Wattpad User Satisfaction Analysis Using System Usability Scale (SUS) Method

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Abstract

Wattpad is an app that you can use to read, write, share, and comment on stories from various genres, such as romance, horror, fantasy, and more. This app is in high demand, especially by young people, because of its ease of use and provides many interesting stories for free. In this study, the author wants to find out how easy and convenient the Wattpad application is to be used by its users. For this reason, the System Usability Scale (SUS) method is used, which is a measurement tool commonly used to assess the usability of a system or application. Researchers collected data by distributing a questionnaire via Google Forms to 50 people who used Wattpad. The results of the questionnaire showed that the average SUS score obtained was 72.2. This value is included in the "C" category with the label "Good". This means that in general, Wattpad is considered quite good and comfortable to use. However, the results of the study also show that there are still some things that can be improved, such as feature clarity, fixes if the app crashes, and the number of ads that appear in the free version. If these shortcomings are addressed, then Wattpad can become even better and more fun for its users to use.

Keywords: *Application, SUS, Usability, Wattpad*

Abstrak

Wattpad adalah aplikasi yang bisa digunakan untuk membaca, menulis, membagikan, dan mengomentari cerita dari berbagai genre, seperti romantis, horor, fantasi, dan lainnya. Aplikasi ini banyak diminati, terutama oleh anak muda, karena kemudahannya dalam digunakan dan menyediakan banyak cerita menarik secara gratis. Dalam penelitian ini, penulis ingin mengetahui seberapa mudah dan nyaman aplikasi Wattpad digunakan oleh penggunanya. Untuk itu, digunakan metode System Usability Scale (SUS), yaitu alat ukur yang biasa dipakai untuk menilai kegunaan sebuah sistem atau aplikasi. Peneliti mengumpulkan data dengan menyebarkan kuesioner lewat Google Forms kepada 50 orang yang menggunakan Wattpad. Hasil dari kuesioner menunjukkan bahwa nilai rata-rata SUS yang didapat adalah 72,2. Nilai ini masuk dalam kategori "C" dengan label "Bagus". Artinya, secara umum Wattpad dinilai cukup baik dan nyaman digunakan. Namun, hasil penelitian juga menunjukkan bahwa masih ada beberapa hal yang bisa diperbaiki, seperti kejelasan fitur, perbaikan jika aplikasi mengalami error, dan jumlah iklan yang muncul di versi gratis. Jika kekurangan ini dibenahi, maka Wattpad bisa menjadi lebih baik lagi dan semakin menyenangkan untuk digunakan oleh penggunanya.

Kata kunci: Aplikasi, SUS, Usability, Wattpad

INTRODUCTION

In the development of the current digital era, information and communication technology affects various aspects of life. One of them is the habit of reading the community. Technological developments open up opportunities to increase interest in reading through various digital applications (Amalia, 2024). One of the well-known and widely used digital applications among the public is Wattpad.

Wattpad is an app that allows writers and readers from all over the world to share and enjoy various uploaded writings, with the support of various features. Wattpad is an online platform that can serve as a social media, available in the form of a website as well as an app for Android, iOS, and

Windows Phone (Artajaya, 2022). Wattpad is a platform that provides various types of written works, such as short stories, novels, poems, and so on (Riania, Sueca, & Numertayasa, 2022).

Research that has been conducted by (Saputra & Andriani, 2022; Utomo, Warhamni, & Marghereta, 2022) explained that this platform allows users to create an account for free, both to write and simply read various content available, such as short stories, novels, poems, and others. Based on research conducted by (Pratiwi & Dewi, 2023) Wattpad is one of the popular platforms as a means of digital literacy that allows writers and readers to connect and share their written work freely.

The Wattpad app was first introduced in 2006 by Allen Lau and Ivan Yuen, as mentioned in the research(Sutarini & Dwi, 2022). Currently, the Wattpad application has a rating of 4.7 on the Appstore and 3.9 on the Playstore with the last update on March 5, 2025. As a platform that is constantly undergoing updates, Wattpad brings various changes in features and interfaces to improve the user experience.

