



Evaluating User Interface and User Experience in Digital Philanthropy Platform: A Study of Kitabisa.com

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Abstract

The rapid growth of digital philanthropy in Indonesia has encouraged the development of social crowdfunding platforms that facilitate online donation activities through mobile-based systems. In this context, interface usability and user experience play important roles in influencing user trust, emotional engagement, and continuity of platform usage. As one of the largest crowdfunding platforms in Indonesia, Kitabisa.com requires an interface capable of supporting effective interaction, visual clarity, and positive user experiences. This study aims to evaluate the User Interface (UI) and User Experience (UX) quality of the Kitabisa.com application using the System Usability Scale (SUS) and User Experience Questionnaire (UEQ) methods. The research employed a descriptive quantitative approach involving 30 respondents who had previously used the application for donation activities or campaign exploration. Data were collected through online questionnaires consisting of SUS and UEQ instruments. The SUS analysis produced a score of 78.0, indicating that the application falls within the acceptable usability category with good interaction quality. Furthermore, the UEQ evaluation demonstrated positive results across all dimensions, including attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. The findings indicate that the application successfully supports usability efficiency, navigation clarity, and positive emotional engagement during digital donation activities. However, the novelty dimension obtained the lowest score, indicating opportunities for further innovation in interface design and interactive engagement features. This study contributes to usability evaluation research within digital crowdfunding platforms and provides recommendations for improving interface quality and user interaction experiences.

Kata Kunci: *Crowdfunding, Digital Philanthropy, User Experience, User Interface, System Usability Scale, Visual Communication Design.*

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1. Introduction

The rapid development of digital technology has transformed communication patterns, financial transactions, and social participation within contemporary society. One of the most significant developments emerging from this transformation is the growth of digital philanthropy through online crowdfunding platforms. Digital crowdfunding enables users to participate in humanitarian activities efficiently through internet-based donation systems that support accessibility, transparency, and transaction convenience [1], [2]. In Indonesia, the increasing adoption of mobile payment systems and digital applications has accelerated the development of donation-based crowdfunding platforms within the digital philanthropy ecosystem, particularly through

the implementation of fintech-based payment systems such as QRIS within online donation platforms [1].

Among various crowdfunding platforms operating in Indonesia, Kitabisa.com has become one of the most widely recognized applications for online fundraising and social donation activities (Figure 1) [1], [2]. As a digital crowdfunding platform, Kitabisa.com relies heavily on user trust, transaction transparency, and interaction credibility to sustain public participation in donation activities [3]. In this context, User Interface (UI) and User Experience (UX) become important factors influencing the quality of user interaction within the platform. Interface consistency, navigation clarity, accessibility, visual hierarchy, and security indicators contribute significantly to usability, emotional engagement, and users' perceptions of

platform trustworthiness [4], [5], [6]. Previous studies also indicate that perceived usefulness, ease of use, information reliability, and transaction security positively influence trust toward online platforms and digital transaction systems [7]. Therefore, positive user experience within crowdfunding platforms may affect donation intention, interaction continuity, and long-term platform credibility. However, previous studies related to Kitabisa.com have primarily focused on communication strategies, digital payment integration, and platform reputation, while empirical evaluation regarding interface usability and user experience quality within donation-based crowdfunding platforms remains relatively limited.

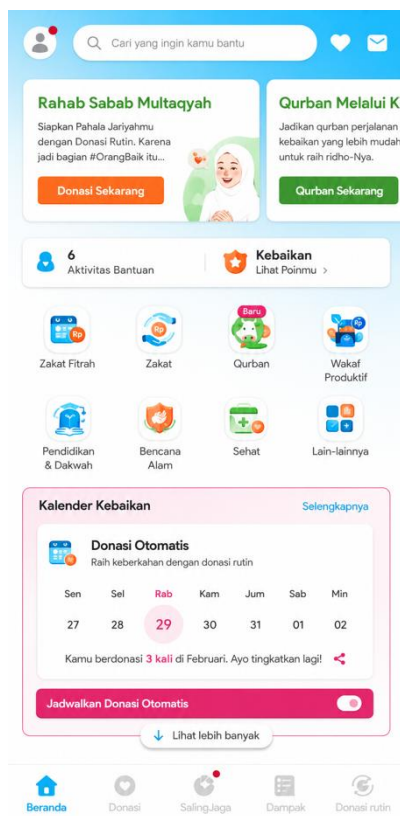


Figure 1. Homepage Interface and Primary Navigation Structure of Kitabisa.com

In digital donation environments, user interaction quality plays an important role in influencing trust, emotional engagement, and continuity of platform usage. Users evaluate digital systems not only based on technical functionality but also through interface clarity, visual communication, navigation efficiency, and emotional interaction experience [4], [5], [8]. From the perspective of Visual Communication Design, interface systems function as visual communication media that influence user perception, credibility, and interaction comfort. Interface elements such as typography, layout composition, navigation structures, icon systems, and color hierarchy contribute significantly to usability quality and information

