



UIN SUSKA RIAU

**EVALUASI USABILITY APLIKASI VIU MENGGUNAKAN
POST-STUDY SYSTEM USABILITY QUESTIONNAIRE (PSSUQ)
DAN USE QUESTIONNAIRE**

TUGAS AKHIR

Diajukan Sebagai Salah Satu Syarat
untuk Memperoleh Gelar Sarjana Komputer pada
Program Studi Sistem Informasi



Oleh:

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**FAKULTAS SAINS DAN TEKNOLOGI
UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU
PEKANBARU
2024**

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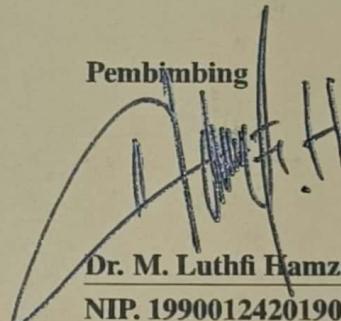
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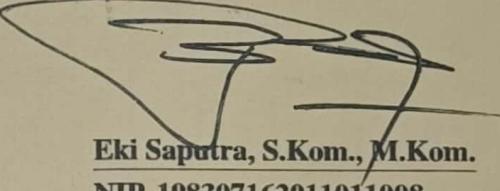
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di Pekanbaru, pada tanggal 13 Mei 2024

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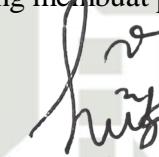
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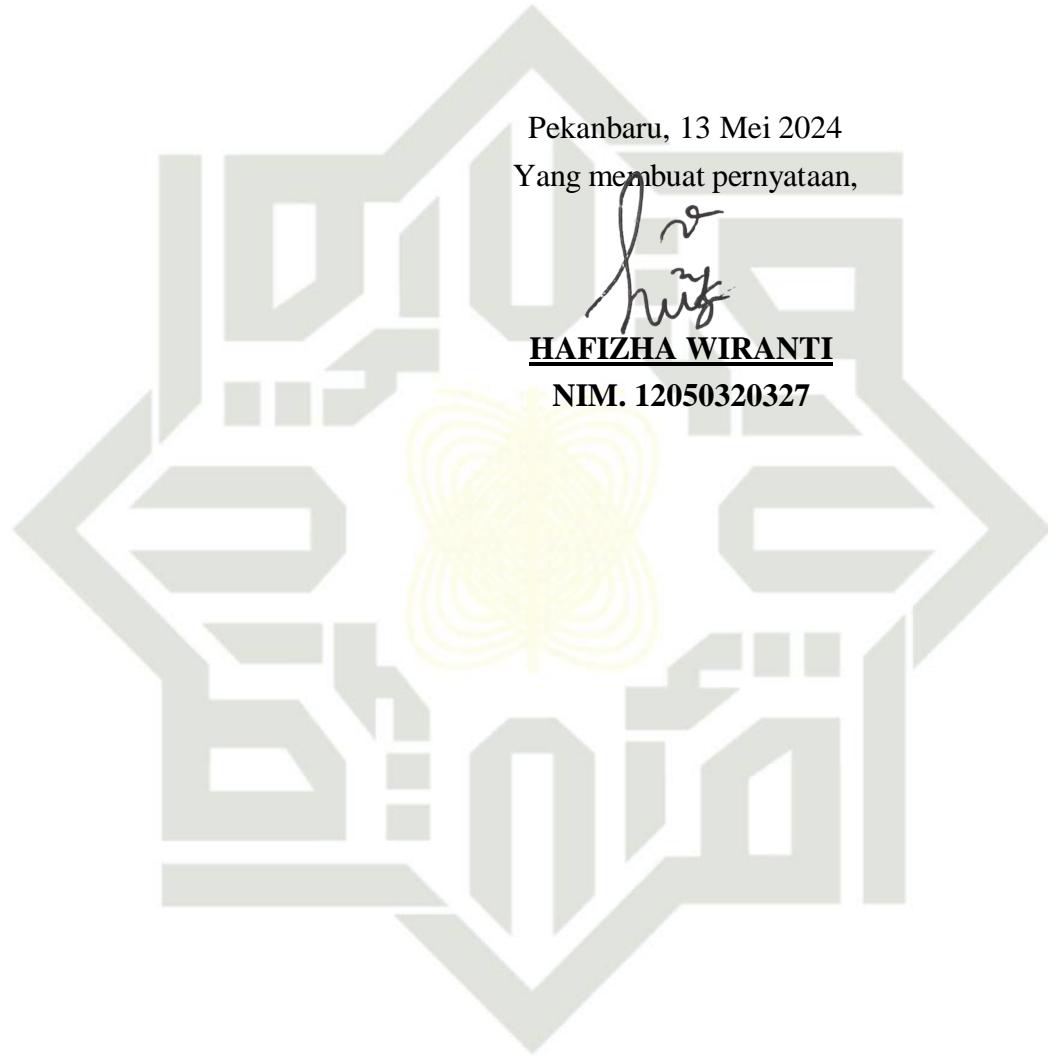
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LEMBAR PERSEMPAHAN

