

# THE ROLE OF EXCHANGE IN CUSTOMER LOYALTY OF SOCIAL NETWORK SITES

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## *Abstract*

Exchange has been known as the subject matter of Marketing. In this decade, Internet has enabled people to connect and exchange information to others, regardless of time and space. This condition leads to a new phenomenon, known as *social networking* through social network sites. In social network sites members find new kinds of exchange, which is information exchange. Memberships in many social network sites are free, which means that everyone is free to join or leave it. In that case social network providers must ensure that members keep using their site. The aim of this study is to test and analyze the direct and indirect effect of exchange to loyalty. The Unit of analysis in this study were members of social networking sites Friendster and Facebook. There are 256 respondents participate in this research. The result shows if community members keep exchange activity, they will loyal to the community. Direct effect has greater impact on loyalty than indirect effect. This means that social network company must encourage their member to exchange information actively.

Keywords: exchange, value, community, social network site

## *Abstrak*

Pertukaran telah disepakati menjadi pokok bahasan di dalam pemasaran. Kehadiran Internet menyebabkan munculnya suatu jenis pertukaran baru yaitu pertukaran informasi. Manusia dari berbagai belahan dunia saling mempertukarkan informasi tanpa mengenal tempat dan waktu melalui situs jejaring sosial. Dalam beberapa tahun belakangan bermunculan situs jejaring sosial yang silih berganti, sehingga menarik untuk diteliti tentang pengaruh pertukaran terhadap loyalitas pengguna situs jejaring sosial. Hal ini mengingat tidak adanya biaya keanggotaan dalam suatu jejaring sosial sehingga anggota dapat berpindah sewaktu-waktu. Penelitian ini bertujuan untuk melakukan analisis terhadap efek langsung dan tidak langsung yang ditimbulkan oleh pertukaran informasi terhadap loyalitas pengguna situs jejaring sosial. Unit analisis dalam penelitian ini adalah pengguna situs jejaring pertemanan sosial facebook dan friendster. Jumlah responden adalah 256 orang. Hasil penelitian menunjukkan bahwa efek langsung memiliki pengaruh lebih kuat dibanding efek tidak langsung. Hal ini berarti bahwa pengelola situs harus mendorong penggunanya melakukan pertukaran informasi secara aktif.

Kata kunci: exchange, value, community, social network site

JEL Classification: M30, M31

## **1. Introduction**

The internet was found after World War 2, around 1950 ([www.livinginternet.com](http://www.livinginternet.com)), and since then its use has grown rapidly. The internet booming is supported by the development in information technology such as computer in broadband technology. Basically internet was designed to connect two or more computers in the distance. During 1950 the size of computer was relatively big and very expensive, so only institution could buy a computer. With the development in computer technology, it becomes smaller and affordable. In 1980 has been known as the era of personal computer, where computer become personal and available for almost everybody. Today, computer becomes part of our life and carries around every day.