

ABSTRACT

This research was aimed to determine the influence of User Experience on Customer Satisfaction of Netflix's user. The purpose of this research was to determine the response and how much influence partially and simultaneously of user experience on customer satisfaction of Netflix's user.

This study uses a quantitative method of descriptive research, and use Likert scale as a measurement. The sampling technique used a probability sampling technique with a simple random sampling type with a total of 100 respondents. The population in this study were Netflix's user. The data analysis technique used descriptive analysis using Smart Partial Least Square (SmartPLS) Version 3.0.

Based on the results of the research that has been done, the result of SMART PLS analysis in this study were, Attractiveness on Netflix is included in the very good category with a percentage of 91.7%. Perspicuity on Netflix is included in the very good category with a percentage of 91.8%. Efficiency on Netflix is included in the very good category with a percentage of 88.8%. Dependability on Netflix is included in the very good category with a percentage of 92%. Stimulation on Netflix is included in the very good category with a percentage of 91.6%. Novelty on Netflix is included in the very good category with a percentage of 93.4%. In this study, the authors concluded that User Experience has an effect on Customer Satisfaction by 75.5% and is influenced by 24.5% by other variables not examined in this study.

Key Words : *User Experience, Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, Novelty dan Customer Satisfaction*