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## APPENDIX

### APPENDIX A – QUESTIONNAIRE

#### Kuesioner Penelitian

Towards the respectful respondent,

My name is Martin Javier Cooper and this semester I will be producing a thesis titled " The Influence of Social Media Marketing Improving Customer Relations Ability and First Media's Company Performance". Please answer this survey and its questions truthfully and honestly as I will be using the data collected towards my Thesis. Thank you for sparing some time and thought into completing this survey.

I am very grateful for your participation.

Thank you,

Martin Javier Cooper

#### **Sreening**

**Apakah anda pernah menggunakan produk/servis dari First Media?**

- Ya
- Tidak

#### **Jenis Kelamin**

- Pria
- Wanita

#### **Usia**

- 16 - 20 Tahun
- 21 - 25 Tahun

- 26 - 30 Tahun
- 31 - 40 Tahun
- 41 - 50 Tahun
- > 50 Tahun
- 

**Tingkat Pendidikan**

- SMA - SMK
- D3
- S1
- S2
- S3
- Lainnya .....

**Pekerjaan**

- Pelajar SMA
- Mahasiswa
- Wirausaha
- Karyawan swasta
- Ibu rumah tangga

**Domisili**

- Jakarta
- Bogor
- Depok
- Tangerang
- Bekasi
- Lainnya .....

### **Penghasilan Perbulan**

- 1.000.000 - 3.000.000
- 3.000.000 - 5.000.000
- 5.000.000 - 7.000.000
- 7.000.000 - 10.000.000
- 10.000.000 - 15.000.000
- > 15.000.000

\*Tolong berikan tanda  $\surd$  saat mengisi jawaban kuesioner di bawah ini:



No	Pernyataan	Penilaian				
		STS	TS	N	S	SS
A.	<p><b>CRM Capabilities</b></p> <p>CRM Capabilities is everything that revolves around how well a firm is ready to serve the customer's needs through enhancing their customer/company relationship</p>					
1.	My relationship with First Media is enhanced through their customer service.					
2.	Good CRM makes me more inclined to try First Media's other product/services					
3.	I take part in First Media surveys					
4.	I feel that First Media successfully provides constant engagement with me as a customer.					

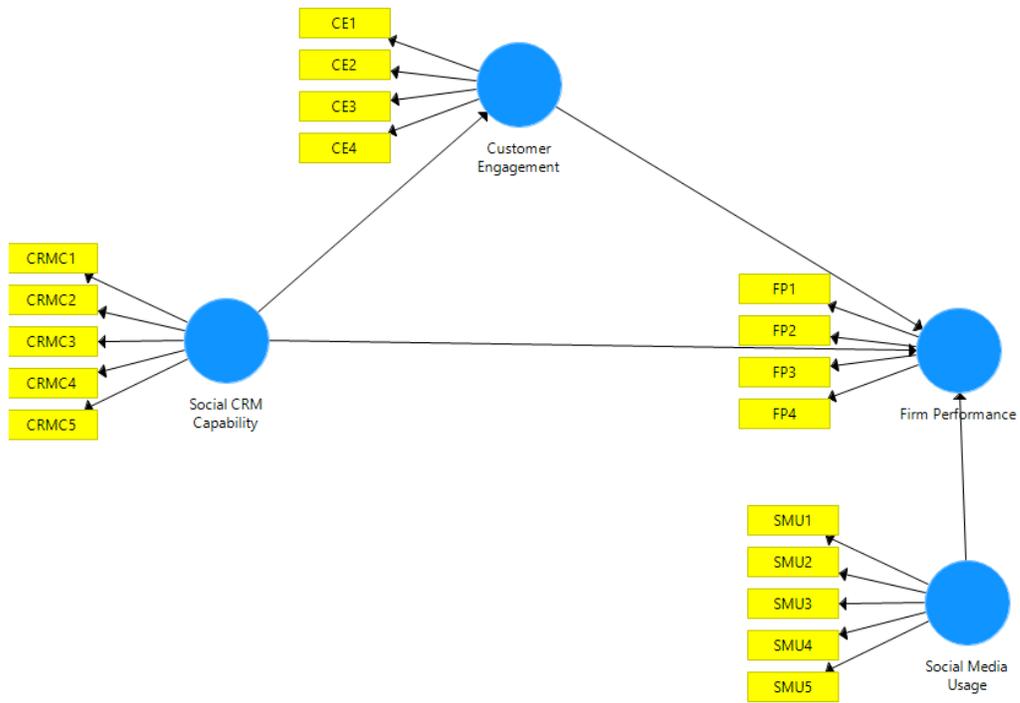
5.	I frequently engage with First Media online.					
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<b>B.</b>	<b>Customer Engagement</b> Customer Engagement is about the firm to customer relationship and how well the firm tries to interact and build that relationship with the customer.					
1.	I recommend others online to use First media.					
2.	My experience with First Media is enhanced through interactions with First Media.					
3.	I speak positive things about First Media online.					
4.	I have given positive reviews online about First Media.					

