Role of Communication Strategies on Social Media in Maintaining Company Service Quality

R Rivanto[1], W Novianti[2]
{rivanto@mahasiswa.unikom.ac.id [1], windi.novianti@email.unikom.ac.id [2]}

Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Komputer Indonesia, Indonesia[1],
Departemen Manajemen, Universitas Komputer Indonesia, Indonesia[2]

Abstract. The purpose of this research is to find out how communication that carried out on social media can affect the company's image. This research method used a descriptive method which described how corporate the communication in social media conducted by business actor and how corporate communication can influence the business being built. Companies have done communication in social media as the role of improving their business image. The results of this study are that the communication strategies undertaken by business actors in social media affect the company's image and how important communication is with the aim of facilitating and providing information. The conclusion is that with a good communication strategy the company can build or maintain the image more easily as it can greatly benefit from the company.

Keywords: Social media, communication, consumers.

1   Introduction

In maintaining a company's service quality, companies can use communication strategies on social media. According to Richter & Koch, social media is an online application, platform, and media that aims to be a place where people interact, collaborate, as well as share content [1]. Nelson-Field and Taylor state that social media has become a mainstream product and is the most popular media platform that connects a third of the population in the world [2]. The advantage of social media has opened up and brought many new opportunities for the way organizations communicate [3]. According to R Packer, Social Media is a network that can connect people in the form of conversation through technology. Although based on technology, the form of conversation that occurs is a real and honest conversation that can be shared and discussed by people. People can share thoughts, various activities, and engage in conversations that can attract their interests. They do this by connecting themselves with people with similar interests or backgrounds such as hobbies or professional interests, family and friends. When someone used social media and the person finds a content that is too sales-oriented or boring, the reaction that occurs is blocking the person from conversation discussions [4].

As we know, the use of social media is not only for chatting with friends or expressing themselves, but social media can also be used for business purposes. Business is an activity carried out by someone or a group of people or companies in the form of services or goods to get a profit. [5].

According to Chu and Kim, social media sites are an ideal forum for product sales and brand-related advocacy [6]. Dellarocas, states that social media gives companies a very wide

opportunity to get a variety of opinions and thoughts, that are not filtered, change from many people in real-time, and at a relatively low cost [7].

Now, social media has become a medium that can make us express our beliefs, ideas, and behavior. It also has a major impact on the company, where they realize that without an appropriate plan and a good social media strategy, they cannot have the opportunity to stand out in digital freedom that changes very quickly. To be successful in social media, companies need to consider and implement various marketing strategies so that they can improve their quality. If this can be done collectively by consumer interaction, the company will have a good opportunity to become a leader in marketing on social media [8]. According to Kim and Ko, social media can have a dramatic impact on the reputation of the company's brand [9]. Bunting and Lipski said that companies must understand the strategies, practices, policies, and procedures of corporate communication with consumers because, in the network environment on social media, the company's reputation can be permanently improved or even damaged [10]. So the company's communication strategy on social media has an important influence.

This paper used descriptive methods that described corporate communication in social media can affect the image and customer satisfaction to increase customer loyalty. The purpose of this research is to find out how communication carried out on social media can affect the company's image.

2 Method

This study used a descriptive method that described corporate communication in social media can affect the image and customer satisfaction to increase customer loyalty. Communication done by companies in social media plays an important role in improving business image.

2 Results and Discussion

To establish communication with customers on social media, companies must use communication strategies. In using social media communication strategies in not allowed to be done arbitrarily, their use must always follow the communication ethics on social media, so that the negative impact of social media can be avoided. Social media is very helpful for businesses or companies in establishing communication with their customers [11]. Consumer dissatisfaction can be overcome with a good communication strategy. Therefore social media is very important in helping this communication because it is accessible, cheap and fast. The selection of social media also plays an important role in reaching consumers (**Figure 1**).

Fig 1. Social media selection. This figure was adapted from https://twitter.com/indosatcare?lang=en on October 23, 2018.

The selection of social media is very important with the aim of facilitating communication. Social media such as Twitter is one of the right choices because Twitter has the facilities of replies, messages, and also concise or to the point. After finding the right social media, the next thing that needs to be done is to provide information to customers (**Figure 2**).
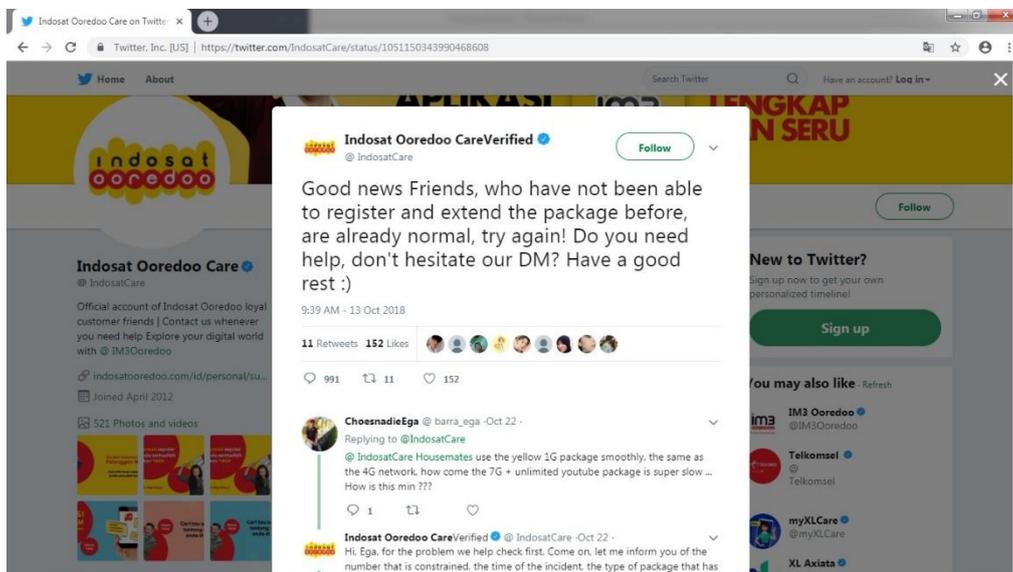

Fig 2. Giving Information. This figure was adapted from https://twitter.com/IndosatCare/status/1051150343990468608 on October 23, 2018.