In the context of platforms like Wattpad, evaluating usability is essential to ensure that updates and feature changes truly enhance the user experience. Usability evaluation is an important aspect in assessing the extent to which changes made can increase or decrease user satisfaction levels. Usability is a crucial aspect in website development, as it serves as a method to test the usability, performance, and assessment of the usability level of a website (Fajar, Pratama, Acantha, & Sampetoding, 2025; Kiyanto & Utamajaya, 2024). Usability is an aspect that aims to ensure ease of use of applications, both by directly and indirectly involving users (Jovanka & Subiyakto, 2024).

Usability *testing* is an evaluation method used to ensure that an interactive system can be used according to the expected purpose, support the implementation of user tasks, and identify and overcome potential obstacles in the process of using it (Kholifah, Heryana, & Nugraha, 2023). According to (Ratnawati & Anandito, 2024) This concept encompasses various aspects, such as effectiveness, efficiency, and satisfaction, which suggests that usability is not just a single characteristic, but a combination of several factors.

One method that can be used to measure usability is *the System Usability Scale* (SUS). System Usability Scale (SUS) is an index used to assess user satisfaction subjectively with a system or product without being limited to a certain field. SUS was evaluated through a questionnaire consisting of 10 statements (Ismail, Sanjaya, Ruskan, Putra, &

Saputra, 2024). Each question uses a Likert scale, which allows users to provide a subjective assessment of different aspects of the familiarity (Rahmanto, Nurhasan. Usman, & Rozan, 2024). The SUS method is used as a tool to assess effectiveness, efficiency, and user satisfaction, in accordance with the standards set by the ISO (Tuloli, Patalangi, & Takdir, 2022).

A lot of research related to user satisfaction analysis using *the System Usability Scale* method has been conducted. This shows that *the System Usability Scale method* is very popular and is appropriately used to measure the usability level of an application. The research that measured the usability level *of* the Youtube application using *the System Usability Scale (SUS)* method obtained a final score of 85 showing the level of usability of the Youtube application which is very positive and has the best performance in terms of ease of use, efficiency, and overall experience when using the Youtube application. Other research conducted by (Oktavian, Rasmila, & Amalia, 2025) shows an average SUS score of 51.8, which falls into the "OK" category and indicates that improvements are still needed to the interface, analysis accuracy, and additional features to improve the quality of application use by farmers.

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RESEARCH METHODS

Types of research

This research is included in quantitative research with a descriptive approach. The data was collected through distributing questionnaires using the System Usability Scale (SUS) method which was disseminated widely to Wattpad application users. The purpose of this study is to be able to evaluate the usability of the Wattpad application based on user perception, without manipulating variables or testing hypotheses. The SUS method was chosen because it is able to provide a numerical picture of the user experience subjectively, so that the results can be interpreted to assess the effectiveness and convenience of using the application in a daily context.

Time and Place of Research

This research will be carried out in February 2025. The data collection is carried out flexibly without restrictions on certain locations by

distributing questionnaires through the WhatsApp application.

Populations

The population in this study is all users of the Wattpad application. The research sample consisted of 50 respondents who were selected using a convenience sampling technique. This technique involves asking Wattpad users who were encountered directly to fill out the prepared questionnaire. Convenience sampling was chosen because it is more practical and easier to implement, although it has limitations in that the results may not fully represent the entire population of Wattpad users. Data was collected through an online questionnaire based on Google Form, using the System Usability Scale (SUS) method to measure effectiveness, efficiency, and user satisfaction levels.

Procedure

Data collection was carried out by distributing a questionnaire through Google Form, which contained a number of questions with multiple-choice answers. The questionnaire uses a Likert scale, where each choice is assigned a score in the range of 1–5, reflecting the respondents' level of approval of each statement. Here is a breakdown of weights for each answer based on the Likert scale:

Table 1. Likert Scale Details

Scale/Weight	Information
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

To provide a clearer picture of the questionnaire used in this study, here are some questions that cover the main aspects of usability evaluation based on System Usability Scale (SUS) (Yulianti, 2024):

