

Abstract

Customer satisfaction is one factor to measure the success of a service in a service company. Customer satisfaction is generally used by service companies as an evaluation material to improve the services provided. One way to measure customer satisfaction is to use sentiment analysis to classify customer opinions on these services into a positive, negative and neutral class, so that the amount of customers who are satisfied with the service provided is based on the number of positive, negative, and neutral opinions. Data is obtained from tweets about customer opinions on indihome services. The method used in this final project is the Decision Tree using weighting Term Frequency-Inverse Document Frequency(TF-IDF). Based on the experimental results, obtained a maximum accuracy of 80,1% by using bigram and weighting TF-IDF.

Keywords: Sentiment Analysis, *Decision Tree*