SOCIAL MEDIA ADOPTION FOR SOCIAL CRM IN HIGHER EDUCATION: AN INSIGHT FROM INDONESIAN UNIVERSITIES

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Abstract:
A high usage of social media and web 2.0 in Indonesia creates an opportunity for Indonesian universities to understand their customers' demands and needs. By considering social media and web 2.0 technology as an important role for the application of social customer relationship management (social CRM), this research is intended to evaluate the adoption and application level of social media and web 2.0 by universities in Indonesia. We accomplish an observation towards websites and web 2.0 & social media features, which are used by 58 universities in Jakarta, to be analyzed using non-exhaustive Sophistication Index. In addition, we execute a survey as well to take a look on university principals' perception towards the practice of web 2.0 ad social media application, and analyze it with Importance Performance Analysis (IPA). The result of this research shows that there are some web 2.0 and social media features which need to be utilized more frequently by universities, though most of these features have been working optimally.

Keywords: social media, Web 2.0, social CRM, non-exhaustive Sophistication Index (SI), Shannon entropy, Importance-Performance Analysis (IPA), education