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DAFTAR SINGKATAN DAN LAMBANG

SUSSM	<i>Strategic Use Social Media in Marketing</i>	2
MP	<i>Marketing Performance</i>	2
SMU	<i>Social Media Use</i>	2
SM	<i>Social Media</i>	2
IBB	<i>Impulsive Buying Behaviour</i>	2
SME	<i>Social Media Engagement</i>	2
RAToC	<i>Resource advantage theory of competition</i>	4
CB-SEM	<i>Covariance Base-Strutural Equating Model</i>	6
UKM B2B	Usaha kecil menengah <i>business to business</i>	6
SSA	<i>Sales-service ambidexterity</i>	15
MMK	<i>Marketing Management Knowledge</i>	26
AMC	<i>Adaptive Marketing Capability</i>	33
SEM	<i>Structural Equating Model</i>	67
CFA	<i>Confirmatory Factor Analysis</i>	72
χ^2	<i>Chi-square statistic</i>	75
p	<i>Probability</i>	78
$\Sigma(\Theta)$	<i>Restricted covariance matrix</i>	78
df	<i>Degree of freedom</i>	78
χ^2 -Relative	<i>Relative chi-square atau the minimum sample</i>	
CMIN/DF	<i>Discrepancy function</i>	79
RMSEA	<i>Root Mean Square Error of Approximation</i>	79

NFI	<i>Normed Fit Index</i>	79
TLI	<i>Tucker-lewis Index</i>	80
CFI	<i>Comparative Fit Index</i>	80
IFI	<i>Incremental Fit Index</i>	81
λ	<i>Lamba</i>	82
C.R	<i>Critical Ratio</i>	82
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sig. α	Signifikansi <i>alpha</i>	106
CHIINV	<i>Chi-square inverse</i>	107
min	<i>Minimum</i>	107
max	<i>Maximal</i>	107
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B2C	<i>Business to customer</i>	196

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