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Modular Evaluation of Key Components of User Experience Indrive Application

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ABSTRACT

The InDrive application is an online transportation service that utilizes a fare negotiation system between users and drivers. In the highly competitive online transportation industry, user experience has become an important aspect that must be considered. This study aims to identify and analyze the user experience of the InDrive application using the Modular Evaluation of Key Components of User Experience (meCUE) 2.0 method with a quantitative descriptive approach. Research data were collected through the distribution of questionnaires to 170 active InDrive users in Indonesia using a purposive sampling technique. The questionnaire was structured based on the five modules of meCUE 2.0 and analyzed using descriptive statistical methods. The results indicate that the usefulness and usability aspects are categorized as high, while visual appearance, emotional reactions, as well as users' intention to use and loyalty are categorized as moderate to fairly good. Overall, the user experience of the InDrive application is evaluated positively; however, improvements are still needed in several aspects to further enhance service quality.

Keywords: User Experience, Mecue 2.0, Indrive

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1. INTRODUCTION

The development of digital technology has had a significant impact on various aspects of human life, one of which is transportation. This significance is further strengthened by the dynamics of the rapidly growing online transportation industry in Indonesia, which offers consumers the convenience of traveling from one location to another through app-based bookings [1].

Along with this, technological advances have improved consumer welfare and influenced changes in their behavior in the digital era, one of which is shown through the ease of downloading various applications that help make daily activities easier [2]. According to data released by the Internet Service Providers Association (APJII), internet users in Indonesia reached 221,563,479 people out of a total population of 278,696,200 in 2023. The 2024 Indonesian internet penetration survey recorded a penetration rate of 79.5%, which means an increase of 1.4% compared to the previous year [3].

Indrive is one of the applications that is developing in this field with its distinctive feature of fare negotiation which differentiates it from other competitors [4]. As a reinforcement, researchers conducted a pre-survey of 10 random respondents via Google Form, and the results showed a similar trend to reviews on the Play Store: although the fare negotiation feature was considered attractive, the usability and stability of the system still needed improvement. This situation underscores the importance of evaluation so that improvements can be focused on the most influential aspects.

To address the needs of this research, the modular evaluation of key Components of User Experience (meCUE) method was used as an evaluation approach. This method is designed to assess the user experience holistically through several aspects, ranging from functional qualities, such as usability and efficiency, to non-functional qualities, such as aesthetics and emotional reactions. Furthermore, according to (Minge et al., 2017), the advantages of meCUE 2.0 lie in its modular, flexible, efficient nature, and proven validity and reliability for various types of interactive systems [5]. With only 34 questions and a completion time of approximately two to five minutes, meCUE 2.0 is a compact instrument that still provides in-depth and accurate measurements of user perceptions. To date, meCUE has been successfully used to measure UX in consumer products, software, and various mobile applications. Furthermore, meCUE is also well-suited for comparing different products or design options, as well as for detecting changes in user experience over long-term use.

To date, user experience research using the meCUE method has largely focused on applications in other fields. For example, research conducted by (Joosten et al., 2023) measured the user experience of the OYO hotel booking application using the meCUE method, and the results showed that the usability aspect obtained a fairly high score with an average of 5.67 [6]. In addition, (Larasati et al., 2021) also adapted meCUE to the KAI Access and Tiket.com applications as means of booking transportation tickets in Indonesia, which demonstrated that meCUE can be applied effectively in the context of transportation and travel applications [7].

2. METHODS

This research began with problem identification and a literature review to formulate a research model and develop an instrument in the form of a meCUE 2.0-based questionnaire. The questionnaire was distributed via Google Form to residents in Indonesian cities using the InDrive application. The data was then processed using Microsoft Excel, including scoring, descriptive statistics, and validity and reliability tests as the basis for analysis and conclusion drawing.

