

ABSTRACT

The Internet has grown tremendously in influencing media and communication. With the need and demand that continues to increase every year, making internet services a potential business and generating profitable margins for companies. Telkomsel is one of the businesses engaged in internet services. Good service quality needs to be built by Telkomsel for business sustainability in the future. Consumer perception is one of the factors that Telkomsel needs to pay attention to in improving the quality of its services.

The purpose of this study is to analyze Telkomsel's service quality based on consumer perceptions in the form of user reviews and find out Telkomsel users' sentiments on Telkomsel's service quality based on their reviews on Google Play Store. The data used is in the form of Telkomsel user reviews on Google Play Store in the period 01 Juny 2023 – 31 August 2023.

The research method used in this study is sentiment analysis method or commonly called opinion mining and topic modelling. Data classification is done based on servqual dimensions and sentiment analysis. Servqual's dimensions include network quality, customer service and technical support, information quality, and privacy and security. Meanwhile, sentiment analysis uses the Naïve Bayes Classifier as a model to categorize the review data as negative or positive. As for the analysis of conversation topics using LDA for its classification.

The results showed that the resulting accuracy value was 75.6%. The classification results based on the service quality dimension show that the network quality dimension is the most dominant dimension, while the classification results based on sentiment, mention that the review data provided by users refers more to negative sentiment than positive sentiment. Meanwhile, the frequently discussed topic of service quality refers to words that have negative connotations.

Keyword: service quality, sentiment analysis, topic modelling, costumer review