

Assessing User Experience in Indonesian Fashion Mobile Applications Using a Usability Testing Approach

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*Submitted: November 5th 2025; Revised: December 24th 2025;
Accepted: December 26th 2025; Available Online: December 29th 2025
DOI: 10.21456/vol15iss4pp518-524*

Abstract

The rapid growth of mobile applications in the fashion industry has transformed how consumers interact with brands, browse products, and make purchasing decisions. While previous studies have examined consumer attitudes and behaviors toward fashion mobile applications, limited attention has been given to measuring and quantifying the overall user experience (UX), particularly in emerging markets such as Indonesia. This study aims to address this research gap by assessing the user experience of fashion mobile applications through questionnaire-based usability evaluation. The research employs design principles and user interface (UI) elements as analytical frameworks to evaluate how effectively fashion mobile app designs influence engagement, navigation ease, and purchase intention among Indonesian users. Data was collected from a sample of active fashion app users and analyzed to identify key usability factors that contribute to positive or negative user experiences. The findings reveal that interface aesthetics, interaction simplicity, and personalized recommendations have a significant impact on user satisfaction and in-app purchasing behavior. The results underscore the importance of user-centered design in developing fashion mobile applications tailored to the expectations and digital habits of Indonesian consumers. This study contributes to the growing body of literature on UX evaluation in mobile commerce by providing insights into how design-driven usability influences user engagement and business outcomes in the fashion retail context.

Keywords: User Experience; Mobile Mode App; Uses.

1. Introduction

In the digital age, mobile technology has become a major driver of transformation across industries, including fashion according to Lau, O., & Key, C. (2021). The advent of mobile apps has revolutionized the way consumers interact with fashion brands, offering a more convenient and personalized shopping experience according to Ding, Y., Lai, Z., Mok, P. Y., & Chua, T. (2023). In addition, User Experience (UX) is also crucial for the success of fashion apps. A positive UX not only increases user satisfaction but also fosters greater engagement and loyalty according to Kim, J., & Ha, J. (2021). Additionally, a well-designed User Interface (UI) can greatly improve user retention. Research has shown that effective UI/UX design can increase user retention by up to 400% in the context of mobile app modes according to Tian, Y., Zhou, K., & Pelleg, D. (2021). Additionally, the emotional aspect of UX plays a crucial role in influencing consumer behavior. Users are more likely to form an emotional connection with apps that reflect their personal identity and desires, which in turn increases the frequency of use and brand loyalty according to Nugraha, I., & Fatwanto, A. (2021).

Most previous research has focused on isolated UX elements, such as usability or aesthetics, without considering how these elements work together to shape overall user satisfaction according to Hinderks, A., Mayo, F. J. D., Thomaschewski, J., & Escalona, M. J. (2022). Using a questionnaire approach, the study collected direct feedback from users to identify areas for improvement in existing applications according to Sudirman, S., Lase, D., Syafriyandi, S., & Gobal, R. (2024). So the role of mobile apps in the fashion industry has grown rapidly over the past decade, driven by the widespread adoption of smartphones and the increasing demand for digital shopping experiences according to El-Seoud, S. A., & Taj-Eddin, I. (2019). Often referred to as the "fashion m-commerce app", this mobile app has changed the way consumers engage with fashion products and brands. Virtual trials, personalized recommendations, interactive lookbooks, and integration with social media have made fashion shopping more dynamic and immersive according to Zhou, H., Lan, T., & Venkataramani, G. (2021). In a highly competitive fashion industry, where consumer preferences are constantly evolving, retailers must adapt to meet the demand for innovative and user-friendly experiences

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according to Kim, Y. (2021).. Each of these usability elements affects how users perceive and interact with the app, ultimately affecting their likelihood of returning, making purchases, and growing brand loyalty according to Nugraha, I., & Fatwanto, A. (2021).

