

## Twenty-Four Hours Live Chat Feature and Customer Satisfaction

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### ABSTRACT

**Purpose** –This paper wants to describe the e-service quality of customer support in handling crypto asset consumer problems using the 24-hours live chat feature, and an overview of customer satisfaction ratings at PT Reku Dotcom Indonesia

**Methodology/approach** –The survey was conducted on 100 Sobat Reku respondents who had interacted with customer support via the 24-hours live chat feature. The instrument used is a questionnaire with 4 Likert scales and customer satisfaction rating data. The assessment of e-service quality is presented in the form of an average answer score and the level of agreement between Sobat Reku.

**Findings** –E-Service Quality through the 24 Hours Live Chat Feature on Reku received a positive response from Reku users with an agreement rate of almost 90%. Reku Indonesia's Customer Satisfaction Rating is dominated by the Good Rate category. Both the Good Rate and Bad Rate sections are mostly influenced by Customer Support Services indicator.

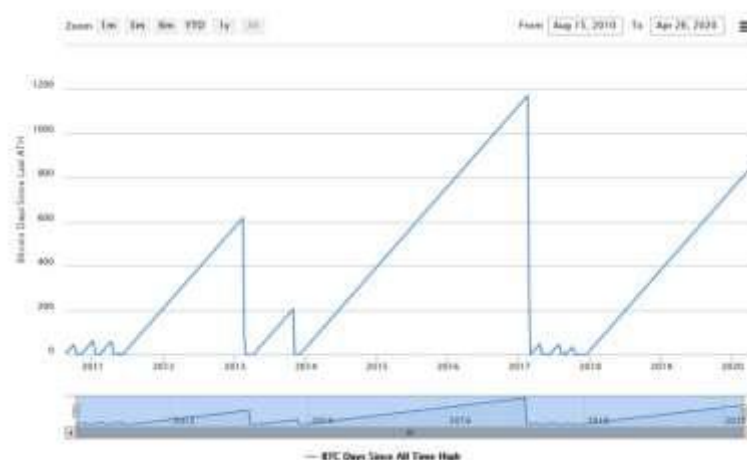
**Novelty/value** –Customer support needs to provide a sense of security to customers of digital products such as crypto assets, through maximum e-service quality, so that this can have an impact on maximum customer satisfaction ratings too.

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### INTRODUCTION

On the reku.id website, it is stated that Reku provides a valid and trustworthy platform for its members in making investments, purchasing and selling crypto assets (reku.id). The founders of Reku founded Reku in 2018. Previously, the founders were active in the crypto community and carried out product development in order to provide excellent service to users (customers).

With the development of crypto assets in Indonesia, Reku also wants to be part of this development. Currently, Indonesian people use the internet a lot to carry out all their activities, including fulfilling various needs which can be done through internet access or online. Technological developments also occur in currency, currency is also made more practical, namely as a digital transaction tool (Dewantara et al., 2023; Siswanto & Daniswara, 2022). This allows people to carry out transaction processes without having to carry money everywhere. People can save money in banks and only need to make transactions either via ATM, mobile banking or using more sophisticated technology. The digital currency technology that is currently popular is cryptocurrency, which is a technology that uses cryptography for security.



Source: Blockchain Media Indonesia. (2020)

**Figure 1 Bitcoin Achievements from Time to Time.**

*Cryptocurrencies* is a cryptography-based currency, contains a series of codes, can be stored in a computer device, can change hands like e-mail, and can be used as a means of payment for commercial transactions (Yohandi, et al., 2017:2-5). Bitcoin is the first cryptocurrency and many people use it from various circles. Then various other cryptocurrencies emerged such as Bitcoin Gold, Bitcoin Cash, Ripple, Ethereum, Dash, Qtum, Nxt, Dogecoin, and so on. This currency is digital in form and storage.

Even though cryptocurrency can be used as a means of payment for commercial transactions, its use is still limited. Bitcoin can be used to purchase various services such as games to website hosting. Bitcoin can also be used for payments at various merchants and even for transfers to fellow users. As technology develops, many people use Bitcoin or other cryptocurrencies because most cryptocurrencies are used for investment and with the aim of amassing wealth (Iskamto, 2024; Iskanto & Juariyah, 2023). As stated in the journal written by Rani, et al. (2021) one of the efforts made by society to accumulate wealth is by transacting via virtual currency which can be cashed out at any time.

