

**REGRESSION ANALYSIS ON ORGANIC SOCIAL MEDIA MARKETING  
AND RETURN ON MARKETING INVESTMENT (CASE STUDY:  
GAGASMEDIA BOOK PUBLISHER)**

By

Joshua Giovanni

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SWISS GERMAN UNIVERSITY  
The Prominence Tower  
Jalan Jalur Sutera Barat no.15, Alam Sutera  
Tangerang, Banten 15143 – Indonesia

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Joshua Giovanni Onang

Student

Date

Approved by:

James Purnama, M.Sc.

Thesis Advisor

Date

Dipl.-Ing Randy Anthony, S.Kom, M.Kom

Thesis Co-Advisor

Date

Dr. Ir. Gembong Baskoro, M.Sc.

Dean

Date

## ABSTRACT

### REGRESSION ANALYSIS ON ORGANIC SOCIAL MEDIA MARKETING AND RETURN ON MARKETING INVESTMENT (CASE STUDY: GAGASMEDIA BOOK PUBLISHER)

By

Joshua Giovanni

James Purnama, M.Sc., Advisor

Dr. Ir. Randy Anthony, M.Sc., Co-Advisor

SWISS GERMAN UNIVERSITY

Social media marketing is a way to utilize social media by the company to post or promote their product and service in the social media. Social media can be categorized into organic and paid; either of the categories will help the company to increase their brand awareness via social media to their current potential customer. Regression analysis, in more specific Multi-linear Regression, will be used to find if they are any relation between the variable in the social media marketing with the return on marketing investment (ROMI). In this thesis, the research will use regression to provide an analysis whether there is any relation between Organic social media marketing with ROMI.

*Keywords: Social media marketing, Organic Marketing, Paid Marketing, Return on Marketing Investment*



## DEDICATION

First above all this thesis is dedicated to God, who stands by me during the  
creation of this thesis.

To my family who support me and be the place that I can call home.

To my teachers and mentors

To Swiss German University who has been a placed for me to learn

And to GagasMedia who has provided me with the opportunity.



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**TABLE OF CONTENTS**

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	8
LIST OF FIGURES.....	11
LIST OF TABLES.....	12
CHAPTER 1 - INTRODUCTION.....	13
1.1    Background.....	13
1.2    Research Problems.....	13
1.3    Research Objectives.....	13
1.4    Significance of study.....	13
1.5    Research Questions.....	14
1.6    Hypothesis.....	14
CHAPTER 2 - LITERATURE REVIEW.....	15
2.1    Marketing.....	15
2.2    Internet Marketing.....	15
2.2.1    Social Media Marketing.....	15
2.2.1.1    Impression.....	15
2.2.1.2    Reach.....	16
2.2.1.3    Engagement.....	16
2.2.1.4    Organic Social Media Marketing.....	16
2.2.1.5    Paid Social Media Marketing.....	17
2.3    Regression Analysis.....	17
2.3.1    Linear Regression.....	17



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2.3.2	Multi Linear Regression .....	18
2.3.3	Null Hypothesis .....	19
2.3.4	R and Adjusted R Squared.....	19
2.4	Durbin Watson.....	19
2.5	Glejser Test.....	20
2.6	Multicollinearity assumption.....	20
2.7	Normality Assumption using Shapiro .....	20
2.8	Pearson Correlation .....	20
2.9	Return on Marketing Investment (ROMI).....	21
2.10	SPSS .....	21
CHAPTER 3 - RESEARCH METHODS.....		23
3.1	Scope of Study .....	23
3.2	Limitation of Study.....	23
3.3	Time Frame of Study.....	23
3.4	Research Process .....	23
3.4.1	Data Gathering.....	23
3.4.2	Choosing research method.....	24
3.4.3	Data Pre-Processing.....	26
3.4.4	Data Analysis.....	26
3.4.5	Data Presenting.....	27
3.5	Data Source and Collection .....	27
3.6	Method of Analysis.....	27
CHAPTER 4 - RESULTS AND DISCUSSIONS .....		28
4.1	Calculating total income per book.....	28
4.2	List campaign book from Facebook and Twitter.....	28
4.3	Calculating ROMI .....	30

4.4	Facebook Engagement Rate .....	31
4.5	Twitter Reach.....	32
4.6	Multicollinearity test.....	33
4.7	Heteroscedasticity Test.....	34
4.8	Durbin Watson Test.....	35
4.9	Shapiro Test.....	35
4.10	Removing the Ada Cinta di SMA from the data .....	36
4.11	Multi Linear Regression .....	36
4.12	Regression of Facebook variable and Twitter variable individual .....	37
4.13	Pearson & Spearman Correlation .....	39
4.14	Social Media Marketing with Conventional Marketing .....	40
CHAPTER 5 - CONCLUSIONS AND RECOMMENDATIONS .....		42
GLOSSARY .....		43
REFERENCES .....		44
APPENDIX.....		46
CURRICULUM VITAE .....		77



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