Assalamu'alaikum Warahmatullahi Wabarakatuh.

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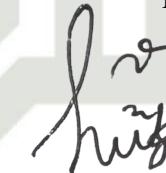
tiasa memberi do'a, dukungan materi serta memberikan semangat dan juga nasehat yang membantu agar peneliti tidak lalai dalam menyelesaikan Laporan Tugas Akhir.

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Penulis,

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Usability Evaluation Of Viu Application Using Post-Study System Usability Questionnaire (PSSUQ) and Use Questionnaire Methods

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Abstract—The rapid advancement of technology and the emergence of smartphones make it easy for users to enjoy various content anytime and anywhere, including streaming video content, so many streaming video platforms have emerged. One of the video streaming platforms is Viu, which is a digital streaming application that provides Asian entertainment in the form of dramas, movies, anime, variety shows, entertainment news, and Viu originals. To improve a good user experience in the Viu application, a usability evaluation is needed where several Viu problems are found that are felt by users. Using the PSSUQ method, System Usefulness is obtained with a score of 3.07, Information Quality 2.98, Interface Quality 4.29 where the Interface Quality aspect has the highest score which means it has the highest level of usability. however, overall the Viu application gets a score of 3.26 it can be said that its usability is quite good. then with the use questionnaire method, the results of the Usefulness aspect are classified in the feasible category with a feasibility percentage of 76.5%. Then the Ease of Use aspect is classified in the feasible category with a feasibility percentage of 79.2%. Furthermore, the Ease of Learning aspect is also included in the feasible category with a feasibility percentage of 80.5%. Then the Satisfaction aspect also gets a decent category with a feasibility percentage of 79.1%. Four aspects of the Usage Questionnaire are classified in the feasible category.

Keywords—Viu, Mobile Application, Evaluation, Usability, Post-Study System Usability Questionnaire (PSSUQ), Use Questionnaire

I. INTRODUCTION

The rapid advancement of technology and the emergence of smartphones allow users to easily enjoy a variety of content anytime and anywhere, and users' content consumption habits have changed and surged [1] and are widely favored as a type of content that fits the pattern of modern life [2]. With the presence of various video streaming platforms, the field of cinema is also advancing as it was found that in emerging markets where video streaming platform subscriptions are increasing [3]. Watching videos is one of the activities that many people are fond of and even make it a hobby, so that with the internet and video streaming platforms that exist now and the increase in the number of internet users and smartphone users, as well as the increase in network bandwidth [4]. Among the many video streaming

and download platforms that exist now, one of which has recently been widely used is the Viu application.

