

ABSTRACT

As one of the State-Owned Enterprise, Garuda Indonesia has experienced “dark period”, that happened when they were backed by the government, and become too comfortable with it. The lack of management organization, which is not market oriented, had made Garuda Indonesia in the verge of massive lost. However, these circumstances make Garuda wants to strive and improve themselves through costumer management, called social CRM. Social CRM is one of the many methods in the application of CRM, in retaining costumer using social media. The purpose of this research was to find factors of social CRM that become the power of PT. Garuda Indonesia in carrying out the activity of Social CRM via social media twitter @IndonesiaGaruda.

This research uses descriptive kind of research with quantitative methods. The population used in this research are followers twitter account @IndonesiaGaruda with total samples examined amounted to 400 followers. The sampling techniques used is judgemental sampling techniques. This research used data collection through the primary data and secondary data with the data analysis techniques using factor analysis techniques.

The results showed that there is 1 new components that form the social CRM at PT. Garuda Indonesia representing factors: listening, responding, connecting, collaborating, reciprocity, transparency, consistency, and engagement in a true corporate approach which are capable of making the company can retain customers. Based on loading factor generated, factors of consistency being the most dominant element in maintaining customers Garuda Indonesia via twitter @IndonesiaGaruda, meaning PT. Garuda Indonesia is always consistent to actively invite followers interact, consistent in giving responses and consistent in resolving the problem.

Keywords: Social CRM, Customer Relationship Management, Twitter, Factor Analysis