The prohibition on bitcoin being used as a legal means of payment was determined by Bank Indonesia, because in Indonesia the legal means of payment is the rupiah. However, according to the Futures Exchange Supervisory Agency (Bappebti), bitcoin is included as a commodity. Bappebti records that there are 229 cryptocurrencies that can be traded in Indonesia, including bitcoin, ethereum and dogecoin. Meanwhile, from religious law, the The Council of Indonesian Ulama (MUI) announced that the use of cryptocurrency as currency is haram, cryptocurrency is also haram as a commodity but is excluded for cryptocurrencies which have underlying assets and have clear benefits (CNBC: 2021).

As an intangible asset, cryptocurrency has more complex problems compared to buying and selling tangible assets. Consumers who buy intangible products need security guarantees for the intangible assets they own. Regarding this service, Reku is a pioneer in crypto, providing quality selected coins and tokens, 24/7 live chat by customer support, and the fastest and cheapest transaction process for investing in crypto (reku.id). The use of customer support via 24/7 live chat is interesting to research to relate to the level of customer satisfaction rating in the reku application.

There is not much research regarding crypto assets in Indonesia. Existing research is dominated by discussions of legislation, legal aspects, religious law aspects, taxation aspects, etc. There is e-service quality research on crypto aspects (Saraswati and Agustina, 2023), but this research examines e-service quality related to perceptions, expectations and gaps between them. Meanwhile, in this study, researchers will present the quality of customer support services described in e-servqual and its

relationship to customer satisfaction ratings. Apart from that, the object of this research is different from the object in previous research. In Saraswati and Agustina's (2023) research, they discussed crypto assets in the Indodax application. Meanwhile, this research discusses Reku crypto aspects.

## **LITERATURE REVIEW**

Customer satisfaction is a condition where consumer expectations are met, regarding the consequences that consumers feel from the performance of a company (Kotler, 2000). A customer will feel satisfied if his expectations are met and very happy if his expectations are exceeded. Customer satisfaction is closely related to quality, which will have a direct impact on product performance. Customer satisfaction is a fundamental concept in marketing concepts and consumer-related research (Peter and Olson, 2000). In many books and research on consumer behavior, it is clear that if there is consumer satisfaction with a good/service or brand, the consumer will tend to return to buy, continue to consume and spread information about the product/service or brand to other people regarding their experience with the product. /service or brand (Sunyoto & Saksono, 2022). Customer satisfaction is a measure that determines how happy customers are with a company's products, services and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how best to improve or change its products and services.

Measuring customer satisfaction levels can help determine the best ways to improve quality and service. Apart from improving quality, customer satisfaction also helps businesses win market competition, because businesses that have a high level of customer satisfaction have a greater chance of getting loyal customers. If a company does not measure customer satisfaction, the company cannot identify customers who are dissatisfied with service. If a company does not measure customer satisfaction, it will be difficult for the company to identify customers who are dissatisfied, stop subscribing, or even leave negative reviews about the company's products and image.

### **Customer Satisfaction Ratings**

According to Kotler and Keller in Tsalisa, et al. (2022:826), "Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product or service in mind against the expected performance." When a customer faces a problem, the customer will look for customer service or customer support to answer or resolve the problem they are facing.

The services provided by customer service or customer support will result in customer satisfaction or dissatisfaction, which will ultimately provide an assessment of the service they experience. The form of assessment given by customers is an evaluation material for the company, and also to determine the level of customer satisfaction with the services provided. There can be various forms of customer satisfaction. Some have icon options for satisfied, dissatisfied, there are also those that provide a certain rating, for example 1 star to 5 stars.

### **Customer Support**

*Customer support* can be defined as a collection of service and assistance activities aimed at customers of a business entity. Usually customer support will help customers to obtain services related to the business and products sold by the Company (Baruntum in Hendriyani et al., 2022). Customer support is an important part of business. With customer support, customers can feel closer to the company so that customer trust in the company increases.

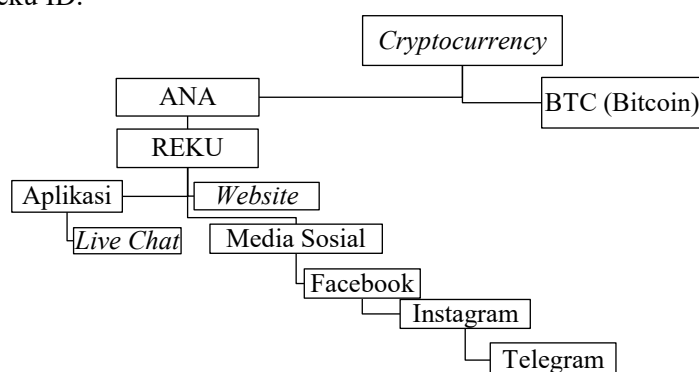
Basically, customer support is a strategy that focuses on the company's products and services in order to develop its business. Therefore, companies need to adapt quickly and keep up with current developments. The customer support team is tasked with providing solutions for customers regarding the correct use of services or products. These tasks are specific tasks in the business-oriented customer support category. Customer support is also tasked with helping customers who experience problems with the product. Problems generally faced by customer support include complaints, problems during transactions, features in the application used, and questions regarding product problems.

