

## **ABSTRACT**

*The rapid development of cryptocurrency has led to the emergence of various crypto exchange platforms that provide services for buying and selling digital assets. However, numerous security challenges have become critical issues, particularly in protecting user assets from hacking risks. Indodax, as one of the crypto exchange platforms in Indonesia, experienced a hacking incident on September 11, 2024, which raised concerns regarding the effectiveness of the recovery services provided to its users. This study aims to analyze user perceptions of the quality of recovery services provided by Indodax after the hacking incident, using the Electronic Recovery Service Quality framework, which includes the dimensions of responsiveness, compensation, and contact. Data were collected from the social media platform Twitter, and the labeling process was carried out manually by three independent annotators. The IndoBERT model was used to classify sentiment and service quality dimensions, with validation performed using the k-fold cross-validation technique. The results of this study indicate a predominance of negative sentiment, particularly in the compensation and responsiveness dimensions, although the difference in the responsiveness dimension is not highly significant. Meanwhile, in the contact dimension, the proportion of positive and negative sentiments appears to be relatively balanced. These findings highlight the need to improve information transparency, response speed, and fairer compensation policies in order to rebuild user trust and satisfaction.*

*Keyword: Sentiment Analysis, Customer Satisfaction, Electronic Recovery Service Quality, Indodax, IndoBERT*