Analysis of the Usability of the Badkidstore Indonesia Website Using the System Usability Scale (SUS) Method

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Abstract: *The development of e-commerce in Indonesia requires business actors to provide websites that not only function as a marketing medium, but are also able to provide a good user experience. The Badkidstore Indonesia website is an e-commerce platform that sells casual wear fashion products for young soccer players. As the main means of transactions, this website must have good usability so that users can shop comfortably and efficiently, although there are still obstacles in navigation, access speed, and purchase flow. This study aims to assess the usability of the Badkidstore Indonesia Website based on user perception using the System Usability Scale (SUS) method. The research was carried out in a descriptive quantitative manner through a SUS questionnaire containing 10 Likert scale statements which were distributed to 100 active users, then analyzed using the calculation of SUS scores. The results of the study showed that the Badkidstore Indonesia website obtained an average SUS score of 69.9 which was in Grade C- with the category "OK" and the Acceptable level. Based on the Net Promoter Score (NPS) classification, the score belongs to the Passive category, which shows that users are quite satisfied but not yet encouraged to recommend the website to other users. Based on the results of the research, the Badkidstore Indonesia website has met the minimum usability standards, but it still needs further development. Improvements are suggested on access speed, interface consistency, and purchase flow. This research is limited to the use of the SUS method, so further research is recommended to combine other methods such as UEQ or WebQual and retest after system improvement.*

Key Words*:* Usability; System Usability Scale; Website E-Commerch; User Experience; Badkidstore Indonesia

Introduction

The development of e-commerce in Indonesia has shown a significant increase in the past decade in line with the advancement of information technology and changes in consumer behavior in making online transactions. Websites no longer only function as a marketing medium, but also become the main means of interaction between users and service providers. In this context, *usability* is an important factor because it has a direct effect on the effectiveness, efficiency, and satisfaction of users in using a digital system (Sauro & Lewis, 2016)

Badkidstore Indonesia is one of the local e-commerce platforms engaged in the sale of fashion *casual wear* products with a market segmentation of young football lovers. The Badkidstore Indonesia website is used as the main medium to display products, provide information, and facilitate the online purchase process. However, previous research has shown that e-commerce websites often face usability issues, such as less intuitive navigation, low access speeds, and complex purchase flows, which can reduce user satisfaction and interest in returning to the system (Panwar, Sharma, & Jain, 2019)

Usability evaluation is an important step in ensuring that an e-commerce website can be used properly by its users. One of the most widely used usability evaluation methods is the System Usability Scale (SUS). This method is known to be simple, fast, and has a high level of reliability in measuring user perception of the ease of use of a system(Brooke, 2018) SUS has been widely applied to various types of systems, including e-commerce websites, mobile applications, and web-based information systems.

Various previous studies have proven the effectiveness of the SUS method in evaluating the usability of e-commerce websites. Research conducted by (Sembodo, Fitriana, & Prasetyo, 2021) on the Shopee website shows that even though the system is in the acceptable category, there are still usability aspects that need to be improved, especially in the efficiency and comfort of navigation. Another study on local e-commerce also showed similar results, where (Roosdhani, Widagdo, & Amelia, 2022) found that local e-commerce websites can achieve a good usability category if they are designed with a clear navigation structure and a consistent interface. In addition, research by (Zaini, Marlianti, & Maryani, 2023) that the application of *a user-centered design* approach can increase the SUS score to the *excellent category*.

However, studies on the usability of local e-commerce websites in Indonesia, especially in the fashion sector with certain market segments, are still relatively limited. Most studies focus only on large e-commerce platforms, while local e-commerce with more specific user characteristics is still rarely studied in depth. In addition, interpretation of SUS results often stops at numerical scores without being associated with the level of acceptance and the tendency of users to recommend the system (Bangor, Kortum, & Miller, 2015; Marpaung, Astiti, & Fernandez, 2023) This shows that there are research gaps that need to be filled.

Based on this gap, the scientific novelty of this study lies in the evaluation of the usability of the Badkidstore Indonesia website as a local e-commerce with niche market segmentation using the System Usability Scale (SUS) method, as well as the interpretation of the results that relate the SUS score to the level of user acceptance. The research problem raised is how the level of usability of the Badkidstore Indonesia website is based on user perception using the System Usability Scale (SUS) method? This study hypothesizes that the Badkidstore Indonesia website has met the minimum acceptable usability standards, but still has several aspects that need to be improved.