Viu is a digital streaming application that provides Asian entertainment in the form of dramas, movies, anime, variety shows, entertainment news, and Viu originals that can be downloaded on the Google Play Store and AppStore. In Play Store, Viu application itself currently has a rating of 3.8 and 996 thousand reviews given by users. Based on the rating Viu gets on the play store and so many negative reviews, it shows that this application still has various shortcomings according to its users such as features that do not work according to their functions, videos suddenly often error when played and applications that often log out themselves, loading when playing videos that are very long and connections that often error even though the internet signal is good, poor audio quality, appearance and layout that make users confused and application lag that makes users less comfortable of course makes users still less satisfied with this application..

Then after updating the application to the latest version, namely version 2.0.1 on August 22, 2023 then Viu's previous rating of 3.9 dropped to 3.8 because there are many changes to the interface or appearance of Viu with many negative reviews related to Viu's new look on PlayStore such as comments uploaded by Syarifah Elly's account on date September 16, 2023 said it was complicated to see the viewing history because you had to open the menu one by one, which actually made users feel difficult and wasted time. Then there is also a comment from an account named Ajeng Farandika on September 6, 2023 complaining about Viu's messy and ugly appearance and there are even many similar comments expressing discomfort with the Viu application.

The following is based on a description analysis of the results of a presurvey conducted by giving a questionnaire to 30 respondents who use the Viu application and there are several problems perceived by respondents, including:

83.3% respondents feel that the Viu homepage interface is not pleasing to the eye because it is too crowded, which also makes users experience confusion when using Viu, thus making users less interested in opening the Viu application. Then 80% of respondents experience video subtitles that are too large and often do not appear and are not synchronized

with the video when watching using Viu. Next 73.3% of respondents experienced long loading and lag that occurred repeatedly when opening the Viu application and watching the video even though the internet connection was good. And last 76.6% of respondents experienced confusion with the layout of the menus in the Viu application because they were considered messy so that it was complicated when they wanted to find the menus they wanted to use and confused them users.

Based on data obtained from reviews in PlayStore and pre-surveys, several usability problems were found in the Viu application, it is necessary to evaluate the usability of the application so that the quality of use of the application can be known then it can be studied and corrected what problems in the application disturb users [5] Usability has the aim of being able to know the extent to which the system is free from user errors so that it can achieve the desired goals by users by measuring the ease of a web, application, or system so that it can last long in use by users [6][7][8].

This research was conducted with two methods, namely the Post-Study System Usability Questionnaire (PSSUQ) method which is a quantitative usability survey specifically designed for scenario-based usability testing so that it can help to find out how much user satisfaction with the application where PSSUQ is made based on research conducted by IBM which consists of 16 question items and uses a 7-point Likert scale where lower scores indicate a higher level of usability by identifying different subscales namely System Usability, Information Quality, and Interface Quality [9][10]. In research by (Al-Tahat, 2021) PSSUQ is also mentioned as a valid and reliable instrument that can be used by usability practitioners when conducting usability research [11].

Then the second method is using the Use Questionnaire method which can cover 3 aspects of usability measurement, namely efficiency, effectiveness, and satisfaction [12]. Use Questionnaire is used in Usability of computer systems and each question in the questionnaire is given positively which results in biased responses meaning that the same questionnaire can produce different results at different times [13]. Currently, USE is one of the non-commercial questionnaire packages that can be used for system usability research [14]. USE Questionnaire is used as a tool that can assess the usability of the system used in the preparation of questions that will be made in the form of a questionnaire proposed by Lund [15].

II. LITERATURE REVIEW

Viu

Viu is a video on demand service application that has Viu aims to provide services to users, namely video viewing services that contain a variety of entertainment content. Viu application has been launched since October 2015 in Hong Kong but was only introduced to the Indonesian public on November 25, 2016. With motive for content availability, Demographic data shows that VIU is preferred over other streaming services because it provides a choice of content that can be paid for or for free easily [16][17]. This application is available for Android and iOS.

B. Mobile Application

Mobile applications are defined as a move away from integrated software systems found on personal computers that provide limited and isolated functionality [18]. Mobile applications can also be defined as mobile operating systems that run on smart devices that offer advanced computing capabilities and various functions that are designed and used on mobile devices such as tablets or smartphones and can then help users to connect with internet services that are usually accessed on a PC (Personal Computer) to be easier with a device that is more convenient to carry wherever you are. [19][20][21].

