

ABSTRACT

The rapid development of the Online Travel Agency (OTA) industry in Indonesia has created fierce competition, where service quality is a determining factor in maintaining user loyalty. Amid this competition, a deep understanding of customer perceptions through their reviews becomes crucial. However, companies often struggle to identify the specific service aspects that are the main sources of satisfaction or complaints, thus requiring systematic analysis to transform review data into strategic insights.

This study aims to analyze and compare the service quality of three leading OTA platforms in Indonesia: Traveloka, Tiket.com, and Agoda. Specifically, this research is designed to identify the general sentiment distribution, map the proportion of reviews based on the six M-Service Quality dimensions, determine the sentiment distribution within each dimension, and uncover the main topics driving customer satisfaction and dissatisfaction.

This phenomenon is explored using a quantitative approach with a text analysis method on user review data collected from the Google Play Store. The data analysis technique integrates a fine-tuned IndoBERT model to classify reviews into M-Service Quality dimensions and sentiment (positive/negative). Subsequently, topic modeling with BERTopic is applied to the dimensions with the most prominent sentiments to gain more in-depth insights.

The analysis results show that reviews for all three platforms are dominated by negative sentiment. The efficiency dimension consistently receives the most positive feedback, indicating user satisfaction with the ease and speed of transactions. Conversely, the reliability dimension is the primary source of complaints, with the highest number of negative sentiments across all three applications. Further topic analysis reveals that complaints in this dimension center on complicated refund processes, price inconsistencies, application errors, and unclear service information.

The results of this study are expected to serve as an evaluation basis for OTA companies to formulate more precise improvement strategies, particularly by prioritizing enhancements in the reliability dimension. Academically, this research contributes to the application of the M-Service Quality framework and modern NLP techniques to non-survey data within the Indonesian OTA context. This can serve as a methodological reference for future research to explore other data sources or compare across user ecosystems.

Keywords: Online Travel Agency, M-Service Quality, Sentiment Analysis, Topic Modeling, Service Quality