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**Customer Relations Twitter @IndonesiaGaruda of
Garuda Indonesia Airlines
in the Social Customer Era**

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Abstract

The purpose of this research is to be able to analyze in depth the airlines of Garuda Indonesia and its public customers in establishing good relations by utilizing social media Twitter. In the current era of digital communication where the use of social media is community-based media, companies inevitably have to deal with social customers. Customer relations is a process of building long-term relationships with customers to maintain satisfaction and to keep them coming back.

The research method used is descriptive qualitative. Data collection in this study consist of primary and secondary data. Primary data were carried out through in-depth interviews with four informants who were Garuda Indonesia internal parties related to customer relations activities. Data collection was also done through direct observation by observing communication on Twitter social media by examining responses in the form of audience comments related to the contents of the company's communication messages aimed at maintaining awareness of the company's brand value and services so that they remain in the minds of customers. The results of this study are that the use of Twitter as a medium to communicate brand messages covering Operational Excellence, Product Leadership, and Customer Intimacy can be used to establish and maintain good relations between the company and its customers so as to create satisfaction and loyalty.

Keywords: *Customer Relations, Marketing Communications, Digital Communication, Garuda Indonesia*

INTRODUCTION

Since the mid-1990s, the internet has received increasing attention by academics and practitioners because of its commercial potential (Shaltoni, 2017). As a technology in a new media era where social media is one of the main and most recent communication tools, the new communication tool has removed boundaries and allowed fast connections around the world. Because these tools are widely used by individuals, marketers have also seen opportunities on social media and other digital communication channels. The marketing boundary has completely disappeared and the whole world has become a potential market for all businesses thanks to the internet. At this point, the ability to communicate with target markets has become a key point for businesses (Batum & Ersoy, 2016). Manufacturers or providers might try to promote their goods or services to the audience, but what customers really want is communication, in other words, they want the opportunity to listen to what the marketer is saying but, they want the opportunity to talk again. The word 'communication' implies this two-way process, while 'promotion' only highlights the good parts (Ace, 2001).

The marketing business has changed a lot over the past decade. Especially physical promotion tools such as newspapers, magazines, radio, billboards and so on have decreased, while the use of social media as a marketing tool has increased significantly (Montague et al., 2016). This development can be seen from the emergence of many existing social networks. In addition, various digital media such as YouTube, websites, and social media can be used for promotional and marketing facilities, coupled with the presence of gadgets that make it easy to access digital media content. This digital media also takes part in corporate communication activities. With so many digital media users, the media are considered to be very strategic to expand the reach of promotions (Purwitasari et al., 2019).

The development of digital technology, mobile, and various applications in every aspect of human life has indeed changed the pattern of relationships between companies and customers. From searching for product-related information, buying or ordering products, to filing complaints or appreciation, all of that can be done through various digital channels. Companies need to pay close attention to this by managing services in this digital age. Services that are built must at least be able to provide a good "experience" to customers who use digital platforms. Furthermore, the service must also be able to engage consumers emotionally in order to build customer loyalty. In this digital age the relationship between customers and companies inevitably has to be done both online and offline in order to get more effective results (Purwaningwulan & Dida, 2019a).

The development of communication technology now allows customers to get things easily and quickly, including when they want to be served by the company. This is the toughest challenge that the company inevitably has to face. The challenge becomes even more

severe because companies must provide various channels or platforms to serve customers: from conventional to digital. If in the past conventional services were the mainstay, now digital-based services are the choice of many people. As a result, companies are required to be able to build and develop services on several digital platforms such as websites, social media, mobile applications and instant messenger applications. When companies interact with customers for the benefit of their business, at the same time they will get data to produce other by-products of their main business or products. When companies use marketing websites, social media forums, sales emails, companies have moved their marketing techniques to the internet to get targeted market and financial segments (Ather, Khan, Rehman, & Nazneen, 2019)

In the digital age, companies realize that they face customers who are able to become influencers in cyberspace. Customers are increasingly well-informed and critical. They know that their opinions are valuable and heard by others. They are not reluctant to submit recommendations, suggestions or criticisms. Everything is facilitated because now there are social media. The bigger their network, the more people they can influence. This encourages organizations to promote creatively through social media. Interactivity between people can be direct or occur through the media (Huotari et al., 2015).

The use of social media has increased rapidly over the past few years (Keinanen et al., 2015). Social media are community - based media. The use of social media in Indonesia follows the development of internet access, especially with the development of internet infrastructure in Indonesia such as wi-fi access and fiber networks. Indonesia is predicted to be the country with the most active and largest social media users. One of the most compelling reasons why this prediction will occur is because mobile internet devices are more affordable and thus allow greater user network penetration (Purwaningwulan & Dida, 2019b)

Social media have a very high level of familiarity. Their users can share stories, useful information and recommendations. The users may not even have come face to face in the real world, but they can engage in interactions based on common interests or certain characteristics. Now the company must deal with social customers (Adam Metz, 2012). According to Adam Metz, social customers have high purchasing power and are able to influence others. They believe in fellow customers who share their interests. Basically, they exchange messages (data and information). Social media are becoming so popular because they are in accordance with the essence of humans as social beings who want to be in constant contact with others. Limitation of interaction and communication that often became a barrier in the past, is now overcome by using social media. The presence of smart phones and other mobile devices has also given birth to many social media applications and many more in these various devices (Yadav et al., 2015). The process of socialization has not only become easier but also broader. Communication through social media takes place in networks

connected to the internet. High levels of virality. A person can now play a dual role, the recipient of the message (communicant) as well as the sender of message (communicator).

