

ABSTRACT

The Development of Technology Now Can Ease people in many things. It causes the changes in people's behavior, one of which is in transaction. The Use of e-Commerce platform helps people to do the transaction. People can buy or sell everything anywhere anytime. Tokopedia, Shopee, and Bukalapak are e-Commerce with the most users in Indonesia. The business competition to maintain their service quality is getting tougher. So that, they need to maintain the service quality to create customer loyalty. They need this research to look how is the feedback form the users. This research uses quantitative methods by utilizing data from social media twitter. The data is processed using the Topic Modeling method to find out frequently discussed topics and also Classification Text to measure service quality based on the sentiment dimensions of SERVQUAL. The results of this study indicate that each e-Commerce has a different topic from customer perceptions. Meanwhile, the results of the visualization based on the quality of service showed that the three companies still had poor quality

Key Words: E-Commerce, Perception, Service Quality, Topic Modeling, Classification Text.