C. Streaming Video

Streaming video is a device that captures images and sound. Streaming is a technology that allows video or audio files to be played directly or on a recorder from a server (web server). Video streaming can also be defined as a way of searching for information or news by using audio or video directly from the server when requested [22]. Video streaming is software used to accelerate the transmission of video and audio over the Internet. Video streaming is often referred to as a live broadcast that is broadcast to many people simultaneously, through data communication media (networks) either connected by cable or wireless [23].

D. Evaluation

Evaluation is a planned activity to assess a problem that occurs by using an instrument and the results can be used to assess a problem. [14]. Evaluation is also part of the management system, namely planning, organizing, implementing, supervising which is useful for determining how the implementation of a system is carried out and to find out how well the system can run [24][25].

E. Usability

Usability comes from the word usable which means it can be used properly [26]. Another definition of usability can be found in ISO/IEC 25010 defines usability as something that can be used to determine the extent to which the system can be used by certain users and centers on the characteristics of a system and efforts to avoid errors or usability problems [27][28]. Usability is also a user experience in interacting with an application or website until the user can operate it effectively and quickly. According to Nielsen, there are five components that can be used to measure the level of usability [29] namely: learnability, efficiency, errors, Memorability, and satisfaction [30]. Also According to ISO (Ferreira et al., 2020), usability has 3 (three) components, namely: Effectiveness, efficiency dan satisfaction [31].

F. Post-Study System Usability Questionnaire

Post - Study System Usability Questionnaire (PSSUQ) is a package of questionnaires used in the usability field, created based on research conducted by IBM in 1992, where this questionnaire is specifically designed for scenario-based usability testing by providing an overall satisfaction score by calculating the average of each subscale, such as: system quality, information quality and interface quality, with an instrument of 16 questions and a scoring system that uses a 7-point scale for each question, where the lowest score (1) is



considered strongly agree and the highest score (7) is considered strongly disagree. Usually PSSUQ is one of the methods intended to calculate user satisfaction with system use and is very helpful in determining the level of user satisfaction with the application [32][33][34]. The user satisfaction score is calculated based on the average of the PSSUQ answers[35]. There are 16 questions on the PSSUQ with 4 categories, namely: (1) System Usability assesses whether the system works well and is useful. (2) Information Quality assesses the information provided that is easy to understand and can help users when using the system. (3) Interface Quality assesses the interface or visual appearance of the application or system. (4) Overall assesses user satisfaction with the system as a whole covering all aspects.

E. Use Questionnaire

Use Questionnaire is one of the non-commercial questionnaire packages developed by Lund which can be used freely for system usability research therefore USE questionnaire is used in research as a parameter in measuring application usability [36][37]. Use Questionnaire there are four aspects, namely usability, usefulness, ease of use, ease of learning and satisfaction, so that it can provide information and empirical evidence regarding the usefulness of using the application which can describe whether the system is in accordance with user needs or not so that it can provide convenience and satisfaction to users by covering 3 aspects of usability measurement according to ISO 9241: 11, including efficiency, effectiveness and satisfaction and each question represents a usability assessment when users use the application. The Usability Questionnaire approach will be applied to evaluate by asking respondents to fill out a questionnaire [38][39][40]. The questions in USE also have good face validity with unambiguous and relevant descriptions [41].

III. METHODOLOGY

In this study, there are several discussions of the stages carried out to achieve the results, as shown in the Figure 1.

