

CHAPTER II

COMPANY PROFILE AND RESPONDENT CHARACTERISTICS

2.1. Profile of Reku

2.1.1. History of Reku Development

Reku, formerly known as Rekeningku.com, is one of Indonesia's leading cryptocurrency trading platforms, officially licensed by the Commodity Futures Trading Regulatory Agency (BAPPEBTI). Established in 2017 by Sumardi Fung, a technology entrepreneur, Reku was created with the vision of providing a secure, accessible, and regulation-compliant platform for digital asset trading in Indonesia. As blockchain technology and cryptocurrency adoption rapidly expanded, Reku evolved from a basic trading service into a more comprehensive crypto ecosystem. In its early stages, Reku focused on offering a limited selection of major cryptocurrencies, such as Bitcoin and Ethereum. However, as the user base grew and market demand increased, the platform expanded its offerings to include a wider range of crypto assets. Reku also introduced additional features such as an intuitive user interface, multi-layered security systems, crypto investment education, and responsive customer support.

The rebranding from Rekeningku.com to Reku in 2022 marked a significant milestone in the company's development. This transformation was part of a strategic move to modernize the brand and better align with the youthful and tech-savvy demographic that dominates the crypto user base in Indonesia. The name "Reku," derived from the abbreviation of "Rekeningku," was designed

to be more concise, memorable, and appealing to a broader audience. As a pioneer in Indonesia's crypto industry, Reku has demonstrated a strong commitment not only to trading services but also to promoting financial literacy. Through partnerships with influencers, crypto communities, and educational campaigns on social media, Reku aims to demystify cryptocurrency and introduce it as a viable investment option for the public.

One of Reku's most notable marketing initiatives was the appointment of Maudy Ayunda, a well-respected public figure, as its brand ambassador. This move was intended to build trust among potential users, particularly the younger generation, by associating the brand with a celebrity who embodies intelligence, credibility, and integrity. Overall, Reku's development reflects its adaptability to market dynamics, regulatory changes, and the evolving needs of digital consumers. It stands as a local innovation success story, offering inclusive, trustworthy, and relevant investment solutions in the digital age.

2.1.2. The Development of Reku in Indonesia

The development of Reku in Indonesia reflects the broader trajectory of cryptocurrency adoption in the country. Since its launch, Reku has positioned itself as a key player in the Indonesian digital asset landscape by aligning its platform with regulatory frameworks and local market needs. The platform's growth has been driven by the increasing interest in cryptocurrency as an alternative investment option among Indonesian consumers, particularly younger, tech savvy individuals. One of the pivotal moments in Reku's development was the formal recognition of cryptocurrency as a tradable

commodity by OJK. This regulatory clarity encouraged platforms like Reku to operate legally and transparently. Reku was among the first to obtain a license as a legally registered crypto asset physical trader, which significantly boosted its credibility in the eyes of the public and institutional partners.

In addition to its legal foundation, Reku's local development has been supported by several technological and strategic innovations. The platform continuously updates its user interface to suit Indonesian user behavior and preferences. It supports local payment systems, including bank transfers and e-wallet integrations, which facilitate easier crypto transactions for users across various regions in Indonesia. Moreover, Reku has strategically localized its marketing efforts to appeal to the Indonesian audience. Collaborations with local influencers, crypto content creators, and educational initiatives have helped Reku build a strong brand presence. The platform has actively participated in cryptocurrency events, webinars, and community discussions to educate the public on digital assets and blockchain technology.

Reku has also responded to the challenges of trust and security two major concerns in Indonesia's crypto market by implementing robust identity verification (KYC) systems, real-time fraud detection, and continuous monitoring of trading activity. These measures have helped build consumer confidence and differentiate Reku from less-regulated platforms. The platform's user growth reflects its development trajectory. As of late 2023, Reku has served over 1 million users and facilitated billions of rupiah in monthly transaction

volumes. This growth is particularly notable given the general volatility of the crypto market, suggesting that Reku has managed to establish a relatively stable position within Indonesia's financial technology sector.

