

Use of ChatGPT to Improve Digital Enterprise Business Performance

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Abstract

Artificial intelligence-based technologies, such as Chat GPT, are increasingly being applied in online businesses to improve business performance in businesses. This research uses qualitative research to explore the impact of using GPT Chat on online business performance among digital business actors using a phenomenology approach. In this research, data collection was carried out using a structured interview method. The data analysis method used in this research is thematic analysis. The results of data analysis show that using ChatGPT helps complete tasks faster, makes it easier to complete tasks, helps acquire new knowledge, helps acquire new skills, helps find innovative ideas, using ChatGPT can improve your service delivery to customers, helps identify problems faced by the company, helps in making decisions for the company, helps make better quality decisions and helps make more effective decisions.

Keywords: *Technology, ChatGPT, Business performance, Online Business*

Abstrak

Teknologi berbasis kecerdasan buatan seperti Chat GPT semakin banyak diterapkan dalam bisnis online untuk meningkatkan kinerja bisnis dalam bisnis. Penelitian ini menggunakan penelitian kualitatif untuk mengeksplorasi dampak penggunaan GPT Chat terhadap kinerja bisnis online di kalangan pelaku bisnis digital dengan menggunakan pendekatan fenomenologi. Dalam penelitian ini pengumpulan data dilakukan dengan menggunakan metode wawancara terstruktur. Metode analisis data yang digunakan dalam penelitian ini adalah analisis tematik. Hasil analisis data menunjukkan bahwa penggunaan ChatGPT membantu menyelesaikan tugas lebih cepat, mempermudah penyelesaian tugas, membantu memperoleh pengetahuan baru, membantu memperoleh keterampilan baru, membantu menemukan ide-ide inovatif, menggunakan ChatGPT dapat meningkatkan penyampaian layanan Anda kepada pelanggan, membantu mengidentifikasi masalah yang dihadapi oleh perusahaan, membantu dalam pengambilan keputusan bagi perusahaan, membantu pengambilan keputusan yang lebih berkualitas dan membantu pengambilan keputusan yang lebih efektif

INTRODUCTION

Technological progress continues at an incredible pace, and adaptability is key, especially in the era approaching Society 5.0, which is also referred to as the Super Smart Society. The concept that modern society depends on the latest technology to meet daily needs is increasingly reinforced. Digital transformation has changed the way humans interact in society, with 57 percent of the world's population now connected to the internet. In 2018, an average of one million new users joined digital networks every day, reflecting the enormous impact of digitalization on global human behavior and interactions (Hendrasto, 2019). Concrete evidence of this statement can be seen in the application of Artificial Intelligence (AI) Technology. The superiority of GPT Chat capabilities creates significant changes in the realm of technology, giving rise to innovations that are quickly recognized in cyberspace. Users enthusiastically share examples of the extraordinary capabilities possessed by Chat GPT, which is not only able to solve various problems but also summarize everything, which means that Chat GPT operates by collecting information from various sources such as journals, articles and newspapers that have available on the internet (Kalla et al., 2023).

One of the applications studied is the business performance of digital businesses. It is stated that Chatbots such as ChatGPT have a positive impact on company performance. This is because ChatGPT can improve customer service, handle several client inquiries at once, and save operational costs.

Additionally, ChatGPT can automate regular processes such as order tracking and billing, allowing employees to focus on more complex and strategic responsibilities. On the other hand, implementing Chat GPT on company performance requires in-depth consideration. When companies implement GPT Chat they must carefully analyze its uses and limitations, as well as its strengths and weaknesses. Where one company has different capabilities in implementing ChatGPT (Raj et al, 2023). In some cases, companies fail to implement Chat GPT to improve company performance. This includes failing to understand the Chat GPT operating system, which is a language-trained model that is completely based on the raw data provided to train it. Therefore, training data that is specific to the business domain is needed. The company's failure to implement Chat GPT shows that existing companies seem lazy in implementing Chat GPT itself (Chuma et al., 2023).

