

ABSTRACT

The presence of social media supports marketing activities. One of marketing activity that utilizes social media is an effort to build relationships with customers, which is called social customer relationship management (SCRM). The purpose of implementing SCRM in business is to build customer engagement and generate positive word of mouth (WOM).

Financial Technology, a new emerging industry also use social media to interact with both customers and market. Fintech is an innovation that provide digital-based financial services. Nowadays, people have been more familiar with fintech. GoPay, OVO, and LinkAja are the largest fintech provider in Indonesia. Measuring SCRM performance is needed to stay competitiveness among others.

This study aims to measure the implementation of SCRM performed by companies by identify the customer engagement and positive WOM in social media Twitter. Twitter is one of the most popular social media and also widely used by businesses to do marketing activities including SCRM.

Social network analysis (SNA) is utilized to identify the engagement by calculating the network properties to find out the characteristics of the SCRM network performed by each company. Sentiment analysis is also conducted to find out how much positive WOM generated by each company on social media. Then the results of the network property calculation and sentiment analysis are compared to find out which company is the best at performing SCRM.

The results of this study are able to discover which fintech has the best SCRM efforts. The case studies in this research are GoPay, OVO, and LinkAja. Moreover, The network properties and sentiment result comparison are beneficial for companies to evaluate their services and help to support decision making process especially for SCRM strategy planning.

Keyword: *financial technology, social customer relationship management, social network analysis, sentiment analysis, twitter*