

ABSTRACT

The rapid development of digitalization and the increasing number of internet users in Indonesia have significantly transformed consumer shopping behavior from conventional to online platforms. This shift is reflected in the growing volume of e-commerce transactions. Alfagift has emerged as one of the trending wholesale shopping applications among Indonesian consumers. In such a competitive e-commerce landscape, maintaining customer satisfaction becomes a critical challenge. This study aims to analyze customer satisfaction toward the Alfagift application by employing text classification and topic modeling approaches. A total of 50,323 user reviews were collected from Google Playstore using web scraping techniques. Sentiment analysis was performed using the IndoBERT model, followed by topic extraction through the BERTopic method to identify key themes influencing user satisfaction. The results indicate that 70.6% of the reviews expressed positive sentiment, while 29.4% were negative. The offers & discount dimension emerged as the most positively perceived aspect, illustrating user satisfaction with promotional features and shipping cost policies. Conversely, the app experience dimension received the highest proportion of negative sentiment, primarily due to system-related issues and difficulties in payment methods. Topic modeling analysis identified the dominant discussion points within each sentiment dimension. Positive sentiment in the offers & discount category centered around attractive pricing and promotional offers, while negative sentiment in the app experience category focused on concerns regarding system reliability and functionality. These findings provide insights for strategic improvements in enhancing the quality of e-commerce services and user satisfaction.

Keywords: Customer satisfaction, E - Satisfaction, Sentiment Analysis, Topic Modeling, IndoBERT, BERTopic, Alfagift