

ABSTRACT

LinkAja, an e-wallet application resulting from the merger of several state-owned e-wallets, faces challenges in maintaining market share and user satisfaction amid the competition of e-wallets in Indonesia. The decline in the number of monthly active users, low consumer preferences, and application ratings on the Google Play Store indicate a gap between application quality and user expectations. To overcome these challenges, it is important for LinkAja to understand the problems faced by users and the aspects that need to be strengthened and improved. User reviews become a valuable data source to gain these insights. However, analyzing user reviews manually becomes a challenge due to their large numbers. Therefore, this study aims to explore the potential of utilizing AI in efficiently analyzing user reviews of the LinkAja application on the Google Play Store.

This research uses a mix-method approach by combining AI techniques, namely topic modeling using BERTopic and the utilization of generative AI GPT-4. Secondary data in the form of user reviews of the LinkAja application were collected from the Google Play Store using scraping techniques. This study seeks to explore how topic modeling with BERTopic integrated with generative AI GPT-4 can be used to identify topics in user reviews, identify topics relevant to application issues, and generate recommendations for application improvement based on topics relevant to application issues. The qualitative aspect of this research involves semi-structured interviews with three LinkAja application developers to evaluate the recommendations generated by AI.

The results of this study are expected to provide new insights into the utilization of AI for user review analysis and mobile application development, with the hope of assisting LinkAja in improving the quality of its application and strengthening its position in the Indonesian e-wallet application market.

Keywords: product improvement recommendations, user reviews, topic modeling, BERTopic, generative AI, GPT-4