These opportunities are now used by companies. The company uses social media to communicate digitally with its customers. Social media involves a lot of communication, which provides an opportunity for marketers to engage in conversations about company issues (Ryan and Jones, 2009). However, very little is known about how to encourage customers to engage on social media, the ways in which customers are involved online, and how customer involvement impacts business outcomes (Gummerus, Liljander, Weman, & Pihlstrom, 2012; Schultz & Peltier, 2013). Social media can also be used to enhance collaboration with customers and consequently accelerate innovation (Wang et al., 2016). Social interactivity with social customers must always be improved to get new ideas and different points of view. This will allow social customers to be known from other perspectives, understand their preferences and also their demands and needs to provide better services and/or products (Rogla and Chalmeta, 2016).

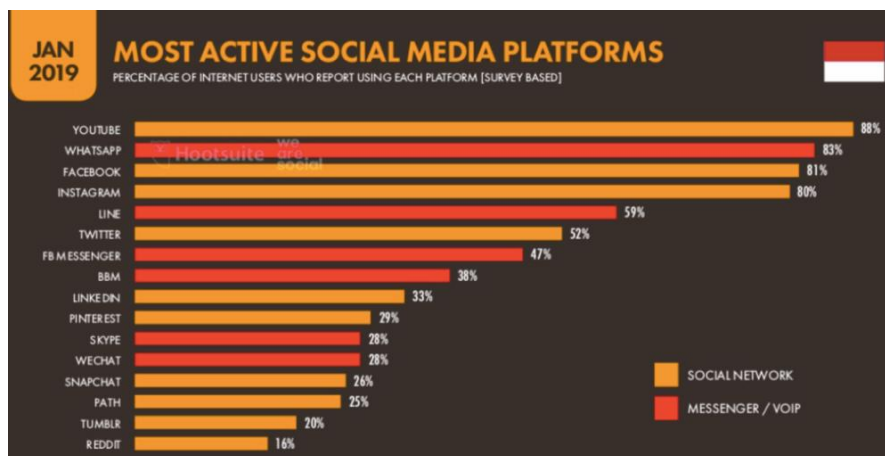
Dave Kerpen, author of "Likeable Social Media" tells how one tweet on Twitter and one Facebook Like has a big impact. When Kerpen was in Las Vegas, he had to wait more than an hour to check in at the Aria Hotel. He wrote a tweet expressing his disappointment, and The Rio Hotel, a competitor of Aria Hotel responded to his tweet with empathy, "We hope that the unpleasant experience will not be repeated". A tweet that finally made Kerpen decide to book a room at The Rio on his next visit to Vegas (Kerpen, 2011). Kerpen got pleasant service from The Rio and finally gave a like on the hotel's Facebook page. The Kerpen relation of more than 3,500 people saw it, and Erin, one of her friends, finally made a reservation to spend a new year's holiday at The Rio. Social media gave rise to new influencers. Those who are not anyone, not a public figure, can influence the views of relations and even other people about a company's products or services.

Customers are assets for the company. They are buzzword spreaders. When a company is absent, many other parties (competitors for example) are ready to take advantage of the opportunity. Competitors can hear and see disappointed customers through their uploads on social media, then they offer a more satisfying product or service. The customer then spreads his story through social media and competitors benefit from the customer's buzzword results. The customer is one of the important stakeholders for the company (Newell, 2000). The main purpose of customer relations is not to sell products, but to establish and maintain good relations with customers. One form of social digital media that is widely used to carry out customer relations practices in the realm of digital marketing communication is Twitter.

The results of the Exact TARGEL report cited by Indira Abidin (2014) reveal that Twitter users who are active every day by following a brand and tweeting about the brand

will further strengthen the effect of the brand three times compared to other social network. Twitter users more often publish a brand and are more able to influence others, both Twitter users and non-users. Twitter plays an important role in marketing products today. Twitter can be used to introduce brands, build relationships with customers or increase sales turnover. The strategy is to make the brand the subject of conversation.

In Indonesia, Twitter ranks 4th as a social media network platform that is widely used by social customers (Metz, 2012). The following is a publication of research results by Hootsuite and We are Social in the January 2019 period.



Source: Hootsuite and We are Social Research Publications, January 2019.

The implementation of the "Master Plan for the Acceleration and Expansion of Indonesian Economic Development" (MP3EI) by the Government of the Republic of Indonesia in six corridors in Indonesia, namely the corridors of Sumatra, Java, Kalimantan, Sulawesi, Bali-Nusa Tenggara, and the Papua-Maluku Corridor, the aviation industry in Indonesia is increasingly "instrumental" in supporting the connection of the six corridors as an integral whole through "connectivity" between islands (regions). The adoption of the ASEAN Open Sky policy means the Indonesian aviation industry is entering the area of fierce competition between airlines in the era of aviation industry liberalization. ASEAN Open Sky policy which came into force in 2015, and competition in the airline business in ASEAN countries (Association of Southeast Asian Nations) is increasing. To compensate for the intense competition in the aviation industry, airline practitioners must ensure that they provide superior service quality and meet customer satisfaction. Satisfaction is not only seen as a customer goal that will be obtained as a result of service synchronization, but also as a company goal as a way to a higher level of customer retention and a way to profit (Cronin, Brady, & Hult, 2000a; McDougall & Levesque, 2000).

One of the airline brands in Indonesia that has strong brand equity is Garuda Indonesia. SkyTrax has named Garuda Indonesia as the ninth rank of World Best Airline in 2018. Skytrax is a Quality Advisor and Research specialist for the London-based air transportation industry and works with airlines and airports around the world. Skytrax research results prove to have been used as much as 80% as a reference in the international aviation industry. Skytrax is a prestigious ranking organization for international air transportation that has a unique insight, expertise and experience on quality issues that affect the air transportation industry.

To increase customer satisfaction with aviation services, airlines must focus on providing superior service quality and providing high value services (Hapsari, 2017). To provide quality service and satisfaction, it is important for airlines to know the needs and desires of consumers through two-way communication using digital communication media, namely social media. Because social media encourage communication and two-way interaction: both are valuable relationship building tools for companies that choose to use them to build dialogue and engage customers (Achen, 2017).

