

Abstract

In this study, the researcher intends to look at what factors contributing to customer complaints and see the significant and strong influence on the factors that influence complaint handling sentiment. From the sentiment complaint handling analysis, the researcher can find out how effective the handling has been done by the company, beside knowing what factors influence the complaint handling sentiment, the researcher can provide recommendations to the company in handling the customers in the future.

Analysis in this study, the focus is on the sentiments of complaint handling that has been carried out by the company and the factors that become customer complaints. The factors that are customer complaints are taken from previous research conducted by Cho et al (2002), how the types of actions carried out by companies respond to customer complaints are taken from Shammout and Haddad (2014) and also part of customer relationship management factors, namely RFM Analysis are taken from Birant (2011).

The researcher obtained data sources from LINE @ Official PT. X. for customer complaints from June 2017 to June 2018, at which time the company is conducting customer relationship management training. The population of this study was 32,299 users, researchers used a non-probability sampling technique that was purposive sampling with the number of samples obtained was 880 respondents. Data analysis was performed by multinomial logistic regression with R Studio software version 3.5.2. The researcher found that partially causes, types of action, recency and frequency factors have a significant influence on complaint handling sentiment. Meanwhile, the results of a simultaneously test found the only factors that significantly influence sentiment complaint handling is type of action. In the model testing, the researchers also found that the model was feasible (model fitted). Finally, the researchers found the results of the accuracy of negative sentiment predictions were good, but not good at predicting positive and neutral sentiments.

Keywords: Sentiment Analysis, Complaint Handling, Logistic Regression