

Apa yang membuat orang puas? Riset pelayanan dan kualitas Produk

Indranto
iindra@gmail.com

Abstrak. Jumlah pengguna Media Sosial saya tambah akeh ing Indonesia, mula pemasar nggunakake media sosial minangka alat komunikasi pemasaran, utawa dikenal kanthi jeneng Sosial Media Marketing. Riset saiki wis menehi pemahaman sing wiyar babagan kesempatan lan potensial pemasaran media sosial. Kanggo dioptimalake, motivasi lan output marketing media sosial kudu diterangake supaya bisa ngembangake strategi pemasaran liyane. Panliten iki minangka tintingan pustaka kanthi tintingan panliten kang wis ana kanthi fokus analisis yaiku anteseden lan akibat saka marketing media sosial. Panliten iki nggunakake studi pustaka saka. Panliti uga nyritakake masalah-masalah saiki babagan media sosial lan ngusulake model pemasaran media sosial. Salajengipun, pitakonan penting kanggo riset mangsa bakal diusulake.

Kata Kunci: Komunikasi, Informasi, Riset, Media, Sosial

DAFTAR PUSTAKA

- Akrimi, Y., & Khemakem, R. 2012. What Drive Customers to Spread The Word in Sosial Media. *Journal of Marketing Research and Case Studies*.
- Floreddu, P.B., Cabiddu, F., & Evaristo R. 2014. Inside your sosial media ring: How to optimize online corporate reputation, Kelley Scholl of Business, Indiana University.
- Hasim, D., Kusumo, N., & Sugiyanto, S. (202). Pengaruh Pelayanan Dan Promosi Terhadap Minat Konsumen Pada S Plus Indonesia. *Proceedings Universitas Pamulang*, 1(.
- Hudson, S., Roth, M.S., Madden, T.J., & Hudson, R. 2015. The Effect of Sosial Media on Emotions, Brand Relationship Quality, dan Word of Mouth. *Journal of Tourism Management*.
- Hutton, G., & Fosdick, M,. 2011. The Globalization of Sosial Media – Consumer Relationships with Brands Evolve in The Digital Space. *Journal of Advertising Research*.
- Kaplan, A.M., & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of sosial media. *Business Horizons*, Vol. 53 No. 1, pp. 59-68
- Katona, Z., Zubscek, P,P,. & Sarvary, M. 2011. Network Effects and Personal Influences: The Diffusion of an Online Sosial Network. *Journal of Marketing Research*.
- Luo, N., Zhang, M., & Liu, W. 2015. The Effects of Value Co-Creation Practices on Building Harmonious Brand Community and Achieving Brand Loyalty on Sosial Media in China. *Computers in Human Behaviour*, Vol.48