Personalization has emerged as a powerful tool in fashion apps. Through advanced algorithms and data analytics, mobile mode apps can provide customized recommendations based on the user's browsing history, previous purchases, and preferences according to Lau, O., & Ki, C. (2021). According to A. L. P., -, M. H., Prasanna, Mrs. S. G., & Yadav, D. (2023) this personalized approach not only improves the shopping experience but also leads to higher conversion rates and greater customer retention. Research has shown that demographic differences significantly affect how users perceive and interact with personalized recommendations, emphasizing the need for designers to create adaptable and flexible UX strategies by references Dibak, M., Bnacov, B. H., Karessli, N., Dedi, D., Malykh, E., Wasilewski, J., Torres, T., & Ramallo, A. P. (2023). Deldjoo, Y., Nazary, F., Ramisa, A., McAuley, J., Pellegrini, G., Bellogín, A., & Noia, T. D. (2022) said that the main challenge in evaluating the UX of a fashion app is the subjective nature of the user experience.

Visually appealing apps with intuitive layouts can evoke positive emotions, foster a deeper connection with the brand and encourage frequent use according to Teangsompong, T., & Sawangproh, W. (2024). Fashion apps should be designed to accommodate a wide range of users, including people with disabilities and people from different cultural backgrounds. Rieger, C., Lucrédio, D., Fortes, R. P. de M., Kuchen, H., Dias, F. S., & Duarte, L. M. C. (2020) said that failing to consider these factors can result in a fragmented user experience and alienate a large portion of the target audience. Additionally, there are increasing concerns over data privacy and security, especially given the large amount of personal data that fashion apps often collect. Ensuring users feel safe and secure is a fundamental aspect of creating a positive UX according to Ziccardi, G. (2020).

2. Theoretical Framework

2.1. User Experience

According to Nugraha, UX encompasses all aspects of user interaction with the app, from the ease of navigation to the user's emotional response to the product or service. User interface design is one of the key elements that define a good UX. Intuitive navigation, clear layout, and responsiveness are some of the aspects that contribute to a positive UX according to Nugraha, I., & Fatwanto, A. (2021). UX

is not only influenced by functional aspects but also emotional aspects, such as trust and satisfaction. In the context of fashion apps, personalized and interactive shopping experiences play an important role in shaping user loyalty to a brand according to Hinderks, A., Mayo, F. J. D., Thomaschewski, J., & Escalona, M. J. (2022). User experience refers to the overall experience a person has when interacting with a product or service, with a particular emphasis on usability, efficiency, and satisfaction. In the context of mobile mode apps, UX encompasses all aspects of user interaction with the app, from navigation and usability to aesthetic appeal and emotional impact according to Hinderks, A., Mayo, F. J. D., Thomaschewski, J., & Escalona, M. J. (2022). The success of a fashion app relies heavily on the quality of the UX design, as it shapes the user's perception of the brand and their likelihood of returning to the app according to Nugraha, I., & Fatwanto, A. (2021). Research has found that well-designed UX features, such as an intuitive interface, fast load times, and smooth navigation, significantly improve user satisfaction and contribute to higher retention rates according to Lubis, M., Sutoyo, E., Azuddin, M., & Handayani, D. (2019). For example, a mobile app with a clear and easy-to-follow shopping path, as well as a fast checkout process, has been shown to increase conversion rates and reduce abandonment. Conversely, poor UX design—characterized by confusing layouts, long response times, or complicated navigation—can frustrate users, leading to higher bounce rates and lower retention as has been said by Goić, M., Rojas, A., & Saavedra, I. (2021).

2.2. Usability

Usability is an important component of UX, as it determines how easily users can complete the intended tasks in the app. Usability includes factors such as efficiency, effectiveness, and user satisfaction according to Nugraha, I., & Fatwanto, A. (2021).

