

## **ABSTRACT**

*The development of developing internet technology provides a lot of convenience in communicating its users. The rapid development of technology in this era of globalization has an impact on changes in various fields, including in the e-commerce business. The increase in popularity in shopping transactions online, especially online grocery shopping, was driven by the Covid-19 pandemic. The online grocery service allows users to order daily necessities such as vegetables and other food ingredients through the application. The four e-commerce online grocery items that are included in the top charts in the highest in Indonesia in the category shopping are Sayurbox, TaniHub, TukangSayur.co, and Brambang.com. Business competition to maintain the quality of service for each application is also getting tougher. The application needs to know the quality of service through customer feedback written by its users through the column review Google Play Store.*

*Companies need to analyze to see user reviews from UGC. This analysis can lead to new decisions for companies e-commerce to evaluate and maintain the quality of their services to create customer loyalty. This analysis uses a qualitative method text network analysis to determine the perception of service quality from customers based on the dimension E-SERVQUAL.*

*The research was conducted using the dimensions of service quality e-commerce, the results of the study stated that the dimensions of website design, fulfillment, and customer service were considered good by several companies, while the dimension was security/privacy quite bad. The research results can be used by the company to evaluate and improve its services.*

**Keyword:** *E-Commerce, Perception, Service Quality, Text Network Analysis, Online Groceries*