As one of the leading national airlines, Garuda Indonesia is adaptive in the use of social media as a digital communication tool. Garuda Indonesia also has and uses a Twitter account as one of its digital communication channels. Company communicate and learn to listen to their consumers. This then becomes the basis for the development of marketing communications (marketing communications). In connection with this research it is necessary to look at and analyze how consumer behavior engages in social media, and the researchers must look at steps such as likes, page visits, comments, reading, sharing, tweets, mentions, and other behavioral engagement metrics on social media sites . Understanding the impact of this behavior is important so that it can directly target the specific behavior of consumers (Achen, 2017).

A contact center performance monitoring for the 2019 index was conducted for 12 months, starting from January to December 2018 conducted by Carre Service Quality Monitoring (CSQM) in the Twitter Service Excellence Index sub-survey 2019 stated that Garuda Indonesia was ranked second in providing "Good Service Excellence" through Twitter social media for its customers in the non-BFI (Banking-Finance-Insurance) category, the following are the results of the research publications:

NON BFI (BANKING - FINANCE - INSURANCE)

NO	TWITTER SERVICE EXCELLENCE	KPI			TSEI 2019	GRADE
		ENGAGING	HUMAN TOUCHING	NAVIGATING		
1	@AstraHondaCare	94,750	95,990	91,953	94,127	Exceptional
2	@IndonesiaGaruda	88,750	83,776	65,984	77,654	Good
3	@myXLCare	78,313	80,802	68,094	75,221	Good
4	@FirstMediaCares	86,894	78,219	66,141	75,123	Good
5	@pln_123	85,363	77,969	63,729	73,752	Good
6	@Telkomsel	78,425	87,964	57,063	73,695	Good
7	@triindonesia	76,075	82,943	61,250	72,892	Good
8	@KAI121	77,688	76,883	63,719	71,778	Good
9	@PosIndonesia	76,129	88,438	51,625	71,251	Good
10	@SriwijayaAir	72,483	70,557	67,094	69,557	-
11	@eleveniacare	76,488	72,456	62,406	69,242	-
12	@Citilink	74,756	80,943	50,422	67,497	-
13	@IndosatCare	72,550	80,367	50,219	66,744	-
14	@smartfrenicare	72,875	71,115	54,969	65,008	-
15	@bliblidotcom	59,438	72,852	58,266	64,334	-
16	@JNECare	81,331	63,500	56,156	64,129	-
17	@MNCVisioncare	79,300	70,367	49,938	63,982	-
18	@BiGTViCare	59,513	72,503	55,000	62,904	-
19	@pertamina	83,275	68,760	44,469	61,947	-
20	@PTJASAMARGA	80,700	60,411	50,188	60,380	-
21	@Bluebirdgroup	72,910	64,750	44,422	58,251	-
22	@astraworld	75,194	57,495	45,422	56,205	-
23	@SamsunID	78,900	59,500	36,469	54,168	-
24	@YamahaIndonesia	64,467	54,161	48,865	54,104	-
25	@BiznetNetworks	52,894	57,068	51,719	54,093	-
26	@Express_Group	65,321	52,193	42,000	50,741	-
27	@sharvindonesia	41,950	53,563	44,938	47,790	-
INDUSTRY		74,329	71,627	55,615	65,763	

Source: Carre CCSL The Expert of Service Quality Monitoring, 2019.

The assessment is based on three customer touch points namely Engaging, Human Touching, and Navigating. Engaging has two measured by Key Performance Index (KPI), namely Accessing and System. Human Touching has two KPIs namely Communicating (verbal, nonverbal, and visual) and Attitude (empathy and caring). The third customer touch point, Navigating, has three KPIs namely probing, providing solutions, and closing. Tweets are posted 48 times a year.

Through this research it is expected to be able to present a general viewpoint of social media posting content, especially Twitter as a marketing communication tool and success in creating consumer engagement with companies. It is possible to integrate other marketing constructions such as customer involvement, brand image and customer loyalty which will provide more comprehensive knowledge about customer behavior, especially in the aviation industry. Thus, a more comprehensive study will be beneficial.

LITERATURE REVIEW

Marketing Communication

Marketing communication is part of the management process in which a company communicates with its audience, by developing, delivering, and evaluating a series of messages to identified stakeholder groups (Chris Fill, 2009). Another concept definition of marketing communication is the process carried out by the company in coordinating several elements of promotion and other marketing activities so that communication is established with corporate consumers (Belch, G E and Belch, MA, 2004).

Marketing communications can be described as being every form of communication relevant to marketing. Marketing communication tools commonly used by marketing include advertising, sales promotion, public relations, personal selling, interactive marketing, and direct marketing. The development of successful marketing communication programs begins with understanding why consumers or customers behave as they do. Consumer behaviour can be defined as the process and activities people engage in when searching for, selecting, purchasing, evaluating and disposing of products and services so as to satisfy their needs and desires. Marketing communicators need to recognize that while much of promotional activity has the goal of influencing consumers' purchase behavior. The purchase is only a part of what can be a long and detailed process of information search, brand and retailer comparisons and evaluation. Armed with customer knowledge, marketing communicators can begin the task of developing effective message strategy, choosing appropriate media, deciding the promotional mix weighting, setting objectives and so on, i.e. designing, developing, planning and executing a communications campaign (Copley, 2004).

Customer Relations

The customer is one of the important stakeholders for the company. Frederick Newell defines customer relations as a process for changing customer behavior (Newell, 2000: 2). The main purpose of customer relations is not to sell products, but to establish and maintain good relations with customers. Companies are able to understand their public wants and needs so they can create appropriate products and services for them. After that, the company can convince the public that the product is the answer to their needs and wants. Customer relations are managed generally through Customer Relationship Management (CRM) activities. CRM is a series of methodologies and tools designed to increase customer satisfaction so as to increase revenue and profit. CRM involves the synergy between communication and technology to support company marketing. In addition, CRM also includes all the communication characteristics that a corporation has with its clients, whether related to sales or services (Ruchi, 2014).

