

## ABSTRACT

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### **THE INFLUENCE OF SOCIAL MEDIA MARKETING IMPROVING CUSTOMER RELATIONS ABILITY AND FIRST MEDIA'S COMPANY PERFORMANCE**

(XI + 107 pages + bibliography + appendix)

Today's era has seen a fast-growing surge of social media usage across all sorts of platforms whether as an individual or a large company. Social Media has grown so fast and has fast become a large platform in which companies should utilize to enhance their marketing position in today's market. Companies such as First Media, which is the leading pay television and network provider across Indonesia already has a large following of customers who do use social media. Therefore, this study was conducted to determine the influence of Social CRM capability and customer engagement towards firm's performance whilst the relationship between social CRM capabilities and firm performance is being moderated by social media usage.

Data collection was then pursued, and 178 respondents ended up being the sample size for this research. The sampling technique in which this study focused on were non-probability sampling with purposive sampling. The data is then used and processed to analyze its validity, reliability, and statistical analysis methods. Partial Least Square – Structural Equation Modelling (PLS-SEM) with SmartPLS 3.0 software was used to process the data.

From observing the results of this conducted research it can concluded that Social CRM capability positively influences customer engagement. That customer engagement positively influences firm performance, and that social CRM capability positively influences firm performance. Most importantly, that when used as a moderating variable Social Media Usage positively enhances the relationship between social CRM capability and Firm Performance.

Keywords: Social Media Usage, Social CRM Capabilities, Firm Performance