

ABSTRAK

Aplikasi *Action Mobile* diluncurkan oleh Bank Aceh Syariah sebagai layanan *mobile banking* yang bertujuan untuk memudahkan nasabah dalam melakukan berbagai transaksi perbankan secara cepat, praktis, dan efisien melalui perangkat seluler. Seiring meningkatnya penggunaan aplikasi tersebut, jumlah ulasan pengguna di *Google Play Store* juga bertambah dan mencerminkan berbagai opini terkait kualitas layanan aplikasi. Melalui analisis sentimen, ulasan tersebut dapat digunakan untuk memahami persepsi pengguna. Studi ini bertujuan untuk menganalisis sentimen dari ulasan pengguna aplikasi *Action Mobile* menggunakan algoritma *Logistic Regression* dan *Support Vector Machine* (SVM). Selain itu, penelitian ini juga membandingkan kinerja kedua algoritma berdasarkan tingkat akurasi. Hasil analisis selanjutnya disajikan melalui sistem berbasis web sebagai media evaluasi terhadap kualitas layanan aplikasi *Action Mobile*. Data penelitian diambil dari *Google Play Store* yang terdiri dari 3.000 ulasan pengguna. Tahapan penelitian meliputi *preprocessing* data, *labeling* data, pembobotan menggunakan TF-IDF, klasifikasi dengan *Logistic Regression* dan *Support Vector Machine*, serta evaluasi model menggunakan *confusion matrix*. Hasil pelabelan menunjukkan bahwa sentimen positif mendominasi sebesar 61,33%, diikuti sentimen negatif sebesar 27,37%, dan sentimen netral sebesar 11,3%. Berdasarkan pengujian pada berbagai skenario pembagian data *training* dan *testing*, kedua algoritma menunjukkan akurasi di atas 87%. Namun, *Logistic Regression* memperlihatkan kinerja yang lebih stabil dan konsisten dibandingkan SVM, dengan capaian akurasi tertinggi sebesar 88,73%, sedangkan SVM mencapai 88,60%. Oleh karena itu, *Logistic Regression* dinilai lebih efektif dalam mengklasifikasikan sentimen pada ulasan pengguna aplikasi *Action Mobile*.

Kata Kunci: Analisis Sentimen, *Action Mobile*, *Logistic Regression*, *Support Vector Machine*

ABSTRACT

The Action Mobile application was launched by Bank Aceh Syariah as a mobile banking service aimed at facilitating customers in conducting various banking transactions quickly, practically, and efficiently through mobile devices. Along with the increasing use of the application, the number of user reviews on the Google Play Store has also grown, reflecting various opinions regarding the quality of the application service. Through sentiment analysis, these reviews can be utilized to understand user perceptions. This study aims to analyze the sentiment of Action Mobile application user reviews using Logistic Regression and Support Vector Machine (SVM) algorithms. In addition, this study compares the performance of the two algorithms based on their accuracy. The analysis results are then presented through a web-based system to serve as an evaluation tool for assessing the service quality of the Action Mobile application. The research data was collected from the Google Play Store, consisting of 3,000 user reviews. The research stages include data preprocessing, data labeling, term weighting using TF-IDF, classification with Logistic Regression and Support Vector Machine, and model evaluation using a confusion matrix. The labeling results indicate that positive sentiment dominates at 61.33%, followed by negative sentiment at 27.37%, and neutral sentiment at 11.3%. Based on testing across various training and testing data split scenarios, both algorithms demonstrated an accuracy above 87%. However, Logistic Regression showed a more stable and consistent performance compared to SVM, achieving the highest accuracy of 88.73%, while SVM reached 88.60%. Therefore, Logistic Regression is considered more effective in classifying sentiment on Action Mobile application user reviews.

Keywords: Sentiment Analysis, Action Mobile, Logistic Regression, Support Vector Machine