Identified problems included a less intuitive interface, feature complexity, slow application performance, a declining user base, and the lack of a comprehensive user experience evaluation. The literature review served as a theoretical foundation, reviewing research related to meCUE, usability, and user experience to guide indicator development and instrument adjustments.

The study employed a descriptive quantitative method with the meCUE 2.0 instrument, which includes five main modules and employs a seven-point Likert scale. The Google Form questionnaire consisted of respondent identification and 34 items covering various dimensions of user experience.

The study population was InDrive users in Indonesian cities, using a purposive sampling technique. The sample size was determined using multivariate analysis of 5–10 times the number of indicators (Hair et al., 2019) with a minimum of 170 respondents, supported by (Sekaran & Bougie, 2016). The initial trial was conducted on 30 respondents (Bujang et al.,

2024) with Pearson Product Moment validity test ($r \geq 0.30$) and Cronbach's Alpha reliability ($\alpha \geq 0.70$) [8], [9], dan [10].

Setelah instrumen dinyatakan valid dan reliabel, dilakukan pengambilan data lanjutan pada 170 responden. Data diolah untuk menghitung rata-rata indikator, modul, dan keseluruhan, serta disajikan dalam bentuk diagram. Analisis dilakukan secara deskriptif kuantitatif berdasarkan lima modul meCUE 2.0, dan hasilnya digunakan untuk menilai kualitas user experience aplikasi InDrive. Validasi hasil dilakukan melalui pendampingan expert UI/UX untuk memastikan interpretasi yang tepat.

3. RESULTS AND DISCUSSION

3.1 Instrument Test Results

Instrument testing is a crucial stage in quantitative research, aimed at evaluating the feasibility of the research measurement tool through validity and reliability testing. At this stage, the questionnaire was analyzed using initial data collected from 30 respondents.

A. Validity Test

Validity testing is one of the stages in testing research instruments that aims to assess the extent to which each item in the questionnaire is able to measure the construct or research variable accurately. In quantitative research using questionnaire instruments, the method commonly applied to test item validity is the Pearson Product Moment correlation, which is usually analyzed with the help of SPSS software, by testing the relationship between the score of each item and the total score. The r_table value is determined based on the distribution of the Pearson Product Moment correlation at a significance level of 5% ($\alpha = 0.05$) with the number of respondents n = 30, resulting in an r_table value of 0.361. This value is used as a reference in determining the validity or otherwise of each item in the questionnaire [9].

Table 1. Pearson Product Moment r value

N	Significant Level	
	5%	1%
25	0.396	0,505
26	0.388	0.496
27	0.381	0.478
28	0.374	0.478
29	0.367	0.470
30	**0.361**	0.463

A statement item is declared valid if the calculated r value is greater than the table r value or the significance value (p-value < 0.05). The results of the validity test calculations for all statement items in each research variable are presented in Table 2. The validity test results indicate that all statement items are valid, as the calculated r_value for each indicator is greater than the table r_value of 0.361 at a significance level of 5% (n = 30). Thus, all statement items in the research instrument have met the validity criteria and are suitable for use in the next stage of data analysis.

Table 2. Instrument Validity Test Results

Variable	Items	r count	r table	Information
Modul I	U1	0,778	0,361	Valid
	U2	0,711	0,361	Valid
	U3	0,812	0,361	Valid
	E1	0,842	0,361	Valid
	E2	0,725	0,361	Valid
	E3	0,709	0,361	Valid
Modul II	A1	0,549	0,361	Valid
	A2	0,504	0,361	Valid
	A3	0,460	0,361	Valid
	S1	0,740	0,361	Valid
	S2	0,655	0,361	Valid
	S3	0,531	0,361	Valid
	C1	0,594	0,361	Valid
	C2	0,619	0,361	Valid
	C3	0,607	0,361	Valid
Modul III	P1	0,594	0,361	Valid
	P2	0,459	0,361	Valid
	P3	0,553	0,361	Valid
	P4	0,565	0,361	Valid
	P5	0,502	0,361	Valid
	P6	0,677	0,361	Valid
	N1	0,812	0,361	Valid
	N2	0,778	0,361	Valid
	N3	0,837	0,361	Valid
	N4	0,763	0,361	Valid
	N5	0,836	0,361	Valid
	N6	0,620	0,361	Valid
Modul IV	L1	0,778	0,361	Valid
	L2	0,664	0,361	Valid
	L3	0,767	0,361	Valid
	I1	0,775	0,361	Valid
	I2	0,699	0,361	Valid
	I3	0,733	0,361	Valid
Modul V	all	1,000	0,361	Valid

