

ABSTRACT

The growth of e-commerce in Indonesia has significantly changed consumer behavior, especially in the skincare product category, which is increasingly popular among online shoppers. Tokopedia, as one of the largest e-commerce platforms in Indonesia, serves as a key channel for consumers to purchase local skincare products. In this context, understanding customer satisfaction is crucial for sellers and platforms to improve service quality and maintain customer loyalty. User-Generated Content (UGC), such as customer reviews, plays an essential role in reflecting real consumer experiences and perceptions.

This study aims to analyze customer satisfaction in skincare purchases on Tokopedia by combining sentiment analysis using IndoBERT and topic modeling with BERTopic. The dataset consists of 14,716 reviews collected from five top-selling local skincare brands: Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab. Sentiment analysis results indicate that 85.6% of the reviews are positive, while 14.4% are negative. The reviews were then categorized into four e-satisfaction dimensions: Delivery, Product Quality, Offers & Discount, and Customer Support, with Delivery being the most frequently mentioned (51.6%).

Topic modeling reveals that delivery-related discussions focus on shipping speed, packaging security, delivery time accuracy, and courier service quality. Positive reviews emphasize fast and safe delivery, while negative comments address late deliveries and damaged packaging. In the Product Quality dimension, users praise product authenticity and effectiveness. For Offers & Discount, most reviews express satisfaction with promotions, although some mention unclear terms. Customer Support appears less frequently but still includes concerns about service responsiveness.

This study provides practical recommendations for e-commerce platforms and skincare sellers to improve logistics services, maintain product quality, and refine promotional strategies. It also contributes to the academic field by expanding the application of text mining in customer satisfaction analysis for digital marketplaces.

Keywords: Customer Satisfaction, Skincare, E-commerce, Sentiment Analysis, BERTopic, Tokopedia.