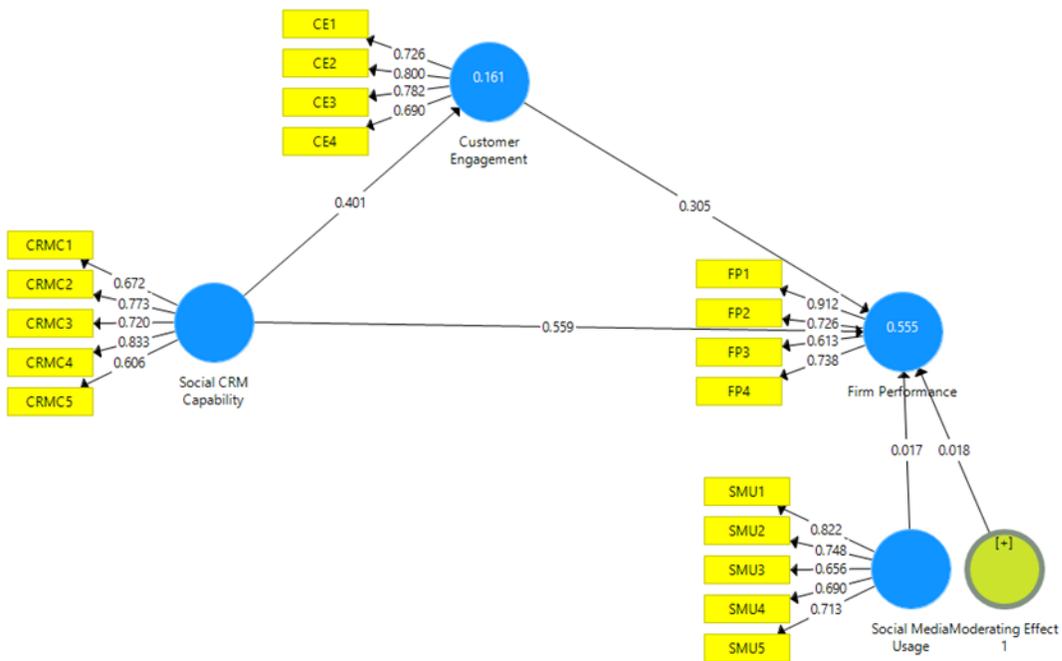
<b>C.</b>	<b>Social Media Usage</b> Social Media Usage is in regard to how often and why they use Social Media.					
1.	I use Social Media to monitor events.					
2.	I use Social Media to follow promotions.					
3.	People use Social Media to reach me.					
4.	My relationship with First Media is enhanced by Social Media.					
5.	I use Social Media to share content with other people.					
<b>D.</b>	<b>Firm Performance</b> Firm Performance is the overall performance of a Firm in regard to how they achieve customer engagement.					

