ABSTRACT

The rapid advancement of technology has resulted in innovation in various industries, one of which is the transportation industry. Gojek and Grab have emerged as big companies that dominate the market in Indonesia. According to measurable.ai, the latest market share data shows that Grab has a bigger market share in Indonesia than Gojek. However, according to data from the Google Play Store, Gojek has a higher number of daily active users. This gap raises questions about the relationship between market share and user engagement.

Researchers use the collection and analysis of user reviews from the Google Play Store, then categorize these reviews as positive, and negative using the IndoBERT model in sentiment analysis and topic modeling analysis using BERTopic to find out the opinions that are currently being discussed.

The findings of this study will help to better understand app reviews and what topics are currently being talked about and engagement with customer satisfaction. In addition, it will provide Gojek and Grab with valuable insights on how to improve their services.

Keywords: sentiment, topic modeling, customer satisfaction, reviews.