

**PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* DALAM  
*SOCIAL MEDIA* TERHADAP *BRAND IMAGE*  
(STUDI PADA FACEBOOK FAN PAGE ACER INDONESIA)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh CRM dengan dimensi strategi proses informasi, strategi teknologi, strategi personal, dan interaksi dua arah terhadap *brand image* yang diukur melalui atribut produk, atribut non-produk, dan manfaat dari produk pada Facebook Fan Page Acer Indonesia. Penelitian ini menggunakan metode kuantitatif kausal dengan sampel sebanyak 111 fans Facebook Fan Page Acer Indonesia. Uji hipotesis yang digunakan regresi berganda. Berdasarkan hasil penelitian dapat disimpulkan bahwa secara parsial strategi teknologi dan interaksi dua arah memiliki pengaruh terhadap citra merek Acer Indonesia. Sedangkan strategi proses informasi dan strategi personal tidak berpengaruh terhadap *brand image*. Hal ini dikarenakan indikator-indikator dari strategi proses yang digunakan dalam penelitian ini merupakan bagaimana Acer melakukan proses pengumpulan data konsumen tentang produk Acer yang dibelinya. Strategi personal tidak berpengaruh dikarenakan obyek penelitian merupakan perusahaan *manufacturing* teknologi, bukan perusahaan jasa sehingga pembentukan *brand image* di benak konsumen tidak dipengaruhi oleh strategi personal dalam CRM ini. Wawancara singkat kepada lima informan dari 111 responden juga menekankan bahwa Acer representative tidak memberikan dampak *brand image* di benak konsumen. Konsumen lebih suka mencari informasi tentang produk secara langsung tanpa bantuan Acer representative. Secara simultan hasil penelitian menunjukkan bahwa keempat dimensi CRM berpengaruh terhadap *brand image*. Penelitian ini menyarankan agar aktivitas Facebook Fan Page Acer harus lebih fokus terhadap kebutuhan konsumen untuk meningkatkan *engagement* konsumen. Terdapat dua saran utama bagi peneliti selanjutnya, pertama agar menguji variabel lain yang memengaruhi *brand image* seperti bentuk fisik produk dan pengalaman konsumen; kedua penggunaan indikator untuk strategi personal pada CRM lebih ditekankan pada pengukuran bagaimana perusahaan memperlakukan konsumen secara personal untuk memenuhi kebutuhannya yang lebih *customized*.

Kata kunci: CRM, *brand image*, strategi proses informasi, strategi teknologi, strategi personal, interaksi dua arah

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**CUSTOMER RELATIONSHIP MANAGEMENT EFFECT ON SOCIAL MEDIA  
TOWARDS BRAND IMAGE  
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**ABSTRACT**

*The objective of this study is to determine CRM effect with dimensions information processes strategy, technology strategy, personal strategy, and two-way interaction towards brand image which measured by product attribute, non-product attribute, and product function in Acer Indonesia Facebook Fan Page. This study use causal quantitative method with 111 fans of Acer Indonesia Facebook Fan Page as sample. This study uses multiple linear regression as hypothesis testing. Based on the study result, it can be concluded that partially technology strategy and two-way interaction have significant effect towards Acer Indonesia brand image. Meanwhile information processes strategy and people strategy don't have any significant effect towards brand image. This is because indicators of information process strategy that are used in this study are about how Acer collects customer's data about Acer product which they buy. Personal strategy does not have any significant effect because the object of this study is a technology manufacturing company; not service company so that the establishment of brand image in customer's mind is not affected by personal strategy in this CRM. Short interview with five informants from 111 respondents also emphasize that Acer representative does not give any brand image effect in customer's mind. Customers prefer looking for information about product by themselves without Acer representative help. Simultaneously this study result shows that the four dimensions of CRM have significant effect towards brand image. This study recommends that Acer Facebook Fan Page activities should be more focus towards customer's need to make engagement with customers increasing. There are two main recommendations for the next researchers, first is to test the other variables which have effect towards brand image such as physical form of the product and customer's experience; second, indicator of personal strategy in CRM should be more focused on measurement of how company treat customer personally to fulfill their need which more customized.*

*Keywords: CRM, brand image, information process strategy, technology strategy, personal strategy, two-way interaction*

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