Based on consideration of both the positive and negative sides of implementing ChatGPT on company performance, this is what is interesting to study. This is to see how a company implements ChatGPT, so that it can see the key to successful implementation of Chat GPT on performance. Various studies have studied the application of ChatGPT to company performance, but its application has never been studied in SMEs (George et al, 2023; Javaid et al, 2023). Where the application of Chat GPT to the performance of SMEs will certainly have differences. This is because SMEs themselves have different characteristics compared to the companies that have been

studied so far. Therefore, a study is needed regarding the application of ChatGPT to Digital Business Performance as part of SMEs.

LITERATUR REVIEW

ChatGPT, short for Chat Generative Pre-Trained Transformer, is a type of artificial intelligence chatbot in the form of a generative language model. ChatGPT uses transformer technology to predict the probability of the next sentence or word in a conversation or command sentence in text form. ChatGPT works on a conversational principle, where users can ask questions to this type of artificial intelligence and receive answers automatically in a short time (Eysenbach, 2023). One of the main features of Chat GPT is its ability to help with social media tasks making it a valuable marketing, business and individual money tool (Amalia et al., 2023).

According to Lis et al. (2022), business performance is the result of work achieved by business actors within a certain period of time. Usually, this performance is measured or seen through business growth and development, and revenue growth. Business performance is a company's achievements within a certain period of time which reflects the company's health level. Business performance is different ways depending on the goals. An organization has a set of goals, how much the organization achieves these goals. Business performance can be defined as how much an organization can overcome fluctuating environmental factors such as profits, productivity, employee satisfaction, social responsibility and business survival (Walter, 2021). Researchers synthesize that business performance is the

achievement of company goals in a certain period that can be measured through financial and non-financial aspects.

Fairlie (2020) defines business as activities carried out by individuals or groups (organizations) that create value through the production of goods and services to meet society's needs and achieve profits through transactions. Based on research conducted by Gartner, more than 60% of the 1,000 companies that have websites are expected to adopt social media in 2010 (Reddy & Karimikonda, 2019). Electronic business activities, which are often referred to as e-business or e-commerce, have provided various conveniences for producers, sellers and customers (Asbari, 2023). From this explanation, it can be concluded that business is basically an activity that can be carried out by individuals or groups. However, with technological developments, online business via the internet has also become an increasingly popular trend in this digital era.

In an online context, it refers to all activities using the internet where individuals can communicate, interact, or connect with other people through online platforms. In general, something is said to be online when it is connected or integrated in a wider network or system. Online business is defined as the activity of selling goods or services with the aim of making a profit through the internet. (Situmeang, 2018). Digital marketing and online business offer lower costs and are effective when compared to conventional marketing. For example, many companies spend more on social media marketing in terms of time than money. By outsourcing their social media campaigns to marketing consultants, they can save a lot of time and money (Ismail et al., 2020;

Abdullah et al., 2023).

RESEARCH METHOD

This research is qualitative research, namely a type of research that explores and understands the meaning of a number of individuals or groups of people originating from social problems (Kalu & Bwalya, 2017). The approach used in this research is phenomenology, namely an approach that seeks to reveal, study and understand phenomena and their contexts which are unique and unique to the individual's experience up to the level of belief of the individual concerned (Creely, 2018). Martin Heidegger developed this approach aimed at understanding or studying human life experience, looking for the nature or essence of experience and the goal is to understand experience as consciously (Tung et al., 2017).

To determine the research sample, the researcher will use certain respondent criteria, what is meant by sampling frame is a representation of the population contained in the sample to be taken. Therefore, in the sampling framework it is necessary to limit criteria to determine the sample that will be used in this research (Mweshi & Sakyi, 2020). The research sample used is digital entrepreneurs who use Chat GPT. In this research, data collection was carried out using a structured interview method, namely in conducting interviews, data collection had prepared research instruments in the form of alternative questions and answers had also been prepared (Jain, 2021).

