

Abstract

Customer satisfaction is one factor to measure the success of a service in a service company. In addition, customer satisfaction is used by service companies as an evaluation material to improve the services they provide. One way to measure customer satisfaction is by using sentiment analysis to classify customer opinions on the service into positive, negatif and neutral classes, so that it can be obtained how satisfied customers are given services based on the number of positive, negative or neutral opinions. Data is derived from a tweet about the customer's opinion of the indihome service. The method used in this final project is Logistic Regression by using *Term Frequency-Inverse Document Frequency* (TF-IDF) weighting and the addition of tweet-based feature. Based on the experimental results, obtained a maximum accuracy of 77.05% by using bigram with the addition of tweet-based feature and weighting TF-IDF.

Keywords: Sentiment Analysis, *Logistic Regression*