

ABSTRACT

PT. Kereta Api Indonesia having attempt to approach the consumer by making social media accounts managed by the division of Contact Centre 121 is a 24-hour service that is ready to greet and assist customers This study aimed to know how the four components descriptions analysis of Social Customer Relationship Management in PT Kereta Api Indonesia twitter account (@KAI121) using quantitative descriptive method. Number of respondents was 100 respondents using descriptive data analysis. Location of the study took place in Indonesia using twitter conducted with digital techniques questionnaire distributed to followers of @ KAI121 who been interact with the account. The sub variables in this study were four components of Social Customer Relationship Management including Listening, Responding, Connecting and Collaborating. Of the four components if sorted from highest responses obtained to lowest were Listening, Connecting, Responding and Collaborating. @KAI121 twitter account only function optimally as a medium for gathering basic input in the form of suggestions and questions from its followers but to absorb the ideas of its followers had not been done optimally yet. Then the @ KAI121 account should increase interaction with its followers by asking its followers to provide feedback to the company so followers can become actively interact with the company.

Keyword(s): social customer relationship management, components of social customer relationship management, social media, twitter