

ABSTRACT

The rapid development of technology in rapid technological development in Indonesia, making Indonesia enter the era of the industrial revolution 4.0 which can be seen from the massive use of the internet. seen from the massive use of the internet. The existence of this internet has greatly influenced various fields, especially the entertainment industry with the existence of digital transformation. Transformation This digital transformation revolutionizes society with a change in habits or behavior, which initially used conventional TV to behavior that initially used conventional TV began to switch to using streaming platform. One of the local streaming platforms in Indonesia is Vision+. Vision+ is an application under the auspices of MNC Vision and is has become one of the most popular apps in Indonesia. Quality of service is something that must be considered in running a streaming platform in order to maintain stability and increase the level of customer satisfaction. maintain stability and increase customer satisfaction levels.

The purpose of this research is to analyze service quality by looking at customer perceptions through the results of Vision+ application user reviews through the Google Play Store so as to get sentiment results on the application. The Vision+ application customer review data through the Google Play Store will be taken with a time span of February 01, 2024 - May 31, 2024.

This research uses sentiment analysis and topic modeling methods. Classification of service quality using e-service quality dimensions, namely perceived functional completeness, perceived performance, perceived quality of interface and interaction, perceived quality of content and information, and perceived quality of customer support. Sentiment analysis will use Naive Bayes Classifier, SVM (support vector machine), and neural network as a model to get or categorize data into reviews that are negative or positive.

The results show that the neural network classification model is the best classification model that can be used in this study with an accuracy rate of 96.4%. The classification results show that negative sentiment is the most dominant sentiment in this study with a percentage of 91.74%. This shows that the low perception of users. The results of sentiment classification based on e-service quality dimensions show that the perceived functional completeness dimension is the most frequently discussed dimension and has the greatest negative sentiment among other dimensions, while the perceived quality of content and information dimension is the dimension with the highest level of positive sentiment. In addition, the main topics that are often discussed in this service quality are more inclined to topics around the perceived functional completeness dimension related to application functionality perceived by users.

The conclusion that can be drawn from this research is that there is a need for improvement in the dimensions of e-service quality in the Vision+ application seeing that the level of negative sentiment is more dominant than the positive sentiment for each dimension of e-service quality.

Keywords: service quality, sentiment analysis, topic modeling, online user reviews, big data