

PREFACE

Alhamdulillah, all praise and gratitude are addressed to Allah SWT for His grace and guidance that enabled the author to complete this undergraduate thesis entitled: "Analysis of Customer Satisfaction in Purchasing Skincare in the Tokopedia Application Using Text Classification and Topic Modeling."

This thesis is submitted as part of the requirements to obtain a Bachelor of Management degree in the ICT Business International Program, Faculty of Economics and Business, Telkom University Bandung.

The completion of this research would not have been possible without the support, guidance, and contributions from various parties. Therefore, the author would like to express sincere gratitude to:

1. Dr. Puspita Kencana Sari, S.Kom., M.T.I as thesis supervisor, for her continuous guidance, advice, and encouragement throughout this research process.
2. Thesis examiners, who have provided valuable feedback, constructive criticism, and insights to improve the quality of this work.
3. Indira Rachmawati, S.T., M.S.M., Ph.D., as academic advisor and homeroom lecturer, for her guidance and kind suggestions during the academic journey.
4. Parents, siblings, and family members, for their endless prayers, love, and motivation that have been a source of strength in completing this research.
5. Salbina Alhaafizhu Rudiana, for her endless patience, understanding, and encouragement, which have given the author additional motivation to complete this thesis.
6. My closest friends and others who have supported the author throughout the process, sharing both challenges and successes.

The author hopes that this thesis can contribute meaningful insights in the field of customer satisfaction analysis, particularly in the use of natural language processing methods such as sentiment analysis and topic modeling. It is expected to be beneficial both academically and practically for e-commerce platforms, especially in improving service quality and understanding customer perceptions in the skincare product segment.