THE ROLES OF SOCIAL MEDIA ONLINE AND COMMUNITY TO CUSTOMER DECISIONS

by

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ABSTRACT

The purpose of this study were 1) to determine and analyze the effect of the interaction between departments on the performance of services, 2) to identify and analyze the effect on the performance of the marketing information system services, 3) To identify and analyze the influence of environmental observations on the performance of the service. And 4) to identify and analyze the effect of service performance against business achievements.

Respondents of this study were employees of Bank BNI 46 Main Branch Office Renon, amounting to 101 people. Collecting data in this study using a questionnaire containing 15 questions, each question using 10 alternative answers. Analysis of the data used to answer the research questions and test hypotheses influence the interactions between multiple departments, marketing information systems, environmental monitoring, business service performance and achievement of statistical methods used Structural Equation Modeling (SEM) with AMOS software version 20

The results showed that: 1) This research proves that the interaction between departments in a positive effect on the performance of the service so that it can be said that the higher the interaction between departments of a company, then the performance of the services the company will get better. 2) marketing information systems positively affect the performance of the service, so it can be said that the better the marketing information system that is used, the quality of service provided will be the better. 3) Observation of a positive environmental effect on the performance of the service, so it can be said that the better companies in observing the environment, the better the quality of the company's services and 4) the performance of services positively affect the achievement of the company's business, so it can be said that the higher the firm in providing better service the better the achievement of the company's business

Keywords : online social media, community, brand awareness, attitude toward brand, customer decision
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