Lynn, N. D., Islam, A., & Budiyo, D. (2020) said that in fashion apps, usability is crucial because it affects the user's ability to browse, search, and buy items quickly and easily. Usability is defined as the ease with which users can achieve their goals in an app, which includes learning ability, efficiency, easy to remember, and error handling. In the fashion app industry, where users typically attempt to browse collections, make purchases, and quickly access personalized recommendations, usability is paramount according to Pratama, M. A. T., & Cahyadi, A. T. (2020).. Fashion mobile apps should balance rich visual content, such as high-quality images and videos, with intuitive navigation to avoid overwhelming users. The clear and simple navigation structure in the fashion app contributes to a seamless

shopping experience according to Lee, J. H., & Kwon, H. (2020). The ease of searching, filtering, and sorting products, along with a user-friendly checkout process, was found to improve overall user satisfaction in the fashion app according to Pereira, P. M., Ferreira, D. A., & Nascimento, A.F. (2021). Additionally, app functionality, including speed, responsiveness, and stability, is closely related to UX. Slow load times and frequent crashes can deter users from returning. A well-performing fashion app improves usability and keeps users engaged by ensuring that interactions feel fast, smooth, and reliable according to Juliana, J., Limayurid, A. S., Adirestuty, F., Ridlwan, A. A., Rusmita, S. A., & Ismail, S. (2024).

2.3. Aesthetic Design and Visual Appeal

An aesthetically pleasing design interface is more likely to create positive emotions and encourage users to spend more time interacting with the app. In fashion applications, designs should reflect brand identity and appeal to the user's aesthetic preferences, as fashion is intrinsically linked to personal identity and self-expression Ma, N., Kim, J., & Lee, J. H. (2022).. Research shows that an elegant and visually cohesive design not only enhances usability but also enhances the user's emotional connection with the app according to Kim, S. Y., Lee, S. Y., & Lee, H. (2020). Features such as high-quality images, stylish typography, and cohesive color schemes play a crucial role in creating an engaging experience. The "look and feel" of an app can affect users' perceptions of a brand's value, luxury, and reliability. This emotional connection can increase brand loyalty and promote frequent use of the app according to Li, X., Su, X., & Wang, Y. (2020).. Fashion apps that integrate modern and dynamic elements, such as interactive lookbooks, 360-degree product displays, or virtual try-on features, enhance the sense of excitement and immersion. These immersive features make users feel more engaged in the shopping process, which can lead to longer sessions and greater purchasing possibilities according to Bobadilla, J., Alonso, S., & Hernando, A. (2020).

2.4. Personalized Personalization and Customized Recommendations

Personalization has emerged as a powerful tool in fashion mobile apps. With the help of machine learning algorithms and data analytics, fashion apps can customize product recommendations based on users' browsing history, previous purchases, and preferences according to Mustofa, R. H., Prestianawati, S. A., Sari, D. E., Riyanti, H., & Setiawan, A. (2024). Studies reveal that personalized recommendations increase conversion rates and increase user loyalty. For example, when users are

presented with a selection of relevant clothing based on their past behavior, they are more likely to make a purchase. However, it is important to note that user responses to personalization vary depending on demographic factors such as age, gender, and cultural background according to Kim, S. Y., Lee, S. Y., & Lee, H. (2020). While personalization has been shown to improve UX, there are challenges in balancing personalized content with user control. Excessive personalization can lead to feelings of being "tracked" or "watched," which can erode trust and negatively impact the user experience according to Dibak, M., Власов, В. И., Karessli, N., Dedik, D., Malykh, E., Wasilewski, J., Torres, T., & Ramallo, A. P. (2023). As such, designers must find the right balance between tailored recommendations and user autonomy to ensure that personalization remains a positive and engaging experience.

3. Method

The study used a quantitative research approach using questionnaires to assess user experience in mobile app modes. The questionnaire will be distributed to a sample of fashion app users in Indonesia to collect their feedback on different aspects of the user experience.

3.1 Data Collection Methods

The study adopts a quantitative research methodology, utilizing a questionnaire-based approach to assess user experience (UX) in fashion mobile apps among Indonesian consumers according to Mustofa, R. H., Prestianawati, S. A., Sari, D. E., Riyanti, H., & Setiawan, A. (2024).. The questionnaire is designed to capture key dimensions of UX, including usability, aesthetics, personalization, functionality, and overall satisfaction according to Suzianti, A., & Belahakki, A. (2020). By utilizing closed-ended questions on a Likert scale for measurable responses and open-ended questions for deeper insights, the study ensures comprehensive data collection that balances statistical analysis with qualitative feedback according to Almaqtari, F. A., Farhan, N. H. S., Al-Hattami, H. M., Elsheikh, T., & Al-Dalaïen, B. O. A. (2024).

