



# The Effect of Twitter Changes on User Satisfaction of X Premium Accounts

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## ABSTRACT

The purpose of this study was to find out the sentiment of X Premium account holders regarding the latest changes to Twitter. Quantitative methodologies that adhere to a positivist perspective were implemented by the researchers in this Study. This shows that the user satisfaction variable with the X Premium account in the Bekasi area and the Twitter modification variable are statistically significantly correlated. Based on the observations, user X (Twitter) will be satisfied if the changes that occur are as expected. This is supported by the Uses and Gratifications Theory, this theory is an approach in communication research that emphasizes the role of the audience in choosing and using the media to meet their needs and desires. This study shows that the Twitter change variable (X) has a significant effect on the user satisfaction variable (Y). Thus H0 is rejected and H1 is accepted..

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## INTRODUCTION

Rebranding is a strategic process in which a company or brand undergoes significant changes in its identity including changes to the logo, name, design, brand values, and image delivered to consumers(Myllysilta, 2018). This process not only affects the visual aspects of the brand, but it also includes changes in the brand's message and customer experience. Changes can occur for a variety of reasons, including to update the image, attract new customers, or adapt the brand to changing consumer trends and values (Apriani & Bhaihaki, 2024). Twitter, which was first launched by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in 2006, is one of the most influential social media platforms that has changed the way we communicate, share news, and participate in global conversations (Lesko, 2011). The platform allows users to send short messages or so-called "tweets" in the format of 280 characters or less, which can be read and accessed by millions of users around the world(Tornikoski, 2024) One of the most striking aspects of Twitter is its major role in the dissemination of news and information(Lerman & Ghosh, 2010). Many news sources, media organizations, and well-known individuals use Twitter as the primary channel to deliver the latest news and comment on important events(Bruno, 2011). In emergency situations or natural disasters, Twitter is often the fastest and most reliable source of news. In addition, Twitter is also a platform that allows users to participate in conversations about various topics (Adolph, 2016)With the use of hashtags, users can follow conversations about specific issues, as well as comment and discuss with people from different backgrounds. This creates space for a wide range of diverse views and thoughts(Bruns & Burgess, 2011). However, Twitter also has its challenges and problems. One of them is the spread of fake news or disinformation (Bovet & Makse, 2019) Because tweets can be easily uploaded and spread, unverified information can spread quickly(R et al., 2020). This emphasizes the importance of media literacy and criticism in the digital era. In addition, Twitter has also been the site of various policy-related issues, such as online harassment, account hacking, and often intense battle of opinions(Satria & Nurmandi, 2024). The Twitter company

continues to work to address these issues by updating policies and moderating content, but there is still a lot of work to be done to create a safe and healthy environment on the platform(Gillespie et al., 2020)Twitter is constantly changing and evolving over time, and its impact in shaping the world of news and opinion cannot be ignored(Fitriana, 2014). As a user, it is important to understand its strengths and limitations and contribute positively to the conversations that take place on this platform(Pemasaran et al., 2024). Until January 2022 Elon Musk began buying Twitter shares, Inc. The culmination of the controversy made by Elon Musk was the change of Twitter to X(Pokhrel, 2024). The logo that became synonymous with Twitter is a blue bird which he has now changed to a black-and-white X logo. Not only the logo, several other features were also changed. At first, "tweet" became "post" and "retweet" became "repost"(Jacobson & Jacobson, 2012). Quoted from BBC.com, Elon Musk said the reason for rebranding was to create a new type of social media platform. Drew Benvie, who owns the digital agency Battenhall, told the BBC that Twitter wants to follow the success of several other platforms, which are expanding its business by adding payment and e-commerce services. This is also supported by Twitter CEO Linda Yaccarino's statement that X will cover many sectors, from banking, to audio and messaging.