readability [4]. In addition, user experience encompasses broader emotional and psychological responses related to interaction comfort, stimulation, efficiency, and satisfaction during system usage [8].

The increasing importance of usability evaluation has encouraged the use of standardized evaluation methods such as the System Usability Scale (SUS) and User Experience Questionnaire (UEQ). SUS is widely used to evaluate system usability and interaction efficiency, while UEQ measures both pragmatic and hedonic dimensions of user experience, including attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty [9].

Previous studies have widely applied the System Usability Scale (SUS) and User Experience Questionnaire (UEQ) methods in evaluating fintech applications, mobile banking systems, e-wallet applications, and digital public services, such as MyPertamina, Wondr by BNI, LinkAja, and government service applications [8], [10], [11], [12], [13]. However, studies specifically evaluating UI and UX quality within digital philanthropy and donation-based crowdfunding platforms remain limited, particularly within the Indonesian context.

This study aims to evaluate the User Interface (UI) and User Experience (UX) quality of the Kitabisa.com application using the System Usability Scale (SUS) and User Experience Questionnaire (UEQ) methods. The evaluation is important because usability quality, interface clarity, and emotional engagement are strongly associated with trust formation and user participation within crowdfunding ecosystems [3], [5]. The findings are expected to contribute to Visual Communication Design and Human-Computer Interaction research while providing recommendations for improving interface quality and interaction experiences within digital crowdfunding platforms.

2. Methods

This study employed a descriptive quantitative approach to evaluate the usability quality and visual interaction experience of the Kitabisa.com application. The research focused on analyzing how users perceive interface communication, navigation clarity, interaction efficiency, and emotional engagement while interacting with digital donation features within the application. The evaluation framework integrated the System Usability Scale (SUS) and User Experience Questionnaire (UEQ) methods to measure both pragmatic usability aspects and hedonic user experience dimensions comprehensively. The combination of SUS and UEQ methods has been widely implemented in evaluating mobile applications, fintech systems, and digital public services because both methods provide reliable quantitative

measurements regarding usability performance and emotional user experience [8], [11], [12].

The respondents consisted of 30 users who had previously interacted with the Kitabisa.com application for donation activities or campaign exploration. Respondents were selected using purposive sampling techniques based on several criteria, namely: (1) respondents had accessed the application at least once, (2) respondents had interacted with donation-related features, and (3) respondents were aged above 17 years. The selected participants were considered appropriate because they possessed prior experience in using mobile-based transaction systems and digital crowdfunding platforms, enabling them to evaluate interaction quality and usability performance more accurately.

Data collection was conducted through online questionnaires distributed using Google Forms. The questionnaire consisted of two standardized usability evaluation instruments, namely the System Usability Scale (SUS) and User Experience Questionnaire (UEQ). The SUS instrument contained 10 usability statements measured using a five-point Likert scale ranging from strongly disagree to strongly agree. SUS was selected because it is widely recognized as an effective and reliable usability evaluation method capable of measuring interaction simplicity, learnability, efficiency, and overall system usability.

Meanwhile, the UEQ instrument was utilized to evaluate subjective user experiences related to visual communication and interaction quality. The UEQ measured six dimensions consisting of attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty using a seven-point semantic differential scale ranging from -3 to +3. The UEQ instrument was selected because it enables simultaneous measurement of pragmatic qualities such as usability and interaction efficiency, as well as hedonic qualities such as emotional stimulation and interaction attractiveness.

The research procedure consisted of several stages, namely problem identification, literature review, instrument preparation, questionnaire distribution, quantitative data analysis, interpretation of findings, and conclusion formulation. Figure 2 illustrates the overall research workflow.