Thus, the purpose of this article is to analyze the usability level of the Badkidstore Indonesia website using the System Usability Scale (SUS) method, identify the strengths and weaknesses of the website based on user perception, and provide empirical contributions as a reference for usability development on local e-commerce websites in Indonesia.

Method

Research Design

This study applied a descriptive quantitative research design with a survey method to evaluate the usability level of the Badkidstore Indonesia website as an e-commerce platform. The quantitative approach is used because this study emphasizes the measurement of user perception in the form of numerical data through

standardized instruments, so that the results of the study can be analyzed objectively and structurally (Bevan, Carter, & Harker, 2015) . The usability assessment was carried out using the System Usability Scale (SUS), which is a questionnaire-based evaluation method consisting of ten statements with a five-level Likert scale. Through the design of this study, the researcher can gain a comprehensive understanding of the level of acceptance, ease of use, and user experience in accessing and using the Badkidstore Indonesia website based on empirical data collected from active users.

Research Subject

The subject in this study is an active user of the Badkidstore Indonesia website, which is a web-based e-commerce platform that offers casual wear fashion products for young people. The respondents involved are users who in the last three months have accessed and utilized the Badkidstore Indonesia website, both to view product catalogs and make the purchase process. The determination of the subject of this study is based on the assumption that active users have direct experience in interacting with the system, so that it is able to provide a more objective assessment of the level *of website usability* (Kaya, Ozturk, & Altin Gumussoy, 2019). This study involved 100 respondents, a number that is considered adequate and representative to reflect the level of acceptance and quality of system usability from the user's point of view.

Instruments

The instrument used in this study is the System Usability Scale (SUS) questionnaire, which consists of ten standard statements to measure the level of *usability* of an information system. Each statement was evaluated using a five-level Likert scale, ranging from a value of 1 indicating *strongly disagree* to a value of 5 indicating *strongly agree*. The statements in the SUS questionnaire are arranged alternately between positive and negative statements with the aim of reducing the bias of respondents' answers and obtaining a more objective picture of user perception of the ease of use, clarity of navigation, efficiency, and comfort of the Badkidstore Indonesia website. The selection of the SUS instrument is based on its simple nature, has good validity and reliability, and has been widely applied in usability evaluation research on websites and e-commerce systems, so that the measurement results can be compared with previous studies (Arifin, Nugroho, & Hidayanto, 2020; Hidayat & Tolla, 2022).

Table 1. System Usability Scale (SUS) Questionnaire Items

No	Questionarie Items	Item Type
1.	I think that I would like to use this website frequently.	Positive
2.	I found the website unnecessarily complex.	Negative
3.	I thought the website was easy to use.	Positive
4.	I think that I would need the support of a technical person to be able to use this website.	Negative
5.	I found the various functions in this website were well integrated.	Positive
6.	I thought there was too much inconsistency in this website.	Negative

7.	I would imagine that most people would learn to use this website very quickly.	Positive
8.	I found the website very cumbersome to use.	Negative
9.	I felt very confident using the website.	Positive
10.	I needed to learn a lot of things before I could get going with this website.	Negative

Table 2. Likert scale information

Score	Information
1.	Strongly Disagree
2.	Disagree
3.	Netural
4.	Agree
5.	Strongly Agree

Data Collection Procedures

The data collection process in this study was carried out through a survey method using a questionnaire based on the System Usability Scale (SUS). The questionnaire is presented in the form of an online form using Google Forms and distributed to active users of the Badkidstore Indonesia website. Respondents were asked to fill out a questionnaire based on their experience after interacting with the website, including navigating the page, searching for products, and the purchase transaction process. The selection of respondents is based on first-hand experience in using the system, so it is expected to provide a relevant and objective usability assessment. Data collection was carried out until 100 respondents who met the research criteria were obtained, then all the collected data was collected and prepared for further analysis (Prasetyo & Nugraha, 2021).

Data Analysis

Data analysis was carried out by applying the System Usability Scale (SUS) method in accordance with standard calculation procedures. Each respondent's answer on the five-point Likert scale is converted based on the SUS rule, where for a positive odd-numbered statement, the score is calculated by subtracting one of the answer values, while for an even numbered statement that is negative, the score is obtained by subtracting the answer value from five. All conversion scores are then added up and multiplied by a factor of 2.5 to produce a final SUS score in the range of values of 0 to 100. The score is then interpreted using several approaches, including *the grade scale*, *acceptability range*, and *Net Promoter Score* (NPS) classification, in order to provide a comprehensive picture of the usability and acceptance level of the Badkidstore Indonesia website from the user's perspective (Alathur, Ilavarasan, & Gupta, 2021; Sukmono, Handayani, & Pinem, 2025).

