

ABSTRACT

The present study aims to investigate the phenomenon under examination through a systematic and rigorous analysis. The proliferation of internet users in Indonesia has exhibited a consistent upward trend, hence fostering a sense of ease and convenience among customers in engaging in digital transactions. Trinusa Travelindo, also referred to as Traveloka, operates as an online travel agency and has achieved remarkable success by emerging as the most viewed E-tourism application among the Indonesian population in 2022. Nevertheless, it is important to note that these findings exhibit a clear correlation with the quantity of unfavorable evaluations generated within the app's own review system. The primary objective of this study is to ascertain the various factors that have an impact on customer satisfaction in the context of topic modeling. This study employs the text mining technique based on user reviews of the Traveloka application. The data utilized in this study was derived from secondary sources through the implementation of a crawling data review technique on the Traveloka application. The samples collected spanned from January to May 2023. According to the results of sentiment analysis, Traveloka has demonstrated a somewhat favorable performance, with 50.38% of sentiments being positive and 49.62% being negative. User reviews are categorized according to the outcomes of sentiment analysis before being grouped. Topic modeling is conducted in order to identify the factors that impact customer happiness. The data analysis techniques employed in this study are Latent Dirichlet Allocation (LDA) and Latent Semantic Analysis (LSA), implemented using Python version 6.3. These methods are utilized to identify frequently occurring terms and topics, as well as characteristics that have an impact on customer satisfaction. The findings of this study pertain to the various concerns and themes that have an impact on customer happiness. These factors are examined through the modeling of the most significant topic, which includes customers' satisfaction with product quality, ordering experience, promotional offers and discounts, and service quality. The analysis of user feedback on Traveloka revealed negative sentiments through Topic Modeling. These sentiments highlighted the need to enhance the functionality of the Traveloka application, as many users found it to be complex. Additionally, users expressed the desire for improvements in paylater services and refund processes to address perceived deficiencies in service quality.

Keywords: Customer satisfaction, Text Mining, Sentiment Analysis, Topic Modeling.