INTISARI

Website Student Amikom Purwokerto adalah platform utama yang digunakan oleh mahasiswa Universitas Amikom Purwokerto untuk mengakses berbagai informasi akademik. Namun, kendala seperti kesulitan pengisian Kartu Rencana Studi (KRS), tampilan yang kurang responsif pada perangkat mobile, dan desain yang sederhana menjadi perhatian utama pengguna. Penelitian ini bertujuan untuk menganalisis sentimen mahasiswa terhadap platform tersebut menggunakan metode Support Vector Machine (SVM). Data diperoleh melalui kuesioner dengan pertanyaan terbuka yang berfokus pada tiga aspek Webqual 4.0: kemudahan, kualitas informasi, dan kualitas interaksi. Sebanyak 217 ulasan dikumpulkan dan dianalisis melalui tahapan preprocessing seperti cleansing, tokenizing, dan stemming. Hasil analisis menunjukkan bahwa sebelum tuning, rata-rata akurasi model SVM memiliki akurasi sebesar 82%, dengan precision 78% dan 88%, recall 89% dan 75%, serta F1-score masing-masing 81% dan 83%. Setelah dilakukan hyperparameter tuning, akurasi meningkat menjadi 94%, precision 93% dan 96%, recall 96% dan 92%, serta F1-score 95% dan 94%. Analisis ini menunjukkan bahwa mayoritas sentimen mahasiswa terhadap platform bersifat positif, namun ada kebutuhan untuk meningkatkan tampilan dan kecepatan sistem. Hasil penelitian ini diharapkan dapat menjadi rekomendasi bagi pengembang untuk meningkatkan kualitas Website Student Amikom Purwokerto.

Kata kunci : analisis sentimen, Support Vector Machine, Webqual 4.0, Website Student Amikom Purwokerto

ABSTRACT

The Student Website of Amikom Purwokerto is the primary platform used by students of Universitas Amikom Purwokerto to access various academic information. However, challenges such as difficulties in filling out the Study Plan Card (KRS), a non-responsive display on mobile devices, and a simplistic design have become major concerns for users. This study aims to analyze students' sentiment toward the platform using the Support Vector Machine (SVM) method. Data was collected through a questionnaire with open-ended questions focusing on three aspects of Webqual 4.0: usability, information quality, and interaction quality. A total of 217 reviews were gathered and analyzed through preprocessing stages such as cleansing, tokenizing, and stemming. The analysis results show that before tuning, the average accuracy of the SVM model was 82%, with precision of 78% and 88%, recall of 89% and 75%, and F1-score of 81% and 83%, respectively. After performing hyperparameter tuning, the accuracy increased to 94%, with precision of 93% and 96%, recall of 96% and 92%, and F1-score of 95% and 94%.This analysis indicates that the majority of student sentiment toward the platform is positive, but there is a need to improve the interface and system speed. The findings of this study are expected to serve as recommendations for developers to enhance the quality of the Student Website of Amikom Purwokerto.

Keywords : sentiment analysis, Support Vector Machine, Webqual 4.0, Website Student Amikom Purwokerto