CHAPTER VI
CONCLUSION

This chapter contains the conclusion and recommendation for further research.

6.1   Conclusion

Based on the problem formulation and research background, this study concludes that:

1. Proposed user interface improvements can be determined by performing text sentimen analysis based on user reviews gathered from the Google Play Store. Further analysis can be conducted through coding to preprocess the reviews and identify specific pain points and areas for improvement by using User Centered Design (UCD). Developers can gain a better understanding on consumer wants and preferences and developers may choose an appropriate enhancement.

2. Enhancing the user interface based on user feedback could significantly impact on the usability rating and user satisfaction. The usability score increased by 23.25%, namely from 57.64 to 71.04 due to incorporating design modifications based on user feedback in this study. This demonstrates that redesign efforts increase user satisfaction.

6.2   Recommendation

Recommedation for further reserarch:

1. The next research should utilize in-depth interviews with users during the analysis phase, as it can be beneficial to provide more insights.

2. Provide instruction, guidelines, or tutorials to assist users in learning the Bukalapak application.