One of the significant changes on Twitter is the launch of the paid service X Premium, which allows users to get blue checkmarks and other exclusive features(Kravets, 2024). X Premium is a paid subscription with three tiers: Basic, Premium, and Premium+, each offering more advanced features at a higher tier. 1) Basic: Provides features such as editing posts, making posts and videos longer, reply priority, text formatting, bookmark folders, custom app icons, and more. 2) Premium: Includes all Basic features, plus blue checkmarks, ad reduction, ad revenue share access and creator subscriptions, ID verification, Media Studio and more. 3) Premium+: Offers all Premium features, plus no ads on the For You and Following timeline, highest priority replies, access to Articles features, and limited access to Grok for Premium+ subscribers in select regions(Haryono & Hutasoit, 2023). The service is available at prices starting at 3 US dollars per month or 32 US dollars per year, depending on the user's location. While all X Premium features can be used immediately after a subscription, a blue checkmark will only appear once the account is eligible and passes review(By et al., 2011)

One of the changes that happened to Twitter was the launch of the X Premium paid feature to get blue checkmarks and other exclusive features. X Premium is a paid subscription that offers a variety of additional features to enhance the user experience. X Premium has three tiers: Basic, Premium, and Premium+, with more features at each higher tier(Bennke, 2023). According to Mohammadi & Sohrabi, satisfaction is the level of a person's feelings after comparing their perceived performance or results with their expectations (Fatimah et al., 2022). Al-Manasra, Khair, Zaid, and Qutaishat define satisfaction as an assessment for the evaluation that occurs after a product or service has been used or purchased(Manasra et al., 2013). Satisfaction is a thorough evaluation based on experience with goods or services from a company over time Customer satisfaction according to (Mashadi et al., 2024) is an evaluation that arises from purchasing decisions and experience using goods or services(Zhao & Zhu, 2016), defines customer satisfaction as a feeling that arises from the assessment of the use of products or services

Twitter's change to X raises a lot of pros and cons. One of them was posted by a @ycuriousmind user in his post on July 29, 2023. @ycuriousmind create a continuous post stating that the change process failed. Another thing when it was posted by @hashtd on July 25, 2023 stated that the change was a good thing



Figure 1 @ycuriousmind post on July 29, 2023

Source: X (Twitter .com)



Figure 2 @hashtd post on July 25, 2023

Source: X (Twitter .com)

On the @detiknet account on July 25, 2023, there was a post to vote on whether users prefer the blue bird logo (Twitter) or the x (X) logo. The results obtained were 86.9% chose the blue bird logo and 13.1% chose the x logo. This shows that users prefer the blue bird logo.



Figure 4 @detiknet post on July 25, 2023

Source: X (Twitter .com)

Based on this presentation, the researcher wanted to conduct a study on the influence of Twitter Changes on user satisfaction focusing on Premium X Account Users as the object of research. This research was conducted to find out the extent to which Premium X account users are satisfied with the changes made to Twitter. The formulation of the problem in this study is the extent to which twitter changes affect the satisfaction of X Premium account users. Therefore, the researcher wanted to find out whether there was an effect of Twitter changes on the satisfaction of X Premium account users. Therefore, this study is entitled "The Effect of Twitter Changes on User Satisfaction of X Premium Account"

The novelty of this research is, several previous studies have examined user satisfaction with social media platforms, especially Twitter, but the focus is still on the context and features before the rebranding to X. As in the study discussing(Simanjutak, H. et, 2024) paid features on social media platforms, but the focus is more on Instagram and YouTube Membership, but does not discuss as in this study about premiums on the X application. began discussing the initial(Lubis et al., 2024) impact of Elon Musk's policies on the Twitter user experience, particularly algorithm changes, content moderation, and "verified" features, while research measured Twitter user satisfaction. The most recent study from (Wijayanti & Kirana, 2025)looked at users' reactions to Twitter's rebranding to X in general, but the focus was more on brand perception and public controversy, rather than the satisfaction of premium account users specifically. Based on the novelty of the above research, the researcher sees that previous research has not in-depth examined the effect of changing the Twitter platform to X on the satisfaction of X Premium account users, both in terms of features, identity, and service expectations.

Based on the results of the researcher's literacy study in several previous studies, there are Research Gaps such as: 1) Many previous studies with the object of application X are more focused on general users, not premium users (Simanjutak, H. et, 2024). 2) Most previous studies only looked at general user satisfaction, there has been no specific study on X Premium users who have different service expectations than ordinary users. (Wijayanti & Kirana, 2025) 3) Lack of research after the rebranding of Twitter to X. The major changes made by Elon Musk in 2023–2024 (branding, paid features, new algorithms) have not been widely researched in the context of their impact on user experience and satisfaction (Lubis et al., 2024)

## LITERATURE REVIEW

### Twitter changes

The development of new media is a reflection of the increasing sophistication and influence of mass communication as a result of advances in communication technology. The 1974 thesis *Uses and Gratifications*, published by Herbert Blumer and Elihu Katz, stated that media consumers are active participants in media selection and consumption. In other words, individuals who use media are not passive observers, but are actively involved in the communication process(Abel, 1999). They are diligent in finding the most appropriate media source to satisfy their needs, and they have a wide range of options.

