

ABSTRACT

The culinary industry in Surabaya has been growing rapidly in recent times. One of the latest players in Surabaya's culinary scene is Bakmie Sapi Fengkolan. This business, which opened in February 2024, quickly gained popularity among the people of Surabaya through content published on social media platforms like TikTok and Instagram. However, behind the popularity, there are several issues regarding the quality of service that customers have complained about. In the context of increasingly fierce business competition, a deep understanding of consumer preferences becomes a crucial factor for culinary business managers to maintain and enhance their competitiveness. This study aims to understand consumers' perceptions of the service quality at the Bakmie restaurant, the purchasing preferences based on service quality, and the suitable solutions to improve the service quality at Bakmie Sapi Fengkolan based on consumer feedback. The phenomenon in this study is explored through a qualitative research approach using text mining methods, including sentiment analysis to determine consumer perceptions in three categories: positive, negative, and neutral; multiclass classification to classify each comment analyzed through sentiment analysis; and topic modeling to identify the most discussed topics in each perception categorized using multiclass classification. The results show that consumer perceptions of the service quality at the Bakmie restaurant tend to be balanced between positive, negative, and neutral sentiments, with negative reviews being more dominant, especially regarding product halal certification, operational information, location, and pricing. Positive sentiments stem from appreciation for the delicious taste of the bakmie, friendly service, and a satisfying dining experience. Consumer purchasing preferences are highly influenced by service quality, with customer recommendations enhancing the restaurant's appeal. To improve service quality, applicable solutions include ensuring halal certification, maintaining consistent taste, clarifying operational hours, offering attractive promotions, and strengthening marketing through customer testimonials and loyalty programs.

Keywords: Service Quality, Consumer Perception, Purchasing Preferences, Text Mining