

ABSTRACT

Extracting User Experience Pain Points Using Aspect-Based Sentiment Analysis And Topic Modeling: A Case Study On The Bukalapak App

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The rapid growth of e-commerce has change consumer behavior, making online reviews an important source for understanding user satisfaction and challenges. This study aims to identify user experience (UX) issues in the Bukalapak application by analyzing user reviews from the Google Play Store using Aspect-Based Sentiment Analysis (ABSA) and topic modeling. The data were being analyzed using Named Entity Recognition (NER) to extract key aspects, BERT for sentiment classification, and Latent Dirichlet Allocation (LDA) to uncover dominant topics. The results show that negative feedback is largely concentrated on payment processes, application performance, delivery services, and security, reflecting recurring problems such as transaction failures, unstable system behavior, and reliability concerns. These findings indicate that unresolved UX issues play a significant role in the decline of user retention and demonstrate the effectiveness of combining ABSA and topic modeling to generate insights for improving e-commerce applications.

Keywords: Aspect-Based Sentiment Analysis, Topic Modeling, BERT, LDA, User Experience, User Retention, Bukalapak