Ways that customer support can carry out their duties: (1) conducting a demo on how to use the product. (2) reply to Live Chat, whether it's Live Chat on the website or in the application. To make it easier to reply to Live Chat, companies can use a Live Chat system which is able to integrate various communication channels on one platform.

One of the main factors considered by customers in choosing products and services is the quality of

customer service and maintenance. Therefore, it is important for companies to provide the best customer support for customers. Providing the best service to customers affects the company's sales level. Because more and more customers are satisfied, it is possible for them to carry out transactions again. Even though it seems like it's just a minor problem or obstacle, handling any complaints shows that the company is serious about providing the best customer service. Taking customer complaints seriously can build trust. Customers who already have a sense of trust have a greater chance of becoming loyal customers of a company's services or products.

At Reku.id there are several forms of customer support. Customer support can help Reku friends through an application with a live chat menu, or through the website and a series of social media owned by Reku ID.



**Figure 2 Reku.id Customer Support**

### Live Chat and E-Service Quality features

The live chat feature makes interaction between sellers and buyers easier (Maulana & Rahayu, 2022). This Live Chat feature or relational feature is used to build new relationships and maintain long-term relationships between companies, sellers and consumers which are useful for supporting commitment, loyalty and building trust. Live Chat allows consumers to search for information related to e-commerce services through online-based media with the support of human services who provide answers through that media. The Live Chat feature can be seen as a form of e-service quality.

According to various sources, e-service quality to measure the Live Chat feature can be analyzed using the dimensions of e-service quality. The dimensions are as follows:

1. Service Quality
  - a. Reliability of service providers (Reliability)
  - b. Service provider certainty (Assurance)
  - c. Responsiveness (Responsiveness)
  - d. Empathy (Empathy)
2. Waiting Time
3. Consumer information security (Security/Privacy)
4. System Quality
  - a. Usefulness (Perceived usefulness)
  - b. User perception of ease of use (Perceived ease of use)

The company tries its best to provide the best service. In providing optimal service, one part that plays an important role is customer support. The existence of customer support helps keep the product acceptable to the market share. This will have an impact on the progress of the company itself.

## METHOD

This research uses descriptive quantitative research methods. According to Arikunto (2019:3), "Descriptive research is research that is intended to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report." Meanwhile, according to Narbuko & Abu (2015:44), "Descriptive research is research that attempts to describe solutions to current problems based on data, by presenting, analyzing and interpreting them." Meanwhile, Sukmadinata (2017:72) states that, "Descriptive research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena which can include activities, characteristics, changes, relationships, similarities and differences between one phenomenon with another phenomenon."

The definition of quantitative descriptive research methods is research that attempts to show the results of collecting quantitative or statistical data such as surveys as they are, without calculating or looking at their relationship to treatment or other variables. The survey was not conducted to compare it with the results of other surveys in order to draw certain conclusions. According to Bungin (2015:48-49), "Quantitative descriptive research is a method used to describe, explain, or summarize various conditions, situations, phenomena, or various research variables according to events as they are which can be photographed, interviewed, observed, and can be revealed through documentary materials."

### Population

Sugiyono (2020:80) stated that, "Population is a generalization consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn." The population in this research are Reku application users, who are generally people who buy/invest in Reku cryptocurrency assets. Individuals who own cryptocurrency assets in PT Rekening dotcom are referred to as Reku Friends. The total population cannot be determined precisely, this is related to the number of Reku Friends which is changing, fluctuating all the time.

### Sample

Sugiyono (2020:81) states that "The sample is part of the number and characteristics of the population." The sample in this research is Reku friends who use the 24-hours Live Chat service feature. The sampling technique in this research uses a non-probability sampling technique, namely Convenience Sampling. The method of distributing questionnaires carried out by researchers is via electronic mail (e-mail). So there is a possibility that not all Reku friends will want to respond by becoming research respondents. So the researchers distributed as many questionnaires as possible to Reku Friends and the samples taken were the first 100 Reku Friends who were willing to fill out the questionnaire online using the Google Form tool.