3.2 Questionnaire Design

Demographic Information: Collect data on the age, gender, and frequency of use of respondent mode mobile apps to analyze how demographics affect the user experience.

Usability: Evaluate the app's usability, including learning ability, efficiency, memorability, error rate, and user satisfaction.

Aesthetics: Assess the visual appeal, color scheme, and overall design of the app.

Personalization: Focuses on how well the app personalizes the user experience through features such as product recommendations and customizations.

Overall Satisfaction: Evaluates the user's satisfaction with the app's performance, the likelihood that they would recommend it, and their intention to continue using it.

3.3 Questionnaire Testing

Participants in this study consisted of Indonesian consumers who had previous experience using mobile fashion applications. A total of 111 respondents participated in the survey. Participants were selected using a combination of comfort sampling techniques and snowballs, which ensured a diverse and representative sample of users with varying levels of experience with fashion applications.

3.3.1 Applications

- How intuitive did you find the design and layout of this app? (SF)
- How interesting do you think the design and layout of this app is? (SF)
- How confident are you in the security and privacy of your personal information on this app (e.g., payment details, account information)? (SF)
- How well do these mode's mobile app features (e.g., ZALORA) meet your expectations? (SF)
- How often do you encounter errors or issues while using this app (e.g., broken links, non-working features)? (ER)

3.3.2 Users

- How often do you use a fashion mobile app (e.g., ZALORA) on your phone? (SF)
- How much time do you typically spend whenever you use a fashion mobile app (e.g., ZALORA)? (SF)
- How satisfied are you with your experience using this mode of mobile app (e.g., ZALORA)? (SF)
- How likely are you to recommend this mode of mobile app (e.g., ZALORA) to others? (SF)

3.3.3 Interaction

- How easy is it to understand and navigate the mobile app interface of this mode (e.g., ZALORA)? (LR)
- How easy is it to find what you're looking for in this app (e.g., products, categories)? (EF)
- How quickly can you complete tasks in this app (e.g., searching for products, making purchases)? (EF)

- After using this app, how easy is it to remember how to use it again later? (MR)
- When you run into a problem, how easy is it to find a solution or solve a problem within the app? (ER)
- How easy is it to understand the text and information displayed in this app (e.g., product descriptions, labels)? (LR)

3.4 Calculating Answer Scores

The questionnaire assessment was carried out using the Likert scale. Respondents provide answers that are assessed based on a certain scale value. The results are calculated to determine the answer score and the ideal score, which is interpreted qualitatively.

Table 1. Likert Scale

Answer Scale	Score
Very aggressive	5
Aggression	4
Neutral	3
Disagree	2
Strongly disagree	1

3.5 Determination of the Ideal Score

The Likert scale analysis technique has a range of values from 1 to 5, where:

Table 2. Likert Scale Ideal Score

Percentage	Scale
0% - 20%	Very low
21% - 40%	Low
41% - 60%	Quite tall
61% - 80%	Tall
81% - 100%	Very high

The result of this assessment is raw data in the form of numbers which are then interpreted qualitatively. Interpretation is done to give meaning to respondents' response scores, especially in the context of the development of software that is being tested for feasibility. Interpretation of scores was carried out to understand the results of the survey and provide insight into respondents' responses to the questionnaire.

3.6 Percentage Score

Percentage score is a method used to calculate the level of agreement from respondents to a questionnaire by comparing the frequency of responses to the ideal total score. This formula

helps to interpret the data quantitatively into a percentage format.

$$\text{percentage} = \frac{F}{N} \times 100\%$$

F = Frequency of answers (111 Answers)

N. = 100%

4. Results and Discussion

The data collected through the questionnaire is analyzed, and the results are presented as follows

4.1. Results

Table 3 Results based on system, user, and interaction aspects.