B. Reliability Test

The results of the instrument reliability test calculations can be seen in Table 3. Based on Table 3, the reliability test results show that all research variables containing more than one statement obtained a Cronbach's Alpha value ≥ 0.70, thus all constructs were declared reliable. This finding indicates that the research instrument has a good level of internal consistency and is able to produce stable and reliable data, making it suitable for use in the next stage of data analysis.

Table 3. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Standart Criteria	Information
Modul 1	0,854	≥ 0,70	Reliable
Modul II	0,767	≥ 0,70	Reliable
Modul III	0,892	≥ 0,70	Reliable
Modul IV	0,830	≥ 0,70	Reliable

Module V (Overall Evaluation) was not tested for reliability using Cronbach's Alpha because this module consists of only one statement. Reliability testing using Cronbach's Alpha requires a minimum of two items in a construct, making it methodologically impossible to apply to constructs with a single indicator. Therefore, Module V was still used as an indicator for the overall evaluation without undergoing

a reliability test, in accordance with the provisions for questionnaire-based instrument measurement.

3.2 Analysis Tools meCUE 2.0

In this study, the mean value is used as the main basis for discussing the results, because it represents the user's general assessment of each aspect of the user experience measured. The results of processing the questionnaire data using the meCUE 2.0 analysis tool are presented in Table 4 (Statistical Results). This table contains descriptive statistical values in the form of median, average value (mean), standard deviation, minimum value, and maximum value for each subscale in each module. The mean value in this table serves as the main reference in determining the interpretation category based on the value range table, which is then used as the basis for discussing the results in each meCUE module.

Table 4. Statistic Results

Modul	Subscale	Median	Mean Values	Standard Deviation	Minimun Values	Maximum Values
I	*Usefulness*	6,33	5,42	0,83	3,67	7,00
	Usability	6,00	5,31	0,94	4,00	7,00
II	*Visual Aesthetics*	5,33	4,66	1,12	3,00	6,67
	Status	5,67	4,61	1,44	1,67	6,67
	Commitment	5,33	4,31	1,38	2,33	7,00
III	*Positive emotions*	5,25	4.68	1,14	2,83	6,67
	Negative emotions	2,58	2,93	1,96	1,00	6,83
IV	*Intention to use*	4,50	4,14	1,51	1,67	6,67
	Product loyalty	4,67	4,33	1,46	2,00	7,00
V	*Product loyalty*	6,00	5,1	1,2	4,0	7,0

Module I, which includes the usefulness and usability subscales, obtained average scores of 5.42 and 5.31, respectively. In Module II, the visual aesthetics, status, and commitment subscales obtained average scores of 4.66, 4.61, and 4.31, respectively. Furthermore, in Module III, the positive emotions subscale obtained an average score of 4.68, which is included in the fairly high category, while negative emotions was 2.93, which is in the fairly low category. In Module IV, the intention to use subscale obtained an average score of 4.14, while product loyalty was 4.33. Finally, Module V, which represents the overall evaluation, obtained an average score of 5.00.

3.3 Discussion

The meCUE analysis results describe user perceptions of the inDrive application based on questionnaire data processed using the meCUE 2.0 analysis tool. This analysis includes five main modules that represent various dimensions of user experience.

1. Results of Module 1 Analysis

   Module I discusses the perception of instrumental product qualities which consists of two indicators, namely usefulness and usability.