The population size in this study is not known with certainty, therefore, in order for the sample taken to be representative and representative of the population, the number of samples must be known, to determine the number of samples from the population in this study based on the unknown population formula from Snedecor and Cochran (Riduwan, 2013):

$$n = \left( \frac{Za/2\sigma}{e} \right)^2 \quad (1)$$

Information:

- n = Number of Samples
  - Za = measure of the level of confidence with
  - a = 0.05, then Z = 1.96
  - σ = standard deviation = 0.25
  - e = LimitThe error tolerance in this study is 5%: 0.05
- so the calculation is as follows:
- $$n = \left( \frac{(1,96).(0,25)}{0,05} \right)^2$$
- $$n = 96$$

Based on the calculation above, in order to obtain an adequate sample for an unknown population, the minimum sample that the researcher must take is 96. For ease of calculation, the researcher took a sample of 100 respondents.

The data used comes from documentation and questionnaires.

### 1. Documentation

Documentation in the research is used to summarize the service assessment ratings given by Reku Friends after their questions or problems in the 24-hours Live Chat feature are answered by Customer Support.

### 2. Questionnaire (Questionnaire)

Sugiyono (2020:142) said, "A questionnaire is a data collection technique that is carried out by giving a set of questions or written questions to the respondent to answer."

The questionnaire in this research measures service quality using the 24-hours Live Chat feature. The questionnaire is a closed statement, respondents choose answers based on the options provided. Answers use a Likert scale with 4 answer choices as follows:

The service quality of the 24 Hours Live Chat feature was measured using a questionnaire with closed questions on a Likert scale consisting of 26 questions using the dimensions of reliability of the service provider (Reliability), certainty of the service provider (Assurance), responsiveness (Responsiveness), empathy (Empathy), Waiting Time (Waiting time), Security of consumer information (Security/Privacy), System Quality as measured by the usability dimension (Perceived usefulness), and user perception of ease of use (Perceived ease of use).

Table 1. Service Quality Instrument Grid via the 24 Hours Live Chat Feature

Variable (X)	Dimensions	Question Item Number	Amount
Quality of Service with 24 Hours Live Chat Feature (e-service quality)	1 <i>Reliability</i>	1, 2, 3	3
	2 <i>Assurance</i>	4, 5, 6	3
	3 <i>Responsiveness</i>	7, 8, 9	3
	4 <i>Empathy</i>	10, 11, 12	3
	5 <i>Waiting time</i>	13, 14, 15	3
	6 <i>Security/Privacy</i>	16, 17, 18	3
	7 <i>Perceived usefulness</i>	19, 20, 21	3
	8 <i>Perceived ease of use</i>	22, 23, 24, 25, 26	5
	Amount		26

Source: Data processed by researchers (2023)

Customer satisfaction ratings are taken from secondary data available from the Reku dot com website. This rating is given by customers after customers receive service via the 24 Hours Live Chat feature.

Data analysis is a process in research that is carried out when all the data required in the research has been collected, with the aim of answering existing problems. According to Sugiyono (Sugiyono, 2020, p. 243) in a quantitative sense, the data analysis techniques used are focused on answering the problem formulation or testing the hypothesis that has been formulated in the research.

In this research, the data analysis used is descriptive statistics. According to Sugiyono (2020:147), "Descriptive statistics is statistical data analysis that is used by describing or illustrating the data that has been collected as it is without the intention of making generally applicable conclusions or generalizations." Muhson (2006) explains that there are 2 types of quantitative analysis, the first is an analysis technique that uses descriptive statistics and the second is an analysis technique that uses inferential statistics.

This research uses descriptive statistical analysis techniques, because it does not use tests using formulas from inferential statistics. Descriptive statistical analysis is statistics used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations. This analysis only takes the form of an accumulation of basic data in the form of descriptions in the sense that it does not seek or explain interrelationships, test hypotheses,

make predictions, or draw general conclusions. This research will use descriptive statistical analysis techniques using data presentation in tabular form, in visual form, and calculating measures of central tendency.

**RESULTS AND DISCUSSION**

**Descriptive Characteristics of Respondents**

Respondents in this research are customers who have used the Live Chat feature. Descriptive data on the characteristics of respondents in this study were compiled based on the respondents' self-identity which included gender, age, education level and occupation.