Providing information and solutions regarding the problems contained in company products is one of the good communication strategies so that consumers can find out about the problem and understand it. However, consumers who complain about the company's products remain inevitable. Therefore the company must apologize to the customer (**Figure 3**).

Fig 3. Apologize to Consumers. This figures adopted from
https://twitter.com/IndosatCare/status/1051113974492745728 on October 23, 2018.

Apologizing to consumers is a communication strategy that must be carried out by the company. Consumers need to be appreciated in order to continue giving trust to the company. Apologize is certainly not enough, the company must listen and respond to customer complaints (**Figure 4**).
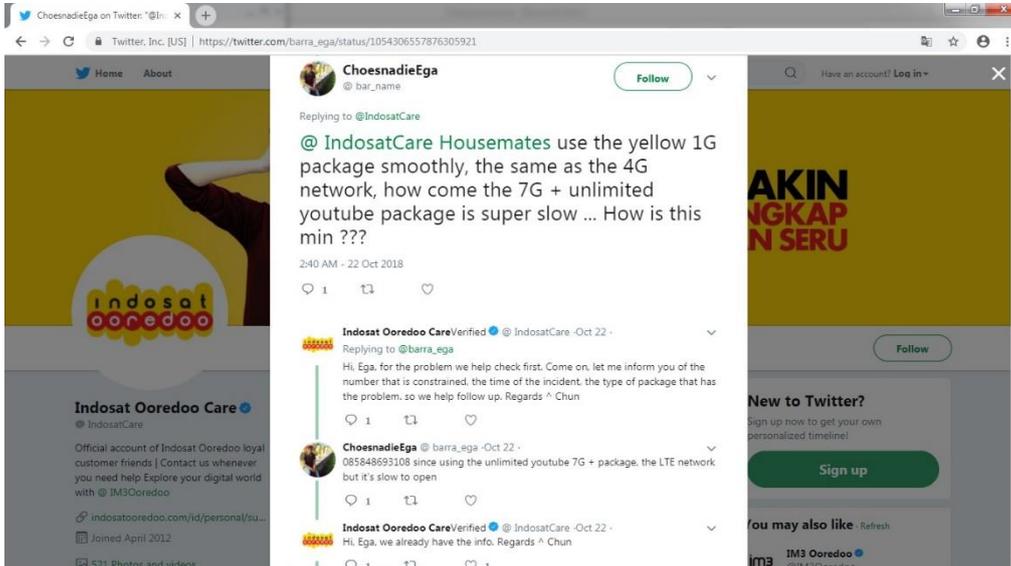
Fig 4. Respond to consumer complaints. This figure was adapted from https://twitter.com/barra_ega/status/105430655787630592 on October 23, 2018.

In the process of improving the quality of service, companies must conduct two-way communication with consumers. Two-way communication can be done by responding to consumer complaints. Communication must be carried out until consumers get a solution and feel satisfied (**Figure 5**).

Fig 5. Provide solutions until consumers are satisfied. This figure was adapted from https://twitter.com/barra_ega/status/1054306557876305921 on October 23, 2018.

Providing solutions until consumers are satisfied is the last communication strategy to maintain service quality. Happy consumers will have an impact on the company's image in the eyes of consumers so that consumers can be loyal and not move to another company.

4 Conclusion

Social media has many advantages; one of them is to make communication between business people and consumers a lot easier. It is very commonly used in the present as in this digital era; everyone can use and access social media everywhere and every time. A good communication strategy can greatly give benefit to the company because it will increase consumers' confidence as well as the level of sales. For example, customer could communicate to the company directly through social media, and the customer would easily complain or asks something.

References

[1] Packer, R.: - The Art of Conversational Sales. WSI, - wsimarketbuilders.com. (2011).

[2] Nelson-Field, K. and Taylor, J.: Facebook fans: a fan for life?, Admap: Warc, 1, 14-32. (2012).

[3] Aula, P.: Meshworked reputation: Publicists' views on the reputational impacts of online communication, Public Relations Review, 37(1), pp. 28-36. (2011).

[4] Saravanakumar, M., & SuganthaLakshmi, T.: Social media marketing. Life Science Journal, 9(4), 4444-4451. (2012).

[5] Soegoto, E. S.: Entrepreneurship Menjadi Pebisnis Ulung Edisi Revisi. Elex Media Komputindo. (2014).

[6] Chu, S.C. and Kim, Y.: Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites, International Journal of Advertising, 30(1), pp. 47-75. (2011).

[7] Dellarocas, C.: The digitization of word of mouth:promise and challenges of online feedback mechanisms, Management science, 49(10), pp. 1407-24. (2003).

[8] Richter A, Koch Ms.: Social software—status quo und Zukunft. Technischer Bericht, Nr. 3, 112-32. (2007).

[9] Kim AJ, Ko E.: Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. J Glob Fashion Mark, 1(3), 164–71. (2010).

[10] Bunting, M. and Lipski, R.: Drowned out? Rethinking corporate reputation management for the Internet, Journal of Communication Management, 5(2), pp. 170-8. (2000).

[11] Cawsey, T., & Rowley, J.: Social media brand building strategies in B2B companies. Marketing Intelligence & Planning, 34(6), 754-76. (2016).