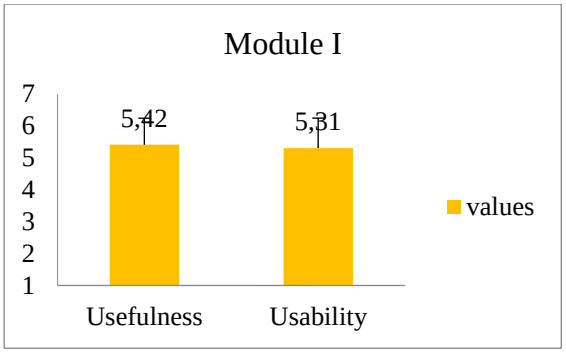

Figure 1. Module I Results

Based on Figure 1, the usefulness indicator obtained an average score of 5.42. This score represents the average of respondents' answers to all questions representing the usefulness indicator in the research questionnaire. Within the meCUE 2.0 framework, this indicator is used to assess the extent to which users perceive a system as useful in supporting their activities.

These results indicate that users perceive tangible benefits from the available features. This is evident in respondents' answers to questions related to ease of finding transportation, flexibility in determining travel fares, and the application's ability to meet daily mobility needs. Therefore, a high score on the usefulness indicator indicates that the application's main functions are functioning well and meeting user expectations.

Meanwhile, the usability indicator obtained an average score of 5.31. This score is derived from respondents' answers regarding the application's ease of use, the clarity of the interface, and the ease of understanding the available features. Within the meCUE 2.0 framework, usability describes how easy it is for users to use the system to achieve their goals.

This score indicates that users find the application quite easy to operate. This is evident in responses to questions about the ease of understanding the user interface, such as determining pickup and destination locations, selecting services, and booking trips. Furthermore, the relatively simple interface also helps users interact with the app without experiencing significant difficulties.

2. Results of Module II Analysis

Module II discusses the perception of non-instrumental product qualities which consist of three indicators, namely visual aesthetics, status, and commitment.

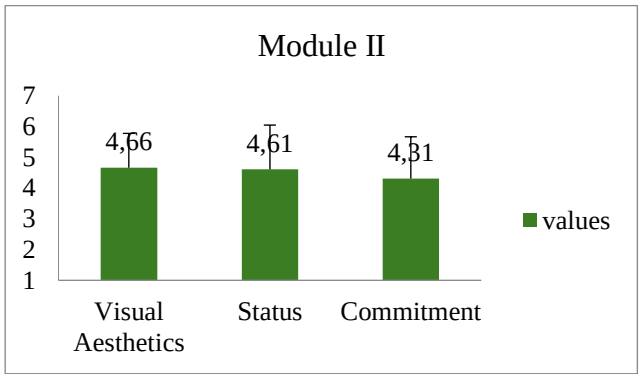

Figure 2. Module II Results

Based on Figure 2, the visual aesthetics indicator received an average score of 4.66. This score represents the average of respondents' responses to questions in the visual aesthetics module of the MeCUE 2.0 questionnaire, which includes assessments

of the interface appearance, layout neatness, color combinations, and the app's visual appeal.

These results indicate that users consider the app's appearance to be quite attractive and comfortable to use. This is evident in responses to questions regarding icon clarity, design simplicity, and easy-to-understand map and ordering menu displays. However, the score is not particularly high, indicating that several visual aspects could be improved, such as design consistency or a more modern and aesthetically pleasing appearance.

The status indicator received an average score of 4.61, derived from respondents' responses to questions related to self-image perceptions when using the app. Within the MeCUE 2.0 framework, this indicator assesses whether using the app conveys a certain impression, such as appearing modern, practical, or trendy.

This score indicates that users experienced a moderately positive experience when using the app. This is evident from respondents' responses to questions that describe InDrive as a practical part of their daily mobility lifestyle. However, the score, which remains in the "fair" category, indicates that the app has not yet fully established a strong sense of prestige or identity compared to other similar services.