Table 2. Descriptive Characteristics of Respondents

Information	Frequency	Percentage
<b>Gender:</b>		
Man	59	59%
Woman	41	41%
<b>Age:</b>		
<20 years	15	15%
20-30 years	72	72%
30-40 years	10	10%
40-50 years	1	1%
>50 years	2	2%
<b>Work:</b>		
Private sector employee	68	68%
Self-employed	5	5%
Student/college student	21	21%
Doctor/nurse	1	1%
civil servants	1	1%
Other	3	4%
<b>Level of education:</b>		
S1	51	51%
S2	3	3%
Diploma	9	9%
SMA/SMK/equivalent	35	35%
Below high school	2	2%
<b>Income per month:</b>		
<1,000,000	7	7.2%
1,000,000-5,000,000	25	25.8%
5,000,000-10,000,000	46	47.4%
10,000,000-20,000,000	5	5.2%
>20,000,000	1	1%
Other	13	13.2%

Source: Data processed by researchers, 2023

**Research Results from Questionnaire Instruments**

Questionnaires were distributed by researchers via electronic mail. The questionnaire was distributed in Google form format. Table 3 shows the results of the questionnaire recapitulation, including the average value and level of agreement of respondents regarding the questionnaire statement items. This table also displays the average and level of agreement of the research dimensions.

Table 3 E-Service QualityReku's 24 Hours Live Chat feature

Numbers, Dimensions and Indicators	SS (4)	S (3)	K.S (2)	STS (1)	Mean	Agreement %	Mean Dimension	Agreement % Dimensions
<b>Accuracy in service time (Reliability)</b>								
(1) <i>Customer Support</i> provide timely service as promised in the Live Chat service	64	35	1	0	3.63	91%	3.56	89%
(2) <i>Customer Support</i> provide sufficient service time to customers	50	49	1	0	3.49	87%		
(3) The 24-hours Live chat feature, both weekdays and national holidays, is the right service	64	30	5	1	3.57	89%		

<b>Readiness to serve customers (Assurance)</b>									
(4)	The answers given to customers can be understood very clearly	48	49	3	0	3.45	86%	3.46	86%
(5)	The answers given are in accordance with the questions asked from customers	44	51	4	1	3.38	85%		
(6)	Customer Support's knowledge of Reku products is very sufficient to answer questions on Live Chat	55	44	1	0	3.54	89%		
<b>Handling complaints (Responsiveness)</b>									
(7)	The completeness of the information provided to customers is right on target	48	48	4	0	3.44	86%	3.50	87%
(8)	Ease/practicality of procedures related to the information provided	52	47	1	0	3.51	88%		
(9)	Customer Support is alert and agile in providing information to customers	60	36	4	0	3.56	89%		
(10)	Customer Support is patient in dealing with customer complaints	55	41	3	1	3.50	88%		
(11)	Customer Support is friendly in answering questions and complaints on Live Chat	60	37	3	0	3.57	89%		
(12)	Reku's response to receiving criticism and suggestions from customers is very good	47	49	3	0	3.41	85%		
<b>Waiting time</b>									
(13)	Customer Support in answering questions on Live Chat is very fast	49	43	8	0	3.41	85%	3.38	84%
(14)	Quick in resolving obstacles/problems	42	51	7	0	3.35	84%		
(15)	The time needed to check further information in winning	45	47	8	0	3.37	84%		
<b>Security of customer information data (security/privacy)</b>									
(16)	User account data is guaranteed to be safe in the Reku application	55	43	2	0	3.53	88%	3.54	89%
(17)	Guaranteed security and comfort in providing personal data/ethics of requesting data	51	47	2	0	3.49	87%		
(18)	Give a warning to customers not to give their accounts and passwords to other people, including Customer Support/reku employees	61	38	1	0	3.60	90%		
<b>User Perception of Usability/Usefulness (Perceived Usefulness)</b>									
(19)	Using the Live Chat feature can improve the quality of Customer Support service	57	43	0	0	3.57	89%	3.53	88%
(20)	Using the Live Chat feature can be useful for customers in resolving problems	51	47	2	0	3.49	87%		
(21)	Using the Live Chat feature is very useful	56	42	2	0	3.54	89%		
<b>User Perception of Ease of Use (Perceived Ease of Use)</b>									
(22)	When customers need information, this information can be easily obtained via the Live Chat feature	53	45	2	0	3.51	88%	3.44	86%
(23)	Using the Live Chat feature makes it easier for customers to resolve problems/constraints faced by customers	53	47	0	0	3.53	88%		
(24)	Interaction with customers with the Live Chat feature is clear and easy to understand	41	55	4	0	3.37	84%		
(25)	Customers will have no difficulty using the Live Chat feature	41	45	13	1	3.26	82%		
(26)	Overall, customers feel that using the Live Chat feature is easy	55	43	2	0	3.53	88%		

Based on the data from table 3, the mean data and level of agreement on indicators and dimensions can then be summarized as shown in table 4.