The data analysis method used in this research is thematic analysis, which is one way

to analyze data to identify patterns or find themes through data that has been collected by researchers (Braun & Clarke, 2006; Castleberr & Nolen, 2018; Peel, 2020). This method is a very effective method if a study intends to examine in detail the qualitative data, they have in order to find the relationship between patterns in a phenomenon and explain the extent to which a phenomenon occurs through the researcher's eyes (Fereday & Muir-Cochrane, 2006).

RESULT AND DISCUSSION

ChatGPT brings benefits to the business world, including digital business actors, especially in terms of business performance (Mahmudin, 2023; Cribben & Zeinali, 2023). ChatGPT has the ability to provide solutions to improve business performance in various aspects, such as time management, ideas, marketing and customer service, without requiring additional staff to handle many consumer conversations simultaneously (Sudirjo et al., 2023; Yousef, 2024). Apart from that, another advantage lies in its availability which can operate 24/7 without stopping, making it easy for consumers who need instant information. For example, in the retail industry, in June 2023, Carrefour launched Hopla, a ChatGPT-based chatbot integrated into the Carrefour.fr website. This allows customers to use artificial intelligence in everyday shopping processes, such as selecting products according to their budget or asking for advice on food recipes. The opportunity for this situation is quite large, because ChatGPT is an artificial intelligence system that uses Natural Language Processing technology, allowing it to follow

human conversations. Based on the experimental results, it was revealed that in a span of seven minutes, ChatGPT was able to produce 693 words (Setiawan & Luthfiyani, 2023).

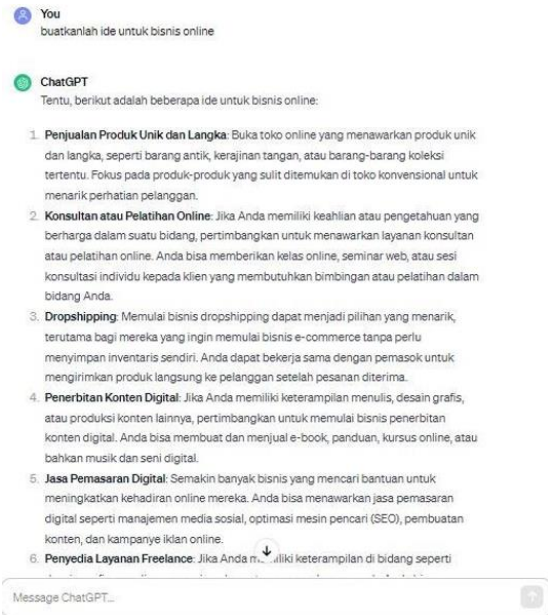


Figure 1. Display of GPT chat results conducted by the author

Utilizing artificial intelligence (AI) such as ChatGPT in completing tasks must become part of the skills needed by everyone, including digital entrepreneurs. Next, the author carried out a simple experiment by inputting idea commands for online businesses. As a result, ChatGPT (GPT-3.5) is able to provide ideas for online businesses in just a few seconds after the command is executed, and still has potential for further development. This certainly provides assistance in improving business performance.

Table 1. Interview

Question	Informant	Information
The use of technology helps complete tasks faster	1	That's right, it really makes it easier for business because we can ask questions and get answers immediately in a few seconds
	2	It really helps in completing tasks quickly
	3	Yes, it helps because it can be used to complete tasks quickly
	4	You can complete tasks more quickly because when you have no ideas you can use GPT chat to complete the task
	5	GPT chat is very helpful in completing tasks quickly
The use of technology can make it easier to complete tasks	1	When creating advertisements, making videos, solving problems and serving customers
	2	What you want to find, just search
	3	Makes it easier to find ideas, marketing, copywriting, and ways to improve branding
	4	Makes it easier when there's a deadline, just type in what you want to search for, the GPT chat will give you the answer, you can just copy paste and edit a little
	5	So, it can be easier and more complete and has lots of options
The use of technology helps to acquire new knowledge	1	That's right, it makes it easier to search for new knowledge easily
	2	Very helpful because GPT chat is very easy to find new knowledge
	3	You can just search easily according to the knowledge you want
	4	Yes, because every time you type something you gain new knowledge
	5	Totally agree that GPT chat can help to gain new knowledge
The use of technology	1	Can improve and gain new skills from GPT chat
	2	Very helpful because of basic IT and can look for skills such as website coding

