

ABSTRACT

Indonesia is in the era of the industrial revolution 4.0 or the so-called "Internet of Things" which is marked by increasingly recent advances in internet technology, as well as an increase in internet users in Indonesia. Indonesia has a total population of 276.4 million as of January 2023, of which there are 212.9 million internet users in Indonesia, of which 167 million users or 60.4 percent of the total population in Indonesia use social media. Media sharing network, a type of social media that allows users to share visuals such as photos and videos. Examples of social media whose content focuses on video sharing platforms are YouTube and TikTok. YouTube is a popular video sharing platform launched in 2005 and already has 139 million active users in Indonesia (Priyadi, 2021). Apart from Youtube, now TikTok is also starting to be in demand by the public. TiktTok was launched in 2017 and already has 109.9 million active users (Ismi, 2022).

The emergence of Tiktok has made it a competitor application to YouTube, where prior to TikTok, YouTube was the most popular video sharing application. However, news has started to appear regarding the popularity of TikTok, which is starting to catch up with YouTube. First, based on the number of active users. Second, based on the time spent. Third, based on popularity on Google Play, TikTok is ranked first in the video player and editor application category on Google Play and YouTube is ranked sixth, and the TikTok rating is 4.4 per 5 and the YouTube rating is 4.2 per 5. In addition, based on the example of crawling data review, YouTube and TikTok users are still dissatisfied with the services provided by YouTube and TikTok.

Service quality is considered as an important aspect in business, because the development of a company is highly dependent on how well they retain their customers through services. The purpose of this research is to help the performance of YouTube and TikTok services. The selection of evidence research objects based on the latest data in 2023. Service performance identification is carried out based on two electronic service quality scales, namely ESQual and ERecSQual.

This research was conducted by utilizing UCG data from the Google Play Store, where the data obtained was then analyzed using a text mining approach

consisting of sentiment analysis and topic modeling. In addition, a correlation analysis was also carried out between the quality of electronic services with ratings and prediction analysis through simple linear regression modeling.

Keywords: *ESQual, ERecsQual, Sentiment Analysis, Topic Modeling, Rating*