

***Sentimental Analysis Of The Case Of Academic Service In Higher Education
(Case: Telkom University)***

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Abstract : *The main problem that is often criticized by the public today is quality. Service quality is closely related to customer satisfaction. Consumer satisfaction is considered as the company's main problem that must be solved at least to be able to survive in increasingly fierce competition. The quality of service that is intended is the quality of academic services oriented to educators (lecturers) as providers, and the quality of academic services in this case the educational staff (administrative staff) in universities. Recognizing the importance of this, research was carried out with the aim of knowing student satisfaction in influencing the quality of academic services in universities. The research problem is to find out the quickest and most accurate way of knowing the results of an information on academic services in a university. The assumption of classifiers uses naïve bayes to test several methods in making decisions for more accurate and fast information on academic services. This study uses descriptive methods. Qualitative descriptive method is used to find facts with the right interpretation with the aim is to find a systematic picture and accurate facts. Then for technical data analysis using Analysis Cross Validation method. The results of this study were analyzed, namely the level of student satisfaction in academic administration and guardianship services. From the calculation, it can be concluded that the registration and guardianship process has 72% accuracy, the lecture process produces 72% accuracy (attendance and value) and the trial TA / PA process produces 85% accuracy. The results of this study are the level of performance of the average value of student satisfaction on Telkom University academic administration services. Keywords: Academic services, Naïve Bayes, Sentiment Analysis*

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