New media is a general term for the process of providing information that uses digital technology. In the past, information could only be obtained from newspapers and magazines, but now it can be transmitted and accessed through communication devices connected to the internet(Manovich, 2001) . Ronald Rice described the new media as an internet-based communication technology that provides interactivity between users and information providers(Arribas, 1991). Some observers even argue that new media creates a world that is different from the real world

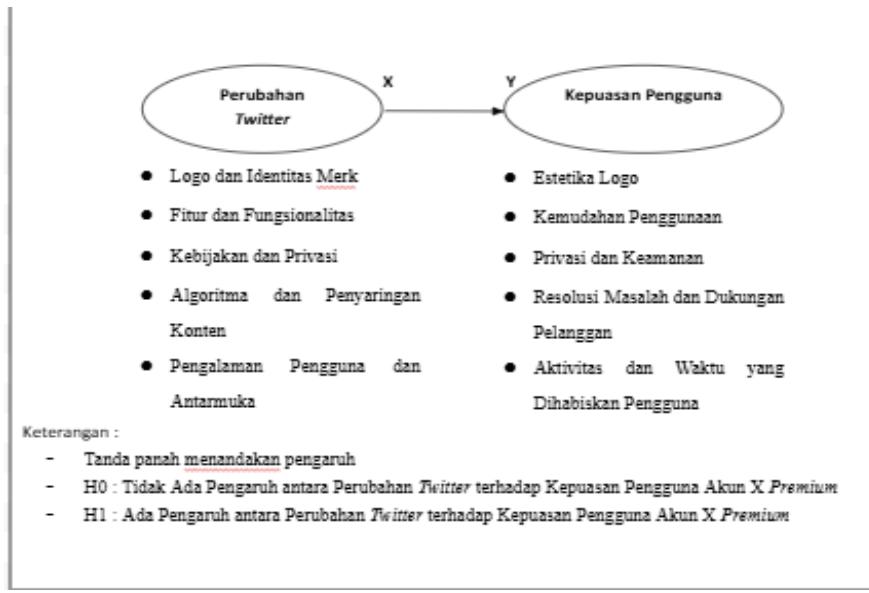
Social media as a variety of online platforms that allow the sharing and creation of user-generated content by utilizing the tools and principles underlying the Web 2.0 movement. Social media is a new form of media that allows consumers to connect with each other online, rather than in person. Experts define social media as an online platform that allows users to profile, share, interact, and publish content in a variety of formats (e.g., text, audio, video) as well as collaborate easily on various projects(Lomborg, 2011).

### User Satisfaction

The term "user satisfaction" is defined as the level of satisfaction or dissatisfaction a person experiences with a product after comparing its expectations and performance,(Wong & Arjpru, 2007) according to Kotler and

Kevin Lane Keller (2002). The satisfaction of information system users is influenced by the satisfaction variables of information, systems, and services (Vaezi, 2013). Information satisfaction indicators include complete, accurate, appropriately formatted, up-to-date, and relevant data.

Initial research in 1992 by Delone & McLean was updated in 2003 by adding service quality variables (Nugroho & Prasetyo, 2018) and converting organizational and individual impact variables into net benefits. Service providers are responsible for the development of information systems with superior quality (Delone & McLean, 2003). Users feel satisfied when the output of an information system is according to their needs (Delone & McLean, 2003). The Delone and McLean model, which is based on the provision of high-quality information, systems, and services, states that user satisfaction affects net benefits (Delone & McLean, 2003).



