ABSTRACT

Digital economy's era has been stimulating the high competition of e-commerce companies and the rapid growth among them. The prosperousness of open-source data can be an opportunity to provide strategies for a business to find new ways to understand market behavior. Most companies use social media to support Social Relationship Management (SCRM) activity. E-commerce is included in the sector which also utilizes social media to interact with their customers. The availability of large-scale data from online social network services helps to extract valuable information represent the behavior of the market. Hence, using social media data, it provides a new practical way to social customer relationship management effort.

The increasing use of internet also has an impact on the increasing number of online transactions in Indonesia. The effort to stay competitive among similar e-commerce sites is measured by their content characteristics strategy to engage their customer on Facebook page. The active SCRM network will have a positive impact on the company.

Therefore, the research finding are to investigate how the characteristics and activities of SCRM networks are formed by measuring and comparing using Social Network Analysis (SNA) method. Measurements are made by calculating SCRM network property values and descriptive statistics analysis. The network property is selected because it is suitable to process the raw data from social media. In addition, a descriptive statistics analysis used to show the level of intensity of e-commerce to produce their content.

This research measured and compared the SCRM network properties using Social Network Analysis and the descriptive statistical Analysis among the three e-commerce: Shopee, Tokopedia, and Bukalapak on Facebook pages. The result will give us insight on what is important in understanding the market.

The research founded the type of content characteristics among top three Indonesia's e-commerce, the level of intensity to engage their customer by comparing their productivity to post their content on Facebook Page, and the most robust e-commerce by comparing the SCRM Network.

Keyword: E-commerce, Social Network Analysis, Social Customer Relationship Management, Descriptive Statistical Analysis, Facebook page.