

ANALYSIS OF CUSTOMER SERVICE EXPERIENCE THROUGH TWITTER ON LOW COST CARRIER AIRLINES

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Abstract: The study is to determine the element of customer service experience through Twitter on Low Cost Carrier Airlines. The method used is qualitative with sentiment analysis. The result of this study show the most main element that caused satisfied customer on Low Cost Carrier Airlines linked to ticket promotions. Whereas the most main element that caused unsatisfied customer revealed to flight cancellations or delays on Low Cost Carrier Airlines.

Keywords:

Customer Service Experience, Twitter, Low Cost Carrier Airlines, Sentiment Analysis

Analisa Customer Service Experience Melalui Twitter Pada Low Cost Carrier Airlines

Abstrak: Penelitian ini dilakukan untuk mengetahui elemen *customer service experience* melalui Twitter pada *Low Cost Carrier Airlines*. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan menggunakan *sentiment analysis*. Hasil penelitian ini menunjukkan bahwa elemen utama *customer service experience* yang paling menyebabkan konsumen puas melalui Twitter pada *Low Cost Carrier Airlines* adalah *ticket promotions*. Sedangkan elemen utama yang paling menyebabkan konsumen tidak puas adalah *flight cancellations or delays* pada *Low Cost Carrier Airlines*.

Kata Kunci: *Customer Service Experience*, Twitter, *Low Cost Carrier Airlines*, *Sentiment Analysis*.

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