1. Introduction

The rapid development in digital era has greatly impacted the field of information technology and communication, which has helped the banking sector in Indonesia in expanding their services into the world of digital. An example of this transformation is Livin' by Mandiri. With the advancement in digital technology, Livin' by Mandiri receive various types of reviews from their users. These reviews may vary for every user experiences, complaints, praises, or critiques about the application. To enhance service quality and user experience, it is essential to conduct sentiment analysis to understand users' feelings regarding certain aspects [1].

Sentiment analysis aims to classify opinions on user reviews, into positive and negative opinions [2]. User reviews containing feedback such as suggestions, user ratings are crucial for analyzing, improving, and understanding user needs to enhance application performance [3]. Previous research on sentiment analysis of the Practo App using the Word2Vec and K-Nearest Neighbors (KNN) method resulting an accuracy score of 77.30%. The authors suggested improvisation in the pre-processing stage [4]. However, a significant problem remains in the quality of the data used for analysis, which impacts the overall accuracy and reliability of the sentiment classification. To address this issue, thorough preprocessing improvements and corpus specifically related to the topic to ensure relevance in the context will be implemented while utilizing the same Word2Vec and KNN methods.

This study aims to conduct sentiment analysis on reviews of the Livin' by Mandiri application using the Word2Vec and KNN methods. Therefore, this research will provide valuable insights to Bank Mandiri in understanding their users emotion and feedback towards the Livin' by Mandiri application to improve their services based on constructive feedback from users.