ABSTRACT

Indonesia has a positive smartphone growth trend every year. One of the companies that is growing with the rise of smartphones is online gaming. The most popular and most downloaded online game is Mobile legend: Bang-Bang although the number of users is decreasing day by day. The more people who download the game, the more reviews the game had. Mobile Legend: Bang-Bang Game available in the Google Play Store and provide app reviews and star ratings based on experience while using the app.

This study aims to identify user's opinions about the Mobile Legend: Bang-Bang from user's opinion on Google Play Store. Furthermore, one of the objectives of this research is to find topic related to user service quality in mobile applications service quality (MappSql).

This study uses qualitative methods with secondary data. The second data in question is UGC data from user reviews of the Mobile Legend: Bang-Bang app on the Google Play Store. Data from Mei 1, 2022, to Mei 31, 2022. Data were analysed for user feedback using the Naïve Bayes method and RapidMiner software.

Based on the data, the sentiment results of application users are classified into the Mobile App Service Quality (MappSql) dimension, which is divided into 6 classes if we sort by most Design, Functionality, Assurance, Customization, Service Recovery, and Fulfilment. The data was dominated by negative sentiment of 54.4% of the total 5,241 data.

The study results in the functionality dimension with a data influence of 1,310 has a negative sentiment of 62.9%. These dimensions relate to service functions representing system availability such as sound technical, adequate functionality, convenience in conducting transactions, compatibility with all types of smartphones, and efficiency in conducting transactions. In addition, the research results can be an evaluation for application developers to improve application quality and see opportunities by utilizing existing customer insights in hopes of increasing the number of players and company revenue.

Keywords: user reviews, user-generated content, google play store, customer insights, service quality