

ABSTRACT

The improvement of information technology is not only in certain industries but occurs in all fields and industrial sectors, including the education sector, especially skills courses, which are currently more popular with online courses. The presence of various *platforms* paid and unpaid online courses in Indonesia has been widely used by Indonesians, one of which is due to the urgency of improving personal performance for career paths, especially in the field of technology. The performance or quality of online class services in Indonesia can be seen in terms of customer satisfaction who use these services.

By looking at customer satisfaction, we can find out the quality or performance of a product or service, on the online course service there is a comment or testimonial column that can be processed or analyzed to see customer satisfaction. The testimonial column in each Skill Academy and udemy class makes the class content in two directions, this proves that Skill Academy and udemy maximize *User Generated Content (UCG)*.

By using *sentiment analysis* and *topic modeling*, you can find out how the users of the Skill Academy and Udemy class view the class as well as find out what is often discussed about class services that can be used as a measurement of consumer satisfaction by relating it to the dimension *e-satisfaction*. These results can be used as an evaluation material for online skills academy and udemy courses.

This study found that consumers' views on Skill Academy and Udemy's online classroom services using the sentiment analysis method were positive. Furthermore, the results of *topic modeling* associated with the dimension *e-satisfaction* resulted in the two companies fulfilling 2 dimensions, namely *usefulness* and *enjoyment* because there were comments that met these dimensions, while the dimensions of *past experience* and *decision* had no comments that met these dimensions.

Suggestions for further research, the author recommends using the Naïve Bayes Classification algorithm, and for the Skill Academy and Udemy it is suggested to periodically see customer satisfaction in the comments of each class to improve service performance.

Keywords: *Online course, Sentiment Analysis, Topic Modelling, User Generated Content, e-satisfaction*