

ABSTRACT

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DEVELOPMENT OF USER INTERFACE ON TELKOMSEL'S E-COMMERCE PLATFORM TO ENHANCE USER EXPERIENCE AND SERVICE EFFICIENCY

The development of Telkomsel's e-commerce platform's user interface (UI) with the goal of enhancing customer satisfaction and service effectiveness is covered in this study. E-commerce has emerged as a key platform for swiftly and conveniently satisfying client wants in the quickly changing digital age. On the other hand, a complicated or confusing interface might make it harder to use and lower user satisfaction. As a result, this study emphasizes the concepts of usability and user experience design while working to make the UI design more responsive, straightforward, and user-friendly. It is anticipated that the UI development outcomes will facilitate simpler navigation, expedite transactions, and increase user happiness and loyalty through a user needs analysis approach and prototype testing. Additionally, this study offers insights into UI development trends and tactics that are

Keywords: user interface, user experience, e-commerce, Telkomsel, UI design, usability, user loyalty.