

USABILITY EVALUATION OF KENANGAN VIP FEATURE IN THE KOPI KENANGAN APPLICATION AT NGALIYAN OUTLET SEMARANG

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Abstract

The rapid growth of digital technology has encouraged companies to enhance customer engagement through mobile applications. One such innovation is the Kenangan VIP feature in the Kopi Kenangan mobile application, a tiered loyalty program designed to improve customer retention and satisfaction. Despite its strategic role in supporting customer loyalty, no formal usability evaluation had previously been conducted. The results revealed an average SUS score of 72.32, which falls within the "Good" category and exceeds the global SUS benchmark score of 68. The findings indicate that the Kenangan VIP feature is generally perceived as easy to use, efficient, and satisfactory. Overall, the study concludes that Kenangan VIP successfully supports customer interaction and loyalty, while targeted usability enhancements could further improve user experience and strengthen customer retention.

1.0 INTRODUCTION

Coffee drinking culture has become a contemporary lifestyle trend among Indonesian society, spanning various age groups and genders [1]. According to research conducted by Snapcart (2023), 79% of 4,538 Indonesian respondents are coffee enthusiasts and regular consumers. Among the many coffee brands that have emerged, Kopi Kenangan has established itself as one of the most recognized names in the Indonesian coffee industry. Founded in 2017 by Edward Tirtanata, James Prananto, and Cynthia Chaerunissa under PT Bumi Berkah Boga, the brand achieved unicorn startup status in Southeast Asia between 2021 and 2022 [2]. Kopi Kenangan did well according to the Top Brand Index. The Top Brand Index showed that Kopi Kenangan got a brand score of 39 percent in 2024. In 2025 Kopi Kenangan got a brand score of 39.30 percent [3], [4].

To stay ahead of companies Kopi Kenangan made a mobile application. Kopi Kenangan introduced this application in January 2020. This was a move because many people are using the internet and digital things now [5]. To stay ahead of the game in a marketplace that is getting more digital by the day Kopi Kenangan came out with its application in January 2020. This was a move, for Kopi Kenangan. Kopi Kenangan wanted to make sure it did not fall behind, Kopi Kenangan launched its application. The mobile application of Kopi Kenangan was

introduced in January 2020. The application offers a range of functionalities, including online ordering, delivery services, promotional information, loyalty point accumulation, and cashback programs. One of its most prominent features is Kenangan VIP, a tiered membership program that classifies customers into three levels Silver, Gold, and Black based on their cumulative purchase value. Each level provides distinct benefits including regular cashback, special treats, birthday rewards, and exclusive Black-tier bonuses [6].

The usability of a mobile application plays a critical role in shaping user experience and determining the success of a digital product [7]. Usability means how well a system can be used by specific people to reach certain goals in a particular situation [8]. It looks at how effectively, efficiently, and happily users can accomplish tasks with the system. This definition comes from the International Standards Office. Poor usability can reduce user adoption and negatively affect customer loyalty, which is particularly significant for competitive markets such as the coffee industry [9].

Despite the strategic importance of Kenangan VIP, no formal usability evaluation had been conducted prior to this study. This gap in evaluation limits the company's ability to identify interaction pain points and areas for improvement. The System Usability Scale, first developed by Brooke in 1996, offers a reliable, quick, and well-tested method for evaluating how easy users find it to use different kinds of systems, such as mobile apps, as noted by Lewis [10]. SUS has been widely adopted in academic and industry usability evaluations due to its simplicity and robustness. This study is trying to find out how easy and helpful the Kenangan VIP feature is for customers at the Ngaliyan outlet in Semarang, using the SUS method. Specifically, it seeks to: (1) determine the overall usability score of Kenangan VIP; and (2) identify usability aspects that still require improvement based on the SUS evaluation results.

