

ABSTRACT

Indonesia in its development has a positive growth trend of internet users and tourism trends every year. One of the growing businesses related to the growth of internet users and the tourism industry is the Online Travel Agent (OTA). Two OTAs with the highest popularity in Indonesia are Traveloka and Tiket.com.

In its development, OTA can be accessed through Mobile Application which is a platform with the most users compared to other platforms. This makes Mobile Application have a very important role for the OTA business. To maximize opportunities of application service, company need to analyze the Mobile Application Service Quality (MappSql) to see the potential for application development according to user needs.

The method used in this study is by using Text Mining which consists of Sentiment Analysis to see the user's sentiment towards the application service quality and classification of user reviews into the dimensions of Mobile App Service Quality (MappSql) by using the Naïve Bayes algorithm for further topic models and to see the main topic for each dimension in MappSql.

The findings in this study show how the quality of application services can be described through user review sentiments and knowing what application service quality should be improved and updated by application developers.

The importance of Text Mining Analysis in customer reviews can make it easier for businesses to see opportunities by utilizing existing Customer Insight.

Keywords: Customer Insight, Mobile App Service Quality (MappSql), Text Mining.