In conclusion, Reku's development in Indonesia has been shaped by its commitment to regulatory compliance, technological adaptability, user centric innovation, and educational outreach. These efforts have made Reku not only a trading platform but also a significant contributor to the development of Indonesia's digital finance ecosystem.

2.1.3. Reku's Core Services and Cryptocurrency Products

Reku offers a range of core services designed to facilitate the safe, efficient, and user friendly trading of cryptocurrencies in the Indonesian market. As a digital asset exchange platform, Reku's primary function is to enable users to buy, sell, and store various cryptocurrencies securely. These services are tailored to both beginner and experienced investors, with a strong emphasis on ease of use, reliability, and compliance with Indonesian regulatory standards.

1. Spot Trading

Reku's most fundamental service is spot trading, which allows users to perform real-time buying and selling of cryptocurrencies at current market prices. Users can select from a wide array of crypto assets and execute transactions instantly. This service is designed with simplicity in mind, featuring a clean user interface that ensures accessibility for users at all levels of technical expertise.

2. Fiat to Crypto Conversion

One of Reku's key strengths is its support for fiat to crypto transactions using the Indonesian Rupiah (IDR). The platform provides seamless deposit and withdrawal options through integration with local banks and e-wallet services. This feature allows users to easily convert their IDR into cryptocurrencies such as Bitcoin (BTC), Ethereum (ETH), and other listed altcoins.

3. Asset Security and Wallet Services

Reku offers a secure digital wallet infrastructure that protects users' assets through a combination of cold storage (offline) and hot wallets (online). The platform employs multi-layered security mechanisms including two-factor authentication (2FA), encrypted storage, and real-time monitoring to safeguard user funds against theft or unauthorized access.

4. Real-Time Market Data and Analytics

To assist users in making informed trading decisions, Reku provides access to real-time market charts, order book information, trading volume, and price history. This data is presented in an intuitive dashboard and is particularly useful for users conducting technical or market analysis.

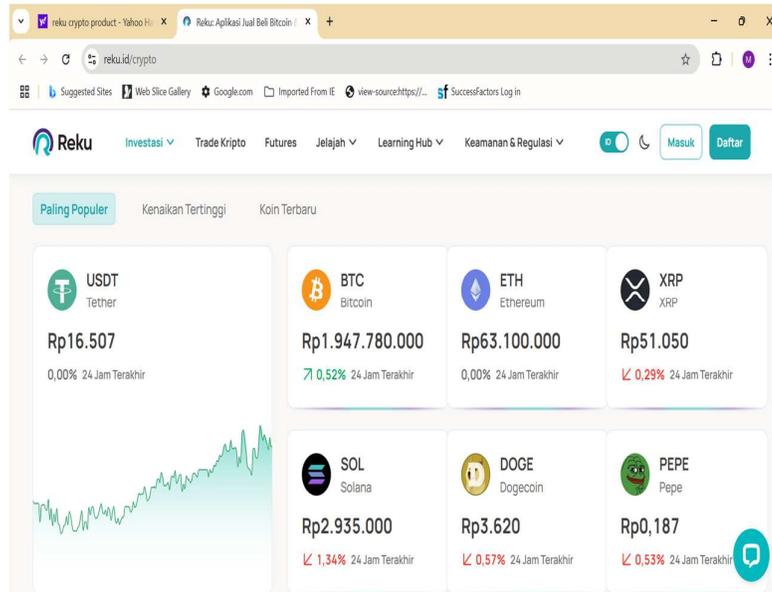


Figure 2.1 Reku Real time Product Price Chart

5. Educational Resources

Understanding the importance of user education in the adoption of digital assets, Reku provides a dedicated learning section that includes articles, tutorials, webinars, and market updates. These resources aim to help users understand blockchain technology, investment strategies, risk management, and regulatory updates relevant to cryptocurrency trading in Indonesia.

