

ABSTRACT

The increasing use of the internet and social media in Indonesia has indirectly created a new job trend that many people are interested in, namely content creators. The work of content creators is supported by the many companies that compete in releasing special software products (applications) to help the work of content creators, such as those recommended are CapCut, Inshot, VN, and KineMaster. Even though the KineMaster application is a recommended application, the development of the KineMaster application is less good when compared to the year of release, number of downloads, and ratings with its competitors. Plus, there will still be complaints until 2023 in Google Play Store reviews.

This research aims to determine the service quality of the Android-based KineMaster application based on sentiment analysis and Mobile Apps Service Quality (MASQ) classification. Apart from that, this research also aims to find out what users complain about most from the worst MASQ dimensions using WordCloud. In this way, companies can prioritize knowing the problems or what users complain about most.

The data used is secondary data from 5000 reviews on the Google Play Store from 1 February 2023 – 30 November 2023 using Google Colab. The clean data amounted to 2990 data and was processed using sentiment analysis (binary classification) and MASQ dimension classification (multi-class classification) using RapidMiner Studi version 10.2. Negative sentiment data from the worst MASQ dimension classification will be carried out by WordCloud using Google Colab so that the priority problems or main complaints of users of the Android-based KineMaster application are known.

The research results show that positive sentiment dominates at 62.24% using the KNN algorithm as the algorithm with the best evaluation results in this research. The dimensions of valence, design, responsiveness, and information are dominated by positive sentiment. Meanwhile, the dimensions of technical reliability, performance, and security and privacy are dominated by negative sentiment. However, based on the number of negative sentiments, the valence dimension is more numerous than the performance and security and privacy dimensions. So, the negative sentiment results show that technical reliability is the worst dimension, the second worst valence dimension, and the third worst performance dimension. The priority issues are successively, namely updates, watermarks, downloading applications and features, signing opening applications, export capabilities, price, and processing speed.

Based on these findings, it is hoped that it will be able to help application developers to improve the quality of Android-based KineMaster application services and resolve the things that users complain about the most.

Keywords: *Dimension classification, KineMaster, Priority issues, Sentiment analysis, Service quality, WordCloud*