

ABSTRACT

The rise of mobile phone communication service provider in Indonesia make each of the companies vying for market their products. In creating effective marketing communications and establish interaction with customers, one of the media that is currently often used by companies is social media. One type of social media used Smartfren to establish a relationship with customers is Twitter. This study aims to investigate the influence of social customer relationship management PT Smartfren Telecom Tbk through the use of social media twitter to customer satisfaction. This study uses a quantitative method. The collection of data used by distributing questionnaires using non-probability sampling method. The analysis technique used descriptive statistics, the coefficient of determination, and a simple regression. These results indicate that social customer relationship management PT Smartfren Telecom Tbk through the use of social media twitter affect customer satisfaction of 43.8% and the remaining 56.2% influenced by other factors. Thus the social customer relationship management PT Smartfren Telecom Tbk through the use of social media Twitter positive effect on customer satisfaction.

Keywords : Social CRM, Customer Satisfaction, New Media, Twitter