Question	Informant	Information
helps acquire new skills	3	Yes, you can get new skills, for example good communication with consumers, ideas, insights
	4	Lack of experience of new skills, only getting insights or ideas
	5	More knowledge to help with new projects
The use of technology helps find innovative ideas	1	You can get new ideas easily, such as looking for copywriting for business development
	2	Yes, chat can provide innovative ideas
	3	Yes, you can look for innovative ideas in GPT chat, you can use brainstorming to look for ideas
	4	Yes, especially when writing when stuck, GPT chat helps to get ideas
	5	Yes, GPT chat can help you find innovative ideas
The use of technology can improve your service delivery to customers	1	Yes, you can really chat GPT to communicate with customers
	2	Can improve service and provide complete explanations to communicate with customers
	3	Yes, you can improve service to consumers, for example, if you don't know how to respond to consumers, you can search in GPT chat to find answers and improve service and be more efficient for consumers.
	4	Yes, especially follow-up texts to customers are very helpful
	5	It can really help facilitate service to consumers
The use of technology helps identify problems facing the company	1	Can be used to identify problems, for example when sales run out in search of ideas, GPT chat can be used to identify the problem
	2	Of course, you can, it's a helper because we just have to search whatever we want to identify the problem
	3	Yes, it can help with data analysis, customers and help with service problems
	4	No, because problem solving that solves our own problems, GPT chat only helps provide insight
	5	It's very possible, for example, when you encounter a problem in your business, GPT chat can help you find answers easily
The use of technology helps in making Decisions for the company	1	Yes, it can help in making business decisions if the advice given is appropriate
	2	Yes, it is very helpful in making decisions
	3	If the decision depends on us, chat only provides insight in making decisions
	4	Helping only provides insight and our own decisions
	5	It is very possible, for example there are several things for insight in the decision-making process
The use of technology helps make better quality decisions	1	Yes, GPT chat can make quality decisions but not all suggestions can be used
	2	Yes, GPT chat also helps in providing advice on making better quality decisions
	3	Can help in the decision-making process, the quality depends on each business and decision taken
	4	Helping only provides insight and our own decisions
	5	Yes, it helps in the quality decision making process
The use of technology helps make more effective decisions.	1	Yes, GPT chat can be used to make more effective decisions
	2	Yes, GPT chat also helps in suggesting effective decisions
	3	Helping in the decision-making process, effectiveness depends on each business user
	4	Helping, only providing insight and our own decisions
	5	Yes, it really helps in making more effective decisions

The interview results table above shows that in general business people's knowledge of ChatGPT is quite good. The resource person stated that Chat GPT is an AI model which is direct language intelligence to make business easier. GPT chat is a search engine for finding what users want and functions like a chat bot that can help answer various questions easily. In Setiawan & Luthfiyani (2023) research, it is implied that the use of Artificial Intelligence (AI) such as ChatGPT in carrying out tasks must be part of the skills required by anyone, including business people. The role of ChatGPT is likely to be increasingly beneficial for the business world, although behind ChatGPT technology there are various negative risks that must be watched out for (Ishaq et al., 2023). With its constant flow of information and distractions, is changing the neural pathways of the human brain. Ease of access to online information along with multitasking can reduce people's ability to focus and think critically.

The research results show that using ChatGPT helps complete tasks faster. This is shown by information from research sources who state that ChatGPT makes it easier for businesses because users can ask questions and answers are provided immediately within a few seconds. This convenience really helps online business people in running their business for better company performance. Using ChatGPT can make it easier to complete tasks based on the results of research interviews. According to sources, when creating advertisements, making videos, solving problems and providing service to customers, ChatGPT makes it easy to find ideas, marketing, copywriting and ways to increase branding, especially when time to

complete work is very limited. The ease of using ChatGPT is that the search results obtained can easily be transferred into the draft manuscript you want to create.