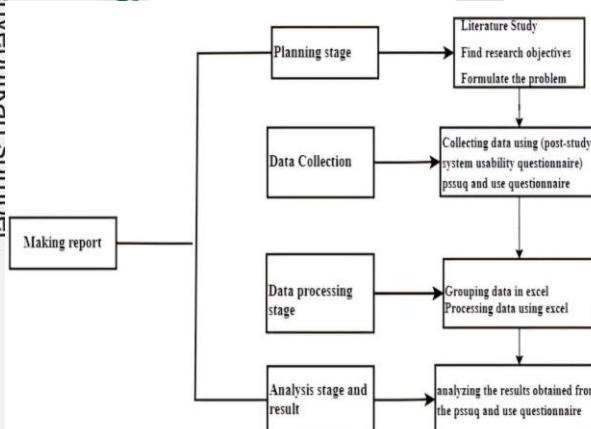


Fig. 1. Research Methodology

Planning Stage

The first step in this research is to determine the application to be studied, find existing problems, determine research objectives and conduct literature studies.

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Suska Riau.

Dilarang mengutip sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin UIN Suska Riau.

Pengutipan tidak merugikan dan memperbaik karya tulis, penyusunan laporan, penulisan kritik atau saran suatu masalah.

B. Data Collection

Make observations by directly observing the viu application by accessing the application. Then conduct a pre-survey to 30 respondents. Then proceed with distributing questionnaires to 384 respondents in order to find out what problems occur .

C. Data Processing Stage

At this stage, grouping and processing of data from the pssuq questionnaire and use questionnaire that has been filled in by respondents using the formula, in PSSUQ the mean calculation is carried out on each sub-scale by utilizing Microsoft Excel software [7]. Then for Use Questionnaire methods, calculations were carried out by finding the final result of the percentage of feasibility for each aspect [38].

D. Analysis stage and result

Usability and user experience are conducted to measure and determine the quality of usability both in terms of systems, information, interfaces and overall viu applications and to determine the level of usability in aspects such as efficiency, ease of use, ease of learning and user satisfaction in interacting with the viu application without any difficulties or errors. This is done to make it easier to identify and classify aspects that need to be improved or developed better.

E. Recommendation

At this stage recommendations such as improvements and suggestions will be given based on the problems found after the calculation of the usability level is carried out so that the Viu application can provide better satisfaction to its users.

IV. RESULT AND DISCUSSION

A. Viu Application Analysis

In Viu application there are various features that users can use in using applications such as search features, notifications of newly released videos and various other features that make it easier for users. Until now the Viu application has the following features: (1) Search: is a feature that is usually used to search for videos that you want to watch. (2) Watch History: is a feature that can help users if they want to continue watching a video that has not been watched (3) Inbox: is a feature to view notifications of the latest video updates and video recommendations from the Viu application. (4) Watch List: is a feature to save a list of videos that users want to watch (5) Subtitle Language Preferences: In this feature, users can select the desired main subtitle language according to the reference (6) Category: this feature serves to divide movie or series videos according to genre, country and others. (7) Download Video: a feature used to download videos in the application so that they can be watched offline.

B. Analysis Respondents

There were 384 respondents as samples in this study, for gender as many as 276 women and 108 men with an age range <20 as many as 30 people, 21-30 as many as 304 people, 31-40 as many as 30 people and age > 40 9 people.

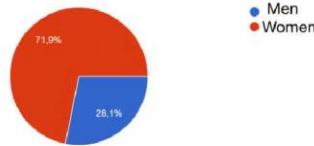
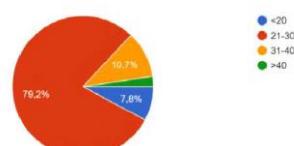


Fig. 2. Gender of Respondents



Measurement results Using Post-Study System Usability Questionnaire (PSSUQ) Method

PSSUQ calculations are carried out per aspect by calculating the average:

