

ANALISIS SENTIMEN ULASAN APLIKASI SEABANK PADA SITUS GOOGLE PLAY STORE MENGGUNAKAN NAÏVE BAYES CLASSIFIER

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ABSTRAK

Dalam era kemajuan teknologi informasi dan komunikasi yang pesat, aplikasi SeaBank telah menarik perhatian signifikan karena tingginya suku bunga tabungan dan deposito yang menarik, berkisar antara 5% hingga 6%. Hal ini membuat perbankan digital menjadi lebih menarik dibandingkan bank konvensional. Penelitian ini memanfaatkan metode Naïve Bayes Classifier untuk menganalisis sentimen dari jumlah 820.000 ulasan dengan sampel data yang digunakan adalah 2492 ulasan pengguna, yang dikategorikan menjadi positif dan negatif, dengan mengesampingkan ulasan netral. Hasil analisis menunjukkan bahwa sebagian besar ulasan, sekitar 54,7%, bersifat negatif. Kata-kata yang sering muncul dalam ulasan positif antara lain “bagus,” “mudah,” dan “cepat,” sementara ulasan negatif seringkali menyoroti kata “kecewa,” “susah,” dan “gagal.” Evaluasi model klasifikasi menunjukkan bahwa Naïve Bayes Classifier memiliki akurasi mencapai 93,81%, dengan nilai *F1-score* sebesar 93,8%, *recall* sebesar 93,81%, dan *precision* nya sebesar 93,82%. Kesimpulan dari penelitian ini menegaskan keefektifan Naïve Bayes Classifier dalam menganalisis sentimen ulasan aplikasi perbankan, memberikan wawasan berharga bagi pengembangan aplikasi SeaBank di masa depan.

Kata Kunci: Analisis Sentimen, Naïve Bayes Classifier, SeaBank.

SENTIMENT ANALYSIS OF SEABANK APP REVIEWS ON THE GOOGLE PLAY STORE SITE USING NAÏVE BAYES CLASSIFIER

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ABSTRACT

In an era of rapid advances in information and communication technology, the SeaBank application has attracted significant attention due to its attractive high interest rates on savings and deposits, ranging from 5% to 6%. This makes digital banking more attractive than conventional banks. This research utilized the Naïve Bayes Classifier method to analyze sentiment from 820,000 reviews with the data sample used being 2492 user reviews, which were categorized into positive and negative, excluding neutral reviews. The analysis showed that the majority of reviews, around 54.7%, were negative. Words that frequently appear in positive reviews include “good,” “easy,” and “fast,” while negative reviews often highlight the words of “disappointed,” “difficult,” and “failed.” Evaluation of the classification model shows that the Naïve Bayes Classifier has an accuracy of 93.81%, with an F1-score of 93.8%, recall of 93.81%, and precision of 93.82%. The conclusions of this study confirm the effectiveness of the Naïve Bayes Classifier in analyzing the sentiment of banking app reviews, providing valuable insights for future SeaBank app development.

Keywords: *Sentiment Analysis, Naïve Bayes Classifier, SeaBank.*