

ABSTRACT

The culinary industry in Indonesia has experienced significant growth in recent years, particularly among younger generations. One well-known player in this industry is Warunk Upnormal, a modern-style restaurant targeting youth segments. However, data from Google Trends indicate a decline in public interest toward Warunk Upnormal since the end of 2020 through early 2021. This phenomenon raises questions about customer perceptions and satisfaction with the services and products offered by Warunk Upnormal.

This study aims to analyze customer sentiment toward Warunk Upnormal based on digital reviews and to identify the main topics frequently discussed in these reviews. The objective of this research is to provide a deeper understanding of the factors that influence customer satisfaction and dissatisfaction, serving as a foundation for strategic managerial improvements.

The research method consists of two main stages: sentiment analysis and topic modeling. The data were collected through web scraping from Google Maps reviews of seven Warunk Upnormal branches located in Bandung, totaling 21,917 Indonesian-language entries. Sentiment classification was carried out using the IndoBERT-pase-p1 model to categorize reviews into positive and negative sentiments. After classification, BERTopic was applied to perform topic modeling and extract dominant themes within each sentiment group.

The results show that 75.53% of the reviews fall under the positive sentiment category, while 24.47% are negative. Positive reviews highlight customer satisfaction with the comfort of the place, taste and variety of food, pricing, service quality, and the social ambiance that supports casual gatherings. In contrast, negative reviews address issues such as inconsistent service quality, unstable Wi-Fi connections, declining food quality, and cleanliness problems at certain branches. The IndoBERT model demonstrated good performance in the sentiment classification process, achieving an accuracy rate of 94.42%.

This study contributes to the application of natural language processing technologies for understanding customer perceptions in the culinary sector. The findings are expected to serve as an evaluation material for Warunk Upnormal's management to improve service quality, enhance customer experience, and maintain customer loyalty amidst increasing industry competition.

Keywords: *sentiment analysis, BERTopic, Indobert, customer satisfaction, Google Maps.*