TABLE I. MEASUREMENT RESULTS OF ALL ASPECTS

Resp	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q0	Q1	Q1	Q1	Q1	Q1	Q1	Q1
	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	
1	2	5	2	1	3	2	3	6	3	2	7	6	1	2	5	5	
2	3	5	6	2	5	2	1	5	6	6	4	2	1	1	3	3	
3	6	7	6	6	7	6	6	6	7	6	6	6	6	6	6	6	
4	5	6	6	5	5	6	4	5	5	6	5	6	7	6	6	6	
5	6	6	5	6	5	5	6	6	7	6	6	7	6	6	5	5	
6	5	6	5	6	6	5	5	6	6	6	6	6	6	6	6	6	
8	7	7	5	7	7	5	4	6	6	7	4	7	6	7	6	7	
9	6	7	6	6	7	6	6	6	5	6	7	6	6	6	5	7	
10	6	5	5	7	5	6	6	5	7	5	6	6	6	5	6	5	
...	
384	3	2	1	3	2	1	2	1	3	3	2	2	6	6	3	3	

TABLE II. RESULT SYSTEM USE

Category	Average
Sysuse	3,07
Infoqual	2,98
Intqual	4,29
Overall	3,26

Because PSSUQ has the principle of "lower score high usability" which if the score obtained is smaller, the usability is greater so it can be concluded that the results of the calculation of the usability of the Viu application in the System Usefulness aspect with a score of 3.07, Information Quality 2.98, Interface Quality 4.29 which Interface Quality aspect has the highest score which means it has the lowest level of usability and the Information Quality aspect with the lowest score which means the highest level of usability but overall the Viu application gets a score of 2.98 which can be said that its usability is good enough.

Measurement results Using Use Questionnaire

Use Questionnaire is calculated using the formula to find the percentage of feasibility:

TABLE III. THE RESULTS OF THE USE QUESTIONNAIRE SCORE OBTAINED

Resp	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q0	Q1						
	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7
1	5	6	7	6	5	5	6	5	5	7	5	2	2	2	2	5	2
2	1	1	7	1	3	5	6	3	4	5	3	6	5	3	2	3	4
3	5	5	7	2	3	6	6	7	7	6	6	6	7	7	7	7	6
4	6	6	7	6	5	5	6	5	6	6	6	6	7	6	7	7	5
5	6	6	7	5	6	6	6	5	6	6	5	5	7	6	6	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7	5	5	6	7	4	7	6	6	7	7	6	7	7	7	7	6	7
8	6	6	7	7	6	6	7	7	7	7	6	6	6	6	7	6	7
9	5	6	6	7	6	5	6	5	6	7	6	5	6	5	6	6	7
10	6	5	7	6	5	3	4	7	7	5	5	6	5	6	4	6	6
...
384	6	5	7	6	5	7	7	6	4	5	7	7	5	3	6	7	5

1. Usefulness Aspect Analysis

In this aspect, what is assessed is the usefulness of the application for users starting from questionnaire statements number 1 to 8.

$$(\%) = \frac{16472}{21504} \times 100 \\ = 76,5\%$$

2. Ease Of Use Aspect Analysis

In this aspect, what is assessed is the ease of use of the application for users starting from questionnaire statements number 9 to 19.

$$(\%) = \frac{23443}{29586} \times 100 \\ = 79,2\%$$

3. Ease Of Learning Aspect Analysis

In this aspect, what is assessed is the ease of learning the application for users starting from questionnaire statements number 20 to 23.

$$(\%) = \frac{8658}{10752} \times 100 \\ = 80,5\%$$

4. Satisfaction Aspect Analysis

In this aspect, what is assessed is user satisfaction with the application starting from questionnaire statement number 24 to 27.

$$(\%) = \frac{8505}{10752} \times 100 \\ = 79,1\%$$

5. Overall Aspect Analysis

The overall analysis of this aspect is obtained from the total score of 384 respondents and includes all statements in the questionnaire starting from question number 1 to 27 which are calculated according to the Use Questionnaire calculation formula.



$$(\%) = \frac{57078}{72576} \times 100 \\ = 78,6\%$$

Hak Cipta

1. Dilakukan pengujian dan diliang

SABT IV. RECAPITULATION OF USABILITY CALCULATION RESULTS

Usability Aspects	Respondents Score	Maximum Score	%
Usefulness	16472	21504	76, 5%
Ease of Use	23443	29586	79, 2%
Ease of Learning	8658	10752	80, 5%
Satisfaction	8505	10752	79, 1%
Overall	57078	72576	78, 6%

