ANALISIS SENTIMEN PENGGUNA APLIKASI *MOBILE QUICK COMMERCE* ASTRO MENGGUNAKAN METODE *SUPPORT VECTOR MACHINE*

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ABSTRAK

Pandemi COVID-19 telah mengubah pola belanja dan mendorong pertumbuhan platform digital untuk memenuhi kebutuhan konsumen. *Quick commerce* (*q-commerce*) hadir sebagai solusi pengiriman cepat barang sehari-hari melalui platform digital. Di Indonesia, *q-commerce* mengalami popularitas yang meningkat selama pandemi. Namun, pada akhir 2022, banyak perusahaan *q-commerce* menghadapi tantangan, bahkan beberapa harus menutup layanannya. Walaupun begitu, sejumlah perusahaan seperti Astro berhasil bertahan. Namun, untuk tetap bersaing di industri *q-commerce*, diperlukan upaya berkelanjutan dalam meningkatkan responsivitas dan kualitas layanan. Analisis sentimen menjadi penting untuk memahami pandangan dan respons pengguna terhadap layanan Astro. Penelitian ini menganalisis sentimen pengguna terhadap Astro menggunakan metode *Support Vector Machine* (SVM). Hasilnya menunjukkan mayoritas ulasan positif (91.57%) dan minoritas negatif (8.43%). Ulasan positif menyoroti kepuasan pengguna terhadap berbagai aspek layanan, seperti kemudahan penggunaan aplikasi, ketersediaan produk yang lengkap, kecepatan pengiriman barang, dan pelayanan yang baik dari pihak penyedia layanan. Sementara itu, ulasan negatif menyoroti beberapa masalah yang dihadapi pengguna, termasuk pengiriman yang terlambat, masalah teknis atau administratif terkait akun atau alamat pengguna, dan ketidakpuasan terhadap layanan pelanggan. Evaluasi SVM menunjukkan kinerja yang memuaskan, dengan tingkat akurasi mencapai 97%, presisi 98%, *recall* 99%, *f1-score* 99%, dan AUC 91%.

Kata Kunci: Analisis Sentimen, *Q-commerce*, Astro, *Support Vector Machine*

SENTIMENT ANALYSIS OF ASTRO MOBILE QUICK COMMERCE APPLICATION USERS USING *SUPPORT VECTOR MACHINE* METHOD

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ABSTRACT

The COVID-19 pandemic has reshaped shopping patterns and propelled the growth of digital platforms to meet consumer needs. Quick commerce (q-commerce) has emerged as a solution for fast delivery of everyday items through digital platforms. In Indonesia, q-commerce has experienced increased popularity during the pandemic. However, by the end of 2022, many q-commerce companies faced challenges, with some even having to close their services. Despite this, several companies like Astro have managed to survive. Nonetheless, to remain competitive in the q-commerce industry, sustained efforts are needed to improve responsiveness and service quality. Sentiment analysis is crucial for understanding user perspectives and responses to Astro's service. This study analyzes user sentiment toward Astro using the Support Vector Machine (SVM) method. The results show a majority of positive reviews (91.57%) and a minority of negative ones (8.43%). Positive reviews highlight user satisfaction with various aspects of the service, such as the ease of app usage, availability of comprehensive product selections, fast delivery of items, and good service from the provider. Meanwhile, negative reviews point out several issues faced by users, including late deliveries, technical or administrative problems related to user accounts or addresses, and dissatisfaction with customer service. The SVM evaluation demonstrates satisfactory performance, with an accuracy rate of 97%, precision of 98%, recall of 99%, f1-score of 99%, and AUC of 91%.

Keywords: *Sentiment Analysis*, *Q-commerce*, Astro, *Support Vector Machine*