**Figure 5 : Frame of Reference**

Source : Data processed by researchers

## METHOD

Using quantitative research methods, which is a positivism approach and in this study, the population consists of X (Twitter) users who have used X Premium, with an unknown amount. The probability sampling technique uses Random Sampling with Area (cluster) Random Sampling (sampling by region) (Mohsin, 2021). To ensure that the number of samples used is proportional to the population, the number of samples can be calculated using a specific formula (Sun et al., 2010). The Lemeshow formula is used to determine the sample size when the population size is unknown (Lemeshow, n.d.). Samples play an important role in representing the population in a study. If population size (N) is unknown, the Lemeshow formula will be applied to determine the appropriate sample size. The method of calculating the sample involves estimating the number of X (Twitter) users who use X Premium in the Bekasi area. The minimum sample count required was calculated with a 90% confidence level and a Z-value of 1.64. With a margin of error of 10% (0.10) and an estimated maximum value that is considered 0.05, the calculation can be made based on these values. Based on the calculation above, the number of samples used was  $67.24 = 68$  people. In this study, the sample will be taken as many as 68 respondents. Based on the book "Quantitative Research Methods" (Kravets, 2024), quantitative research aims to uncover phenomena by collecting data from the natural environment and utilizing researchers as the main instruments. This research is descriptive and more often uses analysis with an inductive approach. The main focus of quantitative is the measurement and analysis of causal relationships between one variable and another. The positivism paradigm used in this study illustrates that the phenomenon of unlimited life, in order to simplify the social phenomena that occur, statistics are used to base the conclusion of data obtained from the field.

## RESULT AND DISCUSSION

### Validity Test

Used to determine whether the questionnaire is distributed to legitimate respondents or not. If the calculated  $r$  value is greater than the  $r$  of the table with a significance level of 0.1, the validity test is considered valid. Using the formula of degree of freedom  $df$  (degree of freedom) =  $n$  (number of respondents/sample) – 2, and the significance level of the two-way test is 0.1. Therefore, the value  $df = 68 - 2 = 66$ , so the  $r$  of the table is 0.201.

The following table 1 shows the results of the validity test of variable X (Twitter Change).

**Table 1 Results of Variable X Validity Test (Twitter Changes)**

Number r	R Count	R table	Status
1	0,324	0,201	Valid
2	0,624	0,201	Valid
3	0,503	0,201	Valid
4	0,672	0,201	Valid
5	0,705	0,201	Valid
6	0,481	0,201	Valid
7	0,451	0,201	Valid
8	0,456	0,201	Valid
9	0,608	0,201	Valid
10	0,400	0,201	Valid
11	0,441	0,201	Valid

Source: Data processed by researchers from SPSS 26, 2024

Table 1 shows that all of the above questionnaire items are valid, seen with an  $r$ -count value greater than the  $r$ -table, which is 0.201

The following shows the results of the validity test of variable Y (User Satisfaction).

**Table 2 Results of Variable Y Validity Test (User Satisfaction)**

Number r	R Count	R table	Status
1	0,393	0,201	Valid
2	0,474	0,201	Valid

3	0,405	0,201	Valid
4	0,388	0,201	Valid
5	0,492	0,201	Valid
6	0,430	0,201	Valid
7	0,572	0,201	Valid
8	0,745	0,201	Valid
9	0,361	0,201	Valid
10	0,580	0,201	Valid
11	0,739	0,201	Valid

Source: Data processed by researchers

The data above shows that all of the questionnaire items above are valid, indicated by a higher r-count value than the r-table, which is 0.201. Therefore, it can be concluded that all of the questionnaire statement items above are valid.

### Reliability Test

It is said to be reliable if the respondent's response to the statement in it is stable over time. The reliability of a research variable can be seen from Cronbach's Alpha ( $\alpha$ ). A variable if Cronbach's alpha value  $< 0.6$ , then it is declared unreliable, and if Cronbach's alpha value  $> 0.6$ , then it is declared reliable. The following table 3 is the result of the reliability test calculation.

**Table 3 Reliability Test Results**

Variabel	Cronbach's Alpha	Critical Values	Status
Twitter Changes (X)	0,732	0,600	Valid
User Satisfaction (Y)	0,703	0,600	Valid

Source: Data processed by researchers

It can be seen from Table 3 , Reliability Test Result, that Cronbach's Alpha value of all variables is higher than 0.60 which shows that all variables in this study are reliable.

### Normality Test

Used to see how much in the regression/residual model is normal/distributed normal/not. If the result is Asymp. Sig. (2-tailed) shows a significant  $> 0.05$  normal distributed data.