Meanwhile, the commitment indicator received an average score of 4.31, which falls into the neutral category. This score is derived from respondents' answers to questions measuring user engagement, such as the desire to continue using the app, preference for the app over competitors, and intention to reuse it in the future.

These results indicate that while users are quite satisfied with the app's appearance and image, this has not yet fully fostered strong loyalty. This is reflected in respondents' responses, which still indicate the possibility of switching or using other online transportation apps as alternatives, depending on specific needs or circumstances.

Overall, the results in Module II indicate that the app's non-instrumental quality is in the "fair" category. Users rated the app's visual aesthetics and image as quite good and provided a positive user experience. However, the commitment aspect remained neutral, indicating there is still opportunity for InDrive app developers to increase user loyalty.

3. Results of Module III Analysis

Module III discusses emotional reactions which consist of two indicators, namely positive emotions and negative emotions.

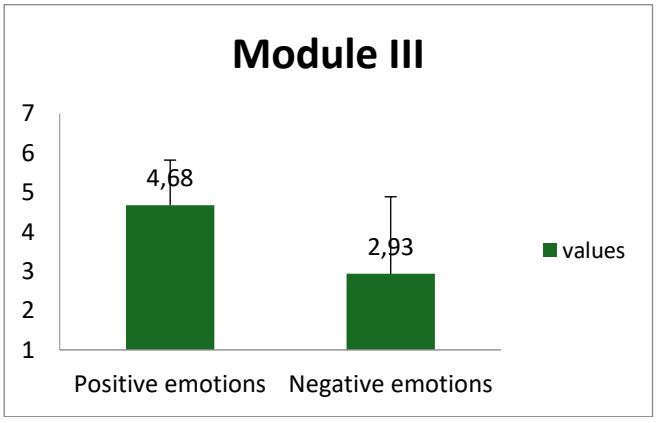

Figure 3. Module III Results

Based on Figure 3, the positive emotions indicator obtained an average score of 4.68. This score represents the average of respondents' answers to questions in the positive emotions module of the MeCUE 2.0 questionnaire, which measures positive user feelings such as happiness, satisfaction, comfort, and enjoyment while using the app.

This score indicates that users experienced a moderately positive emotional experience while interacting with the app. This is evident in respondents' answers to questions related to satisfaction when the booking process ran smoothly, ease of use of features, and success in receiving the service as expected. For example, users expressed satisfaction when they were able to find a driver quickly, had the freedom to determine their trip fare through the price negotiation system, and completed their booking without significant obstacles.

Meanwhile, the negative emotions indicator obtained an average score of 2.93. This score is derived from respondents' answers to questions measuring negative feelings, such as confusion, frustration, or discomfort while using the app.

This score indicates that some users still experienced negative emotions, although not predominantly. This is evident in responses to questions related to difficulty understanding certain features, unclear displays, or potential obstacles during the trip booking process. However, because the scores are relatively low, it can be concluded that these negative experiences are only felt by a small percentage of users and are not the primary experience.

A comparison of positive and negative emotions scores indicates that users' emotional experiences with the InDrive app tend to be positive. This is based on respondents' responses to the MeCUE questionnaire, which indicated more feelings of satisfaction and comfort than negative feelings. Nevertheless, several aspects of the app's services and features still need improvement to minimize negative emotions, thus ensuring a more optimal and consistent user experience.

4. Results of Module IV Analysis

Module IV discusses the consequences of use which consist of two indicators, namely intention to use and product loyalty.

