including older demographics or differing digital literacy levels. Furthermore, following recent trends in usability studies, future investigations could employ mixed-method approaches, such as combining the System Usability Scale (SUS) with Eye-Tracking analysis, to obtain deeper, qualitative insights into user interaction patterns and visual focus on hybrid interfaces.

5. CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

First Author (Khairunnisa Najla Nugrahaini): Conceptualization, Methodology, Software, Investigation, Resources, Data Curation, Formal Analysis, Visualization, Writing Original Draft. Second Author (Evy Nurmiati): Validation, Formal Analysis, Resources, Writing. Review & Editing, Supervision, Project Administration.

6. DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests, personal relationships, or professional affiliations that could have appeared to influence the work reported in this paper. Furthermore, the authors definitively state that there are no unstated financial, commercial, or personal ties to the specific entities and platforms evaluated in this study that might introduce bias into the research methodology, data analysis, or the objective reporting of the findings.

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9. DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the writing process, the authors used Gemini solely for minor language proofreading and basic formatting assistance. The authors reviewed, verified, and revised the output generated by the AI tool and take full responsibility for the final content of the manuscript.

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