Aspects	Score	Scale
Application	82.80%	Very high
User	71.91%	Tall
Interaction	83.55%	Very high

Table 4 Results based on usability aspect

Aspects	Score	Scale
Learning Ability (LR)	83.35%	Very high
Efficiency (EF)	83.67%	Very high
Remembering (MR)	83.91%	Very high
Error Rate (ER)	83.43%	Very high
Satisfaction (SF)	83.21%	Very high

4.1.1 Results Based on System, User, and Interaction Aspects

Application: 82.80% – Very high. The app is well-developed and meets most functional and technical requirements effectively.

Users: 71.91% – High. User satisfaction is good, but there is room for improvement in meeting specific user needs or preferences.

Interaction: 83.55% – Very high. The app provides smooth, intuitive, and engaging interactions, enhancing the user experience.

4.1.2 Results Based on Usability Aspect

Learning Ability (LR): 83.35% – Very High. Users can quickly learn and understand how to use the app.

Efficiency (EF): 83.67% – Very High. Users can complete tasks efficiently, with little effort.

Catch (MR): 83.91% – Very high. Users can easily remember how to use the app after a break.

Error Rate (ER): 83.43% – Very high. The app has a low error rate, demonstrating strong usability.

Satisfaction (SF): 83.21% – Very High. Overall satisfaction with this app is very high.

4.2. Discussion

Based on the calculations using the Likert scale interpretation, the results are as follows:

(a). The average score for the System, User, and Interaction aspects is 79.42, which falls into the High category. This indicates that the developed system performs well, demonstrates a high level of reliability, and effectively supports user–system interaction. In other words, from both technical and user experience perspectives, the system meets most users' expectations.

(b). The average score for the Usability aspect is 83.51, which is categorized as Very High. This suggests that users find the system easy to use, efficient, and helpful in completing their tasks. The very high usability score indicates that the interface design and system workflow are intuitive and align with user needs.

(c). The overall average score is 81.47%, which also falls into the Very High category. This result shows that the system has excellent overall quality in terms of functionality, interaction, and usefulness. With a score above 80%, it can be concluded that the system has been received very positively by users, requiring only minor improvements to achieve optimal satisfaction.

In general, these findings demonstrate that the system successfully meets the criteria of effectiveness and efficiency as intended. The high value in the usability aspect serves as a key indicator that the system has strong potential for broader implementation, with further improvements recommended for interaction and user experience to reach the Very High category across all aspects.

5. Conclusion

Mobile fashion apps in Indonesia have shown strong performance, with an overall score of 81.47%. The app excels in usability, intuitive design, and interactive features, creating a seamless experience for users to engage with fashion brands. The usability of the system scored 82.80%, indicating reliable performance, while the interaction quality scored 83.55%, highlighting smooth navigation and attractive features that increased user engagement and loyalty. Usability metrics such as Learning Ability, Efficiency, Memorability, Error Rate, and Satisfaction all fall under the "Very High" category, indicating the app's ease of use.

Users find it efficient and easy to navigate, contributing to a positive overall experience. However, there is room for improvement. User satisfaction is rated at 71.91%, indicating that features such as personalization and responsiveness can be improved to better meet diverse user preferences.

These improvements can result in higher satisfaction and stronger user loyalty. In conclusion, While Indonesian mobile fashion apps already offer a solid user experience, future growth will depend on strengthening personalization, responsiveness, and data-driven decision-making capabilities. The adoption of Business Intelligence (BI) technologies enables fashion platforms to transform large volumes of customer and transactional data into strategic insights. By utilizing advanced analytics, predictive modeling, and real-time reporting, BI supports personalized shopping experiences, demand forecasting, customer segmentation, and performance monitoring. These capabilities not only improve user retention and engagement but also enhance operational effectiveness and long-term competitiveness in Indonesia's rapidly evolving digital fashion market

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