1.	I regularly share First Media's social media posts.					
2.	I follow one of First Media's social media accounts.					
3.	I would recommend First Media to others.					
4.	I would comment on First Media Social Media posts.					

## APPENDIX B – PRELIMINARY TEST MODEL



## APPENDIX C – PRELIMINARY TEST MEASUREMENT MODEL



### Outer Loadings

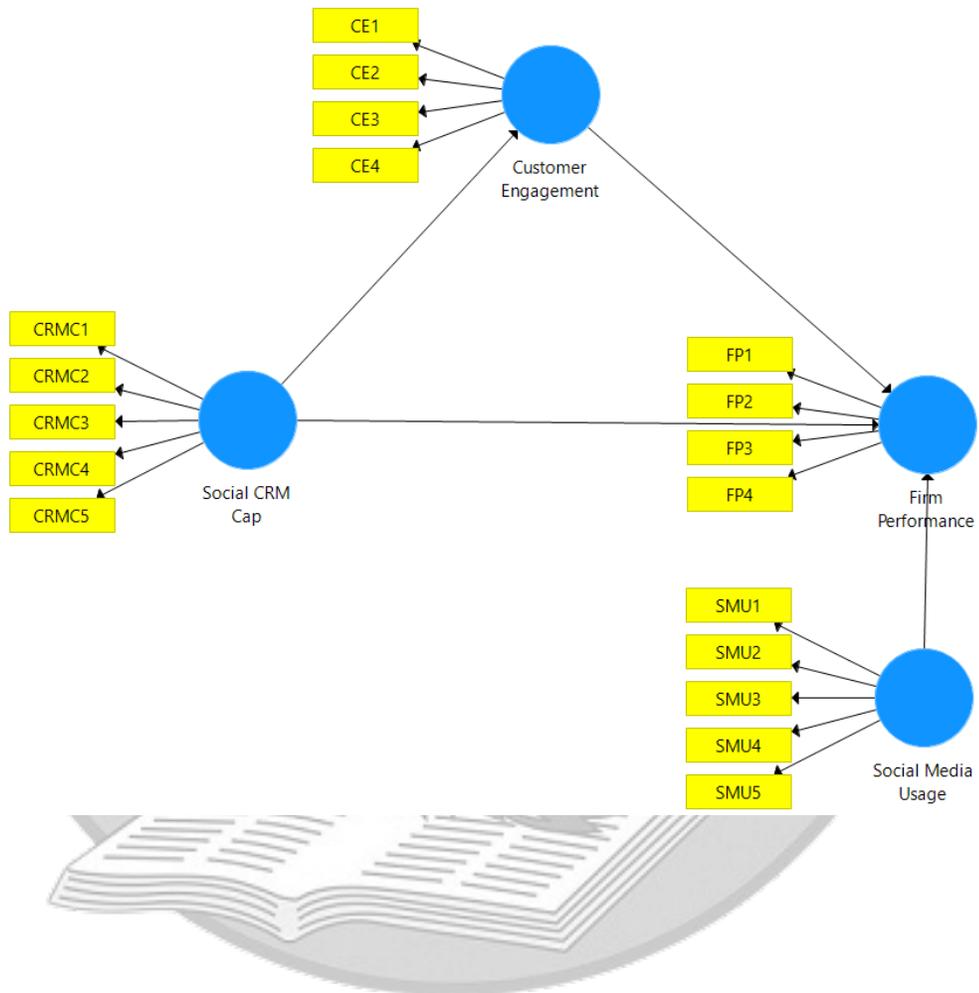
Matrix	Customer E...	Firm Perfor...	Social CRM ...	Social Medi...
CE1	0.727			
CE2	0.800			
CE3	0.783			
CE4	0.686			
CRMC1			0.669	
CRMC2			0.776	
CRMC3			0.718	
CRMC4			0.833	
CRMC5			0.607	
FP1		0.908		
FP2		0.732		
FP3		0.580		
FP4		0.760		
SMU1				0.823
SMU2				0.747
SMU3				0.650
SMU4				0.684
SMU5				0.716