6. Promotional Campaigns and Loyalty Programs

Reku frequently launches promotional events such as reduced trading fees, referral bonuses, and giveaway campaigns. These initiatives are designed to encourage user participation, increase platform activity, and build brand loyalty within the crypto community.

7. Mobile Application Access

In response to the mobile-first behavior of Indonesian consumers, Reku offers a mobile application available for both Android and iOS. The app provides full functionality, including account management, trading, price alerts, and news updates—allowing users to trade and monitor the market on the go.

8. Customer Support Services

Reku also emphasizes user satisfaction by offering customer service via chat, email, and help center access. The support team is trained to handle both technical and transactional issues, ensuring that users have reliable assistance when needed.

In terms of available crypto assets, Reku continues to expand its offerings. As of the latest update, the platform lists over 60 cryptocurrencies, including major coins such as Bitcoin (BTC), Ethereum (ETH), Binance Coin (BNB), and emerging tokens like Solana (SOL), Polkadot (DOT), and Cardano (ADA). The selection is curated to maintain compliance with Indonesian financial regulations while meeting market demand.

In summary, Reku's core services and crypto product offerings reflect its mission to make cryptocurrency trading accessible, secure, and reliable for Indonesian users. By combining user friendly technology with education, regulatory compliance, and responsive support, Reku positions itself as a trusted gateway to the digital asset economy in Indonesia.

2.1.4. Reku's Vision and Mission

A clear and compelling vision and mission are essential for establishing the direction and long-term goals of any company. In the case of Reku, the platform articulates its purpose through a vision and mission that reflect its commitment to financial innovation, user empowerment, and regulatory integrity within Indonesia's rapidly growing cryptocurrency landscape.

Vision

Reku's vision is:

“To democratize access to cryptocurrency and make digital assets accessible, secure, and beneficial for every Indonesian.”

This vision underlines Reku's ambition to be more than just a trading platform. The company aims to bridge the gap between traditional financial systems and emerging blockchain technologies by fostering a future where everyone from beginners to professionals can confidently engage in crypto investment. The word "democratize" signals Reku's inclusive approach, ensuring that access to financial opportunities is not limited by technical knowledge or economic status.

Mission

Reku's mission is operationalized through several strategic goals:

1. Promoting Financial Inclusion

Reku is committed to supporting financial inclusion by enabling individuals across various regions and income levels to participate in the

digital economy. Through a user-friendly interface and local payment integration, Reku allows users to invest in crypto with small capital and minimal barriers to entry.

2. Ensuring Trust, Transparency, and Security

As a platform regulated by OJK, Reku prioritizes compliance, transparency, and the highest security standards. It aims to become a trusted platform by consistently delivering secure services, implementing robust data protection systems, and ensuring full transparency in pricing, transactions, and operations.

3. Empowering Users Through Education

Reku believes that informed users are empowered users. Therefore, it continuously invests in educational content, tutorials, and community engagement to raise awareness about cryptocurrency, blockchain technology, and the risks and benefits of investing in digital assets.

4. Fostering Innovation and Technological Advancement

Reku strives to remain at the forefront of digital asset innovation in Indonesia by continuously enhancing its platform with new features, improved UI/UX, and the introduction of new cryptocurrencies and tools. It also aims to leverage cutting-edge technologies like real-time analytics and AI to support smarter trading decisions.

5. Building a Strong and Responsible Crypto Ecosystem

Reku is not only focused on business growth but also on contributing to the responsible development of Indonesia's cryptocurrency ecosystem. This includes supporting government regulations, participating in public discourse on financial technology, and collaborating with financial institutions and educational bodies.

In conclusion, Reku's vision and mission reflect a strong alignment between its commercial objectives and its broader social responsibilities. By focusing on accessibility, security, transparency, and education, Reku continues to position itself as a transformative force in Indonesia's digital finance space.