2.0 THEORETICAL

2.1 Usability

Usability is derived from the word usable, meaning something is functional and effective when put to use. It is a positive attribute if the user encounters minimal errors or no errors at all during operation [11]. Usability is a fundamental benchmark for user activity based on experiences with interfaces, such as software applications. Broadly speaking, usability refers to a service or product utilized to achieve goals based on effectiveness, efficiency, and user satisfaction [12], [13].

To achieve the goal of ensuring user satisfaction, an application or system must undergo usability testing [14]. This testing involves users and captures their opinions based on how they feel while using the application or system [15]. Through the usability assessment of the "Kenangan VIP" feature, the aim is to gain insight into user opinions and experiences—specifically those of Kopi Kenangan customers.

2.2 SUS (System Usability Scale)

System Usability Scale was created by John Brooke in 1986. It was designed to quickly and reliably check how easy people find a system to use. Brooke wrote about this in 1996. The SUS tool has 10 questions in total [10], [16]. Respondents answer each question by choosing a number from 1 to 5, where 1 means they strongly disagree, 2 means they disagree, 3 is neutral, 4 means they somewhat agree, and 5 means they strongly agree. The scoring process adjusts each item's contribution: for items with odd numbers (positive), you subtract one from the scale value; for items with even numbers (negative), you subtract the scale value from five. After adding up all the contributions, you multiply that total by 2.5, which gives you a final score between 0 and 100. A higher score indicates better perceived usability.

Bangor and others in 2008 created adjective rating scales to help people better understand SUS scores. These ratings group scores like this: 'Worst Imaginable' is for 85. Additionally, there is a grade-scale system that groups scores into: A+ (84.1–100), B+ (77.2–78.8), C+ (71.1–72.5), D (51.7–62.6), and F (0.0–51.6) [17].

2.3 Kopi Kenangan and Kenangan VIP

Kopi Kenangan was established in 2017 and rapidly grew into one of Indonesia's most prominent coffee brands. Positioned under the 'Grab & Go' business model, the brand expanded to over 324 outlets across 18 major cities in Indonesia within its first three years of

operation [18]. Its unicorn status, in Southeast Asia shows how well it is growing in the food and beverage industry, which's very competitive [19].

The Kopi Kenangan mobile application was launched in January 2020. This application has lots of features. The Kopi Kenangan mobile application offers things like ordering food. You can also get delivery through the Kopi Kenangan application. The Kopi Kenangan mobile application will send you messages, about deals, and a customer loyalty program. Central to the loyalty strategy is Kenangan VIP, a three-tiered membership program (Silver, Gold, Black) where each level provides increasing benefits. These benefits range from regular cashback and special promotions to birthday treats and exclusive Black-level rewards. The feature is designed to incentivize repeat purchases and strengthen brand loyalty.

3.0 METHODOLOGY

3.1 Research Approach and Design

This study employs a quantitative descriptive approach to evaluate the usability of the Kenangan VIP feature. A quantitative approach was chosen because it enables systematic measurement and statistical analysis of user perceptions through numerical data [16]. The research framework centers on the System Usability Scale (SUS) as the primary measurement instrument. The research was done at the Kopi Kenangan store. This Kopi Kenangan store is located at Ruko Komplek Citandel No. B, Purwoyoso, Kec. Ngaliyan, Kota Semarang, Jawa Tengah, Post Code 50184. The research was conducted at this Kopi Kenangan outlet.

3.2 Population and Sample

The study population consists of customers at the Kopi Kenangan Ngaliyan outlet who actively use the Kopi Kenangan mobile application and have engaged with the Kenangan VIP feature. Based on data from the Google Play Store (2025), the Kopi Kenangan application has been downloaded over 5,000,000 times, and the brand's Instagram account (@kopikenangan.id) has more than 653,000 followers.

To be part of the group, Kopi Kenangan mobile application users had to meet some requirements: (a) at least 17 years of age; (b) registered users of the Kopi Kenangan mobile application; (c) customers who have made purchases using the Kenangan VIP feature; and (d) customers at the Ngaliyan outlet in Semarang. A total of 285 questionnaires were collected, of which one was excluded due to invalid or spam-pattern responses, yielding a final valid sample of 284 respondents.

