

## ***ABSTRACT***

The rapid growth of technology developed along the growth of various human needs. Social media as one of the technology or application which served the purpose of maintaining social networks also grows. Kaskus as one of social media website in Indonesia offers subscription feature, Kaskus Plus, to attract users. This observation aims to determine the expectancies of the *user experience* during the using of Kaskus Plus features.

This study uses the method that measure the customer satisfaction index and importance performance analysis. The samples of this observation are the users of Kaskus Plus feature which using judgmental sampling's technique on 385 respondents.

The results of this observation was obtained in the form of customer satisfaction index on Kaskus Plus feature. The average score reaches 80.42%. The score 80.42% indicates the level of satisfaction is at satisfied level while the importance performance analysis shows that there is one attribute that needs to be prioritized. The Attribute that needs to be prioritized is related to issues during the using of KASKUS PLUS features.

**Keywords:** *Importance Performance Analysis, customer satisfaction, user experience*