Customer relations according to Kotler and Armstrong is a process of building long-term relationships with customers to maintain satisfaction and to keep them coming back (Kotler & Armstrong, 2001). Customer relations is a long-term process. The company tries to understand the needs and desires of its customers from time to time. Then the company adjusts to its customers. This is what can then strengthen the bond between the customer and the company, as the definition of customer relations from Frederick Newell (Newell, 2000) states:

“A process of modifying customer behavior over time and learning from every interaction, customizing customer treatment, and strengthening the bond between the customer and the company. This is the principle of important one-to-one marketing.”

Another important function of customer relations is to monitor public information and perceptions regarding the company and its products or services. If there is information that is considered to be detrimental to the company, it can be immediately addressed and anticipated before the impact becomes a crisis. Customer relations has become a fundamental element in the company's competitive strategy in the midst of intense business competition. The competitive strategy aims to foster profitable and strong positions in industrial competition. Treacy and Wiersema, in Peelen, stated that there are three generic strategies to achieve competitive advantage, namely: operational excellence, product leadership, and customer intimacy (Peelen, 2005). Operational excellence is the company's ability and excellence in producing products or services. Product leadership is the ability of a product to be a leader among other products, emphasizing the quality of products and services provided by the company. Customer intimacy is the organization's ability to build good relationships and closeness with customers.

The development of communication technology makes customer relations easier and more complicated at the same time. Humans can communicate anytime and anywhere. As a result, the demands for the company are also getting bigger. Customers demand fast, quality, and personalized services; 24 hours a day, 7 days a week. Today's customers enjoy many choices and product offerings, when one product does not meet his expectations, he will easily find another product. Customers also have access to information that is so broad. They can compare one product to another. They can do online tracking to find the benefits of the product or company, all possible with the internet. The power of the internet is the speed of information dissemination. A message can get to various parts of the world in just seconds. With the internet, companies can more easily make contact with their customers. Companies can make contact one-to-one or one-to-many as needed.

Social Media and Twitter

Communication technology is one of the most important developments in human life. Humans are surrounded by technology. Communication technology influences various aspects of human life: the way they work, build relationships, and meet their needs. According to Beniger in Grant: "Communication technology was introduced as a mechanism of control that played an important role in almost every area of the production and distribution of manufactured goods" (Grant & Meadow, 2008). The development of communication technology brings people to a new media era, one of which is social media. New media is a term intended to cover the emergence of digital technology, computers, or information and communication technology networks in the late 20th century. New media is based on communication in the network.

Social media according to Ryan and Jones is an umbrella that points to web-based software and services that allow users to share, discuss, communicate, and participate in all forms of social interaction online (Ryan & Jones, 2012: 152). The essence of social media is sharing and participating. Stowe Boyd explains that social media has a big influence on humans: changing the way they find, read, and share news, information and content (Boyd, 2012). Social media have become a medium for how people express themselves to the world and how they communicate with each other (Ather et al. 2019). Social media that are currently widely used include Facebook, Instagram, YouTube and Twitter. Social media applications are made possible by the development of Internet-based online technology, but the technology itself is not the reason behind the popularity of applications such as Facebook or Twitter. In contrast, social media are popular because individuals want to be social and share their experiences with others (Chaffey et al., 2009).

Twitter is more widely used for conversation. Information dissemination via Twitter is also faster and easier thanks to the retweet feature. Likewise for information retrieval, it is easier to use #hashtag. Twitter makes customer relationships easier (Lee, 2013). The message conveyed through social media Twitter is brief, to the point, so that the response generated can be faster and satisfying. Twitter is a micro-blogging site, where people and companies can keep up-to-date on their activities: what they are thinking and doing. Twitter also facilitates conversations between users. What distinguishes Twitter from other social media is the personal nature of its interactions. This personal trait makes communication through Twitter an easy and powerful communication tool to spread influence. Social media applications are made possible by the development of Internet-based online technology, but the technology itself is not the reason behind the popularity of applications such as Facebook or Twitter. In contrast, social media are popular because individuals want to be social and share their experiences with others (Chaffey et al., 2009). Digital media and especially social media, have revolutionized the way tens of millions of people engage, communicate, connect and socialize (The Watson Helsby Reports, 2010).

Social Customer

Social media has changed the characteristics of customers to be critical and vocal. They know that their opinions are heard and they have the power to influence others. In the digital age companies now have to deal with social customers (Metz, 2012). According to Adam Metz, social customers have a high purchasing power. However, those who are able to influence them to buy are people who are judged to be equal to themselves. They believe in fellow customers who have the same interests with them. With the explosion of social media use around the world, businesses are feeling extreme pressure to engage where their customers are paying attention. Today, the center of customer activity is increasingly virtual, located within social media or social networking sites (Baird and Parasnis, 2011).

Customers gather on social media. One of the strengths of social media is the ability to build communities based on certain characteristics. These opportunities can then be utilized by the company. The company uses social media to communicate directly with its customers; build a strong community. The key objective for an organization is to understand every transaction and interaction between the organization and the customer and to communicate effectively with each customer for the life of their association with the organization (Sharp, 2003).

Jacob Morgan explained that Customer Relationship Management (CRM) has now switched from Traditional CRM to Social CRM (Morgan, 2013). If in traditional CRM the company manages the customer database, in social CRM the company manages relationships and conversations with its customers. Social CRM is easier to apply with the presence of social media. In this context, the emergence of Web 2.0 technology has enabled the evolution of CRM, which is based on strategies that focus on customer transactions, to Social CRM, which are based on strategies that focus on creating engagement between customers and companies (Faase et al., 2011).