2.1.5. Reku Company Logo

A company's logo serves as a visual representation of its brand identity, values, and vision. In the case of Reku, the company logo plays an essential role in reinforcing its image as a modern, trustworthy, and user-friendly cryptocurrency platform designed for the Indonesian market.



Figure 2.2 Reku Company Logo

1. Visual Identity and Meaning

Reku's logo is minimalist and modern, reflecting the platform's core values of simplicity, clarity, and digital innovation. The logo typically features a clean, sans serif typeface with the word "Reku" in lowercase letters, often presented in a bold font to convey strength and reliability. The choice of lowercase letters also implies approachability and accessibility, in line with Reku's mission to make cryptocurrency understandable and usable for all.

The color scheme predominantly used in the logo includes shades of blue and white, which are traditionally associated with trust, technology, and transparency. Blue evokes feelings of calm, confidence, and security—attributes that are essential in the financial and investment sector, especially within the volatile landscape of cryptocurrency. Meanwhile, white is often associated with simplicity and neutrality, aligning with Reku's goal to offer an uncluttered and straightforward user experience.

2. Symbolism

In some variations, Reku also uses a circular or abstract symbol beside the text, symbolizing digital connectivity, decentralization, or the continuous flow of blockchain-based transactions. This abstract element subtly communicates that Reku is part of a larger technological ecosystem and is oriented toward innovation and the future of finance.

3. Rebranding Significance

The evolution from Rekeningku.com to Reku involved not only a name change but also a redesign of the brand's visual elements. The current logo reflects the company's strategic pivot towards a more concise, memorable, and globally competitive brand. This rebranding helps Reku maintain a modern image in a fast paced, technology-driven market while also being relatable to the local audience.

The new logo aligns with Reku's mobile-first and digital-native branding approach, ensuring that it remains recognizable and effective across digital platforms ranging from websites and mobile apps to social media and marketing materials.

4. Application in Marketing and Communication

Reku's logo is consistently used across all communication channels, creating a unified brand experience. It is featured prominently on the platform's website, application, user dashboard, promotional materials, and in all partnerships or events involving Reku. This consistency builds strong brand recognition and trust over time.

2.1.6. Reku Office Location and Digital Presence

As a leading cryptocurrency trading platform in Indonesia, Reku maintains both a physical and digital presence to ensure operational transparency, regulatory compliance, and user engagement. This dual presence helps Reku reinforce its credibility while remaining accessible to its growing user base.

Reku's headquarters is located in Jakarta, the capital city of Indonesia and the central hub for the country's financial and technological sectors. The official address is:

PT Rekeningku Dotcom Indonesia

Revenue Tower, 26th Floor

District 8 SCBD Lot 13

Jl. Jend. Sudirman Kav. 52-53

Jakarta Selatan, Indonesia

Operating from a premium business district in Jakarta signals Reku's commitment to professionalism and its serious role in Indonesia's fintech ecosystem. The office also serves as a center for strategic operations, partnerships, compliance oversight, and customer service management.

The physical office presence is particularly important in establishing public trust in the platform, especially in a market where users may be cautious of digital financial products. By providing a transparent and verifiable office location, Reku aligns with government regulations and industry best practices.

While Reku has a physical office, its primary operations and user interactions take place online. Reku's digital presence is anchored by its official website:

Website: www.reku.id

The website functions as the main gateway for cryptocurrency trading, educational content, customer support, company news, and legal disclosures. It

offers features such as real-time price charts, market analytics, account registration, IDR deposit/withdrawal services, and FAQs.

