Abstrak

Aplikasi BRImo BRI dan Livin' by Mandiri merupakan layanan *Mobile Banking* dari Bank BRI dan Bank Mandiri. Dengan adanya aplikasi *Mobile Banking* tersebut diharapkan nasabah yang sebelumnya bertransaksi melalui unit kerja, *ATM* atau *SMS Banking*, diharapkan seluruh nasabah mulai bertransaksi melalui *internet banking*. Namun tidak semua nasabah merasa puas dengan layanan *Mobile Banking*, nasabah dapat memberikan ulasan atas ketidakpuasannya terhadap layanan Mobile Banking di *Google Play Store*. Ulasan diklasifikasi menjadi 3 kelas, yaitu kegunaan, kemudahan dan kenyamanan. Klasifikasi dilakukan untuk mengetahui masalah kualitas dan meningkatkan kualitas aplikasi yang lebih baik. Tahapan yang dilakukan yaitu *scrapping* data ulasan, pelabelan kegunaan, kemudahan dan kenyamanan, praproses data di antaranya *case folding*, *stemming*, *data cleaning* dan hapus *stopword*, klasifikasi menggunakan metode *Naïve Bayes*. Pengujian pada ulasan aplikasi BRImo BRI menggunakan metode *Naïve Bayes* menghasilkan nilai rata-rata akurasi 70%, presisi sebesar 80%, *recall* sebesar 59% dan *f1-score* sebesar 61%. Sedangkan, pengujian pada ulasan aplikasi Livin' by Mandiri menggunakan metode *Naïve Bayes* menghasilkan nilai rata-rata akurasi 68%, presisi sebesar 79%, *recall* sebesar 54% dan *f1-score* sebesar 68%.

Kata Kunci: BRImo BRI, Livin' by Mandiri, Klasifikasi, *Naïve Bayes*

Abstract

The BRImo BRI and Livin' by Mandiri apps are Mobile Banking services from BRI bank and Mandiri bank. With the Mobile Banking app, it is expected for previous consumers that transacted through work units, ATM's or SMS Banking, hopefully all customers be able to start transacting through internet banking. However, there's any customers are not satisfied with the Mobile Banking services, they can leave a review about their dissatisfaction with Mobile Banking services on Google Play Store. It classified into 3 categories; usability, convenience and amenities. The classification is made to find out quality problems and to improve it. The steps such as scrapping review data, labeling usability, convenience and amenities, preprocessing data including case folding, stemming, data cleaning and removing stopwords, the classification by Naïve Bayes method. Tests on BRImo BRI apps review using Naïve Bayes method generate the average value accuracy 70%, precision of 80%, recall of 59% and 61% of f1-score. Another test on Livin' by Mandiri app review using Naïve Bayes method generate the average value accuracy 68%, precision of 79%, recall of 54% and 68% of f1-score.

Keyword: BRImo BRI, Livin' by Mandiri, Klasifikasi, Naïve Bayes