ABSTRACT

The advancement of Information and Communication Technology (ICT) has spurred the transformation of public services in Indonesia, including by the Indonesian National Police (Polri) through its digital application. However, as a critical institution in public interaction, public satisfaction with its service performance remains a significant challenge. This study, therefore, aims to comprehensively evaluate the service quality of the Polri Super App application by analyzing 15,436 user reviews from the Google Play Store to generate actionable insights.

This research employs a dual-method approach. The first method is Aspect-Based Sentiment Analysis (ABSA), which utilizes the Service Quality for M-Government (SQ mGov) framework to classify sentiment across four service dimensions. A fine-tuned IndoBERT model was used for this task, achieving a macro F1-score of 0.73. The second method is unsupervised Topic Modeling using BERTopic with the firqaaa/indo-sentence-bert-base embedding model to identify emergent themes organically from the data.

The quantitative results from the ABSA show an overwhelming dominance of negative sentiment, with the Interactivity and Authenticity dimensions being the primary sources of complaints. Interestingly, Interactivity was also the dimension that received the most praise, indicating a duality in the user experience regarding the application's functionality.

Furthermore, the topic modeling results uncovered the root causes behind these quantitative findings. Complaints in the Interactivity dimension were explained by specific themes such as functional failures in the SKCK service workflow. Meanwhile, issues in the Authenticity dimension were confirmed by topics related to unreliable payment statuses and a critical discrepancy between online procedures and offline services at police stations.

The synthesis of these two methods provides a holistic understanding unattainable with a single approach. This study successfully translates unstructured user feedback into specific, data-driven recommendations. The primary recommendations focus on redesigning high-friction user journeys,

improving system integration to ensure service reliability, and enhancing backend infrastructure to increase application stability.

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***Keywords**: Sentiment Analysis, Service Quality, Polri Super App, Topic Modelling*