Table 2. Questionnaire Questions

Inquiry	Number	Scale
1	I feel like I'm going to use the wattpad app a lot	1-5
2	I find the wattpad app complicated to use	1-5
3	I find the wattpad app easy to use	1-5
4	I need help from another person or technician in using the wattpad app	1-5
5	I feel that the features in the wattpad App are running properly	1-5
6	I feel like there are a lot of things in the wattpad app that are inconsistent	1-5
7	I feel like others will understand how to use the wattpad app quickly	1-5
8	I find the wattpad app confusing	1-5
9	I feel that there are no obstacles in using the wattpad application	1-5
10	I need to get used to it first before using the wattpad app	1-5

After the data from the respondents is collected, the next step is to calculate the score based on the results of the questionnaire. In the System Usability Scale (SUS), there are several rules that must be followed in the score calculation process. Here are the conditions that need to be considered when calculating the score from the questionnaire:

a. On items with odd numbers (1, 3, 5, 7, 9), the weight is calculated by subtracting the score given by 1.
b. On items with even numbers (2, 4, 6, 8, 10), the weight is obtained by subtracting the score from 5 (i.e. 5 minus the score).
c. Setelah seluruh bobot dari 10 item dijumlahkan, hasil total tersebut dikalikan dengan 2,5 (Apriliansyah & Halim, 2024).

Systematically, the formula for calculating the SUS score of each respondent is as follows:

Score SUS = ((P1–1) + (5–P2) + (P3–1) + (5–P4) + (P5–1) + (5–P6) + (P7–1) + (5–P8) + (P9–1) + (5–P10)) × 2,5

For the next calculation, the average System Usability Scale (SUS) score of each respondent was obtained by adding up all the scores obtained, then dividing it by the number of respondents. The calculation formula is as follows:

$$Average\ Score = \sum_{i=0}^{n} \frac{xi}{N}$$

Information:
xi = Respondent score score
N = total answer (Munawar, Hayati, & Dana, 2023)

After the calculation is done, the results can be analyzed based on three main aspects, namely
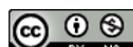
acceptance, value scale, and adjective assessment. In this study, the score scale used consists of five levels, namely A, B, C, D, and F. Each level has a range of SUS scores that have been determined as follows:

1. Grade "A" → >80.3 (categorized as "Excellent")
2. Grade "B" → 68–80.3 (categorized as "Good")
3. Grade "C" → 68 (categorized as "OK")
4. Grade "D" → 51–67 (categorized as "Poor")
5. Grade "F" → <51 (categorized as "Awful") (Rokhmawati & Arifa, 2024).

The following are the assessment criteria and further explanation of the value scale used in this study:
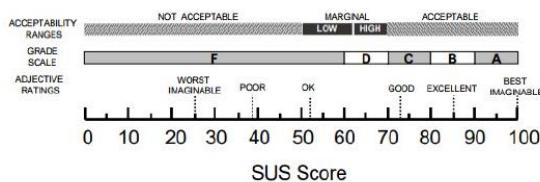

Figure 1. SUS Assessment Levels SUS Assessment Levels

Data, Instruments, and Data Collection Techniques

The data used in this study is primary data obtained directly from respondents through questionnaires. The data collected includes users' perceptions of the effectiveness, efficiency, and satisfaction of using the Wattpad app.

The data collection instrument is a questionnaire designed based on the System Usability Scale (SUS) method, which consists of 10 questions with a Likert scale of 1–5. The question is used to evaluate various aspects of usability, such as ease of use, effectiveness, efficiency, and user satisfaction level.

The data collection technique was carried out online using Google Form, which was shared with respondents through social media and other communication platforms. Respondents were asked to fill out a questionnaire independently, by giving a rating to each question based on their experience using the Wattpad app.

Data analysis technique

The data collected was analyzed using a quantitative descriptive approach, focusing on processing questionnaire results based on the System Usability Scale (SUS) method. Each response from 50 participants was processed through the calculation of the SUS score with a special rule: the odd-numbered item score is

subtracted by 1, while the even item score is subtracted by 5. All values are added together and multiplied by 2.5 to get the total score per respondent. The analysis then proceeds with calculating the average overall score to evaluate the usability level of the Wattpad application based on value categories and quality labels, such as "Excellent", "Good", and "Awful". This process aims to assess the extent of the user's experience in terms of convenience, efficiency, and satisfaction in using the Wattpad app.