In addition to the website, Reku maintains a strong presence on various digital platforms to engage with users, share updates, and promote crypto literacy:

Instagram: @reku_id

Twitter (X): @reku_id

YouTube: Reku Indonesia

Telegram Group: Reku Official Community

LinkedIn: Reku (PT Rekeningku Dotcom Indonesia)

These platforms serve not only as marketing tools but also as channels for community engagement, customer education, and real-time service announcements. Through these media, Reku frequently shares:

- Educational videos and infographics on cryptocurrency basics
- Weekly market insights and trading tips
- Promotional events and referral campaigns
- Customer testimonials and success stories
- Security tips and regulatory compliance updates

Reku also operates a mobile application available on both Google Play Store and Apple App Store, allowing users to manage their portfolios, monitor markets, and perform transactions on-the-go. The mobile app mirrors the functionality of the desktop version, ensuring a seamless trading experience across devices.

To further enhance its digital presence and maintain user trust, Reku offers multilingual customer support via:

- In-app live chat
- Email: support@reku.id
- Help center (support.reku.id)

These services are designed to provide timely and personalized assistance for a wide range of inquiries, including technical issues, account verification, deposit/withdrawal processes, and platform features.

2.2 Characteristics of the Respondents

This section outlines the demographic and behavioral profiles of the respondents who participated in this study. The classification includes variables such as age, gender, domicile, marital status, monthly income, and purchase frequency. The aim of this segmentation is to understand the respondent profiles that may influence consumer decisions in purchasing cryptocurrency through the Reku platform.

Data was collected from 100 respondents with varied backgrounds to ensure a broad and representative sample. The questionnaire was distributed via Google Forms and accessed through a link or QR code shared with potential participants who had knowledge of Reku and had made or considered making crypto purchases on the platform.

The following subsections detail each demographic and behavioral characteristic descriptively using frequency and percentage tables.

2.2.1 Characteristics of Respondents Based on Age

Age is a crucial demographic variable as it reflects differences in behavior, preferences, and technology adoption among users of digital platforms like Reku. Understanding the age distribution of respondents provides insight into which age groups are most engaged and how services can be tailored to meet their specific needs.

Table 2.1 Characteristics of Respondents Based on Age

Age Group	Frequency	Percentage (%)
21–30 years	36	36.0%
31–40 years	20	20.0%
41–50 years	22	22.0%
51–60 years	22	22.0%
Total	100	100.0%

Based on Table 2.1, the majority of respondents (36%) fall within the 21–30 years age group, indicating that young adults are the most active users of Reku. This group often exhibits strong digital engagement and openness toward alternative financial instruments such as cryptocurrency.

The 31–40 years age group follows with 20%, representing professionals in their early to mid-career phase who may be exploring crypto as a medium- to long-term investment. The 41–50 and 51–60 years groups are equally represented (22% each), highlighting that mature and financially stable adults are also increasingly adopting crypto platforms, possibly as a way to diversify their portfolios before retirement.

Notably, no respondent is recorded above 60 years of age. This may reflect a generational gap in digital finance adoption or a lower interest in high-risk investment options among senior citizens.

This age profile provides valuable insights for Reku to refine its user engagement strategies prioritizing product features, education, and marketing for young adults, while also building trust and ease-of-use for older users who demonstrate significant participation.

2.2.2 Characteristics of Respondents Based on Gender

Gender is a significant demographic factor that can influence user behavior, preferences, and engagement with digital platforms like Reku. Analyzing gender distribution helps understand whether the platform appeals evenly across male and female users or if there are differences in usage patterns.

Table 2.2 Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	53	53
Female	47	47
Total	100	100

Table 2.2 shows that male respondents make up 53% of the total sample, slightly higher than female respondents at 47%. This relatively balanced gender distribution suggests that Reku's services are broadly appealing to both men and women. The slight male majority could indicate higher engagement or interest among men within the surveyed population, which can inform gender-sensitive marketing strategies.