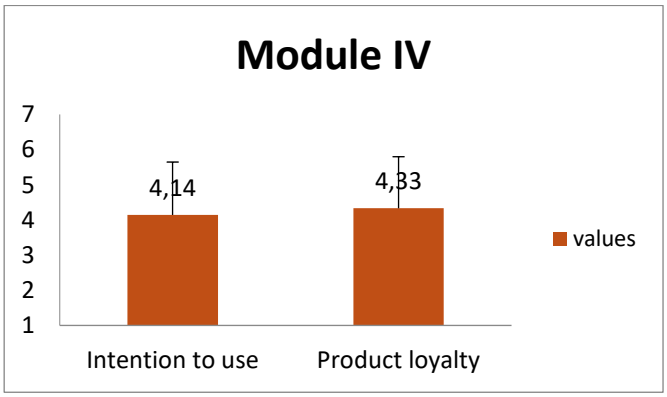

Figure 4. Module IV Results

Based on Figure 4, the intention to use indicator obtained an average score of 4.14. This score represents the average of respondents' answers to questions in the intention to use module of the MeCUE 2.0 questionnaire, which measures the extent to which users have the intention or desire to return to the app in the future after gaining previous experience.

This score indicates that users' tendency to reuse the app remains neutral. This is evident from respondents' answers to questions regarding their desire to return to the app when needing transportation services, as well as their preference for use over other apps. While user experiences such as the ease of booking trips, finding drivers, and using the app's features leave a positive impression, they do not yet fully drive strong intentions to reuse, particularly given the availability of alternative online transportation services.

Meanwhile, the product loyalty indicator obtained an average score of 4.33. This score is derived from respondents' answers to questions measuring user loyalty, such as the tendency to continue using the same app, choosing it over competitors, and willingness to recommend the app to others.

These results indicate that user loyalty remains neutral. This is evident from respondents' responses, which indicate that despite having a fairly positive experience, not all users consistently make InDrive their primary choice. Some users still consider or use other transportation apps as alternatives, depending on specific needs and circumstances.

A comparison between intention to use and product loyalty indicators shows that loyalty scores are slightly higher than intention to reuse. This indicates that some users are inclined to continue using the app, but have not yet fully committed to using it long-term. Based on the answers to the MeCUE questions, this may be influenced by an inconsistent user experience or a lack of significant advantages compared to competitors. Therefore, InDrive app developers need to improve service quality, add relevant features, and enhance the overall user experience to encourage increased user interest and loyalty.

5. Results of Module V Analysis

Module V discusses overall evaluation, which aims to assess user perceptions of the application as a whole after considering the entire user experience.

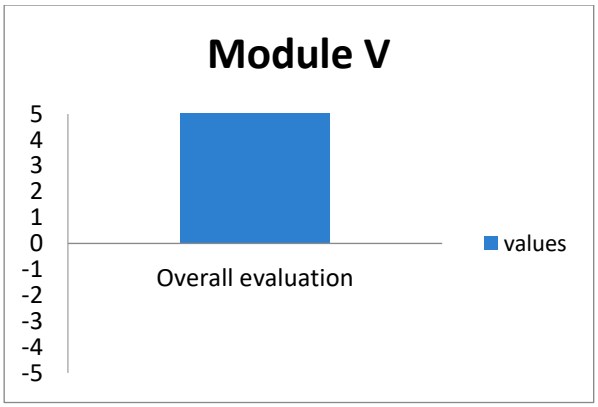

Figure 5. Module V Results

Based on Figure 5, the overall evaluation indicator obtained an average score of 5.1. This score represents the average of respondents' answers to the questions in the overall evaluation module of the MeCUE 2.0 questionnaire, which measures users' overall assessment of the application after using the various available features. This indicator reflects users' general impressions, including their level of satisfaction and their final evaluation of the application's user experience.

This score indicates that users generally gave a positive assessment of the application. This is evident from respondents' answers to questions related to user

satisfaction, overall impressions of the application, and their assessment of whether the application met their needs. Experiences such as ease of booking trips, flexibility in determining fares, ease of finding drivers, and smoothness in using the features also influenced this assessment.

Referring to the score interpretation table adjusted to the MeCUE 1–7 scale, a score of 5.1 is considered quite high. This indicates that the InDrive application has been able to provide a good user experience and meet the expectations of most users, as reflected in the overall evaluation questions.