Table 4 Summary of Mean, Level of Agreement on Indicators and Dimensions

Dimensions and Indicators	Mean Indicator	Agreement % Indicator	Mean Dimension	Agreement % Dimensions
Average	3.48	87%	3.49	87%
The highest score	3.63	91%	3.56	89%
Lowest value	3.26	82%	3.38	84%

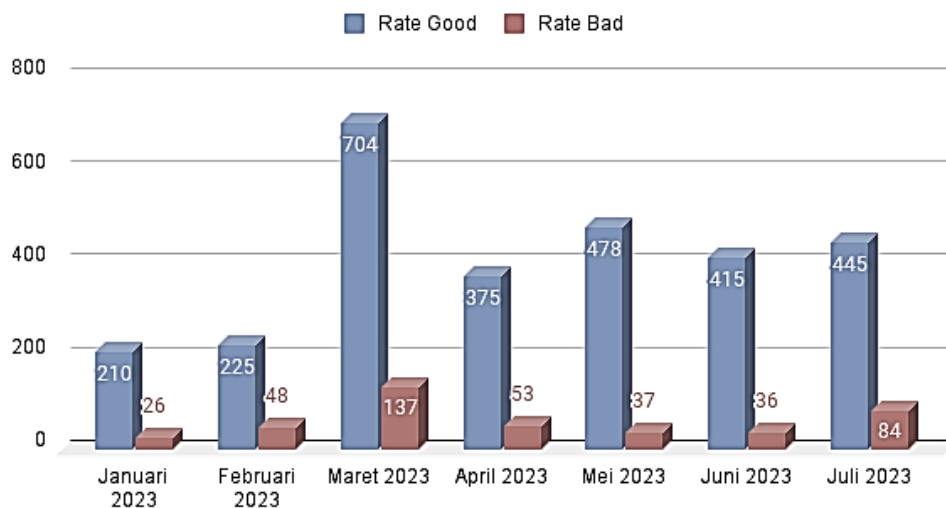


Tables 3 and 4 show that almost all statements are dominated by Agree and Very Agree answers. The average value of the indicator is 3.48, with the highest average value being 3.63 for the statement "Customer Support provides timely service as promised in the Live Chat service". The lowest average indicator value is 3.26 in the statement "Customers will not experience difficulty in using the Live Chat feature". The average % agreement rate is 87%. The highest percentage agreement value was 91% for the statement that Customer Support provides timely service as promised in the Live Chat service." The lowest percentage agreement value was 82% for the statement indicator "Customers will not experience difficulty in using the Live Chat feature".

Meanwhile, if the analysis is carried out per dimension, the dimensions have an average value of 3.49. With the highest average value of 3.56 in the dimension of accuracy in service time (Reliability), and the lowest average value of 3.38 in the dimension of waiting time (Waiting Time). Based on the % agreement level, an average value of 87% was obtained, with the highest value being 89% in the reliability and security/privacy dimensions, the lowest value being 84% in the waiting time dimension.

Every customer who uses the 24 Hours Live Chat feature will provide a chat satisfaction rating. After the chat is finished, and the problem is handled by Customer Support, the customer will be asked to provide a chat satisfaction rating which is an assessment of the service they receive. This rating is two contradictory statements, namely Good Rate and Bad Rate.

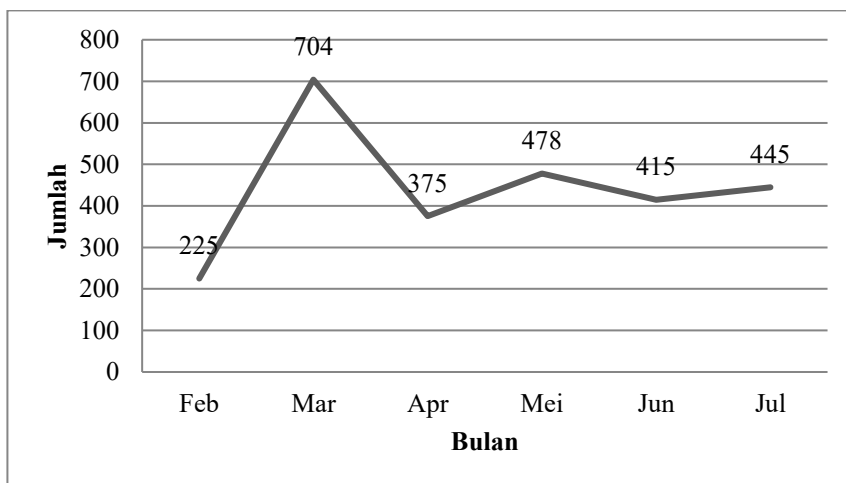
Figure 3 is a recapitulation of chat satisfaction that researchers got from the reku dot com website. The image shows the chat rate from January 2023 to July 2023.