Based on the percentage of feasibility obtained, it can be categorized according to the following standards:

Percentage (%)	Feasibility Category
<21	Very Unfeasible
21-40	Not Feasible
41-60	Feasible Enough
61-80	Feasible
81-100	Very Feasible

It can be concluded that the Viu application for the Usefulness aspect is classified in the feasible category with a feasibility percentage of 76.5%. Then the Ease of Use aspect is classified in the feasible category with a feasibility percentage of 79.2%. Furthermore, the Ease of Learning aspect is also included in the feasible category with a feasibility percentage of 80.5%. Then the Satisfaction aspect also received a decent category with a feasibility percentage of 79.1%. Four aspects of the Use Questionnaire.

V. CONCLUSION

From the research results, the results of the usability test using the Post-Study System Usability Questionnaire (PSSUQ) method obtained an Interface Quality score of 4.29, which is the aspect that gets the highest score, with the pssuq principle of "lower score high usability" or the lower the usability score, the higher the level of usability. Meanwhile, for the results of the usability test using the Use Questionnaire method, the results of all aspects tested ranging from usefulness, ease of use, ease of learning and satisfaction and overall get a percentage between 61-80% which is considered feasible in the standard feasibility category. So it can be concluded that the quality of the Viu interface is the most prominent problem so it is recommended that the Viu interface be improved or developed again so that it can provide satisfaction and comfort to users when using the application.

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LAMPIRAN A

BANNER KEGIATAN



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LAMPIRAN B

EMAIL ACCEPTED



Decision on your paper #1571001672 ('Usability Evaluation Of Viu Application Using Post-Study System Usability Questionnaire (PSSUQ) and Use Questionnaire Methods')

1 pesan

Sen, 8 Apr 2024 pukul 08.20

ICCSP 2024 <icosp2024-chairs@edas.info>
Kepada: Hafizha Wiranti <12050320327@students.uin-suska.ac.id>, Muhammad Luthfi Hamzah <mohammad.luthfi@uin-suska.ac.id>, Tengku Khairil Ahsyar <tengkukhairil@uin-suska.ac.id>, Syaifullah Syaifullah <syaifullah@uin-suska.ac.id>

Dear Ms. Hafizha Wiranti:

Congratulations - your paper #1571001672 ('Usability Evaluation Of Viu Application Using Post-Study System Usability Questionnaire (PSSUQ) and Use Questionnaire Methods') for ICCSP 2024 has been accepted for presentation at 2024 10th International Conference on Communication and Signal Processing (ICCSP), which will be held on 12th and 13th April, 2024. It will be sent to the IEEE Xplore for publication, subject to:

(1) Addressing the comments from the reviewers:

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===== Review 1 =====

> *** Relevance and timeliness: Rate the importance and timeliness of the topic addressed in the paper within its area of research.
Excellent (5)

> *** Technical content and scientific rigour: Rate the technical content of the paper (e.g.: completeness of the analysis or simulation study, thoroughness of the treatise, accuracy of the models, etc.), its soundness and scientific rigour.
Solid work of notable importance. (4)

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Significant original work and novel results. (4)

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Here are some suggestions for improvements that can be applied to your paper:

1. Ensure that the department name and university affiliation are spelled correctly and consistently. For instance, "Deaprtement" should be written as "Department".

2. The abstract should provide a brief and clear overview of the research objectives, methodology, main findings, and conclusions. Pay attention to proper grammar and spelling, and ensure the abstract includes all these elements succinctly.

3. Use formal and consistent language throughout the document. Check the section "G. Use Questionnaire".

4. The conclusion should reflect the analysis and discussion that has been conducted, summarizing the main findings and providing recommendations based on the research results. Ensure your conclusion is concise and includes practical suggestions or implications of your research.

