

ABSTRACT

Instagram is a photo application that enables its users to take pictures and videos, apply digital filters to transform the views and photo effects, even allow users to share them on a variety of social networking services. Currently instagram announced to have 100 million active users each month, there are 40 million photos uploaded to the instagram server each day with 8,500 likes per second, and 1,000 comments per second. The study aims to reveal the effect of the users experiences on instagram social network satisfaction in the city of Bandung in 2013.

The study used quantitative research method and type of research focuses on the analysis of the influence of users experiences on instagram social network satisfaction in the city of Bandung in 2013. The technique of data analysis in the study uses the simple linear regression analysis technique.

The population used in this study is Bandung citizens who own and use instagram account. The samples in the study were 385 respondents and the technique used was non-probability sampling technique with a purposive sampling approach.

The result of the study shows that there is influence of users experiences on instagram social network satisfaction in Bandung in 2013 which is 34,34% and 65.66% influenced by other factors which are not examined by the authors.

Keywords: user experience, user satisfaction