Source: Reku Live Chat data processed by researchers (2023)  
**Figure 3 Chat Satisfaction Reku Dotcom January to July 2023**

Based on the data in Figure 3, the researchers separated customer satisfaction ratings to create a graph for each rating. From each graph you can see the increase and decrease in the good rate or bad rate each month. The data taken is data according to the research time that the researcher took, namely February to July 2023. The following is a graph of each rating.

Based on Figure 3, of the total Good Rate in January there were 210 ratings with a percentage of 88.89% and the Bad Rate was 26 ratings with a percentage of 11.02%, in February there were 225 ratings with a percentage of 82.42% and the Bad Rate was 48 rating with a percentage of 17.58%, in March there were 704 ratings with a percentage of 83.71% and a Bad Rate of 137 ratings with a percentage of 16.29%, in April there were 375 ratings with a percentage of 87.62% and a Bad Rate of 53 ratings with percentage of 12.38%, in May there were 478 ratings with a percentage of 92.82% and Rate Bad was 37 ratings with a percentage of 7.18%, in June there were 415 ratings with a percentage of 92.02% and Rate Bad was 36 ratings with a percentage of 7.982 %, in July there were 403 ratings with a percentage of 90.56% and Rate Bad was 42 ratings with a percentage of 9.44%. So, it can be concluded that the majority of customers in this study who gave chat satisfaction ratings were 704 ratings in March with a percentage of 83.71% and 137 Bad Rates with a percentage of 16.29%.

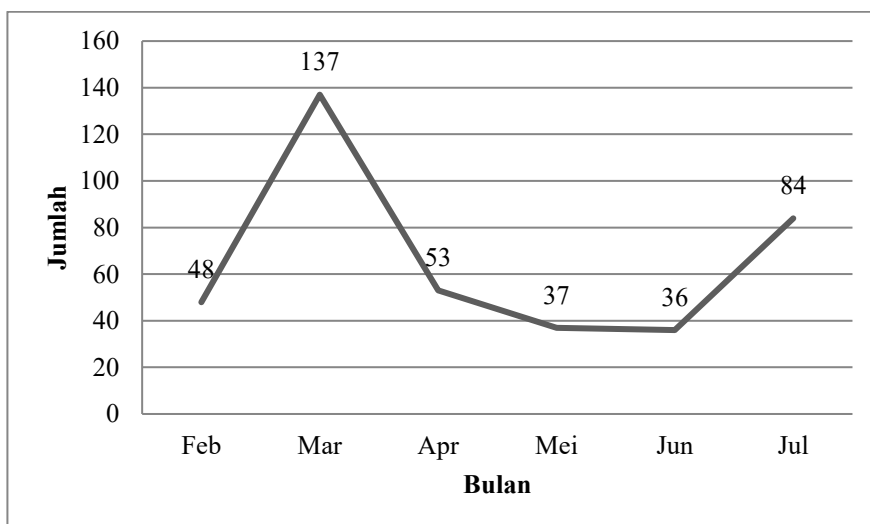


Source: Reku Live Chat Rating Data, processed by researchers (2023)

**Figure 4 Reku Dotcom Good Rate Graph February to July 2023**

Based on Figure 4, the highest increase in good rate occurred in March 2023, namely an increase of 479 ratings or if you calculate the percentage, an increase of 213% from the good rate in February 2023. Meanwhile, the highest decrease in good rate occurred in April 2023, namely a decrease of 329 ratings or if calculated, the percentage has decreased by 47% from the good rate in March 2023.

Based on Figure 5, the highest increase in the bad rate occurred in March 2023, namely an increase of 89 ratings or if you calculate the percentage, an increase of 185% from the bad rate in February 2023. Meanwhile, the highest decrease in the bad rate occurred in April 2023, namely a decrease of 84 ratings or if calculated, the percentage has decreased by 61% from the good rate in March 2023.



