

## ABSTARCT

*iflix is one of the entertainment mobile applications available in Indonesia. Currently, iflix is ranked fourth in the popular video demand service company with a percentage of 24.35% in Indonesia, the increasingly fierce competition in the business of streaming video service services makes iflix need to know the customer experience and customer satisfaction.*

*This study aims to determine the effect of user experience on the satisfaction of using the application iflix. With the title of the Effect of User Experience on Customer Satisfaction in iflix Application Users*

*This research method uses path analysis with variables are Attractiveness, Perspicuity, Dependability, Novelty, and Stimulation affect customer satisfaction.*

*The results of the study show that the two indicators are categorized well in this study. There is a strong positive influence from the user experience iflix application on customer satisfaction iflix application users. Simultaneously the user experience has a significant influence on customer satisfaction. But partially, iflix application customer satisfaction products are only influenced by the dimensions of Attractiveness, Perspicuity, Dependability, Novelty, and Stimulation. While the Efficiency variable does not have a significant effect on customer satisfaction. 60% Rsquare value means iflix customer satisfaction application intends to explain by user experience variables, while the remaining 40% is explained by other variables that are not thorough in this study.*

*The results of this study, should the user experience through the dimensions of efficiency must be improved because the variable dimensions do not have a significant effect on customer satisfaction.*

**Keyword:** *user experience, attractiveness, perspicuity, efficiency, dependability, novelty, stimulation, customer satisfaction, mobile application, marketing, usabillity, video-on-demand, iflix*