ABSTRACT

Bank XYZ is one of the largest state-owned banks in Indonesia. The role of the banking sector in advancing the country's economy is very influential with the times. Almost all sectors related to financial activities always need bank services. With the increasingly fierce competition in the banking sector, it is necessary for every company to maintain service quality. For this reason, Bank XYZ also needs to maintain the quality of its services to create customer loyalty. So it is necessary to do research to see how the feedback from customers.

This study aims to determine customer experience on the quality of Bank XYZ customer service based on online reviews on Twitter using sentiment analysis and topic modeling. The resultant of this research is expected to be used as an evaluation and input for companies when formulating strategies in competition.

The method used in this study uses quantitative methods with descriptive research types. The sampling technique in this study used a non-probability sampling technique by utilizing data from reviews on Twitter social media. The data is processed using the topic modeling method to find out the topics that are often discussed and also the classification text to measure the quality of service based on the sentiment dimension of SERVQUAL.

Keywords **:** *Twitter, Sentiment Analysis, Topic Modeling, Quality of Service*