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Good (4)

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Solid work of notable importance. (4)

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Well written. (4)

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Address the grammatical errors, use the concise and precise language, and ensure consistent terminology throughout the manuscript.
In order to more effectively communicate complicated ideas and findings, it would be beneficial to improve the visual presentation of the article by include figures, diagrams, and tables that are more precisely drawn.
It's important to address the limitations and challenges of the proposed approach. A section on future research and extensions of the proposed work would improve the study.

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The title effectively encapsulates the study's focus. However, consider adding a more specific descriptor to convey the novelty or key aspect of the proposed methodology.

The related study section provides an overview of relevant literature; however, it lacks critical analysis and synthesis of previous research findings.

Consider providing more detailed justifications for the selection of specific datasets, preprocessing techniques, and evaluation metrics to enhance the methodological rigor of the study.

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Consider providing more detailed insights into the implications of the findings, including potential reasons for observed trends or variations in performance across different models or datasets.

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The paper would be easier to read if the writing style was clearer and more logical.

It is very important to fix any grammar mistakes, use clear, concise language, and make sure that the terminology used throughout the work is consistent.
For better communication of complicated ideas and findings, it would be helpful to improve the article's visual presentation by adding more carefully drawn figures, diagrams, and tables.

Include new study in the literature review. Include new studies.

The article talks about a number of related works, but it could be better if it better combined them.

Make sure you understand the gaps and outcomes.

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Conform to IEEE format. (Including titles, equations, and font).

The problems and limits of the suggested way need to be carefully thought through.

It would be helpful to add to the study a section that talks about possible directions for future research and extensions of the suggested work.

More testing and comparison with real-life experiments or current empirical data could help the paper.

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Usability Evaluation Of Viu Application Using Post-Study System Usability Questionnaire (PSSUQ) and Use Questionnaire Methods

Ms. Hafizha Wiranti, Dr. Muhammad Luthfi Hamzah, Mr. Tengku Khairil Ahsyar, TKA and Mr. Syaifulah Syaifulah

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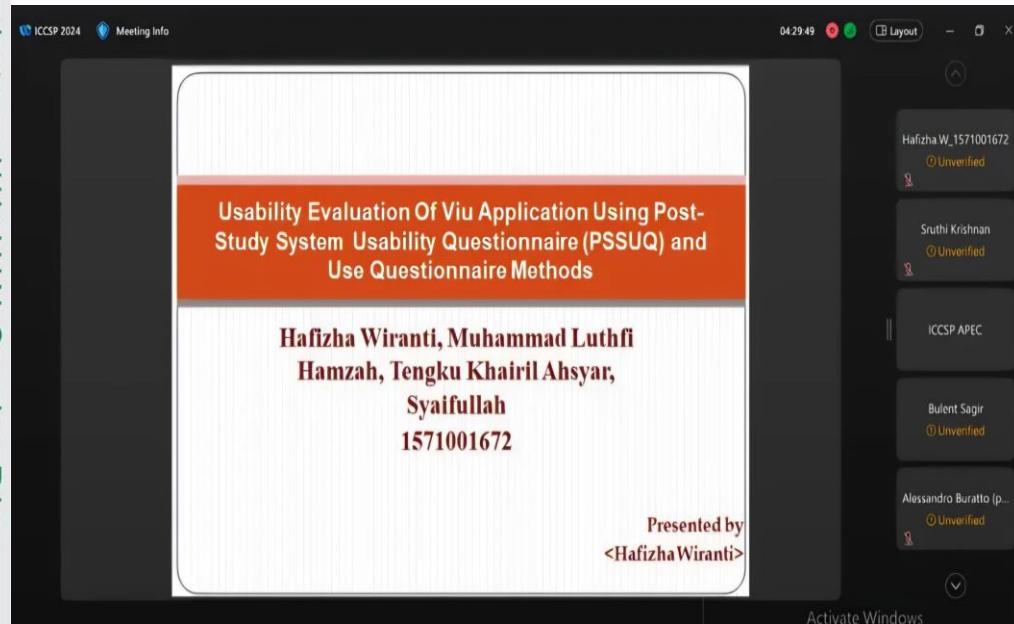
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