

## **Abstract**

User reviews are one of the features provided by the Google Play Store platform so users can provide feedback in the form of ratings and reviews for downloaded applications. The review function is provided to allow users to comment on applications that have been used, thus providing feedback for application developers. This research builds a system that can classify user reviews on the Google Play Store including positive or negative reviews, and classifies based on ISO / IEC 25010 software quality factors. This topic is raised to make it easier for software developers to improve the quality and satisfaction of the application is based on user reviews. Naive Bayes Classifier was chosen in this study because it is known as a simple, fast method but has a high performance in classifying text, and to cope with high data dimensions, Naive Bayes is combined with the feature selection method, namely Information Gain as a selection method in selecting influential features. for each class label. The results showed that the accuracy and f-measure obtained in the classification by the Information Gain feature selection were 91.33% and 89.18%.

**Keywords:** User Reviews, ISO / IEC 25010, Naive Bayes Classifier, Information Gain, Text Classification