

## ABSTRACT

*In an era of all-sophisticated and instantaneous society, people are given technology that can assist in the activities they carry out. The technology that is now used by people everywhere is the internet. The Internet itself is provided by Internet Service Providers (ISPs) or Internet Service Providers. Internet Service Providers make it easier for people to access the internet which is already available in various regions in Indonesia. Based on data taken by the Association of Indonesian Internet Service Providers (APJII), XYZ is the most widely used internet provider in Indonesia. However, XYZ users are one of the most active groups in filing complaints and conveying complaints via social media Twitter. Therefore, XYZ needs to maintain the quality of their services to maintain user loyalty.*

*This study aims to determine user sentiment towards XYZ service quality based on ISP service quality dimensions, positive sentiment and negative sentiment and to find out what topics are formed in each ISP service quality dimension to measure XYZ service quality.*

*The data collected was obtained from the data source of this research, namely XYZ user generated content created via social media Twitter. The data collection technique was carried out by crawling review user tweets containing the keyword “@XYZCare” with a time range of 17 December 2022 to 17 May 2023. After the data was obtained, the data entered the classification stage based on the dimensions of ISP service quality using the Naive Bayes algorithm and the data would be analyzed with the sentiment analysis method using the Naive Bayes algorithm and topic modeling using the Latent Dirichlet Allocation algorithm.*

*The findings in this study indicate that the quality of XYZ ISP services is mostly negative on the dimensions of Customer Service and Network Quality, while the dimensions of Information Quality and Privacy and Security are quite positive and the topics and words on the dimensions of Customer Service and Network Quality are also mostly negative and the Information Quality and Privacy and Security dimensions also showed a fairly positive response.*

*The results of this study can be used by XYZ as an evaluation of service quality, especially on the dimensions of ISP service quality in order to improve user perception and loyalty.*

*Keywords: Internet Service Providers, ISP service quality, sentiment analysis, topic modelling*