2.2.3 Characteristics of Respondents Based on Current Residence (City/District)

Respondents' domicile is an important demographic factor that provides insight into regional differences in user behavior, accessibility, and engagement with digital platforms like Reku. Understanding the geographic distribution helps identify where the platform is most popular and how location-based factors may influence usage patterns

Table 2.3 Characteristics of Respondents Based on Current Residence

City/District	Frequency	Percentage (%)
Jakarta	33	33.0%
Denpasar	26	26.0%
Surabaya	20	20.0%
Makassar	4	4.0%
Bandung	4	4.0%
Yogyakarta	3	3.0%
Semarang	3	3.0%
Balikpapan	3	3.0%
Medan	2	2.0%
Palembang	1	1.0%
Total	100	100.0%

As shown in Table 2.3, the majority of respondents are from Jakarta, comprising 33% of the total sample. This indicates a significant concentration of Reku users in the capital city, possibly due to higher financial literacy, access to technology, and exposure to investment platforms.

Denpasar follows with 26% of respondents, reflecting strong adoption of cryptocurrency platforms in Bali, particularly among tech-savvy urban residents.

Surabaya ranks third with 20%, further affirming the platform’s penetration in large metropolitan areas.

Other cities such as Makassar and Bandung each account for 4%, while Yogyakarta, Semarang, and Balikpapan contribute 3% each. Medan represents 2% of respondents, and Palembang contributes the smallest proportion at 1%.

This diverse geographic distribution indicates that Reku’s user base extends well beyond Jakarta and is gaining traction in major cities across Indonesia. These insights can guide regional outreach strategies, localize educational content, and tailor services to match user behavior and preferences in specific urban centers.

2.2.4 Characteristics of Respondents Based on Marital Status

Marital status is an important demographic characteristic that can influence user behavior, financial priorities, and engagement with digital platforms such as Reku. Understanding the marital composition of respondents helps in tailoring services and communication strategies to suit different life stages and responsibilities.

Table 2.4 Characteristics of Respondents Based on Marital Status

Marital Status	Frequency	Percentage (%)
Single	48	48.0%
Married	42	42.0%
Widowed/Divorced	10	10.0%
Total	100	100.0%

As shown in Table 2.4, nearly half of the respondents (48%) are single, representing a dominant group that may have fewer financial dependencies and

greater flexibility in exploring investment opportunities. This indicates that Reku's platform appeals strongly to individuals in early or mid-adulthood who are actively managing personal finances.

Respondents who are married account for 42% of the sample, reflecting a significant portion of users who may have more structured financial planning and longer term investment goals, possibly influenced by family-related responsibilities.

The widowed or divorced group comprises 10%, indicating the presence of users who may be navigating financial independence or transition. This segment may have specific needs, such as asset preservation, estate planning, or retirement-focused strategies.

Understanding these demographic dynamics allows Reku to provide targeted services and content that align with the life circumstances of different user groups whether they are managing personal wealth, household finances, or post-marital transitions.

2.2.5 Characteristics of Respondents Based on Employment Status

Employment status is a key demographic factor that can influence financial behavior, risk tolerance, and interest in investment platforms such as Reku. By analyzing respondents' employment status, we can better understand the economic and professional background that shapes how individuals engage with cryptocurrency services.

Table 2.5 Characteristics of Respondents Based on Employment Status

Employment Status	Frequency	Percentage (%)
Entrepreneur	25	25.0%
Student	22	22.0%
Freelancer	21	21.0%
Private Employee	19	19.0%
Civil Servant (PNS)	13	13.0%
Total	100	100.0%

Table 2.5 shows that the majority of respondents are entrepreneurs (25%), indicating a strong presence of self-employed individuals who may be more open to alternative financial tools and investments such as cryptocurrency. Entrepreneurs are often characterized by a higher risk appetite and autonomy in managing finances, making them suitable early adopters of platforms like Reku.

Students make up 22% of the respondents, reflecting growing interest in digital investments among the younger, tech-savvy generation. This group likely represents individuals who are preparing for financial independence and exploring new technologies.

