

ABSTRACT

Deliverree, a technology-based logistics application, has a high rating of 4.8 on Google Play Store, yet user complaints persist regarding service quality. This study aims to evaluate Deliverree's service quality by analyzing user sentiment and identifying key topics from reviews. The research focuses on dimensions such as tangibles, reliability, assurance, and other relevant aspects.

The methods employed include sentiment analysis using IndoBERT and topic modeling with BERTopic. Data was collected from 14,478 reviews on Google Play Store through web crawling. The study analyzes the proportion of positive and negative sentiments and the service quality dimensions frequently discussed.

The analysis results show that 92.1% or 13,334 reviews are positive, while 7.9% or 1,144 data are negative. Tangibles dimensions, such as app interface and features, were the main focus of user complaints. In contrast, the assurance dimension received high appreciation for providing safety and comfort.

The study concludes that while Deliverree performs well, improvements are needed in interface design and feature development. Recommendations include optimizing the app interface, enhancing transparency, and enriching features to better meet user needs. These efforts are expected to improve user experience and satisfaction with the service.

The contribution of this study is to provide insights into the service quality of technology-based logistics applications. The findings are valuable for Deliverree to enhance its services and maintain its position in the logistics industry. Furthermore, the results can serve as a reference for other app developers in improving their service quality.

Keywords: *service quality, Deliverree, sentiment analysis, topic modeling, user reviews.*