Internet Marketing for Customer Relations

The five components of internet marketing to build and maintain relationships with customers (Fisher & Jaworski, 2003) are as follows:

1. The process by which the company tries to build intensive and interactive communication with customers. Because it is a process, internet marketing is continuous and always needs continuous updates.
2. Building and maintaining relationships with customers is the goal of marketing. The three stages of customer relations are awareness, exploration, and commitment. Marketing programs can be said to be effective if they are able to direct customers to the commitment stage at the company

3. Online, which means that internet marketing is marketing done in the internet world, but still associated with conventional marketing programs.
4. Exchange, where the impact of an online marketing program is an exchange that does not only occur in the internet or online world, but must also have an impact on the exchange in real sales.
5. Meeting the satisfaction of the needs of both parties, where with the existence of internet marketing, the fulfillment of satisfaction for both parties is more quickly fulfilled, namely in terms of companies such as increasing company profits, wider market share due to increasing public trust and in terms of customers such as the fulfillment of such need as quick information.

Method

This research was conducted through a qualitative approach with a case study method. Case studies allow researchers to maintain holistic and meaningful characteristics of real life events, such as a person's life cycle, organizational and managerial processes, changes in social environment, international relations, and the maturity of industries (Yin, 2014). Based on Robert K.Yin's case study type, the research carried out is an embedded type of single case design. This type was chosen because this study began with an issue or phenomenon that is happening today and focuses on a SOE-owned airline service company in Indonesia, Garuda Indonesia, which implements Customer Relationship Management.

The techniques used in data collection include: a) Primary Data, which consist of in-depth interviews, b) Secondary Data obtained through document studies by studying various literature related to marketing communications, digital public relations, customer relations, customer relationship management (CRM), social CRM, social media and internet marketing. To get data that reflect the research subject and are able to answer the aims and problems of this study, the researchers chose all informants in this study using purposive sampling techniques. Researchers determined the informant as a source of information by collecting and selecting informants from PT. Garuda Indonesia.

The focus of this research is to analyze Garuda Indonesia customer relations through the Twitter account @IndonesiaGaruda for the period January 1, 2019 to June 30, 2019. The customer relations examined in the official Garuda Indonesia Twitter account are as follows:

1. Operational excellence to create and maintain customer awareness,
2. Product leadership to create customer experience in terms of exploration,
3. Customer intimacy to grow commitment from customers.

RESULTS AND DISCUSSION

Garuda Indonesia currently serves 76 destinations worldwide and various exotic locations in Indonesia with the number of flights reaching 600 flights per day and the number of fleets in operation reaches 169 fleets (with an average age of 4.5 years). Some recognition of the success of the Garuda Indonesia transformation program include the achievements as "5-Star Airline", "The World's Best Cabin Crew 2014-2018," "World's Best Economy Class 2013" from independent flight rating agencies based in London, SkyTrax. Garuda Indonesia is a member of SkyTeam, a global alliance of 20 airline members that offers a global network with more than 16,320 daily flights to 1052 destinations in 177 countries (Garuda Indonesia, Corporate Presentation, 2018).

Garuda Indonesia "The Airline of Indonesia" has used digital media in communicating with its customers. One of the digital media utilized by Garuda Indonesia is Twitter micro-blogging. Garuda Indonesia joined Twitter social media since June 2010. The following is the appearance of the Garuda Indonesia Twitter account @IndonesiaGaruda homepage:



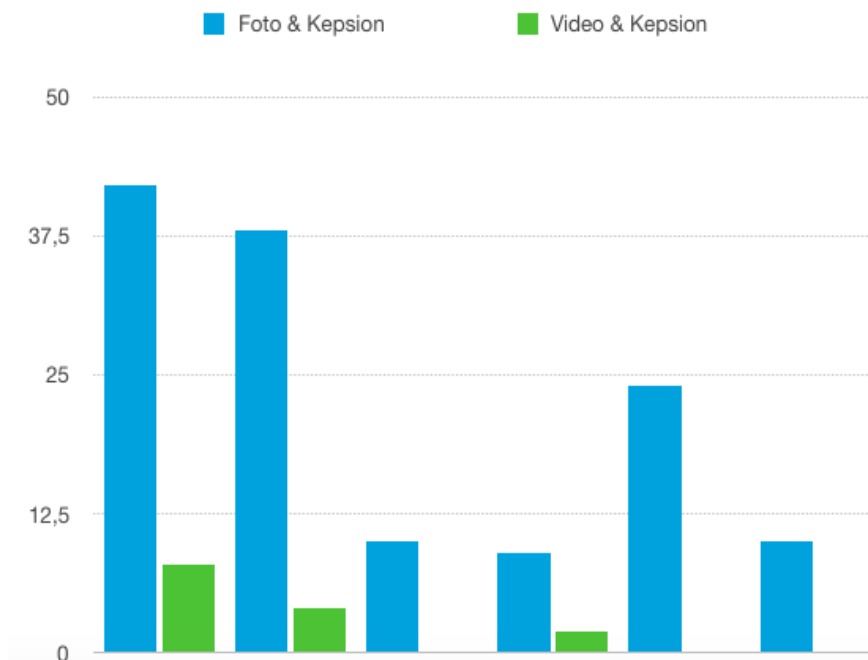
Source: Garuda Indonesia official Twitter account @IndonesiaGaruda (accessed on June 30, 2019, 23:00)

As of June 30, 2019, the official Garuda Indonesia @IndonesiaGaruda Twitter account has Tweeted 488 thousand messages, followed 2,149 accounts, had 3.41 million followers and liked this account page (Like) as many as 826. Twitter accounts @ The IndonesiaGaruda synergized its use with Call Center services 08041807807 and +622123519999, Garuda Care at @GarudaCares, FB @GarudaIndonesia, Email: customer@garuda-indonesia.com, Live Chat: Website and Mobile App.

