

ABSTRACT

Technological progress in Indonesia has developed rapidly, therefore, it cannot be separated from people's lives. Advances in information technology have also had a significant impact on the business sector, especially e-commerce. The rise of e-commerce provides opportunities for the public to use shipping services which are increasing. Shopee Xpress is one of the shipping services that is directly integrated with Shopee to optimize services and reduce errors in logistics companies as an important part of the company's success. However, Shopee Xpress still has many complaints from customers regarding delays in delivery of goods, untracked packages, damaged shipments, lost packages, and employees who are not friendly in serving customers. The quality of service provided by a company is very important in creating customer satisfaction. Therefore Shopee Xpress needs to pay attention to the quality of services provided in order to meet customer satisfaction which is one of the main targets of the company, so that it can grow and develop to face intense competition.

This study aims to understand consumer opinion on Shopee Xpress goods delivery services on Twitter, identify positive and negative sentiments, and find out the dimensions of service quality that need to be improved to improve Shopee Xpress goods delivery services.

Mixed methods are used in this study. Research data was collected on social media Twitter using the SocialX application with the keyword "Shopee Express" for 3 months from 01 November 2022 to 30 January 2023. The data that has been obtained is then processed using the Naïve Bayes Classifier algorithm with a sentiment analysis method based on the dimensions of service quality used, consisting of tangible, reliability, responsiveness, assurance and empathy. The word cloud is used to describe the words that appear most frequently in each dimension of service quality based on their sentiments.

The results showed that the classification model produced an accuracy value of 86.33%. Negative sentiment dominates consumer opinion regarding Shopee Xpress with the reliability dimension being the most discussed. Furthermore, based on the word cloud visualization, there are several things that consumers often complain about in each dimension as a material for consideration to improve the quality of Shopee Xpress services. The results of research related to Shopee Xpress consumer opinion on Twitter social media can be used by the company as material for consideration to improve the quality of services provided to maintain customer loyalty.

Keywords: *Shipping Services, Service Quality, Sentiment Analysis, Naïve Bayes Classifier, Word Cloud*