	Average Variance Extracted (AVE)	Category (>0,50)
<b>Customer Engagement</b>	<b>0.563</b>	Valid
<b>Firm Performance</b>	<b>0.568</b>	Valid

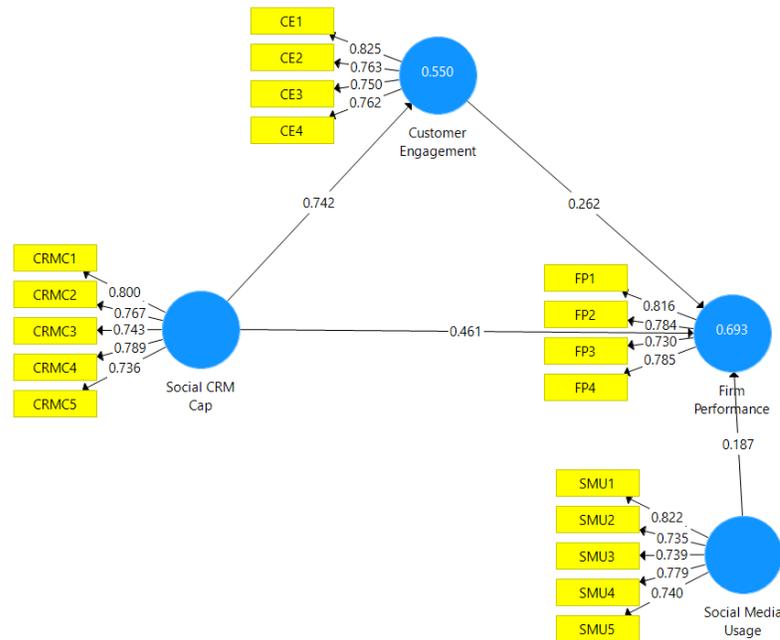
DISCRIMINANT VALIDITY					
	Customer Engagement	Firm Performance	Social CRM Cap	Social Media Usage	
Customer Engagement	0,750				
Firm Performance	0,543	0,754			
Social CRM Cap	0,401	0,689	0,725		
Social Media Usage	0,421	0,383	0,454	0,727	

	Cronbach's Alpha	Composite Reliability
Customer Engagement	0.746	0.837
Firm Performance	0.742	0.838
Moderating Effect 1	1.000	1.000
Social CRM Capability	0.783	0.846
Social Media Usage	0.791	0.848

## APPENDIX D – ACTUAL TEST MODEL



**APPENDIX E – ACTUAL TEST MEASUREMENT MODEL**



No	Code	Indicator	Mean	Category
1	CRMC1	My relationship with First Media is enhanced through their customer service.	3.792	Agree
2	CRMC2	Good CRM makes me more inclined to try First Media's other product/services	3.803	Agree
3	CRMC3	I take part in First Media surveys	3.893	Agree
4	CRMC4	I feel that First Media successfully provides	3.725	Agree

		constant engagement with me as a customer.		
5	CRMC5	I frequently engage with First Media online.	3.826	Agree
Average Mean			3.808	Agree

No	Code	Indicator	Mean	Category
1	FP1	I regularly share First Media's social media posts.	3.685	Agree
2	FP2	I follow one of First Media's social media accounts.	3.758	Agree
3	FP3	I would recommend First Media to others.	3.787	Agree
4	FP4	I would comment on First Media Social Media posts.	3.702	Agree
Average Mean			3.733	Agree

No	Code	Indicator	Mean	Category
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1	CE1	I recommend others online to use First media.	3.640	Agree`
2	CE2	My experience with First Media is enhanced through interactions with First Media.	3.758	Agree
3	CE3	I speak positive things about First Media online.	3.663	Agree
4	CE4	I have given positive reviews online about First Media.	3.742	Agree
Average Mean			3.701	Agree