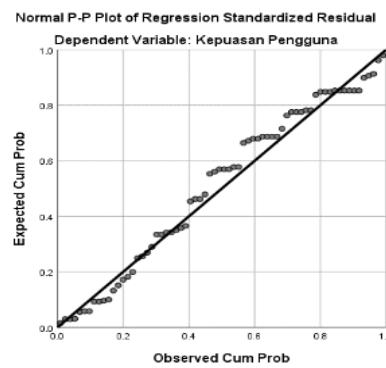
**Table 4 Results of the Kolmogorov Smirnov Normality Test**

<i>One-Sample Kolmogorov-Smirnov Test</i>		
<i>Unstandardized Residual</i>		
N	68	
Normal Parameters <sup>a,b</sup>	Mean	.0000000

	<i>Std. Deviation</i>	3.40915539
<i>Most Extreme Differences</i>	<i>Absolute</i>	.107
	<i>Positive</i>	.072
	<i>Negative</i>	-.107
	<i>Test Statistic</i>	.107
	<i>Asymp. Sig. (2-tailed)</i>	.052 <sup>c</sup>
	<i>a. Test distribution is Normal.</i>	
	<i>b. Calculated from data.</i>	
	<i>c. Lilliefors Significance Correction.</i>	

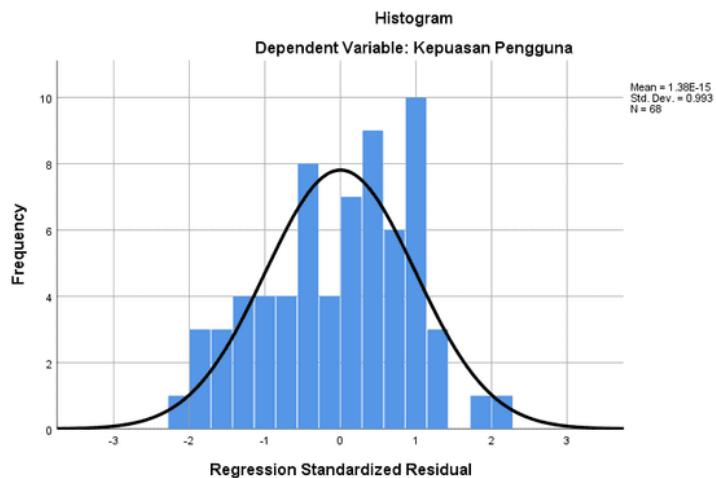
Source: Data processed by researchers

The data table 4, states that the value of Asymp. Sig. (2-tailed) of 0.050>0.05. That way, it can be concluded that the data has been distributed normally.



**Figure 6 Normality Test Results P-plot**

The data shows that the data is spread around and follows a diagonal line, so it can be concluded that the data in this study is normally distributed.



**Figure 7 Histogram Normality Test Results**

Source: Data processed by researchers

While in figure 7, it can be seen that the user satisfaction graph is in the shape of a bell. That way, it can be said that the data has been distributed normally.

### Simple Linear Regression Test

It aims to determine that independent variables have a significant impact on the degree of influence of dependent variables.

**Table 5 Simple Linear Regression Test Results**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	.921	4.681	.197	.845
	Twitter changes	.928	.099	.756	9.388

a. Dependent Variable: User Satisfaction

Source: Data processed by researchers

From the data Table 5 Simple Linear Regression Test Results, is known that the constant value (a) is 0.891, while the value of Twitter's change (regression coefficient) is 0.929. From this data, the regression equation is made below:  $Y=a+bX$   $Y=0.921+0.928$  A simple linear regression equation can be interpreted: A constant of 0.921 means that the consistent value of the user satisfaction variable is 0.921 The regression coefficient of the Twitter change variable of 0.928 means that every 1% addition of the Twitter change value (X), then the user satisfaction value (Y) increases by 0.928. This regression coefficient has a positive value. That way, it can be concluded that there is a positive influence between the Twitter change variable and the user satisfaction variable.

**Table 6 T Test Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.921	4.681	.197	.845
	Twitter changes	.928	.099	.756	9.388

a. Dependent Variable: User Satisfaction

Source: Data processed by researchers

From Table 6, the value of sig. by  $0.000 < 0.05$ . That way, it can be concluded that the Twitter change variable (X) has a significant influence on the user satisfaction variable (Y). It is known that the calculation is 9,404. If using the formula  $df$  (degree of freedom) =  $N-2 = 68-2 = 66$ , then  $t$  table = 1.668 is obtained. Thus,  $t$  calculates  $9.388 > t$  table 1,668 and it can be concluded that the Twitter change variable has a significant effect on the user satisfaction variable.

