

ABSTRAK

Penggunaan aplikasi mobile banking terus meningkat seiring dengan berkembangnya layanan perbankan digital. Ulasan pengguna pada Google Play Store dapat dimanfaatkan untuk mengetahui persepsi terhadap kualitas layanan aplikasi Livin' by Mandiri. Penelitian ini bertujuan untuk menganalisis sentimen ulasan pengguna aplikasi Livin' by Mandiri menggunakan metode *Support Vector Machine* (SVM). Penelitian dilakukan menggunakan 2.000 data ulasan berbahasa Indonesia yang diperoleh dari Google Play Store. Data diproses melalui tahapan *preprocessing* teks, kemudian dilakukan pembobotan menggunakan *Term Frequency-Inverse Document Frequency* (TF-IDF) sebelum diklasifikasikan menggunakan algoritma SVM. Hasil penelitian menunjukkan bahwa model mampu mengklasifikasikan ulasan ke dalam tiga kategori sentimen, yaitu positif, netral, dan negatif, serta memberikan gambaran mengenai kecenderungan persepsi pengguna terhadap aplikasi Livin' by Mandiri. Temuan penelitian diharapkan dapat menjadi bahan evaluasi bagi pengembang dalam meningkatkan kualitas layanan dan pengalaman pengguna aplikasi.

Kata kunci: Analisis Sentimen, Livin' by Mandiri, Google Play Store, *Support Vector Machine*, TF-IDF.

ABSTRACT

The use of mobile banking applications continues to increase along with the growth of digital banking services. User reviews on Google Play Store can be utilized to identify users' perceptions of the service quality of the Livin' by Mandiri application. This study aims to analyze user sentiment toward the Livin' by Mandiri application using the Support Vector Machine (SVM) method. The study employed 2,000 Indonesian-language reviews collected from Google Play Store. The data were processed through text preprocessing, followed by Term Frequency-Inverse Document Frequency (TF-IDF) feature weighting before being classified using the SVM algorithm. The results show that the proposed model is capable of classifying user reviews into three sentiment categories, namely positive, neutral, and negative, while providing an overview of users' sentiment tendencies toward the Livin' by Mandiri application. The findings are expected to serve as evaluation material for developers in improving application service quality and user experience.

Keywords: Sentiment Analysis, Livin' by Mandiri, Google Play Store, Support Vector Machine, TF-IDF.

