ABSTRACT

Iface popularity is not good enough as the only one social media around Telkom Education Foundation and becomes a phenomenon as the social media issue. The principle that supports social media for sharing information around education neighborhood seems can not be accepted by the user as the academic community. This issue makes iFace unpopular as the social media for academic information sharing. Usability measurement using user satisfaction model through the social media application iFace is focusing on analyzing usability aspects toward users who using the social media services. Data was collected by observing the satisfaction of the user toward iFace application. Using the principle theory of usability, this research uses the Structural Equation Model for statistic calculation and Cognitive Walkthrough Evaluation for design recommendation. The result shows that all of usability variables in this research are affecting the user satisfaction with its own value. The recommendation design was made based on the result of this research to solve all usability problems using Green and Pearson theory.

Keywords: *User Satisfaction, Usability, i-Face, SmartPLS, SPSS, Structural Equation Model.*