Source: Reku Live Chat Rating Data, processed by researchers (2023)

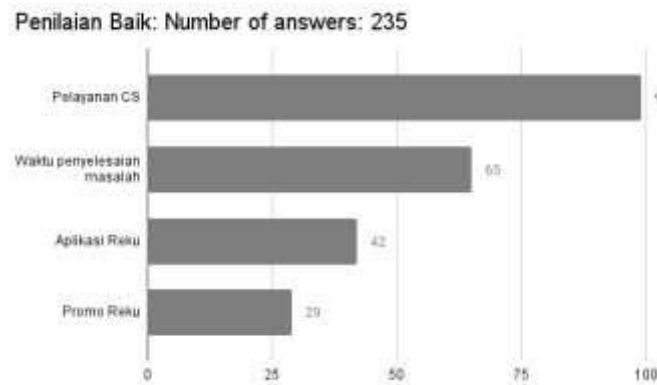
**Figure 5 Reku Dotcom Bad Rate Graph February to July 2023**

The presentation of bad rate and good rate data in the statistical central tendency measure is presented in Table 5.

Table 5 Descriptive Statistical Analysis of Good Rate and Bad Rate

Month	Good Rate	Bad Rate	Total Rate
February 2023	225	48	273
March 2023	704	137	841
April 2023	375	53	428
May 2023	478	37	515
June 2023	415	36	451
Jul 2023	445	84	529
Mean (Average)	440.33	65.83	
Median (Middle value)	430.00	50.50	
The highest score	225	36	
Lowest Value	704	137	

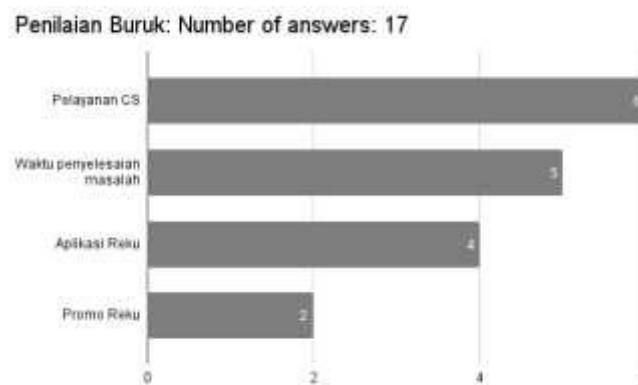
Source: Reku Live Chat Rating Data, processed by researchers (2023)



Source: Live Chat Rating Data, processed by researchers (2023)

Figure 6 Post Form Chat – Good Rate

Figure 6 shows that the post form chat sampling of the total good ratings in July was 99 for CS Services with a percentage of 42.3%, Problem Resolution Time was 65 with a percentage of 27.66%, Reku Application was 42 with a percentage of 17.87 %, and the Reku Promo is 29 with a percentage of 12.34%. So, it can be concluded that the majority of customers in this study who gave the Post Form Chat Good Rating were CS Services with 99 ratings with a percentage of 42.3%.



Source: Live Chat Rating Data, processed by researchers (2023)

#### Figure 7 Post Form Chat – Bad Rate

Figure 7 shows that the post form chat sampling of the total number of Bad Ratings in July was 6 for CS Services with a percentage of 35.29%, Problem Resolution Time was 5 with a percentage of 29.41%, Reku Application was 4 with a percentage of 23.53 %, and 2 Reku Promos with a percentage of 11.76%. So, it can be concluded that the majority of customers in this study who gave the Post Form Chat a Bad Rating were CS Services with 6 ratings with a percentage of 35.29%.

The results of this research are in line with Hidayat's (2020) research that the Live Chat feature has a significant effect in strengthening the relationship between reputation and problem handling provided via Live Chat. And Sasongko's research (2021) states that dimensions *Tangible, Responsiveness, Reliability, Assurance, and Empathy* influence on customer satisfaction. The Live Chat feature is a medium for communicating with customers, in line with research by Azzahra and Octaviano (2022) as a medium to make it easier for sellers to provide information about applicable products and promotions, make it easier to confirm transactions and communicate with customers.

#### CONCLUSION

From the research that has been carried out based on the data that has been processed, it can be concluded that there is an influence in the Analysis of Problem Handling Using the 24 Hours Live Chat Feature and its Relationship to Customer Satisfaction Ratings at PT Rekeningku Dotcom Indonesia, so conclusions can be drawn from the research results as follows:

1. Handling problems using the 24 hours live chat feature at PT Rekeningku Dotcom Indonesia received a positive response from Reku users. Data from the questionnaire shows that customers still experience problems/difficulties when using the Live Chat feature, although only experienced by a small number of customers. The highest response value was obtained from the statement that customer support provided timely service as promised in the Live Chat service.
2. The Customer Satisfaction Rating at PT Rekeningku Dotcom Indonesia is dominated by the Good Rate category. Both the Good Rate and Bad Rate sections are mostly influenced by Customer Support services.

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