Table 3. SUS interpretation table

SCORE	69,9
GRADE	C- (OK)
ACCEPTABILITY	ACCEPTABLE
NPS	PASSIVE

Results and Discussion

1. SUS Score Results

The usability assessment was carried out using the System Usability Scale (SUS), which consists of ten standardized statements evaluated on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The SUS scoring process was applied to transform respondent answers into a unified usability score.

For statements with positive wording (items Q1, Q3, Q5, Q7, and Q9), the contribution score was obtained by subtracting one point from the response value. In contrast, for negatively worded statements (items Q2, Q4, Q6, Q8, and Q10), the contribution score was calculated by subtracting the response value from five. Through this procedure, each item contributed a score between 0 and 4.

All contribution scores from the ten items were then summed to produce a raw score, which was multiplied by 2.5 to obtain the final SUS score on a scale of 0 to 100. Based on responses collected from 100 users, the analysis resulted in an average SUS score of 69.9 for the Badkidstore Indonesia website. This score reflects the overall perception of users regarding the usability of the e-commerce platform.

Table 4. Summary of System Usability Scale (SUS) Results

Item	Number of Respondents	Average SUS Score
10	100	69,9

2. Usability Interpretation and Discussion

To interpret the usability score, the obtained SUS value was analyzed using standard SUS evaluation criteria, as presented in Table 5.

Table 5. Interpretation Criteria of System Usability Scale (SUS) Scores

SUS Score	***Grade***	***Adjective***	***Acceptability***	***NPS***
84.1 – 100	A	*Best Imaginable*	*Acceptable*	*Promoter*
80.8 – 84.0	A-	*Excellent*	*Acceptable*	*Promoter*
78.9 – 80.7	B+	*Good*	*Acceptable*	*Promoter*
77.2 – 78.8	B	*Good*	*Acceptable*	*Promoter*
74.1 – 77.1	B-	*Good*	*Acceptable*	*Passive*
72.6 – 74.0	C+	*OK*	*Marginal*	*Passive*
70.1 – 72.5	C	*OK*	*Marginal*	*Passive*
65.0 – 70.0	C-	*OK*	*Marginal*	*Passive*
60.0 – 64.9	D	*Poor*	*Marginal*	*Detractor*
0 – 59.9	F	*Worst Imaginable*	*Not Acceptable*	*Detractor*

The average SUS score of 69.9 places the Badkidstore Indonesia website in Grade C-, which corresponds to the adjective rating 'OK.' From an acceptability perspective, this score falls within the Acceptable (Marginal) range, indicating that the website meets basic usability expectations but has not yet achieved a high level of user satisfaction.

When interpreted using the Net Promoter Score (NPS) framework adapted for SUS analysis, the score is categorized as Passive. This suggests that users generally have a neutral experience: they can use the website without major difficulties, but they are not sufficiently satisfied to recommend it to others.

These findings imply that the website is functional and capable of supporting essential e-commerce activities such as product exploration, information retrieval, and transaction completion. However, the Acceptable (Marginal) usability classification indicates that improvements are still needed. Potential areas requiring attention include system responsiveness, interface consistency, navigation clarity, and the efficiency of the purchasing process.

In summary, while the Badkidstore Indonesia website has satisfied the minimum usability criteria, further refinement is necessary to enhance user experience. Addressing the identified issues is expected to improve usability performance and potentially shift user perception from the Passive category toward Promoter in future usability evaluations.

Conclusion

This study aimed to assess the usability of the Badkidstore Indonesia website based on user perception using the System Usability Scale (SUS) method. The research was conducted using a descriptive quantitative approach by distributing a SUS questionnaire consisting of ten Likert-scale statements to 100 active users. The results showed that the Badkidstore Indonesia website achieved an average SUS score of 69.9, which places it in Grade C- with the adjective rating "OK" and within the Acceptable (Marginal) usability range. Based on the Net Promoter Score (NPS) classification, the website falls into the Passive category, indicating that users are reasonably satisfied but not yet motivated to recommend the website to others. These findings indicate that the Badkidstore Indonesia website has met the minimum usability standards as an e-commerce transaction medium, although further development is still required. Improvements are particularly recommended in terms of access speed, interface consistency, and purchase flow to enhance the overall user experience. This study is limited by the use of the SUS method as the sole evaluation tool; therefore, future research is recommended to combine other evaluation methods such as UEQ or WebQual and to conduct usability reassessment after system improvements are implemented.

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