### Coefficient Determination Test

**Designed to measure the extent to which independent variables affect dependent variables. If the result is close to 1, it means that the independent variable gets the data needed to predict the dependent variable. This is done to find out the amount of contribution of each to the influence on the variable.**

Table 7 Determination Coefficient Test Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	.572	.565	3.435

a. . Predictors: (Constant), Twitter Change

b. *Dependent Variable*: User Satisfaction

Source: Data processed by researchers

If you look at the data Table 7. Determination Coefficient Test result, the R-Square value is 0.572. Showing a value of 0.572 means 57.2%, this indicates that the model has a fairly good level of explanation. Based on the results of the determination coefficient test, it can be concluded that changes to Twitter have a significant and positive influence on user satisfaction. Approximately 57.2% of variations in user satisfaction can be explained by these changes, suggesting that they have a significant role in improving user satisfaction. The model is quite stable and provides accurate predictions regarding user satisfaction. Based on the table 5 , results of the simple linear regression test and the results of the t-test, it is known that the value , t-count is  $9.388 > t$ -table is 1.668 with a significant value of  $0.000 < 0.05$ . Thus  $H_0$  is rejected and  $H_1$  is accepted. If based on the results of the determination coefficient test, it is known that the R-Square value is 0.572 or 57.2% that changes to Twitter have a significant and positive influence on user satisfaction. This means that the variable of Twitter changes has a significant effect on the satisfaction variable of users of X Premium accounts in the Bekasi area. 'Changes that occur on Twitter when viewed through the lens of the Uses and Gratifications theory based on the variable X indicator (Twitter Changes):1) Logo and Brand Identity, Changes to Twitter's logo and brand identity often reflect the platform's evolution to remain relevant to users' needs and preferences. This update not only attracts attention but also reflects Twitter's commitment to staying modern and in line with current trends, meeting users' aesthetic needs and desires to use a platform that is considered "up-to-date. 2) Features and Functionality, Twitter consistently introduces new features such as Fleets, Spaces, and threads that allow users

to share temporary stories, conduct audio discussions, and create conversation chains. These features cater to various user needs such as searching for information, social interaction, and even entertainment. Users can choose the features that best suit their needs, according to the U&G theory that emphasizes on the user's active choice.3) Policy and Privacy, twitter is constantly updating its privacy and security policy to protect users' data and provide greater control over their personal information. Users are looking for a platform that they consider safe and trustworthy, and this policy update aims to meet those needs, providing a sense of security and comfort in using the platform.4) Content algorithms and filtering, Twitter's algorithm is designed to display content that is most relevant to users' interests and activities, meeting their needs for relevant information and personalization. With better content filtering, users can find information that better suits their interests, increasing satisfaction in using the platform.5)User Experience and Interface, Twitter continues to make improvements to the user interface (UI) to make the platform more intuitive and easy to use. The responsive design and easy navigation help users access and use the features more efficiently, which is essential to meet their needs for convenience and convenience. The changes that are happening to Twitter are in accordance with the theory of Uses and Gratifications because every aspect of the change, whether in terms of logo and brand identity, features and functionality, policies and privacy, algorithms and content filtering, as well as user experience and interface, is all designed to meet the different needs and wants of users. The U&G theory emphasizes that active audiences choose and use media for specific purposes, and the changes to Twitter reflect efforts to meet those goals. Overall, the changes that have taken place on Twitter show how the platform strives to meet the diverse needs of its users, consistent with the principles of the theory of Uses and Gratifications.

User satisfaction of the X Premium account when viewed through the lens of the Uses and Gratifications theory based on the indicator of variable Y (User Satisfaction)(Chang, 2023): 1) Aesthetics Logo, The changes to the Twitter logo aim to make it more attractive and modern. This visual appeal can increase users' aesthetic satisfaction and make them feel more interested and proud to use the platform. In accordance with U&G's theory, active users choose media that is not only functional but also satisfies their aesthetic and identity needs.2) User Convenience, Twitter is constantly improving the user interface to make it more intuitive and easy to use. These changes allow users to access and interact with content more efficiently and conveniently. Users choose media that provides an easy and non-confusing user experience, in accordance with U&G's theory that emphasizes convenience and efficiency in media use.3) Privacy and Security, Twitter's privacy policy and security feature updates aim to protect users' personal data and increase a sense of security when using the platform. Users are looking for media that they can trust with their personal information. U&G's theory emphasizes the importance of user satisfaction derived from a sense of security and privacy. 4) User Activities and Time Spent, New features like Fleets and Spaces increase user engagement by allowing them to interact in a variety of ways, according to their preferences and interests. Users choose media that gives them the opportunity to actively participate and spend time in a meaningful and fulfilling way. U&G's theory emphasizes that media must meet the needs of social interaction and user engagement.

