

ABSTRACT

Currently, beauty e-commerce is become one of the most potential sectors in Indonesia. It is based on two main reasons. First, the increasement of awareness among Indonesian population about the importance of taking care of their appearance. Second, the more familiarized Indonesian populations into online shopping. This strategic condition invites the presence of new players which causes the level of competition in the beauty e-commerce sector to be higher. Therefore, it is important for companies to ensure that the services provided meet customer expectations so that customer satisfaction and loyalty can be obtained.

The purpose of this study is to identify the service performance of Sociolla, one of the leading beauty e-commerce in Indonesia. The study object selection is based on the continuous decline of visitor numbers experienced by Sociolla in its platform from 2019 until 2020. The identification of service performance is carried out based on two electronic service quality scales, namely ESQual and ERecSQual.

The study was conducted by utilizing UGC data from Twitter, where the data obtained was then analyzed using a text mining approach consisting of three methods, namely multiclass classification, sentiment analysis, and text network analysis. In addition, qualitative analysis through interviews with a number of experts was also carried out in this study to provide a comprehensive understanding.

The analysis results shows that there are 4 dimensions that are most discussed by customers, i.e., system availability, efficiency, fulfillment, and responsiveness. These four dimensions get a high proportion of negative opinions by 97.01%; 77.47%; 76.64%; and 41.52% than the positives one. In addition, based on the text network analysis, it is known that there are several service problems that occur in each dimension, including an inadequate system, confusing UI and UX, mismatch between supply and fulfillment to customers, and slow response from customer service in handling complaints.

Improvement efforts that can be done on the system availability dimension include providing a server that can store data with a much larger capacity, fixing detected bugs, and controlling it regularly so that any system problems can be detected quickly. In the efficiency dimension, improvements that can be done are improving UI and UX with careful planning and calculations, eliminating features that are not needed, and increasing convenience for features that are often used by consumers. The service improvement efforts that can be done on the fulfillment dimension are providing offers such as discounts, promos, cashback, giveaways, etc. more transparently, conducting regular market research to ensure what products and brands to sell and not to sell based on customer demands, as well as evaluating and clarifying the rules of cooperation with third parties especially related to shipping expeditions. The last one, improvement efforts that can be done on the responsiveness dimension include evaluating the admin needs of each communication channel, providing a clear standby schedule and appointing a person in charge (PIC) on each shift made, re-evaluating the SOP and flow of handling problems experienced by customers, and raise politeness

and friendliness in serving customers through some activities such as training, assessment, etc.

Keywords: *Beauty e-commerce, ESQual, ERecSQual, Text Mining*