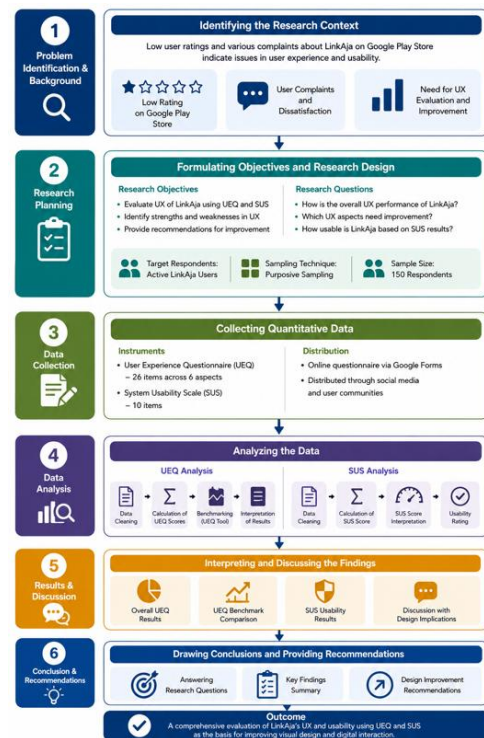


Figure 2. Research Flow Diagram

The collected SUS data were analyzed using standard SUS scoring procedures. Positive statements were scored by subtracting 1 from each response value, while negative statements were scored by subtracting the response value from 5. The total score was then multiplied by 2.5 to obtain final usability scores ranging from 0 to 100. The resulting scores were interpreted using usability acceptability ranges, adjective ratings, and grade scales. The SUS interpretation in this study refers to the usability acceptability range, adjective rating, and grade scale framework developed by Bangor, Kortum, and Miller [14], which is widely used to classify usability performance based on SUS scores.

The UEQ data were analyzed using the UEQ Data Analysis Tool Version 14. The analysis generated average scores, variance values, and benchmark categories for each UX dimension. Benchmark interpretation was conducted by comparing the obtained scores with international UEQ benchmark standards consisting of Excellent, Good, Above Average, Below Average, and Poor categories.

To strengthen the Visual Communication Design perspective, this study also interpreted the findings based on interface hierarchy, visual consistency, navigation clarity, emotional engagement, and interaction communication principles [5]. Thus, the research not only evaluates technical usability but also

examines how visual communication structures influence user trust, emotional responses, and digital interaction experiences within crowdfunding applications.

3. Results and Discussions

3.1 Respondent Characteristics

A total of 30 respondents participated in this study and completed the evaluation process involving the System Usability Scale (SUS) and User Experience Questionnaire (UEQ). All respondents had previous experience using the Kitabisa.com application, either for conducting donation transactions, exploring fundraising campaigns, sharing donation links, or monitoring campaign developments. This prior experience ensured that respondents were sufficiently familiar with the platform's interface structure, navigation system, and interaction flow before participating in the evaluation process.

Most respondents were also accustomed to using mobile-based financial technology applications and digital payment systems such as e-wallets, mobile banking services, and online transaction platforms. This condition indicates that respondents possessed adequate digital literacy and interaction familiarity, enabling them to provide relevant assessments regarding usability quality, interface clarity, and overall user experience. In addition, respondents demonstrated familiarity with common interaction patterns found in contemporary mobile applications, including scrolling navigation, icon-based menus, search systems, and transaction confirmation interfaces.

The respondent characteristics are important because user familiarity with digital systems may influence perceptions regarding usability efficiency and interaction comfort. Users with sufficient digital experience tend to evaluate applications more critically in terms of navigation simplicity, visual consistency, information accessibility, and interaction responsiveness. Therefore, the respondent profile in this study was considered appropriate for evaluating the usability and user experience quality of the Kitabisa.com application within the context of digital crowdfunding and online donation activities.

3.2 System Usability Scale (SUS) Evaluation

The System Usability Scale (SUS) evaluation produced an average score of 78.0. The SUS score of 78.0 indicates that the Kitabisa.com application falls within the acceptable usability category and demonstrates good interaction quality. Compared to previous studies evaluating fintech and mobile service applications, this score is relatively higher than the usability results obtained by MyPertamina and Wondr by BNI applications, which were categorized within

marginal usability ranges [12], [13]. Based on the SUS interpretation framework proposed by Bangor, Kortum, and Miller [14], the score falls within the Acceptable usability range, corresponds to Grade B classification, and receives an adjective rating of Good. In general, SUS scores above 68 are considered above average, indicating that the application demonstrates relatively strong usability performance from the users' perspective.

