

Abstract

Video games companies use consumer review information to become the basis for business decision making and operational activities. This is also supported by a research that showing online reviews affect 93% of consumer decisions in product purchases. However, reading, understanding, and categorizing thousands of online reviews into positive or negative classes manually will take a very long time. Through this research, researchers provide solutions to these problems with the sentiment classification on reviewing video games automatically with a non-linear support vector machine method. Experiments in this study showed the best F1-score results with 10-fold cross-validation which was 94.97% success, so this study is expected to be a good solution to the problem of sentiment classification in video games reviews.

Keywords: classification, sentiment, reviews, video games, non-linear support vector machine, SVM