3.3 Research Instrument

The usability of the Kenangan VIP feature checked using the System Usability Scale (SUS), which is a commonly used tool for understanding how easy users find a system to use. According to Brooke [16], SUS questionnaire has ten statements as shown in Table 1.

Table 1. SUS Instrument Statements for Kenangan VIP

No.	Statement
1	I think that I would like to use Kenangan VIP frequently
2	I found Kenangan VIP unnecessarily complex.
3	I thought Kenangan VIP was easy to use.
4	I think that I would need the support of a technical person to be able to use Kenangan VIP.
5	I found the various functions in Kenangan VIP well integrated.
6	I thought there was too much inconsistency in Kenangan VIP.
7	I would imagine that most people would learn to use Kenangan VIP very quickly.
8	I found Kenangan VIP very awkward to use.
9	I felt very confident using Kenangan VIP.
10	I needed to learn a lot of things before I could get going with Kenangan VIP.

4.0 RESULTANTS

4.1 Data Analysis Procedure

SUS scoring followed standard procedures: for odd-numbered items (SUS1, SUS3, SUS5, SUS7,

SUS9), the score contribution equals the scale value minus one; for even-numbered items (SUS2, SUS4, SUS6, SUS8, SUS10), the contribution equals five minus the scale value. The total contribution across all 10 items is then multiplied by 2.5 to produce a final score between 0 and 100. Descriptive demographic analysis was conducted to examine patterns in SUS scores across respondent characteristics including gender, age group, application usage duration, purchase frequency, VIP membership level, and product preference. This analysis provides contextual insights into how different user segments perceive the usability of the Kenangan VIP feature

4.2 Respondent Demographics

A total of 284 responses that were good to use, about the people who took part in this. The demographic breakdown of the people who answered the questions is really important to understand the results. The demographic breakdown reveals a relatively balanced gender distribution, with 146 male respondents (51%) and 138 female respondents (49%). The majority of respondents (39%) fall within the 26–35 age group, followed by 35–50 years (32%) and 18–25 years (29%). No respondents were above 50 years of age. Regarding application usage duration, 42% of respondents had been using the Kopi Kenangan application for 6–12 months, 24% for less than 6 months, 21% for 1–2 years, and 13% for more than 2 years. In terms of purchase frequency, 56% of respondents purchased Kopi Kenangan products 1–2 times per week, 38% purchased 3–5 times per week, 3% purchased 5–7 times per week, and 3% purchased daily. For Kenangan VIP membership level, 49% of respondents held Silver status, 46% held Gold status, and 5% had achieved Black status. Regarding product preferences, 55% primarily purchased Kopi Kenangan coffee beverages (all variants), with the remainder opting for snacks, bundle packages, or combinations thereof. This demographic profile indicates that the respondents are representative of the Kopi Kenangan target market: digitally active, middle-income consumers in the productive age range.

Table 2. Demographic Profile of Respondents

Category	Frequency	Percentage
Gender		
Male	146	51%
Female	138	49%
Age		
18-25 years	81	29%
26-35 years	111	39%
35-50 years	92	32%
>50 years	0	0%
Kenangan VIP Level		
Silver	139	49%
Gold	131	46%
Black	14	5%
App Usage Duration		
< 6 months	67	24%
6-12 months	120	42%
1-2 years	61	21%
> 2 years	36	13%

4.3 SUS Score Calculation and Interpretation

According to the usual way of scoring the System Usability Scale (SUS) as suggested by Brooke in 1996, the answers to the odd-numbered questions (1, 3, 5, 7, and 9) had 1 subtracted from the person's score, and the answers to the even-numbered questions (2, 4, 6, 8, and 10) had the score taken away from 5. Once all ten items' adjusted scores were added together, the total was multiplied by 2.5 to calculate the final SUS score, which ranges from 0 to 100

