

ABSTRACT

This study aims to analyze aspect-based sentiment based on the customer satisfaction theory SERVQUAL model of the FinTech P2P Lending application on the Google Play Store. The massive technological developments in the world of digital money lending are not supported by optimal service and guaranteed data security. The poor service provided has caused many complaints and bad reviews for the application. Therefore a method is needed that can measure how well the services provided by digital loan service providers are needed. The SERVQUAL model allows companies to measure the performance of their services from an internal and external perspective of the company. This study retrieves review data labeled based on the 5 aspects of the SERVQUAL model. Then it is processed to obtain a machine learning model that can classify whether a review contains SERVQUAL aspects. The data that has been obtained is then processed by lemmatization to get basic words then preprocessing is carried out. The algorithm used is Long-short Term Memory (LSTM) which can study the context of a review as a whole. The highest accuracy obtained was 79.00% based on testing using batch size changes and LSTM multi-layers.

Keywords: FinTech P2P Lending, LSTM, SERVQUAL Model.