

ABSTRACT

The development of the digital era has caused the internet to become a necessity that cannot be separated from society. The increasing number of internet users in Indonesia creates a new culture in business, namely the existence of an e-commerce business. Three C2C e-commerce with the highest number of visitors in Indonesia are Tokopedia, Bukalapak, and Shopee. These three e-commerce during Ramadhan are competing to carry out events in the form of price discounts to consumers, one of them through social media. Information distributed by users on social media is called User Generated Content (UGC).

Companies need social media analysis to see the interactions between users and companies from UGC on social media. The analysis can bring a new decision for e-commerce companies to help improve their marketing through social media and evaluate the service quality of Twitter users regarding e-commerce businesses. Methods that can be used by companies in analyzing user interaction patterns with companies using the Text Network Analysis method to determine perceptions of service quality from customers based on E-SERVQUAL dimensions.

The results of this study resulted in the dominant perception of e-commerce are discounts, coins shopee, flashsale, transactions, websites, payments, goods, shake the rain, the promo, shipping and purchase. The research was conducted using five dimensions of e-commerce service quality, the results of the study stated that the dimensions of personalization, reliability and trust were considered good, while the other two dimensions, responsiveness and web design were still not good. The results of the research can be used by companies to evaluate and improve the quality of their services

Keywords: *E-Commerce; Perception; Quality of Service; Big Data; Text Network Analysis.*