

## DAFTAR ISI

|  |     |
|--|-----|
| HALAMAN PENGESAHAN.....  | i   |
| HALAMAN PERNYATAAN .....   | ii  |
| KATA PENGANTAR .....   | iii |
| ABSTRAK .....  | v   |
| ABSTRACT.....  | vi  |
| DAFTAR ISI.....  | vii |
| DAFTAR TABEL.....  | x   |
| DAFTAR GAMBAR .....  | xi  |
| BAB I PENDAHULUAN.....   | 12  |
| 1.1    Gambaran Objek Penelitian.....                                  | 12  |
| 1.2    Latar Belakang .....  | 13  |
| 1.3    Perumusan Masalah.....  | 17  |
| 1.4    Tujuan Penelitian.....  | 19  |
| 1.5    Manfaat Penelitian.....   | 19  |
| 1.5.1    Aspek Teoritis .....  | 19  |
| 1.5.2    Aspek Praktis .....   | 20  |
| 1.6    Sistematika Penulisan.....                                      | 20  |
| BAB II TINJAUAN PUSTAKA .....  | 21  |
| 2.1 Teori dan Penelitian Terdahulu .....                               | 21  |
| 2.1.1    Pemasaran .....   | 21  |
| 2.1.2    Jasa .....  | 23  |
| 2.1.3    Kualitas Layanan ( <i>Service Quality</i> ) .....             | 26  |
| 2.1.4    Kualitas Layanan Elektronik ( <i>E-Service Quality</i> )..... | 27  |

|         |  |    |
|---------|--|----|
| 2.1.5   | Kualitas Layanan Aplikasi Mobile ( <i>Mobile App Service Quality</i> ) | 28 |
| 2.1.6   | <i>Customer Insight</i>  | 32 |
| 2.1.7   | <i>Big Data</i>  | 33 |
| 2.1.8   | <i>Text mining and Analytic</i>  | 35 |
| 2.1.9   | <i>Sentiment Analysis</i>  | 35 |
| 2.1.10  | User Generated Content (UGC)   | 36 |
| 2.1.11  | Naive Bayes  | 37 |
| 2.1.12  | <i>Topic modeling</i>  | 38 |
| 2.1.13  | Latent Dirichlet Allocation ( <i>LDA</i> )                             | 39 |
| 2.2     | Penelitian Terdahulu   | 41 |
| 2.3     | Kerangka Berfikir  | 61 |
| BAB III |  | 64 |
| 3.1     | Jenis Penelitian   | 64 |
| 3.2     | Operasionalisasi Variabel  | 66 |
| 3.3     | Tahapan Pelaksanaan Penelitian   | 67 |
| 3.4     | Populasi dan Sampel  | 70 |
| 3.4.1   | Populasi   | 70 |
| 3.4.2   | Sampel   | 70 |
| 3.5     | Teknik Pengumpulan <i>Data</i>   | 71 |
| 3.5.1   | Jenis <i>Data</i>  | 71 |
| 3.5.2   | Metode Pengumpulan <i>Data</i>   | 71 |
| 3.6     | Teknik Pre-Processing  | 72 |
| 3.6.1   | <i>Pre-Processing</i> dan <i>Data Training</i>                         | 72 |
| 3.7     | Teknik Analisis <i>Data</i>  | 74 |
| 3.7.1   | <i>Sentiment Analysis</i>  | 74 |

|                |   |    |
|----------------|---|----|
| 3.7.2          | <i>Topik Modeling</i> .....                                   | 77 |
| BAB IV         | .....   | 80 |
| 4.1            | Karakteristik <i>Data</i> .....                               | 80 |
| 4.2            | Karakteristik <i>Data</i> .....                               | 80 |
| 4.2.1          | <i>PreProcessing Data</i> .....                               | 80 |
| 4.2.2          | Klasifikasi <i>Data</i> .....                                 | 81 |
| 4.2.3          | <i>PreProcessing Data</i> .....                               | 81 |
| 4.3            | Hasil Evaluasi Kinerja <i>Text Classification</i> .....       | 86 |
| 4.3.1.         | Hasil <i>Text Classification</i> .....                        | 88 |
| 4.3.2          | Model <i>LDA</i> Terhadap <i>Data Google Play Store</i> ..... | 90 |
| BAB V          | .....   | 93 |
| 5.1            | Kesimpulan.....   | 93 |
| 5.2            | Saran.....  | 94 |
| 5.2.1          | Saran Aspek Teoritis .....                                    | 94 |
| 5.2.2          | Saran Aspek Praktis .....                                     | 94 |
| DAFTAR PUSTAKA | .....   | 95 |