RESULTS AND DISCUSSION

The process to evaluate the usability of the Wattpad application, this study uses a questionnaire adapted from the System Usability Scale (SUS). This questionnaire was compiled on a Likert scale to assess users' perceptions of various aspects of the app's usability. A total of 50 respondents participated in the study and provided responses related to their ease of use, efficiency, and satisfaction level. The data obtained is then analyzed to generate a SUS score, which provides an overview of the usability level of the Wattpad app. The following is a table summarizing the respondents' answers:

Table 3. Questionnaire Answer Data

Resp.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	4	2	4	1	4	3	5	1	5	2
2	4	2	4	2	4	3	4	2	4	2
3	5	2	5	1	5	1	5	1	5	1
4	5	2	5	1	3	3	1	1	2	3
5	5	5	5	5	5	4	5	5	5	5
6	3	2	5	2	5	3	4	2	4	2
7	5	1	4	2	3	3	4	2	4	2
8	5	2	5	2	5	2	5	2	5	2
9	3	2	4	2	4	2	3	2	4	2
10	5	3	4	1	4	3	5	2	2	1
11	4	1	4	1	4	3	4	1	3	4
12	3	2	4	2	4	2	4	2	3	2
13	3	3	5	3	4	3	4	3	3	3
14	5	1	5	1	4	3	5	1	5	2
15	4	2	4	2	4	2	4	2	4	2
16	5	1	5	1	5	1	5	1	5	1
17	1	1	5	1	5	1	5	1	5	2
18	1	3	3	2	3	3	3	3	4	3
19	3	2	4	2	4	3	5	2	3	3
20	3	3	4	2	3	3	4	2	3	2
21	5	1	1	1	5	5	5	5	5	5
22	5	1	5	2	4	2	4	2	4	2
23	3	3	5	3	4	2	3	2	2	5
24	5	1	5	2	4	1	4	1	5	2

25	4	2	4	2	4	3	4	2	4	2
26	3	1	5	2	4	4	2	4	2	2
27	4	2	4	4	3	4	2	3	4	3
28	4	2	4	2	4	2	4	2	4	2
29	4	1	5	1	4	2	4	2	5	2
30	3	2	4	2	3	3	4	2	3	3
31	3	2	5	2	4	3	4	2	2	4
32	3	3	3	3	3	3	3	3	3	3
33	2	2	4	1	3	2	4	2	4	5
34	4	1	4	1	4	1	4	1	4	1
35	2	2	4	3	4	5	5	3	4	4
36	3	2	4	2	4	4	4	2	2	3
37	2	2	4	2	4	3	3	2	4	2
38	5	1	5	1	5	3	5	1	5	1
39	3	3	3	3	3	3	3	3	3	3
40	3	2	3	2	4	2	4	2	4	3
41	3	2	5	2	4	2	5	2	5	2
42	4	1	5	1	5	1	5	1	5	2
43	1	1	5	1	3	3	5	1	5	1
44	5	4	5	5	5	4	4	5	5	4
45	3	2	4	2	3	5	4	2	4	2
46	3	2	4	1	4	3	4	1	4	3
47	5	1	5	1	5	1	5	1	5	1
48	5	1	5	2	4	2	4	2	2	5
49	4	4	5	2	5	2	5	2	5	2
50	5	1	5	1	5	4	5	1	5	3

In Table 3, the questionnaire data has been well summarized which is in the form of a summary of the respondents' answers, the next step is to calculate the score using the System Usability Scale (SUS) method. The results of the calculation are presented in the following table:

Table 4. Questionnaire data that has been processed

Resp.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	SUS
1	4	2	4	1	4	3	5	1	5	2	83
2	4	2	4	2	4	3	4	2	4	2	73
3	5	2	5	1	5	1	5	1	5	1	98
4	5	2	5	1	3	3	1	1	2	3	65
5	5	5	5	5	5	4	5	5	5	5	53
6	3	2	5	2	5	3	4	2	4	2	75
7	5	1	4	2	3	3	4	2	4	2	75
8	5	2	5	2	5	2	5	2	5	2	88
9	3	2	4	2	4	2	3	2	4	2	70
10	5	3	4	1	4	3	5	2	2	1	75
11	4	1	4	1	4	3	4	1	3	4	73
12	3	2	4	2	4	2	4	2	3	2	70
13	3	3	5	3	4	3	4	3	3	3	60
14	5	1	5	1	4	3	5	1	5	2	90
15	4	2	4	2	4	2	4	2	4	2	75
16	5	1	5	1	5	1	5	1	5	1	100
17	1	1	5	1	5	1	5	1	5	2	88
18	1	3	3	2	3	3	3	3	4	3	50
19	3	2	4	2	4	3	5	2	3	3	68
20	3	3	4	2	3	3	4	2	3	2	63
21	5	1	1	1	5	5	5	5	5	5	60
22	5	1	5	2	4	2	4	2	4	2	83
23	3	3	5	3	4	2	3	2	2	5	55
24	5	1	5	2	4	1	4	1	5	2	90
25	4	2	4	2	4	3	4	2	4	2	73
26	3	1	5	2	4	4	2	4	2	2	58
27	4	2	4	4	3	4	2	3	4	3	53
28	4	2	4	2	4	2	4	2	4	2	75
29	4	1	5	1	4	2	4	2	5	2	85
30	3	2	4	2	3	3	4	2	3	3	63
31	3	2	5	2	4	3	4	2	2	4	63
32	3	3	3	3	3	3	3	3	3	3	50
33	2	2	4	1	3	2	4	2	4	5	63
34	4	1	4	1	4	1	4	1	4	1	88
35	2	2	4	3	4	5	5	3	4	4	55
36	2	2	4	2	4	4	4	2	2	3	53
37	2	2	4	2	4	3	2	2	4	2	65
38	5	1	5	1	5	3	5	1	5	1	95
39	3	3	3	3	3	3	3	3	3	3	50
40	3	2	3	2	4	2	4	2	4	3	68
41	3	2	5	2	4	2	5	2	5	2	80
42	4	1	5	1	5	1	5	1	5	2	95
43	1	1	5	1	3	3	5	1	5	1	80
44	5	4	5	5	5	4	4	5	5	4	55
45	3	2	4	2	3	5	4	2	4	2	63
46	3	2	4	1	4	3	4	1	4	3	73
47	5	1	5	1	5	1	5	1	5	1	100
48	5	1	5	2	4	2	4	2	2	5	70
49	4	4	5	2	5	2	5	2	5	2	80
50	5	1	5	1	5	4	5	1	5	3	88
									Rata-rata		72.2

Based on Table 4, the results of the calculation using the System Usability Scale (SUS) method show a difference compared to the previous table. This table lists te SUS scores obtained for the Wattpad app, as well as the average SUS questionnaire score for that app. In addition, calculations are carried out for each question in accordance with the provisions of the SUS method. From this table, it is known that the average SUS score obtained is 72.2. Based on the SUS rating scale in Figure 1, the Wattpad app is in the "Acceptable"

category for acceptability measurements and is at the "C" level, which is categorized as "Good".

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the usability measurement using the System Usability Scale (SUS) method, the Wattpad application obtained an average score of 72.2, which indicates a fairly good level of ease of use. However, there is a significant difference in user experience, as can be seen from the variation in scores between 50 and 100. A low score indicates a less than optimal experience, while a high score reflects user satisfaction. The study also found that Wattpad has several key advantages, such as its intuitive interface design and good enough functionality to meet user needs. However, there are still shortcomings such as unclear navigation, feature responsiveness that is not optimal, and technical glitches such as lost stories and logouts for no reason. The large number of ads in the free version is also a complaint that is quite often submitted by users.

Suggestion

If you want to improve the user experience in the future, Wattpad app development needs to focus on a few important things. First, improve the interface design and navigation to make it clearer and easier to understand, by leveraging direct feedback from users. Second, improve the quality of features in terms of responsiveness and overcome technical bugs such as data loss and automatic logouts. Third, conducting regular usability testing with various user groups to gain a more comprehensive understanding of the obstacles faced. Finally, reduce the number of ads in the free version to make users feel more comfortable when using the app.

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