

ABSTRACT

The development of smartphone-based applications in Indonesia is increasing in number thanks to the growing digital technology. This gives startups an opportunity to come up with new innovations and compete to create applications, one of which is the Gojek application in the transportation sector, which is known as a pioneer in this sector. Therefore, Gojek needs to pay attention to and improve service quality and create customer satisfaction and have the ability and strength to compete in controlling the market.

This study aims to analyze consumer perceptions of Gojek. This is intended as an effort to see the value of Gojek's service quality based on consumer tweets from Twitter social media. In addition, to find out the discussion of topics that are often discussed by consumers. The discussion of these topics is used to determine the dimensions of improvements that need to be made by Gojek.

The method used is deep learning which is a branch of Machine Learning (ML) using Deep Neural Network to solve problems. In addition, deep learning can represent the processes and workings of the human brain with its artificial neural network model. To achieve better results, a transfer learning approach such as IndoBERT is needed. Thus, this study uses IndoBERT in sentiment analysis and classification of e-service quality, while the analysis of topic modeling uses BERTopic.

The results of this study indicate that IndoBERT is able to classify with good accuracy, which is 96% on sentiment analysis. The sentiment that has the largest percentage is negative sentiment, which is 56% of the total data. In this negative sentiment, the dimensions of mobile customer service and billing have the highest frequency.

The results of this research analysis are useful for knowing consumer perceptions of Gojek. In addition, Gojek can find out which dimensions need to be improved and developed, especially the dimensions that have the highest frequency value for each sentiment. Based on the results of the study, the researcher gives suggestions for companies to improve the dimensions of mobile customer service and billing, especially in the recruitment process in the customer service and IT systems section.

Keywords: Gojek, Sentiment Analysis, Topic Modeling, IndoBERT, Consumer Perception