The results of this study are similar to the results of research conducted by Raden Andi Silarso (2020) which stated that Transmart's corporate rebranding was able to directly affect customer satisfaction. In another similar study conducted by Novita Zahrotul Khoiroh & Lilik Purwanti (2022), and (Prayoga & Suseno, 2020), who stated that the rebranding variable in this study had a significant effect on brand image. This study provides an explanation that the rebranding strategy carried out by Glow and Lovely positively affects the brand image. The rebranding carried out by Glow and Lovely is included in a major change (revolutionary rebranding). The big changes made by Glow and Lovely are the change in name, logo, and tagline.

Based on observations, users of X (Twitter) tend to feel satisfied if the changes that occur are in accordance with their expectations. This is in line with the Theory of Uses and Gratifications, which was introduced by Herbert Blumer and Elihu Katz in 1974. Uses and Gratifications (U&G) theory is an approach in communication research that emphasizes the active role of audiences in choosing and using media to meet their needs and desires. This theory focuses more on "what people do to the media" than "what the media does to people"

## CONCLUSION

From the results of the research and discussion on "The Effect of Twitter Changes on User Satisfaction of X Premium Account," the researcher drew the following conclusions, The results of the validity test showed that all statements on the questionnaire for variable X (Twitter change) and variable Y (user satisfaction) were valid because the r-calculated value was higher than the r-table (0.201). In this study, The results of the reliability test can be concluded that the Cronbach's Alpha value for all variables is higher than 0.60,

indicating that all variables are reliable. In this study, it can also be concluded, the results of the normality test that the Asymp. Sig. (2-tailed) of  $0.052 > 0.05$ , indicates normal distributed data. In the p-plot method, the data is spread around a diagonal line, and the histogram graph shows the shape of the bell, which also indicates the normality of the data. In this study, it can also be seen that, the results of the simple linear regression test can be concluded that the constant value of 0.21 indicates the consistent value of the user satisfaction variable of 0.921. The regression coefficient for the Twitter change variable is 0.928, indicating that every 1% increase in Twitter changes (X) increases user satisfaction (Y) by 0.928. This regression coefficient has a positive value, indicating that there is a positive influence between the X and Y variables. In this study, the researcher also concluded that, The results of the t-test were known to have a t-calculated value of 9.388, with  $df$  (degree of freedom) =  $68-2 = 66$  resulting in a t-table = 1.668. Since t-count (9.388)  $>$  t-table (1.668), it can be concluded that the Twitter change variable (X) has a significant effect on user satisfaction (Y).  $H_0$  is rejected and  $H_1$  is accepted. Based on the results of the research and discussion, it is known that, the results of the r test are known to have an R-Square value, which is 0.572 or 57.2%, indicating that changes to Twitter have a significant and positive influence on user satisfaction. Based on the data, it was also concluded that Of the 22 questionnaire items that have been distributed to 68 respondents, 22 of these questionnaire statement items consist of 11 statements from the Twitter Changes variable, and 11 statements from the User Satisfaction variable. Most of these statements have positive results.

Based on the discussion above, the researcher tried to provide several suggestions based on the results of the respondents' assessment as Based on the results of the respondent questionnaire that has been filled out on feature and functionality indicators, as many as 26 respondents with a percentage of 38.2% answered strongly disagree with the statement "you feel dissatisfied about the integration of new features such as Fleets or Spaces in platform X (Twitter). So X (Twitter) can continue to improve the Fleets or Spaces feature. Improve the user interface and continuously improve the user interface to make it more intuitive and easy to use. Listen to user feedback and analyze user feedback regularly to understand user needs and preferences. Communicate new features or features clearly to users to help them adopt them easily.

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