ABSTRACT

Gojek and Grab is an online transport service that can be used by all age ranges has penetrated 10 million times downloaded on the play store. Online transport is known for its practical access, transparency and affordability of tariffs making them able to compete with conventional transportation. The emergence of various problems causes customers to express their aspirations via social media twitter which becomes interesting material to be studied as company evaluation using sentiment analysis method with Naive Bayes classification model and Support Vector Machine which aims to review the classification model that best suits the dataset, to know the rating of each dimension for Measure the quality of services of both companies and find out what issues need to be prioritized. The classification process is carried out to obtain results stating that Gojek has a positive proportion of 19.76% and negative 19.26%. While Grab has a positive sentiment of 9.2% and Negative as much as 90.8%, which can be interpreted that the quality of service Grab worse than mock. The most common problems in Gojek are Accessibility, Availability and Information. While on Grab is Customer Service, Accessibility and Information. With all these dimensions is a problem that needs to be prioritized to be addressed, before expanding and increasing the spread of negative sentiments.

Keyword: Service Quality, Transportation, Sentimen Analysis, Marketing Management, Text Mining, Machine Learning