3.4 Interrelationships between Modules in the meCUE Framework

The meCUE model is a conceptual framework that not only measures user experience through several separate modules but also explains the causal relationships between user experience components.

In the initial phase, Module I (instrumental product qualities), consisting of usefulness (the product's usefulness in helping users achieve their goals) at 5.42 and usability (ease of use and system interaction) at 5.31, showed high scores. This was evident in Module II (non-instrumental product qualities), where aesthetics (the product's beauty and visual appeal) at 4.66 and status (user perception of the product's image and social value) at 4.61 were in the fair category, and commitment (the user's level of emotional attachment to the product) at 4.31 was in the neutral category.

The impact of these conditions is seen in Module III (emotional reactions). The positive emotions score (positive feelings such as joy, enthusiasm, and excitement when using the product) of 4.68 indicates that users continue to experience a pleasant experience. Furthermore, this emotional state has implications for Module IV (consequences of user experience). The intention to use score (user intention to continue using the product in the future) of 4.14 and product loyalty score (user loyalty level to continue using and not switch to another product) of 4.33, which is in the neutral category, indicates that the positive experience felt by users is not strong enough to encourage long-term usage commitment. In the final stage, all user experiences are accumulated in Module V (overall evaluation) with a score of 5.1, which is in the fairly high category. This value indicates that the application has generally provided a positive experience.

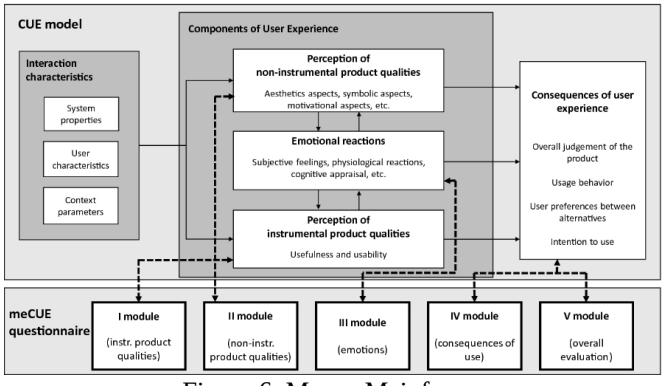

Figure 6. Mecue Mainframe

The arrows in the CUE model indicate the relationships between components that shape the overall user experience. This process begins with interaction characteristics, which include the characteristics of the system, the user, and the context of use, which then influence the user's perception of instrumental product qualities (usefulness and usability) and non-instrumental product qualities (such as aesthetics and status). These two types of qualities have a reciprocal relationship, where functional qualities can influence non-functional

perceptions and vice versa. Perceptions of product quality then give rise to emotional reactions in the form of positive or negative feelings during use. These emotional reactions then influence the consequences of use, such as overall assessment, usage behavior, preferences, and intentions to reuse the product. Furthermore, there is a direct relationship between functional quality and consequences of use, indicating that under certain conditions, users can form decisions without going through emotional processes. This model is also dynamic, as demonstrated by the presence of feedback, where previous experiences can influence user perceptions and interactions during subsequent use.

3.5 UI/UX Expert Validation

Expert validation was conducted as a follow-up step to strengthen the research results and increase the credibility and reliability of the findings obtained through data analysis using the MeCUE method. This step involved a UI/UX expert with the competence and experience in evaluating the quality of user experience in digital applications. The expert's role in this research was to conduct a thorough review of the analysis results for each MeCUE module, from instrumental qualities and non-instrumental qualities to emotional reactions and overall evaluation.

This validation process aimed to ensure that the research analysis results aligned with the actual conditions of the application under study and to identify recommendations for improvement in aspects that were still suboptimal. The expert's input served as the basis for formulating system development suggestions, allowing efforts to improve the quality of the user experience to be more focused, systematic, and tailored to user needs.