During the period of January 1 to June 30, 2019 Twitter account @IndonesiaGaruda tweeted 147 Twitter messages consisting of 133 tweets containing photos and 14 tweets containing videos. The most uploaded tweet messages were in January with 50 tweets, the second in February with 42 tweets, and the third in May 2019 with 24 tweets. The following are (Table-1 and Chart-1) the number of official Garuda Indonesia account tweets that were recapitulated by researchers during the above period.

Table 1. The number of @garudaindonesia tweets from 1 January - 30 June 2019

	Foto & Kepsion	Video & Kepsion	Jumlah Tweet
Januari	42	8	50
Februari	38	4	42
Maret	10	0	10
April	9	2	11
Mei	24	0	24
Juni	10	0	10
Jumlah	133	14	147

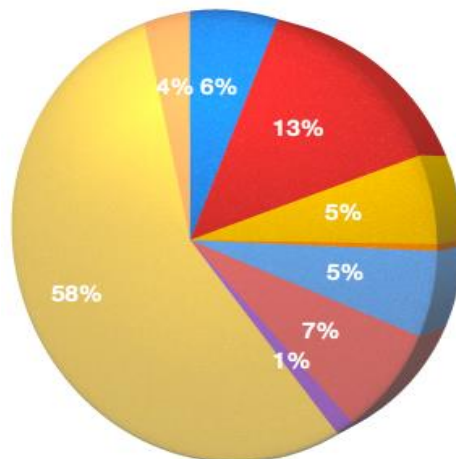


Graph 1. Number of Tweets @IndonesiaGaruda for the period of January 1 to June 30, 2019.

Tabel 2. Recapitulation of the number of Replies, Retweets, Likes, View Video from January 1 - June 30, 2019.

Juni 2019	Balas	Retweet	Suka	View Video	Jumlah
Foto & Kepsion	103	241	425	0	769
Video & Kepsion	0	0	0	0	0
Mei 2019					
Foto & Kepsion	207	329	912	0	1448
Video & Kepsion	0	0	0	0	0
April 2019					
Foto & Kepsion	88	119	378	0	585
Video & Kepsion	7	100	283	19766	20156
Maret 2019					
Foto & Kepsion	87	382	591	0	1060
Video & Kepsion	0	0	0	0	0
Februari 2019					
Foto & Kepsion	118	373	1090	0	1581
Video & Kepsion	21	97	244	19370	19732
Januari 2019					
Foto & Kepsion	937	1189	1807	0	3933
Video & Kepsion	58	254	483	48118	48913
Jumlah	1626	3084	6213	87254	98177

Graph 2. Number of Reply, Retweet, Like, and View Videos from January 1 to June 30, 2019.



The Garuda Indonesia Tweet message that was uploaded from January 1 to 30 June 2019 succeeded in getting responses namely, 1,626 replies, 3,084 retweet, get 6,213 likes, and video uploads exposed to as many as 87,254 views (Table-2 and Graph-2).

Most of the tweet uploads and responses from online visitors were obtained during January 2019 (by 58%) when uploaded photos and retweet messages as many as 42 uploads received 3,933 responses and 8 video uploads and pensions received 48,913 responses. The second most responses occurred in February 2019 when a photo tweet message was uploaded and as many as 38 uploads received 1,581 responses and 4 video uploads received 19,372 responses. And the third most responses during the 6 months occurred in April 2019 when uploaded photos and 9 as many received 585 responses and 2 video uploads received 20,156 responses, although the number of tweet messages uploaded in April was less than uploads in May.

The discussion above shows that the public likes uploads that are multimedia photos and especially uploads in the form of videos. Multimedia messages in the form of photos or videos are currently one of the social objects of interest (and possibly viral) by social customers. Social media applications are very helpful for users to find out how many online visitors have seen video uploads even though the online visitors do not provide active responses in the form of replies, retweets, or do not like their likes. The recapitulation results above can illustrate that the activity of establishing a good relationship between Garuda Indonesia and the public (customers) can be done by utilizing Twitter social media in the form of micro-blogging.

Based on the official Twitter account page @ IndonesiaGaruda, the researchers compiled the categorization and sub-categorization (Tables 3-5) of the tweet messages uploaded in the period from January 1 to June 30, 2019 so that a more comprehensive picture is expected. The following is the categorization of the @IndonesiaGaruda account tweet message:

Table 3. Message Categorization and Sub-categorization Tweet Operational excellence to create and maintain customer awareness from January 1 to June 30 2019

Category- 1	
Tweet Messages: <i>Operational excellence</i>	
Creating Awareness	Maintaining Awareness
<ol style="list-style-type: none"> 1. Garuda Indonesia Airlines announced plans to operate Solo - Madinah flight routes via Aceh. #GANews 2. Fly to Mumbai from Denpasar and explore more of the rich Indian culture! 3. Presenting a different flight experience, Garuda Indonesia shows #GIACOUSTIC acoustic live music on the plane. #GANews 4. Garuda Indonesia Group starts to apply moderate subclass prices. #GANews 5. Let's make today a cheerful one as we bring you travel back in time to the 70s with our January 2019 edition. 6. Garuda Indonesia Management and 	<ol style="list-style-type: none"> 1. Congratulations on the new year 2019. What moment do you want to create with us in 2019? 2. We are ready to help at any time to make your year-end holidays more comfortable. Contact us via live chat, call center, e-mail, or twitter at @GarudaCares. #GATravelTips 3. Follow tips on Flying comfortably with five-star airlines. #GATravelTips 4. Show your GarudaMiles Blue or Silver boarding pass & card and enjoy Concordia Lounge access with a 20% discount. 5. Want to reprint your ticket? Don't worry, just follow these 3 easy steps on the Garuda