The findings demonstrate that respondents were able to navigate the application without experiencing significant technical difficulties. Most users could access campaign information, donation categories, and transaction features efficiently through the available navigation structure (Figure 3). The organization of menus and interface components contributed positively to interaction clarity and reduced confusion during the donation process. Respondents also indicated that the application supported task completion effectively, particularly when searching for campaigns, reviewing donation details, and completing payment transactions (Figure 3).

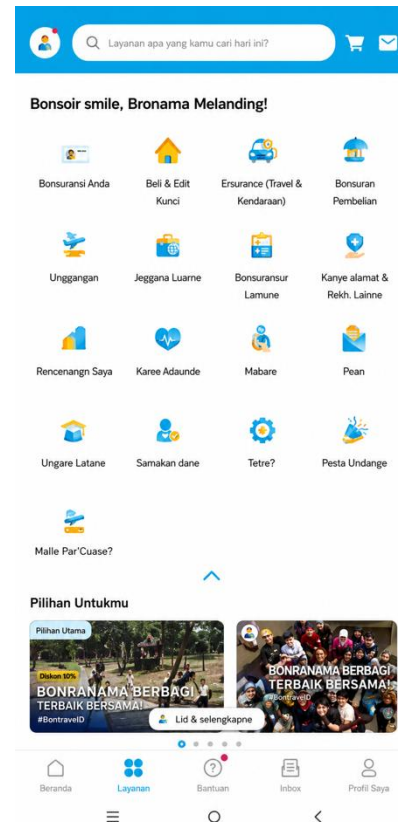


Figure 3. Donation Category Navigation Interface

The interface structure implemented within the application also contributed significantly to usability performance. The visual hierarchy enabled users to distinguish primary information from secondary content, thereby improving readability and interaction comprehension. Typography consistency, icon

systems, spacing arrangements, and color differentiation assisted users in identifying important features and understanding navigation pathways more efficiently. In addition, the placement of donation buttons, campaign thumbnails, and transaction information supported intuitive interaction patterns commonly found in mobile-based applications.

The navigation system was perceived as sufficiently responsive and predictable, allowing users to move between pages and features without excessive cognitive effort. Respondents also reported that the application interface appeared visually organized and did not overwhelm users with excessive information density. These findings indicate that the application successfully balanced functional usability with visual communication clarity.

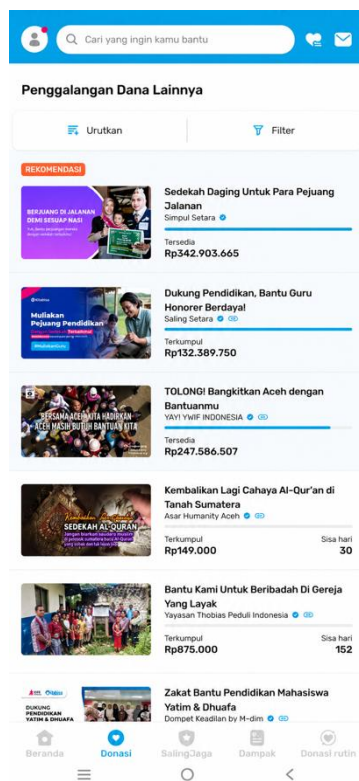


Figure 4. Campaign Feed and Information Hierarchy Interface

Table 1 presents the overall SUS evaluation results, including the average usability score and interpretation category obtained from respondent assessments.

Table 1. System Usability Scale (SUS) Results

Indicator	Result
Average SUS Score	78.0
Acceptability Range	Acceptable
Grade Scale	B
Adjective Rating	Good

The SUS findings indicate that the Kitabisa.com application has successfully implemented usability principles that support efficient interaction and user accessibility (Figure 5). Although the usability score

demonstrates positive performance, several respondents still identified opportunities for improvement related to interaction responsiveness, feature discoverability, and interface personalization. These aspects may become important considerations for future interface development and usability optimization.