Table 3. SUS Score Calculation

Respondents	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Score
1	5	2	4	1	4	1	5	2	4	2	85

2	4	2	3	2	4	2	3	3	4	2	67,5
3	4	2	4	2	4	3	4	2	3	2	70
4	5	1	5	1	5	2	5	1	5	2	95
5	5	4	4	5	3	2	4	2	4	1	65
6	4	3	3	2	4	3	4	3	4	2	65
7	5	1	2	4	3	2	2	4	4	2	57,5
8	4	2	5	2	5	2	4	1	5	1	87,5
9	4	1	4	3	4	3	4	3	4	2	70
10	5	2	5	1	5	2	5	1	5	1	95
...	...	...	...	...	...	...	...	...	...	...	...
284	4	5	5	4	4	5	2	2	4	2	52,5
Average Score of SUS											72,32

Based on the responses of 284 valid respondents, the average SUS score for the Kenangan VIP feature was calculated to be 72.32. According to the adjective rating scale established by Bangor et al. (2008), a score of 72.32 falls within the 'Good' category (65–74). This value is also above the global SUS average of 68, confirming that the Kenangan VIP feature has achieved an acceptable level of usability. According to the grade-scale classification, a score of 72.32 corresponds to a C+ grade (71.1–72.5), positioned at the boundary of grade B– (72.6–74.0), indicating that while the system is functional and satisfactory for most users, there remains room for meaningful improvement.

4.4 Usability Dimension Analysis

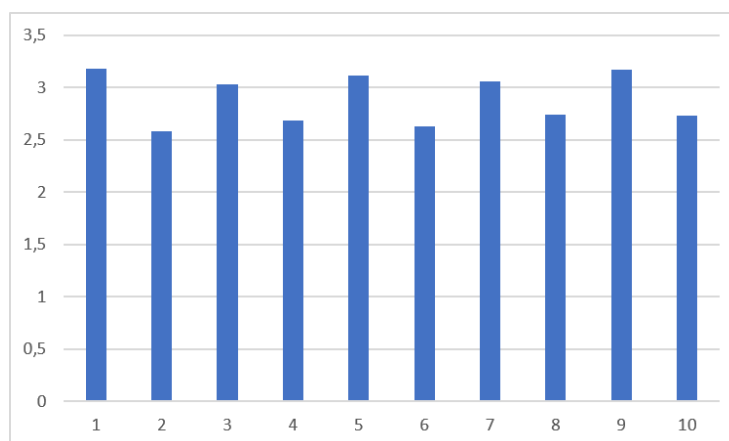


Figure 1. SUS Average Graph

Analysis of the mean scores for each SUS item reveals that all statements received average ratings in the range of 2.6 to 3.2 (on a normalized scale). These results are interpreted by grouping items according to their corresponding usability dimensions. Efficiency, assessed through SUS1 and SUS5, received the highest average scores, indicating that users generally perceive the Kenangan VIP feature as functioning as intended and are willing to continue using it regularly. Learnability, measured by SUS3 and SUS4, also performed relatively well: SUS3 (rapid comprehension) achieved a notably high mean, suggesting that users can quickly understand the feature. However, SUS4 revealed that a subset of users still requires assistance, indicating room for improvement in instructional clarity.

The satisfaction dimension, evaluated through SUS8 and SUS9, also showed generally positive scores. Most respondents felt comfortable using Kenangan VIP, though some expressed difficulty understanding the specific benefits associated with each VIP level. This finding is particularly significant from a business perspective, as the clarity of reward structures directly influences membership retention. The error and memorability dimensions—assessed through SUS2, SUS6, and SUS10—received comparatively lower scores. Some users reported perceiving the interface as confusing (SUS2) and noted inconsistencies in the system (SUS6). SUS10 scores also indicated that a portion of users required an extended learning period before

effectively using the feature. These findings highlight that error prevention and system consistency are the primary areas requiring targeted improvement.

