

ABSTRAK

Penelitian ini bertujuan untuk menganalisis sentimen ulasan pengguna aplikasi Zalora di *Google PlayStore* guna memahami persepsi pelanggan terhadap layanan yang diberikan. Metode yang digunakan adalah *Support Vector Machine* (SVM), yang dikenal efektif dalam klasifikasi teks. Teknik pengumpulan data dilakukan dengan mengunduh 1.000 ulasan aplikasi dari *Google PlayStore*. Data tersebut dibagi menggunakan perbandingan 90:10, di mana 90% digunakan untuk data latih, dan 10% sisanya untuk data uji. Validasi dilakukan menggunakan teknik *k-fold cross-validation* dengan 10 lipatan (*fold*), di mana hasil tertinggi dicapai pada *fold-1*. Pada *fold-1*, nilai confusion matrix menunjukkan *True Positive* (TP) sebesar 80, *True Negative* (TN) sebesar 75, *False Positive* (FP) sebesar 10, dan *False Negative* (FN) sebesar 15. Visualisasi word cloud dari ulasan pengguna menunjukkan kata-kata dominan seperti, barang, kirim, dan aplikasi yang menyoroti aspek penting dalam pengalaman pelanggan. Hasil penelitian menunjukkan bahwa algoritma SVM mampu mengklasifikasikan dengan baik yaitu dengan nilai akurasi sebesar 85% dan nilai presisi, recall, f1-score berturut-turut yaitu 83,13%, 85%, 83,48%. Akurasi ini didapat dengan nilai $C = 10$ dan nilai $\gamma = 0.1$ kernel RBF.

Kata Kunci: Sentiment Analysis, Confusion Matrix, Google PlayStore, Support Vector Machine, Word Cloud

ABSTRACT

This research aims to analyze the sentiment of user reviews of the Zalora application on Google PlayStore in order to understand customer perceptions of the services provided. The method used is Support Vector Machine (SVM), which is known to be effective in text classification. The data collection technique was carried out by downloading 1,000 application reviews from Google PlayStore. The data is divided using a ratio of 90:10, where 90% is used for training data, and the remaining 10% for test data. Validation was carried out using the k-fold cross-validation technique with 10 folds, where the highest results were achieved at fold-1. At fold-1, the confusion matrix value shows a True Positive (TP) of 80, a True Negative (TN) of 75, a False Positive (FP) of 10, and a False Negative (FN) of 15. Word cloud visualization of user reviews shows the word -dominant words such as, item, send, and application that highlight important aspects of the customer experience. The research results show that the SVM algorithm is able to classify well, namely with an accuracy value of 85% and precision, recall, f1-score values respectively 83.13%, 85%, 83.48%. This accuracy is obtained with a value of $C = 10$ and a value of $\gamma = 0.1$ RBF kernel.

Keywords: category, classification, job vacancy, Support Vector Machine (SVM)