<p>Employees hold safety mitigation training involving the Board of Directors. #GANews</p> <p>7. Garuda Indonesia flies from London to Denpasar, now British tourists can fly directly to Bali. #GANews</p> <p>8. Best Garuda Indonesia OnTime Performance Performance in the Asia Pacific. #GANews</p> <p>9. Garuda Indonesia presents Andien and Tompi on the #GIACoustic mat on Valentine's Day. #GANews</p> <p>10. Garuda Indonesia and Mitsubishi continue the branding cooperation between companies with the livery design decal branding. #GANews</p> <p>11. Garuda Indonesia today Wednesday (19/2) officially launched "The New Signature Dish of Indonesia" which is 21 new variants of Garuda Indonesia in-flight meals menu with the theme of the archipelago's culinary taste. #GANews</p>	<p>Indonesia website or mobile application!</p> <p>6. Just 3 steps to claim your mileage. Follow the method and enjoy the benefits of GarudaMiles!</p> <p>7. Counting the days to the 70th anniversary, we are ready to share smiles from Aceh to Papua. Come on, feel the excitement and look forward to our exciting offers!</p> <p>8. Did you know that Garuda Indonesia is the initiator of the use of the FFCC (Forward Facing Crew Cockpit) concept which is now being implemented throughout the world.</p> <p>9. The FFCC concept was first proposed by Wiweko Soepono, Managing Director of Garuda Indonesia at the time, and was implemented (in 1982) in the A300-B4 fleet so as to enable large-bodied aircraft that used to be manned by 3 cockpit crews now could be manned by only 2 pilots. #RoadTo70thAnniversary</p> <p>10. Garuda Indonesia calls for vigilance over fraud in the name of recruiting prospective employees of PT Garuda Indonesia (Persero). Information about job openings can only be accessed through our official website: career.garuda-indonesia.com</p> <p>11. At present Garuda Indonesia contact center telephone service is under repair. Sorry for the inconvenience.</p> <p>12. If you carry a powerbank when traveling, make sure the powerbank you carry is in accordance with applicable regulations. For safety reasons, powerbanks may only be carried in the cabin and are prohibited from being used while on an airplane. #GATravelTips</p> <p>13. Did you know that Garuda Indonesia has been named the Best Choice Airline in Asia by Trip Advisor for the third time? #BestAirline #BestRegionalBusinessClass #TravellerChoice</p> <p>14. Not only that, Garuda Indonesia also won awards in the category of "Best Regional Business Class Asia" and "Best Airline in Indonesia" you know! #BestAirline #BestRegionalBusinessClass #TravellerChoice</p> <p>15. Create your family's smile in our Economy Class with 5-star service</p> <p>16. Have a pleasant journey with our Business Class, where warmth of our services presents in every step.</p> <p>17. For the sake of the safety of all passengers, including ourselves, do not forget to follow the rules of the flight if carrying dangerous goods on the flight.</p>
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Table 4. Categorization and Sub-categorization of Messages Tweet Product leadership to create customer experience from January 1 to June 30, 2019

Category- 2 Tweet Messages: <i>Product leadership</i>	
Creating Product Innovations (Services) & Customer Experience	<ol style="list-style-type: none"> 1. When else can you watch your favorite musicians live on the plane? Today Ahmad Abdul will live on flight GA 408 Jakarta-Denpasar. Curious? Watch the excitement on our Instagram Story later! 2. #10YearChallenge? We bring you even more major throwback to our vintage fleet and cabin crew uniform exactly 70 years ago in 1949. #70YearChallenge #RoadTo70thAnniversary 3. Enjoy the nuances of flights with Vintage Livery on our Airbus 330-300 to Osaka, Denpasar and Yogyakarta on January 26 - February 2 2019. # GA70thAnniversary 4. Boring flight no more! We keep you updated with some of the latest movies and TV series titles added to our Inflight Entertainment options. 5. #GIACoustic is back this Valentine's Day! Let's celebrate Valentine like never before with Andien & Tompi performing live from up in the sky in our GA4182 Jakarta-Denpasar flight! Book your ticket now and don't miss this experience of a lifetime! 6. Introducing a new way to make your whole flying experience even more convenient, get extra space in Premium Class on your long-haul flight to London. 7. Make your trip more practical with e-boarding passes! Check the list of airports in Indonesia that accept the use of e-boarding passes * valid for domestic flights 8. Garuda Indonesia presents experiential learning for customers who are curious about the airlines world. Let's enjoy this experience with Garuda Indonesia #EduTripGA 9. Confidently serve our passengers with the 5-star touch and taste. Give the best one with our heart.

Table 5. Categorization and Sub-categorization of Message Tweets Customer intimacy to foster commitment from customers from January 1 to June 30, 2019

Category- 3 Tweet Messages: <i>Customer intimacy</i>	
Growing Customer Commitment	<ol style="list-style-type: none"> 1. In the spirit of welcoming 2019, We're honored to accompany you on your next exciting adventure. Let's have your next holiday destination planned as we have various offers for those who book their tickets earlier at the beginning of the year. 2. You don't want to jet lag after a long flight, right? One way, reduce the consumption of caffeine before the flight. The risk of jetlag is reduced, so be more ready for a vacation or get back on the move! 3. If you happen to be in London this Winter, Somerset House is the place you wouldn't do wanna miss! One of the city's most spectacular public spaces, it offers a diverse range of music performances, contemporary art exhibitions and cultural shows. Book now! 4. Visit Cappadocia in the heartland of Turkey and enter a whimsical fairytale world as colorful hot air balloons floating amidst picturesque caves you an extraordinary welcome. Fly to Turkey with help of our @skyteam alliance. #GawithSkyTeam 5. Nusa Penida is very famous for its beaches. But, do you know that Nusa Penida also has the amazing Goa Giri Putri? Not just a tourist place, this

