DISERTASI

PEMODELAN SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT DALAM MEDIA SOCIAL

Diajukan untuk memenuhi salah satu syarat memperoleh gelar
Doktor Ilmu Teknik

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HALAMAN PENGESAHAN

PEMODELAN SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT DALAM MEDIA SOCIAL

DISERTASI

Diajukan Untuk Melengkapi Salah Satu Syarat
Memperoleh Gelar Doktor Dalam Bidang Ilmu Teknik Informatika

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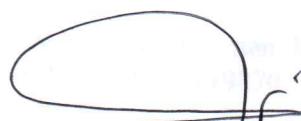
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HALAMAN PERSETUJUAN

Karya tulis ilmiah berupa laporan disertasi ini dengan judul " *Pemodelan Social Customer Relationship Management Dalam Media Social*" telah dipertahankan dihadapan Tim Penguji Karya Tulis Ilmiah Program Studi Ilmu Teknik Program Doktor Fakultas Teknik Universitas Sriwijaya pada tanggal : 28 Juni 2022.

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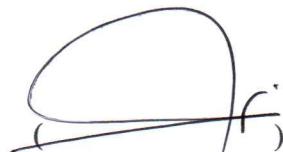
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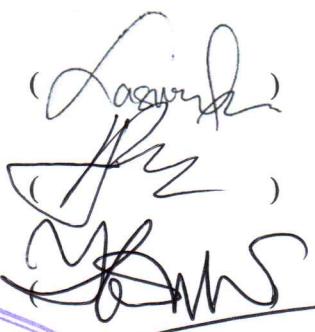
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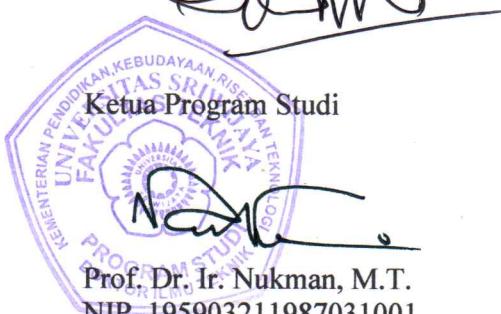
SUMMARY

This study aimed to determine the modelling of social customer relationship management as social media in universities. This research used mixed methods research with a sequential exploratory design model. The subjects in this study amounted to N = 2421 who was the academic community at Higher Education at LLDIKTI region two that spread across various provinces such as South Sumatra, Lampung, Bengkulu and Bangka Belitung in 2020/2021, which consisted of students (N = 2141/88%) as the main subject, followed by secondary subjects including Lecturers (92/4%), Education Personnel (23/1%) and Alumni (165/7%). The data collection method used an online interview survey conducted by using internet research methods in the form of a web survey and an audit working paper with the COBIT 2019 method. The research data analysis used a coding technique consisting of the stages of open coding, axial coding, and selective coding. This study found that social customer relationships have a very close relationship as a means of communication media in universities that aim to market colleges. Social media platforms that allow it to be developed to become a driving tool for SCRM as a communication tool between the academic community are Instagram, Facebook, WhatsApp and YouTube. These four platforms have a connection relationship in providing and conveying information so that it becomes a recommendation by the academic community as a communication tool to search for information about universities. SCRM through university social media is two-way communication between institutions and stakeholders. That CRM is still one-way only information to stakeholders only. Institutions should also get information from stakeholders to make it happen by implementing SCRM modelling through social media. Social media such as SCRM is used for easy access, complete information, updated information and an attractive appearance. The model test results showed that the average score is 87.19% of the subjects agree that the SCRM model through the proposed social media can be implemented and help to improve the service of information needs between universities and stakeholders.

Keywords: SCRM, CRM, LLDIKTI 2, Social Media