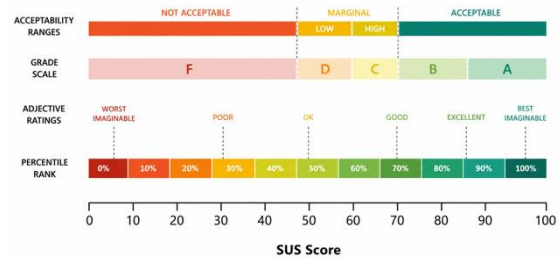


Figure 5. SUS Grade Interpretation Scale

3.3 User Experience Questionnaire (UEQ) Evaluation

The User Experience Questionnaire (UEQ) is an evaluation instrument used to measure users' experiential perceptions toward digital products through six dimensions: attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty [8]. UEQ evaluates both pragmatic qualities related to usability performance and hedonic qualities associated with emotional and psychological experience [10]. The distinction between pragmatic and hedonic quality is essential in understanding how users evaluate not only system functionality but also emotional and experiential satisfaction during interaction [15]. Due to its effectiveness and efficiency, UEQ has been widely implemented in evaluating fintech and mobile applications [13]. The UEQ results provide broader insights into how users perceive the Kitabisa.com application beyond functional usability aspects alone (Table 2).

Table 2. UEQ Evaluation Results

Dimension	Average Score	Benchmark Category
Attractiveness	1,911	Excellent
Perspicuity	1,922	Good
Efficiency	1,800	Good
Dependability	1,825	Excellent
Stimulation	1,750	Excellent
Novelty	1,083	Above Average

The attractiveness dimension obtained a score of 1.911 and was categorized as Excellent. This result indicates that respondents generally perceived the application as visually appealing, organized, and comfortable to use. Users responded positively to the overall interface appearance, including layout composition, color consistency, typography selection, and visual presentation of campaign information. The visual design successfully created a positive first impression

and contributed to user comfort during interaction processes.

The perspicuity dimension achieved the highest score of 1.992 and was categorized as Good. This finding demonstrates that respondents considered the application relatively easy to understand and learn, even for users who may not frequently engage with crowdfunding platforms. The clarity of navigation structures, menu labels, and interaction instructions enabled users to adapt quickly to the application environment. Respondents were generally able to understand how to search for campaigns, access donation details, and complete transactions without requiring extensive guidance or repeated trial-and-error interactions.

The efficiency dimension obtained a score of 1.800, indicating that respondents perceived the interaction process as practical and sufficiently efficient for completing donation activities. Users considered the application capable of supporting fast interaction processes with minimal unnecessary steps. Features such as campaign categorization, search functionality, and integrated payment systems contributed positively to interaction efficiency and task completion speed.

Meanwhile, the dependability dimension achieved a score of 1.825 and was categorized as Excellent. This result indicates that users perceived the application as reliable and supportive of controlled interaction processes. Respondents felt confident while navigating the platform and conducting donation transactions because the interface provided clear information regarding payment procedures, campaign details, and transaction confirmations. The consistency of interaction patterns and predictable navigation behavior also strengthened users' sense of control during application usage.

Furthermore, the stimulation dimension achieved a score of 1.750 and was categorized as Excellent, demonstrating positive emotional engagement during interaction. Respondents reported that the application created a meaningful and motivating interaction experience, particularly because the platform facilitated participation in humanitarian and social donation activities. The emotional aspect of crowdfunding interactions contributed positively to user engagement and encouraged continued platform usage.

However, the novelty dimension obtained the lowest score of 1.083, although it remained within the Above Average category. This finding indicates that users perceived the interface as relatively conventional and less innovative compared to other contemporary digital applications. While the interface was considered functional and stable, respondents suggested that the application could further improve user engagement

through more interactive visual elements, personalized features, dynamic campaign storytelling, or gamification mechanisms (Figure 6). The lower novelty score suggests that future interface development may focus on enhancing creativity and interaction innovation while maintaining usability stability and transaction clarity.

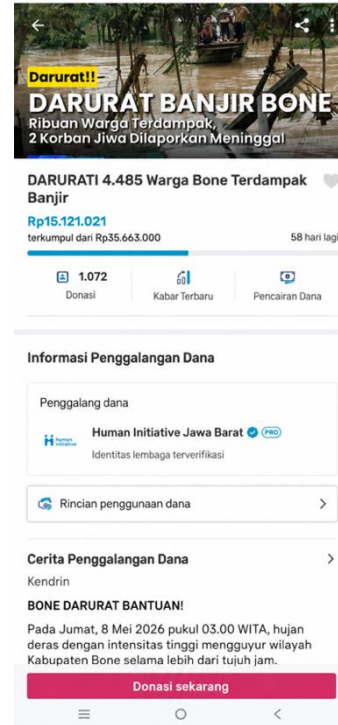


Figure 6. Donation Detail Interface and Transaction Information Structure

Overall, the UEQ findings demonstrate that the Kitabisa.com application successfully provides positive user experiences across both pragmatic and emotional dimensions. The application performs particularly well in terms of clarity, attractiveness, reliability, and interaction efficiency, although opportunities remain for improving innovation and interactive engagement features in future interface development.

