

ABSTRAK

Perkembangan teknologi digital mendorong konsumen membagikan pengalaman dan penilaian terhadap suatu bisnis melalui ulasan online, salah satunya pada platform Google Maps. Ulasan tersebut menjadi sumber data penting untuk memahami persepsi pelanggan secara cepat dan berbasis pengalaman nyata. Namun, penelitian yang memanfaatkan data ulasan Google Maps sebagai dasar analisis sentimen pada bisnis *coffee shop* masih terbatas, terutama yang menghubungkan hasil analisis sentimen dengan penyusunan strategi *Customer Relationship Management* (CRM) melalui pendekatan *get*, *keep*, dan *grow*. Penelitian ini bertujuan menganalisis sentimen ulasan pelanggan *Coffee Shop Z* di Purwokerto menggunakan algoritma Naïve Bayes serta merumuskan rekomendasi strategi CRM berdasarkan hasil analisis sentimen. Penelitian menggunakan desain *mixed method*, yaitu pendekatan kuantitatif melalui analisis sentimen terhadap 242 ulasan pelanggan dari Google Maps dan pendekatan kualitatif melalui wawancara beberapa pelanggan sebagai informan pendukung untuk memperkuat temuan melalui triangulasi metode. Tahapan penelitian meliputi pengambilan data (*scraping*), *preprocessing teks*, pelabelan sentimen positif, netral, dan negatif, pembangunan model klasifikasi Naïve Bayes, serta evaluasi performa model. Hasil menunjukkan sentimen negatif mendominasi sebesar 57,02% yang umumnya berkaitan dengan layanan dan waktu tunggu, sedangkan sentimen positif sebesar 12,80% berkaitan dengan cita rasa dan harga terjangkau. Model Naïve Bayes menghasilkan akurasi 63% yang menunjukkan performa cukup baik. Berdasarkan temuan tersebut, disusun rekomendasi strategi CRM meliputi strategi *get* untuk menarik pelanggan baru, *keep* untuk mempertahankan pelanggan, serta *grow* untuk meningkatkan loyalitas melalui optimalisasi pemasaran digital dan pengelolaan interaksi pelanggan. Penelitian ini diharapkan membantu *Coffee Shop Z* meningkatkan kualitas layanan dan membangun hubungan pelanggan jangka panjang bagi pihak manajemen.

Kata kunci: analisis sentimen, Naïve Bayes, Google Maps, *customer relationship management*, *coffee shop*.

ABSTRACT

Digital technology development encourages consumers to share their experiences and evaluations of a business through online reviews, one of which is on the Google Maps platform. These reviews serve as an important data source to understand customer perceptions quickly and based on real experiences. However, studies that utilize Google Maps review data as the basis for sentiment analysis in the coffee shop business remain limited, especially those that link sentiment analysis results to the formulation of Customer Relationship Management (CRM) strategies using the get, keep, and grow approach. This study aims to analyze the sentiment of customer reviews of Coffee Shop Z in Purwokerto using the Naïve Bayes algorithm and to develop CRM strategy recommendations based on the sentiment analysis results. This research employed a mixed-method design, consisting of a quantitative approach through sentiment analysis of 242 customer reviews collected from Google Maps and a qualitative approach through interviews with several customers as supporting informants to strengthen the findings through method triangulation. The research stages included data collection (scraping), text preprocessing, sentiment labeling positive, neutral, and negative), development of the Naïve Bayes classification model, and model performance evaluation. The results indicate that negative sentiment dominates the reviews at 57.02%, mainly related to service and waiting time, while positive sentiment accounts for 12.80%, generally associated with taste and affordable prices. The Naïve Bayes model achieved an accuracy of 63%, indicating fairly good classification performance. Based on these findings, CRM strategy recommendations were formulated, including get strategies to attract new customers, keep strategies to retain customers, and grow strategies to enhance loyalty through optimizing digital marketing and managing customer interactions. This study is expected to help Coffee Shop Z improve service quality and build long-term customer relationships for management purposes.

Keywords: sentiment analysis, Naïve Bayes, Google Maps, customer relationship management, coffee shop.