No	Code	Indicator	Mean	Category
1	SMU1	I use Social Media to monitor events.	3.629	Agree
2	SMU2	I use Social Media to follow promotions.	3.792	Agree
3	SMU3	People use Social Media to reach me.	3.713	Agree
4	SMU4	My relationship with First Media is enhanced by Social Media.	3.798	Agree
5	SMU5	I use Social Media to share content with other people.	3.697	Agree
Average Mean			3.726	Agree

Customer Firm Social Social Media Usage

	Engagement	Performance	CRM Cap
CE1	0.825		
CE2	0.763		
CE3	0.750		
CE4	0.762		
CRMC1			0.800
CRMC2			0.767
CRMC3			0.743
CRMC4			0.789
CRMC5			0.736
FP1		0.816	
FP2		0.784	
FP3		0.730	
FP4		0.785	
SMU1			0.822
SMU2			0.735
SMU3			0.739
SMU4			0.779
SMU5			0.740
Variable	AVE	Category	
		(>0.5)	
Customer Engagement	0.601	Valid	
Firm Performance	0.607	Valid	
Social CRM Cap	0.589	Valid	
Social Media Usage	0.583	Valid	
	Customer	Firm	Social Social

	Engagement	Performance	CRM Cap	Media Usage
Customer Engagement	0.775			
Firm Performance	0.746	0.779		
Social CRM Cap	0.742	0.766	0.767	
Social Media Usage	0.760	0.717	0.719	0.764

	Customer Engagement	Firm Performance	Social CRM Cap	Social Media Usage
CE1	<b>0.825</b>	0.601	0.625	0.670
CE2	<b>0.763</b>	0.569	0.549	0.624
CE3	<b>0.750</b>	0.605	0.568	0.525
CE4	<b>0.762</b>	0.537	0.556	0.535
CRMC1	0.594	0.612	<b>0.800</b>	0.609
CRMC2	0.542	0.610	<b>0.767</b>	0.503
CRMC3	0.560	0.592	<b>0.743</b>	0.518
CRMC4	0.627	0.684	<b>0.789</b>	0.601
CRMC5	0.513	0.515	<b>0.736</b>	0.520
FP1	0.633	<b>0.816</b>	0.660	0.653
FP2	0.543	<b>0.784</b>	0.592	0.476
FP3	0.582	<b>0.730</b>	0.603	0.596
FP4	0.559	<b>0.785</b>	0.599	0.494
SMU1	0.576	0.618	0.599	<b>0.822</b>
SMU2	0.605	0.489	0.542	<b>0.735</b>
SMU3	0.511	0.490	0.481	<b>0.739</b>
SMU4	0.609	0.577	0.535	<b>0.779</b>
SMU5	0.605	0.550	0.584	<b>0.740</b>

	Customer	Firm	Social CRM
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	Engagement	Performance	Cap
Customer Engagement			
Firm Performance	0.851		
Social CRM Cap	0.821	0.874	
Social Media Usage	0.851	0.883	0.869

Variable	Cronbach's Alpha	Composite Reliability	Category (>0.7)
Customer Engagement	0.858	0.778	Reliable
Firm Performance	0.861	0.784	Reliable
Social CRM Cap	0.877	0.826	Reliable
Social Media Usage	0.875	0.821	Reliable

Variable	R Square	R Square Adjusted
Customer Engagement	0.550	0.548
Firm Performance	0.679	0.676

Variable	R Square	R Square Adjusted
Customer Engagement	0.550	0.548
Firm Performance	0.693	0.688

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Engagement -> Firm Performance	0.262	0.268	0.096	2.726	0.007
Social CRM Cap -> Customer Engagement	0.742	0.743	0.039	19.178	0.000
Social CRM Cap -> Firm Performance	0.461	0.464	0.071	6.467	0.000
Social Media Usage -> Firm Performance	0.187	0.18	0.088	2.116	0.035

	Saturated Model	Estimated Model	RMS Theta
<b>SRMR</b>	0.071	0.085	0.188
<b>NFI</b>	0.790	0.773	