ABSTRACT

Internet user's experience has significantly increased because technology is growing in the digital age, especially social media. Based on the initial observations of the study, there were very high negative comments on a social media service provider by.U.

The high number of negative comments on social media will affect the customer experience. Therefore, this study aims to determine the customer experience to realize customer-centricity in the company.

This study uses text mining, including sentiment analysis with the IndoBERT method because IndoBERT has been trained in Indonesian. After conducting sentiment analysis, the researcher used multi-class classification using BERT and topic modeling analysis using BERTopic.

The results showed that IndoBERT succeeded in modelling with 89% high accuracy. Meanwhile, multi-class classification using BERT has a relatively high quality of 85.4% accuracy. The analysis results using classification and topic modeling show that the dimension containing the highest negative sentiment is the service quality dimension. The comparison between classification and topic modeling shows that topic modeling works more effectively in this study.

The analysis results in this study will be helpful for the company to find out the dimensions that need to be improved by the company, especially the dimensions that have the highest negative sentiment. Based on the study results, the researchers suggest companies enhance the service quality dimension, especially in poor networks when users play games and sim cards that fail to activate.

Keywords: *customer experience, service provider, sentiment analysis, multi-class classification, topic modeling*