ABSTRACT

SENTIMENT ANALYSIS OF CONSUMER REVIEWS USERS OF ID EXPRESS SERVICES ON GOOGLE PLAYSTORE USING NAÏVE BAYES AND K-NEAREST NEIGHBOR ALGORITHM

By :

Chendy Novia Basri

In the current industrial era, the development of shipping expedition services experienced a relatively rapid increase in 2020 during the pandemic. The demand for delivery of goods is increasing, not only by individuals but also by companies on a large scale. One of the goods delivery services, namely ID Express, launched the ID Express Customer application to make it easier for the public in the process of sending goods and shopping online. This application can be downloaded on Google Playstore. On the Google Playstore service, users can provide reviews and star ratings regarding the ID Express application. Reviews given by users can be negative, positive and also neutral. The reviews provided can be useful as material for the company's evaluation of the application they are launching, with the hope that the application's performance will be even better. To overcome this problem, recent research has led to the development of machine learning-based customer sentiment. In this research, researchers will compare two algorithms, namely Naïve Bayes and K-Nearest Neighbor and optimize them using Particle Swarm Optimization (PSO). The data set used in this research is customer reviews regarding the ID Express application obtained from Google Playstore. Research results after testing the Naïve Bayes algorithm obtained an accuracy of 63.04% after optimization using PSO, the accuracy did not increase, namely 63.04%, while in the K-Nearest Neighbor method the accuracy was 56.52%, after optimization the accuracy increased to 60.87%.

Keyword : *Sentiment Analysis, Naïve Bayes, K-Nearest Neighbor*