3.4 Discussion

The findings demonstrate that the Kitabisa.com application possesses positive usability and user experience quality across both pragmatic and hedonic dimensions. The SUS score of 78.0 indicates that the application has achieved good usability standards and supports effective interaction during digital donation activities. This result suggests that users are capable of navigating the platform efficiently without substantial technical adaptation.

From the perspective of Visual Communication Design, the positive usability findings reflect the effectiveness of visual hierarchy, navigation structure, typography consistency, and information organization

implemented within the application. Previous studies explain that visual consistency and interface clarity significantly influence usability perception and user trust within digital platforms (Ilyas et al., 2021). In crowdfunding systems involving financial transactions, interface professionalism and readable communication structures contribute directly to perceived credibility.

The UEQ evaluation further strengthens these findings. The attractiveness and stimulation dimensions achieved excellent results, indicating that the application successfully generated positive emotional responses and visually comfortable interaction experiences. This finding confirms that crowdfunding platforms function not only as transactional systems but also as emotionally driven communication environments that encourage humanitarian participation (Figure 7).

The dependability dimension also achieved a positive evaluation, demonstrating that users perceived the application as reliable and controllable during donation activities. According to [3], trust and perceived reliability significantly influence users' willingness to participate in crowdfunding systems. Therefore, clear navigation structures and transparent information organization may strengthen user confidence during interaction processes. Positive usability and user experience potentially contribute to stronger trust formation and sustained participation within digital crowdfunding ecosystems. Trust within digital interaction platforms is influenced by interface-related factors such as navigation clarity, information transparency, visual consistency, and perceived transaction security [5]. These interface qualities may further affect users' behavioral intention and willingness to engage with online platforms through persuasive and credible interaction experiences [16].



Figure 7. Trust-Oriented Donation Transparency Features

Meanwhile, the positive perspicuity and efficiency results indicate that users perceived the interaction process as understandable and practical. These findings are consistent with previous studies evaluating fintech and digital transaction applications, which concluded that navigation simplicity and usability efficiency significantly influence user satisfaction and continuity intention [8], [13].

However, the novelty dimension obtained the lowest score among all evaluated dimensions. Although the result remained positive, respondents still perceived the interface as relatively conventional and lacking distinctive innovation. This finding suggests that the application prioritizes usability stability and transaction clarity over experimental interaction design.

From a Visual Communication Design perspective, the lower novelty score indicates opportunities for future interface development. The implementation of adaptive personalization systems, gamification features, interactive storytelling mechanisms, and more dynamic campaign visualization may strengthen emotional engagement and increase long-term user participation within digital philanthropy platforms (Figure 8).

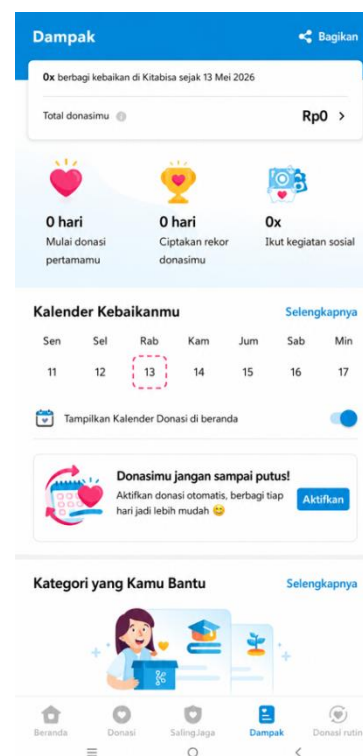


Figure 8. User Engagement and Donation Impact Visualization

Overall, the findings confirm that Kitabisa.com has successfully implemented interface structures capable of supporting usability quality, interaction clarity, and positive emotional engagement. Nevertheless,

continuous innovation in visual communication and interaction design remains important to maintain competitiveness and strengthen user engagement within the evolving digital philanthropy ecosystem.