A. Dashboard Display Review Results

Based on the evaluation results, it was found that the lack of clear separators in the transportation mode selection menu caused users to experience confusion in determining the option that best suited their needs. Furthermore, the use of scroll colors that did not contrast well with the background made the element less visually visible, so users did not realize that the menu could be swiped to view other options. These two issues have the potential to hinder ease of navigation and reduce the effectiveness of user interaction in using the application.

B. Display Review Results

The lack of recently visited or saved locations makes the search process less effective and takes longer. Users must manually re-enter their location each time they use the app, reducing efficiency and ease of interacting with the system.

C. Payment Review Results

Digital and cashless payment features are needed as alternative transaction methods, considering that the majority of people, especially in large cities like Jakarta, have shifted from using cash to digital payment systems. The absence of these options can limit user flexibility in transactions and potentially reduce the convenience and satisfaction of using the app.

Expert validation is conducted as a follow-up step to strengthen the credibility of the research results obtained through the MeCUE method. This process involves a UI/UX expert reviewing and linking the analysis results for each module to the actual application conditions.

Based on the validation results, several findings were obtained which are related to the analysis results of each module as follows:

1. Module I (*instrumental product qualities)*

   The analysis results showed a high score, indicating the application was deemed useful and easy to use. However, the expert found issues with the dashboard display, such as the lack of menu separators and a lack of contrast on the scroll bar. This indicates that while usability was assessed as good, there are still shortcomings in the visual navigation aspect that need to be improved.

2. Module II (*non-instrumental product qualities*)

   Visual aesthetics and status scores were in the adequate category, while commitment remained neutral. Expert findings regarding unclear and suboptimal displays reinforced these findings, suggesting that aesthetics and visual appeal still need improvement to increase user engagement.

3. Module III (*emotional reactions)*

   Users tend to experience positive emotions, although negative emotions remain at a low level. Expert feedback regarding display issues and the lack of a saved location feature indicate factors that can trigger these negative emotions, particularly regarding efficiency of use.

4. Module IV (consequences of use)

   Intention to use and product loyalty scores were neutral. This aligns with expert findings regarding feature limitations, such as the lack of saved locations and digital payment methods, which can impact reuse intention and user loyalty.

5. Module V (*overall evaluation*)

   Users gave the application a fairly high overall rating. However, expert validation results indicated that several aspects still needed to be developed to optimize the user experience. Thus, expert validation not only strengthened the analysis results but also provided a more in-depth explanation of the findings in each module and served as a basis for developing recommendations for system improvements.

CONCLUSION

Based on the results of the InDrive application user experience evaluation study using the meCUE 2.0 method, it can be concluded that this study successfully provides a comprehensive picture of the quality of user experience. The study used a descriptive quantitative approach with a purposive sampling technique on 170 active user respondents, using a 34-item meCUE 2.0 questionnaire with a seven-point Likert scale. The instrument has been tested for validity (Product Moment Pearson) and reliability (Cronbach's Alpha) and declared feasible, with data processing using Microsoft Excel and descriptive analysis. The results show that the instrumental aspects (usefulness 5.42 and usability 5.31) are in the high category, indicating the application is useful and easy to use. Non-instrumental aspects such as aesthetics (4.66) and status (4.61) are quite high, but commitment (4.31) is still neutral. In the emotional aspect, positive emotions (4.68) are quite high and negative emotions (2.93) are low, indicating a positive user experience. Meanwhile, intention to use (4.14) and loyalty (4.33) are still in the neutral category. The overall evaluation obtained a score of 5.1, which is considered quite high. Overall, InDrive has a good user experience in terms of functionality, but it is not fully supported by emotional and non-instrumental aspects, so user commitment, usage intention, and loyalty are not optimal. This is reinforced by UI/UX expert validation, which

indicates the need for improvements in navigation, visual appearance, and features such as saved locations and digital payment methods to increase user engagement.

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