ABSTRACT

Digital transformation changes various activities and streamlines all business activities, one of which is shopping activities. Shopping transformation is shopping using online applications that make it easier for sellers and buyers to make transactions. In Indonesia, there are several shopping applications that are often used, one of which is Tokopedia. Tokopedia aplication is one of the shopping applications developed in Indonesia. To ensure that users are loyal to the Tokopedia application, a quality analysis needs to be done to find out what things need to be improved or developed in the future. This study uses quality measurement theory for mobile apps shopping service quality with three variabel ons, namely interaction quality, environment quality and outcome quality. The data used in this study is a review of Tokopedia application users on the Google Play Store website, data retrieval is done by scrapping for the period June 2020 to December 2020 with a total data of 21,616 reviews. The review data is then analyzed using the text mining method. The results of the first analysis are sentiment analysis with the results of a Tokopedia review with good results with a value of 65% positive sentiment and 35% negative sentiment. The second is multiclass classification, the results are 16% of the variabel ons of interaction quality, 26% of environment quality and the last is 58% of outcome quality. The last stage used is text network analysis to find out how the word network is formed and to find out negative words that are often mentioned in each indicator in the variabel on of mobile apps service quality. The interaction quality variabel on, needs improvement for slow CS response, data security, and the help center, the environment quality variabel on needs improvement for application notifications and the addition of a dark mode, lastly, the outcome quality variabel on for complaints when the application updates but makes it more difficult for users.

Keyword*: Tokopedia, *Text Mining, Big Data, Mobile Apps Service Quality.