

ABSTRACT

The rapid development of internet helps the community in all fields, such as conduct sale and purchase online transactions. This day, almost all people use the internet to meet their needs by simply using the gadgets they have. E-commerce help the community in meeting the needs that are needed. But just as offline shopping, customers who buy or visit an e-commerce site have their own valuation of perceived service. The ease of e-commerce sites did not rule out the possibility of the emergence of less good things gained from the experience of customers who have made transactions or just visiting. The experience gained by customers will convey and express through their social media accounts. Customer experience has an important role in describing e-commerce services in Indonesia, whether it is going well or not. The experience distributed is also vary, from good to bad experiences. It is related to the existence of government policies about an improvisation in the digital economy in Indonesia. Therefore this study aims to see whether e-commerce in Indonesia supports government policy or not, with the use of the field of Data Analytics can help in analyzing a content that occurs on social media Twitter and Facebook which contains customer's experience of transacting on the e-commerce sites.

The purpose of this research is to determine what kind of experience that customer got after doing transaction on the sites that become the object of this research (Lazada, MatahariMall, and Bhinneka). The depiction of this research through Wordcloud and Network Text Analysis methods which will be seen later on what kind of experience that much discussed about on social media subscribers to these e-commerce sites.

The data were collected through crawling process on Lazada, MatahariMall, and Bhinneka's Twitter and Facebook account (@LazadaID, @LazadaIDCare, @LazadaIndonesia, @MatahariMall, @MatahariMallCS, @mataharimallcom, @bhinneka and @bhinneka.com). It included tweets, mentions, replies, re-tweets, and comments that will be filtered to get the data that relevant to this research. The observed data were obtained from each online business's accounts. The data were analyzed by using Data Analytics software that are RStudio, web based word generator generator Tagul, Rapid Miner Studio ver 7.1, and Gephi ver 0.9.1.

The results showed the customer experience that often appear on each account with the weight of 5 words that have the largest weight of “pesanan-sampai”, “pesanan-tidak sampai”, “pesanan-tidak kirim”, “barang-sampai”, and

“tidak sesuai-estimasi” on the Lazada's account, “pesanan-sampai”, “pesanan-tidak sampai”, “pesanan-terima”, “tidak respon-admin”, and “tunggu-lama” on MatahariMall's account. “harga-mahal”, “harga-murah”, “barang-mahal”, “kirim-kecewa”, and “promo-susah” on Bhinneka's account. The description of all the results obtained from the network text analysis seen based on the degree is supported by the density of the graph that is close enough of each word that is related to the content of the conversations that occur in each account of the site.

Based on the results of the research, it obtained a way to the e-commerce site to improve their services based on their negative customer experience so that there is positive response from customers and to help them give their customer an optimal service.

Keywords: consumer behavior; customer experience; e-commerce; network text association; social network analysis