

THE ROLES OF SOCIAL MEDIA ONLINE AND COMMUNITY TO CUSTOMER DECISIONS

by

Dimas Satriawan Sriparno

Undiknas Graduate School
Jl. Waturenggong No.164 Denpasar, Bali

dekdim@yahoo.com

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

DAFTAR PUSTAKA

- Beal, M.R. (2005). Competing Effectively : Environmental Scanning, Competitive Strategy, and Organizational Performance in Small Manufacturing Firms, *Journal of Small Business Management*.
- Choo, W.C. (2009). The Art of Scanning the Environment, *Bulletin of the American Society for Information Science*, March.
- Darma, G.S. (2006). Optimalisasi Penggunaan Teknologi Informasi dan Kinerja Organisasi. Denpasar: Undiknas Press.
- Darma, G.S. (2006). Strategi Interaksi Sosial pada Jaman Nir-Kabel, *Jurnal Ekonomi & Bisnis*, **18** (1): 39-49.
- Darma, G.S. (2005). Teknologi Informasi, Kepuasan User, Kinerja User dan Kinerja Hotel di Bali, *Jurnal Ekonomi & Bisnis*, **17** (2): 93-102.
- Darma, G.S. (2005). Managing Information to Greater Efficiency and Profit, *Jurnal Ekonomi & Bisnis*, **17** (1): 1-10.
- Darma, G.S. (2004). Improving the Aligment of Business and Information Strategies, *Jurnal Ekonomi & Bisnis*, **16** (1): 1-28.
- Darma, G.S. (2003). Managing the Use of E-Mail in Warnet: A Survey of the Customer-View at Global Gossips Internet Course & Café, *Jurnal Ekonomi & Bisnis*, **15** (2): 1-10.
- Ferdinand, A.T. (2006). *Metode Penelitian Manajemen (Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi)*, Semarang: CV. Indoprint.
- (2000). *Manajemen Pemasaran: Sebuah Pendekatan Strategik*, Research Paper, Program Studi Magister Manajemen, Universitas Diponegoro, Semarang.
- Furey, T.R. (2008). How Information Power Can Improve Service Quality, *Planning Review*, May/June.
- Ghobadian, A., and Viney, H.J.P. (2005). The Influence of Environmental Issues in Strategic Analysis and Choice: a Review of Environment Strategy among Top UK Corporations, *Management Decision*.
- Info Bank : Kinerja Layanan Bank BUMN VS Bank Swasta, No. 302, Mei, 2004.
- Info Bank : Kinerja Layanan VS Target Bisnis, No. 325, April, 2010.
- Kohli, A.K., and Jaworski, B.J. (2010). Market Orientation The Construct, Research Propositions and Managerial Implications, *Journal of Marketing* 54.
- Mahmudi. (2007). *Manajemen Kinerja Sektor Publik*. Yogyakarta: Penerbit UPP AMP, YKPN.

- Menon, A., Bernard, J.J., and Ajay, K.K. (2007). Product Quality: Impact of interdepartmental Intereactions, *Journal of The Academy of Marketing Science* 25.
- Morgan, N.A., and Nigel, F.P. (2008). Interactions Between Marketing and Quality at the SBU Level: Influences and Outcomes, *Journal of The Academy of Marketing Science*, **26**(3).
- Nur P., and Mudiantono. (2009). Analisis faktor-faktor Orientasi Pasar yang Mempengaruhi Kualitas Layanan dan Relevansinya terhadap Kinerja Perusahaan, *Jurnal Studi Manajemen dan Organisasi*, **1**(2).
- Prastyo, T. (2006). *Analisis Faktor-Faktor Yang Mempengaruhi Kinerja Layanan Relevansinya Terhadap Kinerja Perusahaan*, Tesis, Universitas Diponegoro, Semarang.
- Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Supranto, J. (2010). *Pengukuran Tingkat Kepuasan Pelanggan Untuk Meningkatkan Pangsa Pasar*. Jakarta: PT. Rineka Cipta.
- Tjiptono, F. (2007). *Service, Quality & Satisfaction*. Yogyakarta: ANDI.
- Tjiptono, F., and Chandra, G. (2005). *Service, Quality & Satisfaction*. Yogyakarta: Andi.
- Umar, H. (2007). *Metode Penelitian Untuk Skripsi dan Tesis Bisnis*. Jakarta: Raja Grafindo.
- Zeithmal, V.A., and Mario, J.B. (2010). *Service Marketing*, New York: MC Graw – Hill Companies.