	<p>cave is also a place of worship and meditation! Curious? Come, fly to Bali with Garuda Indonesia!</p> <p>6. Enjoy discount up to 70% for 1000 seats per week at Garuda Group Festival 2019 starting on January 26th. Let's celebrate Garuda Indonesia's 70th Anniversary with our special offers. #RoadTo70thAnniversary</p> <p>7. The colors blue and green have been very attached to Garuda Indonesia since the 80s. But do you know, the colors green & blue were chosen as a representation of Alam Indonesia, you know! Come explore Indonesia with us! # RoadTo70thAnniversary</p> <p>8. Planning to visit Indonesia? Make sure that your passport has at least 6 months of validity by the time you enter or leave Indonesia. For further information on immigration, visa and travel.</p> <p>9. In the spirit of welcoming The Year of The Pig, we would like to wish you a joyous New Year. Hope the days ahead are filled with immense joy, happiness, and prosperity.</p> <p>10. "In the Silence of Silence, Find Peace of heart to draw closer to the Creator". Garuda Indonesia wishes you a Happy 1941 Saka New Year.</p> <p>11. Let's exchange your mileage to get flight tickets to all Garuda Indonesia routes while there is a redemption discount of up to 50%! Check garuda-indonesia.com/giaanniversary for more info!</p> <p>12. Garuda Indonesia Group also mourned the disaster that befell the Ethiopian Airlines airline. Our prayers accompany all passengers, cabin crew and their families.</p> <p>13. Happy Celebrating Easter 2019. May a new hope for all of us arise from a great sacrifice.</p> <p>14. On Kartini Day, let us give our appreciation to the great Indonesian woman. We present flight GA206 and GA207 with a male crew who are ready to serve and appreciate Kartini on our flight today, April 21, 2019. Happy Kartini Day #ForWanita, Great Indonesia!</p> <p>15. Happy Labor Day. Thank you for your dedication, effort and devotion to your struggle for our beloved Indonesia. Stay excited! Because what we do today will be reflected in the future.</p> <p>16. Thank you very much for your appreciation and support, hopefully we can continue to improve Garuda Indonesia flight services! #BestAirline #BestRegionalBusinessClass #TravellerChoice</p> <p>17. Following are the compensation provisions in the event of a delay or cancellation of flight schedules</p> <p>18. It takes courage to apologize, but it takes wisdom to forgive, both of which lead to victory on Lebaran Day. Happy Eid Al-Fitr 1440H</p>
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Table 3 category-1 illustrates Garuda Indonesia digital communication through its Twitter account to build and maintain Garuda Indonesia brand awareness. Communication messages in the form of Corporate and Product Brand Announcement are efforts to raise customer awareness about corporate actions taken by the company regarding service plans and services. This is an effort of Garuda Indonesia to establish good relations with customers, namely to keep providing updates on the company's efforts to maintain operational excellence. One of the #hashtags used in Garuda Indonesia information update is #GANews. The uses of #hashtag some of which are to facilitate grouping and searching on Twitter and to create cross-platform campaigns can create iniquitousness (presence in cyberspace) and are useful for promotion or online branding. The next column-still in the same table-shows the

company's communication messages aimed at maintaining awareness of the company's brand value and services so that they remain in the minds of customers. Some #Hashtags in this sub-category are #GATravelTips, #RoadTo70thAnniversary, #BestAirline, #BestRegionalBusinessClass, and #TravellerChoice. Engagement with brands can be seen based on the strength of emotional relationships and the strength of communication referred to as brands (Veloutsou, 2015).

Table 4 categories-2 are company brand messages and service innovations based on providing new experience in aviation provision. Two-way interactive communication can enhance consumer experiences that can be considered unique in cyber space (Xu et al., 2008). Service innovation based on providing experience to customers is an effort of Garuda Indonesia to build product leadership that is expected to be a binding relationship between the company and the customer. The new innovation in the form of aviation services in the form of acoustic music entertainment by famous musicians and singers is expected to be a medium to glue the good relations. Garuda Indonesia also includes #hashtag as a form of digital communication practice. #GIACoustic, #EduTripGA, and # 10YearChallenge are some hashtags used in this category. Video uploads about product leadership based on providing new experiences in flight services are the most tweeted messages that received responses from online visitors in January, February and April 2019.

Table 5 category-3 is the message of the Garuda Indonesia brand to create and maintain closeness with its customers (intimacy). The feedback to be gained from this effort is in the form of customer commitment to remain comfortable and loyal with Garuda Indonesia. The creation of satisfied consumers is the most important priority in company management (Veloutsou et al., 2005). The idea of engaging customers in personalized two-way dialog is also relevant to industrial marketing (Karjaluo et al., 2015). Uploaded multimedia message tweets in the form of photos and videos in this category also received large responses in January, February and April 2019.

CONCLUSION

The ultimate goal of this research is to get an idea of how Garuda Indonesia uses Twitter social media to build good relationships with customers in the realm of customer relations. Following are the conclusions of this study.

1. Garuda Indonesia communicates corporate brand messages and services in terms of operational excellence through its official Twitter account so that it remains in the minds of customers in order to form and maintain good relations with them.
2. Through its Twitter account, Garuda Indonesia communicates the company's brand messages and its product leadership services as a form of good relations with its

customers. Here more emphasis is placed on communication messages based on customer experience.

3. The emotional closeness between Garuda Indonesia and its customers is strived in the form of delivering customer intimacy of brand communication messages through its Twitter account.
4. Brand communication messages conducted by Garuda Indonesia can be said as part of content marketing activities in its efforts to establish and maintain good relations with customers (customer relations). Tweet messages in the form of photos and videos have successfully received responses from audiences in cyberspace. This also shows that interesting content marketing will be able to attract the attention of virtual media audiences and they are moved to provide responses, whether in the form of replies, retweets, likes, or views. This is the essence of two-way communication that utilizes social media while being able to create customer engagement.

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