3.5 Visual Communication Design Analysis

From the perspective of Visual Communication Design, the interface of Kitabisa.com demonstrates several visual strategies that contribute positively to user perception and emotional engagement. The application utilizes a clean layout structure, consistent typography hierarchy, and balanced spacing composition that improve readability and visual comfort during interaction processes. According to Ilyas et al. [4], interface clarity, visual consistency, and simplified visual communication significantly influence usability perception and interaction effectiveness within digital platforms. The implementation of structured visual hierarchy within Kitabisa.com therefore contributes not only to functional usability but also to communication efficiency and cognitive accessibility.

The dominant use of green color tones reinforces associations with trust, growth, empathy, and humanitarian values, which are strongly aligned with the platform's philanthropic identity. In interface design and digital communication studies, color psychology plays an important role in shaping emotional responses, perceived credibility, and user trust during digital interactions [5], [6]. In the context of crowdfunding platforms, visual trust indicators become increasingly important because users evaluate donation platforms based not only on technical functionality but also on emotional reassurance and interface credibility.

In addition, the interface applies clear visual hierarchy through the placement of campaign thumbnails, donation buttons, and transaction information, enabling users to identify primary actions efficiently. This finding is consistent with previous studies explaining that organized interface structures and predictable navigation systems positively affect interaction efficiency and perceived ease of use within digital transaction platforms [7], [8]. The use of card-based layouts and segmented information structures also supports scannability and interaction responsiveness commonly found in contemporary mobile applications.

Visual storytelling elements further contribute to emotional engagement within the platform. Campaign images, beneficiary photographs, and donation progress indicators function not only as informational components but also as persuasive visual communication tools that encourage empathy and participation. According to Fogg [16], persuasive

digital environments rely heavily on interface communication strategies capable of influencing user motivation and behavioral intention. Within crowdfunding systems, emotionally driven visual narratives may strengthen users' sense of social involvement and increase participation willingness. This condition supports the high scores obtained in the attractiveness and stimulation dimensions of the UEQ evaluation.

Furthermore, the interface adopts familiar mobile interaction patterns such as icon-supported navigation, simplified transaction flows, and intuitive interaction structures, allowing users to interact without excessive cognitive load. Hassenzahl [15] explains that positive user experience is strongly influenced by both pragmatic quality and hedonic quality, where emotional satisfaction and interaction comfort become integral aspects of digital product experience. The positive UEQ results therefore indicate that Kitabisa.com successfully combines functional usability with emotionally supportive interaction experiences.

However, despite its functional clarity and visual consistency, the interface still demonstrates relatively limited experimental or innovative visual approaches. This condition may explain the lower score obtained in the novelty dimension, indicating opportunities for more dynamic interaction design, adaptive personalization systems, immersive storytelling mechanisms, or gamification-based engagement features in future interface development. The findings suggest that future improvements should not focus solely on usability efficiency but also on strengthening emotional interaction, visual innovation, and long-term engagement strategies within digital philanthropy platforms.

4. Conclusions

This study evaluated the User Interface and User Experience quality of the Kitabisa.com application using the System Usability Scale (SUS) and User Experience Questionnaire (UEQ). The findings demonstrate that the application possesses good usability quality and provides positive interaction experiences across all evaluated dimensions.

The SUS evaluation produced a score of 78.0, indicating that the application falls within the acceptable usability category and supports effective interaction during digital donation activities. Furthermore, the UEQ analysis demonstrated positive evaluations in attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty dimensions. These findings indicate that the application successfully supports navigation clarity, usability

efficiency, visual communication quality, and emotional engagement.

From the perspective of Visual Communication Design, the results confirm that interface hierarchy, layout organization, and visual consistency contribute significantly to user comprehension and interaction comfort within digital crowdfunding platforms. However, the novelty dimension obtained the lowest score, indicating opportunities for further innovation regarding interactive engagement features and visual communication strategies.

Overall, the findings suggest that Kitabisa.com has successfully implemented interface structures capable of supporting usability quality and positive user experiences within digital philanthropy environments. Future studies are recommended to involve larger respondent populations and integrate qualitative interaction analysis to obtain deeper insights regarding user behavior and emotional engagement within digital crowdfunding systems.

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Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	W
I Wayan Surya Dharma	✓	✓	✓	✓	✓	✓		✓	✓
Ramanda Dimas Surya Dinata		✓				✓		✓	✓
Ari Rimbawan	✓	✓		✓			✓		✓

Conflict of Interest Statement

Authors state no conflict of interest.

Informed Consent

We have obtained informed consent from all individuals included in this study.

Ethical Approval

The data that support the findings of this study are available from the corresponding author, [AB], upon reasonable request.

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