

## DAFTAR TABEL

Tabel 1.1. Top Brand Award Kategori E-Channel Fase 1 2022 .....	4
Tabel 1.2. Keluhan Pengguna New Livin' by Mandiri Pada Berita .....	5
Tabel 1.3. Keluhan Pengguna New Livin' by Mandiri Pada Google Play Store.....	7
Tabel 2.1. Penelitian Terdahulu .....	19
Tabel 3.1. Karakteristik Penelitian.....	27
Tabel 3.2. Operasionalisasi Variabel .....	28
Tabel 3.3. Implementasi <i>Preprocessing</i> .....	34
Tabel 3.4. Contoh <i>Labelling</i> Sentimen dan Dimensi <i>E-servqual</i> .....	35
Tabel 3.5. <i>Confusion Matrix</i> .....	37
Tabel 4.1. Jumlah Data Sebelum dan Setelah <i>Cleaning Data</i> .....	39
Tabel 4.2. WordList Positif <i>Site Organization</i> .....	44
Tabel 4.3. WordList Negatif <i>Site Organization</i> .....	44
Tabel 4.4. WordList Positif <i>Reliability</i> .....	45
Tabel 4.5. WordList Negatif <i>Reliability</i> .....	45
Tabel 4.6. WordList Positif <i>Responsiveness</i> .....	46
Tabel 4.7. WordList Negatif <i>Responsiveness</i> .....	46
Tabel 4.8. WordList Positif <i>User Friendliness</i> .....	47
Tabel 4.9. WordList Negatif <i>User Friendliness</i> .....	47
Tabel 4.10. WordList Positif <i>Efficiency</i> .....	48
Tabel 4.11. WordList Negatif <i>Efficiency</i> .....	48
Tabel 4.12. WordList Positif <i>Personal Needs</i> .....	49
Tabel 4.13. WordList Negatif <i>Personal Needs</i> .....	49