Freelancers account for 21% of the sample, suggesting flexible earners who may seek investment opportunities to supplement irregular income. Their strong representation underscores the relevance of Reku's services to non-traditional employment groups

Private employees (19%) and civil servants (13%) also contribute significantly to the user base. These segments often have stable incomes and may view cryptocurrency as a tool for long-term financial growth or diversification beyond conventional savings or retirement plans.

Understanding the employment background of users enables Reku to tailor content, services, and marketing strategies more effectively to meet the needs and expectations of each group from students and freelancers to professionals and entrepreneurs

2.2.6 Characteristics of Respondents Based on Monthly Income

Monthly income is a crucial demographic factor that influences purchasing behavior, financial decisions, and the ability to invest in digital assets such as cryptocurrencies. Understanding income levels helps tailor marketing strategies and product offerings that align with user capacity.

Table 2.6 Characteristics of Respondents Based on Monthly Income

Income Range	Frequency	Percentage (%)
<Rp 1.000.000	3	0.3%
Rp1.000.000 – Rp2.999.000	21	21.0%
Rp3.000.000 – Rp4.999.000	19	17.0%
Rp5.000.000 – Rp6.999.000	2	2.0%
Rp7.000.000 – Rp9.999.000.000	8	0.7%
> Rp10.000.000	47	47.0%
Total	100	100%

Table 2.6 illustrates the distribution of respondents based on their reported monthly income. The largest group of respondents (47%) earn more than *Rp10,000,000 to* per month, indicating a substantial middle-to-upper income segment that likely possesses adequate financial capacity for investment activities on platforms like Reku.

The second-largest group (21%) earn between *Rp1,000,000 to Rp2.999.000* reflecting a lower-income demographic that may require more

accessible or entry-level services. Meanwhile, 18% fall within the *Rp3,000,000 to Rp4,999,000* range, while only 4% report earnings between *Rp5,000,000 to Rp10,000,000*—a moderate-income category with potential to scale up.

A small but notable portion (2%) of respondents earn *Rp5.000.000 – Rp6.999.000* monthly. This group likely represents medium income who may demand on hedging income

The smallest one is group of less than *Rp 1.000.000* with 3% who probably only want to know the product.

These findings suggest that Reku users span multiple economic segments, reinforcing the need for a tiered service strategy that balances affordability, accessibility, and premium offerings.

2.2.7 Characteristics of Respondents Based on Purchase Frequency

Purchase frequency is a key indicator of customer engagement with a platform's products or services. It reflects the degree to which users interact with and derive value from Reku's offerings. By analyzing how often respondents make purchases within a defined period six months in this case Reku can identify patterns of usage and tailor its strategies to increase customer loyalty, improve user experience, and boost conversions.

Table 2.7 Characteristics of Respondents Based on Purchase Frequency

Purchase Frequency	Frequency	Percentage (%)
Never (0 times)	0	0%
Rarely (1–2 times)	31	31.0%
Occasionally (3–5 times)	14	14.0%
Frequently (6–9 times)	4	4.0%
Very Frequently (≥ 10 times)	51	51.0%
Total	100	100.0%

Based on Table 2.7, the majority of respondents (51%) reported purchasing Reku products very frequently ten or more times within the last six months. This indicates a strong level of engagement and possibly high trust in the platform among more than half of the users. On the other hand, 31% of respondents stated they had rarely made a purchase during the same period, representing a significant group of potential users who may still be exploring or have not yet been converted into active customers. Meanwhile, 14% of respondents purchased occasionally (3–5 times), suggesting moderate involvement, while 4% purchased rarely (6–9 times), and 0% never (0 times). These findings reflect a diverse user base in terms of activity levels and emphasize the importance of differentiated strategies. Reku can benefit from reinforcing loyalty programs and exclusive offers for highly active users while also implementing targeted engagement campaigns to convert inactive or low-frequency users into repeat customers.