

ABSTRACT

The growth of internet users provides opportunities for e-commerce business. Online Travel Agencies (OTA) is one of the leading and rapidly growing businesses in Indonesian e-commerce. The three most popular OTAs in Indonesia are Traveloka, Tiket.com, and Pegipegi. A good OTA can be seen from the quality of the service. The quality of company services can be reviewed through the existing service quality dimensions. In the aspect of service quality, trust and safety are the main challenges for OTA.

This study aims to determine the quality of OTA services by exploring and describing customer opinions on Twitter social media regarding what they feel in using OTA services. The opinion can be used as a source of information to understand customers and the market and assess the performance of the company's service quality. Thus, the company can meet customer expectations and improve the quality of its services.

The method used in this research is multiclass classification to classify customer opinions into service quality dimensions. Data sources used are customer tweets related to Traveloka, Tiket.com, and Pegipegi. The classification model used is Naïve Bayes Classifier. Furthermore, each tweet is classified into positive and negative sentiment groups.

The good quality of OTA services is seen from the dimension of service quality which tends to get positive sentiment. Multiclass classification results show that Traveloka's service quality is not good enough because six of the seven dimensions of service quality tend to have negative sentiment. While the quality of Tiket.com and Pegipegi services can be assumed to be quite good because three of the seven dimensions of service quality get more positive sentiment.

Analysis of customer opinions on social media is expected to be a source of information for OTA companies to get customer insight. By analyzing the quality of OTA services can be applied to identify the strengths and weaknesses of the company. In addition, this research can be used as an evaluation material for OTA companies to improve the quality of company services.

Keywords: *customer insight, service quality, multiclass classification, sentiment analysis*