

ABSTRACT

Consumer interest in online shopping activities in e-commerce has increased dramatically. E-commerce applications such as Tokopedia, Shopee, and Bukalapak are used to meet consumer needs during the pandemic, and these applications can be downloaded through the google play store platform. Consumers have reasons and views on selecting the e-commerce platform to meet their needs, That is shown by the variation in the number of stars and the difference in the number of reviews in the Tokopedia, Shopee, and Bukalapak applications.

This study aims to find out the online customer experience based on the review text on the Tokopedia, Bukalapak, and Shopee e-commerce applications on the google play store, as well as to find out the online value proposition of e-commerce companies Tokopedia, Bukalapak, and Shopee based on user reviews on the google play store.

The methodology used in this study is the mixed method, as well as the phenomenon of this research, uses the case study method. The data retrieval technique is to scrape user reviews on the Tokopedia, Shopee, and Bukalapak applications contained in the Google Play Store, then the data will be cleaned through data preprocessing and will be processed using topic modeling and sentiment analysis, which are classified into four dimensions of online customer experience, namely ease of use and usefulness, hedonic and utilitarian features, enjoyment and social interactions.

The topic modeling results show that Tokopedia and Shopee users experience more difficulties and obstacles in using the application. In contrast, Bukalapak users feel their needs are met, facilitated, and satisfied while using the application. The results of sentiment analysis show that the Tokopedia and Bukalapak applications have a good perception and online customer experience based on the ratio of positive user sentiment in each dimension more than negative sentiment except for the dimension of the social interaction, while for Shopee, it is necessary to improve every dimension of online customer experience as a whole, it is found that the enjoyment dimension is an online value proposition from Tokopedia and Bukalapak, While the online value proposition refers to the dimensions of ease of use and usefulness

This research is expected to be a valuable input and evaluation for e-commerce companies in improving the online customer experience.

Keywords: *Online Customer Experience Analysis, Online Value Proposition, Sentiment Analysis, Topic Modelling, User Generated Content*