

Abstract

Higher education as a means for the process of advancing the life of the nation and state needs to make an increase in the quality and quality of services provided to students. Student satisfaction is considered as one of the main problems of higher education that must be solved so that universities can be ranked nationally and internationally. Services that have a significant influence in this regard are academic services. The level of student satisfaction with services is oriented to the teaching staff (lecturers) as service providers and service quality in the facilities and infrastructure of lecture activities. Therefore research is conducted which aims to determine student satisfaction with university services and facilities. The research was conducted by classifying using Support Vector Machine (SVM) and weighting using Term Frequency - Inverse Document Frequency (TF-IDF) and system performance measured using Confusion Matrix. The results of the student satisfaction survey at Telkom University from 10000 entries contained 67% positive sentiment and 33% negative sentiment. The highest accuracy value obtained in this system is 70.39% with 10000 entries using the Linear kernel.

Keywords: University Services, Sentiment Analysis , Support Vector Machine (SVM), TF-IDF