Based on the interview results, it can be seen that using ChatGPT helps gain new knowledge. ChatGPT makes it easy to search for new knowledge. All research sources stated that Chat GPT was able to provide new knowledge by searching according to the desired knowledge. The research results also show that using ChatGPT helps acquire new skills. It was acknowledged by the resource person that ChatGPT could improve and gain new skills. These new skills include basic IT skills and you can look for skills such as website coding. Other skills include examples of good communication with consumers, ideas, insights. However, other sources said that ChatGPT does not provide new skills and only provides insights or ideas. Based on the interview results, it can be seen that using ChatGPT helps find innovative ideas. ChatGPT users can get new ideas easily, such as looking for copywriting for business development. Yes, you can look for innovative ideas in GPT chat, you can use brainstorming to look for ideas. ChatGPT is very helpful when users are at a loss for ideas and helps to find innovative ideas and helps to communicate with customers.

ChatGPT is also considered to be able to improve services and provide complete explanations for communicating with customers (Sudirjo et al., 2023; Limna & Kraiwanit, 2023; Yao, 2023). ChatGPT users can improve service to consumers, for example, when users don't know how to respond, consumers can search in GPT chat to find answers and improve service and be more efficient to consumers. Using ChatGPT can also help identify problems facing

companies. The research results also show that using ChatGPT can be used to identify problems, for example when sellers run out of ideas, Chat GPT can be used to identify the problem. Finding solutions to problems is quite easy, namely by doing a search on ChatGPT. Apart from that, it can also be used to help with data analysis, customers and help with service problems. According to research sources, using ChatGPT helps in making decisions for companies. However, there are those who argue that ChatGPT only helps provide insight because it solves problems from the users themselves. This shows that using ChatGPT helps make better quality decisions (Kumar et al., 2024). However, the quality of the decision-making process depends on each individual effort and decision taken.

Using ChatGPT helps make more effective decisions according to research sources. ChatGPT is considered to be able to be used to make more effective decisions. ChatGPT does help in the decision-making process, but the level of effectiveness depends on each business user. Effective decisions are decisions that are made well and can be implemented well. The research findings show that ChatGPT has become a competitor for workers in various business sectors, including the creative industry. To illustrate, by using ChatGPT, more and more people can create text for advertising and other marketing purposes easily, without requiring the services of a copywriter. Stephen Hawking, who inspired The Theory of Everything, also warned that humans are limited by slow biological evolution, and have limitations in competing, so have the potential to be replaced.

The use of GPT Chat from Open AI provides great benefits for digital business

people, especially in promoting products through social media (Saputra et al., 2023). Interacting with GPT Chat enables the creation of planned, relevant and original content quickly and efficiently, as well as assisting in customer service. The application of artificial intelligence such as Chat GPT not only improves the effectiveness and performance of marketing businesses, but also overcomes challenges such as limited resources and budget. With its ability to generate creative ideas and improve marketing strategies, Chat GPT is a valuable asset for digital businesses, enabling them to compete effectively in the digital era (Saputra et al., 2023). OpenAI's use of ChatGPT in analysis and strategy to improve digital product sales performance has the potential to provide significant benefits. By utilizing ChatGPT artificial intelligence such as ChatGPT, businesses that are being planned or are already operating can gain a deeper understanding of customer needs and preferences, and design more targeted strategies that are effective and efficient (Yao, 2023).

CONCLUSION

The use of ChatGPT has been proven to have a positive impact on the business performance of digital businesses. The results of data analysis show that using ChatGPT helps complete tasks faster, makes it easier to complete tasks, helps gain new knowledge, helps acquire new skills, helps find innovative ideas, using ChatGPT can improve your service delivery to customers, helps identify problems faced by the company, helps in making decisions for the company, helps make better quality decisions and helps make more effective

decisions. The research results also showed that there were no inhibiting factors found in using GPT Chat for business.

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