Table 3. SUS Score and Usability Dimension Summary

Item	Statement Summary	Usability Dimension	Avg. Score
SUS1	I think that I would like to use Kenangan VIP frequently	Efficiency	3.17
SUS2	I found Kenangan VIP unnecessarily complex.	Error	2.58
SUS3	I thought Kenangan VIP was easy to use.	Learnability	3.02
SUS4	I think that I would need the support of a technical person to be able to use Kenangan VIP.	Learnability	2.68
SUS5	I found the various functions in Kenangan VIP well integrated.	Efficiency	3.11
SUS6	I thought there was too much inconsistency in Kenangan VIP.	Error	2.62
SUS7	I would imagine that most people would learn to use Kenangan VIP very quickly.	Memorability	3.06
SUS8	I found Kenangan VIP very awkward to use.	Satisfaction	2.73
SUS9	I felt very confident using Kenangan VIP.	Satisfaction	3.17
SUS10	I needed to learn a lot of things before I could get going with Kenangan VIP.	Memorability	2.73

4.5 Business Implication

The overall SUS score of 72.32 confirms that Kenangan VIP is a functional and well-received loyalty program feature. However, the study identifies specific areas requiring attention to elevate it from 'Good' to 'Excellent' or higher. Addressing inconsistencies in the system (SUS6) and improving the visual clarity of VIP benefit structures (SUS8) should be prioritized, as these are the most frequently cited sources of user confusion. The analysis also highlights an important strategic consideration: Kopi Kenangan's competitive advantage in the Indonesian coffee market is underpinned not only by product quality but also by the seamlessness of its digital loyalty ecosystem. Enhancing the usability of Kenangan VIP directly supports broader customer retention goals. Improved usability is expected to reduce abandonment of the loyalty feature, increase tier progression, and ultimately translate into greater lifetime customer value.

Practically, recommendations for improvement include: (1) redesigning the VIP benefit display to clearly differentiate rewards across tiers using visual hierarchy and icons; (2) introducing an onboarding flow or interactive tutorial for new Kenangan VIP users; (3) conducting periodic system consistency audits to eliminate navigational errors and interface inconsistencies; and (4) developing age-adaptive UI features to accommodate older user segments who may face greater usability barriers.

5.0 CONCLUSION

This study effectively evaluated the usability of the Kenangan VIP feature in the Kopi Kenangan mobile application using the System Usability Scale (SUS). Based on 284 valid respondents collected at the Ngaliyan outlet in Semarang, the average SUS score was 72.32, placing the feature in the "Good" category and above the standard SUS benchmark of 68. The findings indicate that Kenangan VIP is generally user-friendly and well accepted by users. Among the usability dimensions, efficiency achieved the highest performance, reflected by SUS1 and SUS5 scores of 3.17 and 3.11, indicating that users are willing to continue using the feature and perceive its functions as well integrated. Learnability also showed positive results, with SUS3 scoring 3.02, suggesting that users can quickly understand how to use the feature.

However, several usability aspects still require improvement. The error dimension received the lowest scores, particularly SUS2 (2.58) and SUS6 (2.62), indicating that some users still perceive the feature as unnecessarily complex and experience inconsistencies within the system. In addition, memorability and satisfaction dimensions showed moderate results, with SUS8 and SUS10 both scoring 2.73, suggesting that some users need additional time to understand the feature and may experience difficulties in recognizing the benefits provided at different VIP membership levels. These findings highlight the need to improve interface consistency, simplify information presentation, and provide clearer guidance for users. Future research is recommended to combine SUS with complementary methods such as the User Experience Questionnaire (UEQ) or Heuristic Evaluation for more comprehensive insights. Extending the study to other Kopi Kenangan outlets or conducting task-based usability testing could further validate and deepen these findings. For practitioners, the results suggest prioritizing improvements in benefit information architecture and interface consistency to move the feature toward the "Excellent" usability tier.

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