Abstract
The increase in internet users in Indonesia is directly proportional to the increasing use of online-based applications such as Go-Jek and Grab by customers. Some customers convey opinions through social media such as Twitter. Opinions from customers can be used for company evaluation purposes. But the number of opinions from customers makes it difficult for companies to define aspects of the opinion category. Therefore, in this study conducted multi-aspect based sentiment analysis which was guided by CSI International Standards with seven aspects, namely availability, accessibility, information, time, customer service, comfort, and safety aimed at assisting companies in determining aspects that require more attention. To solve this problem, the solution is to do a sentiment analysis using the Maximum Entropy method and extraction features N-Gram. Multi-aspect in this study resulted in aspect's accuration availability of 91.69%, accessibility of 91.81%, information of 88.49%, time of 92.66%, customer service of 89.29%, comfort of 88.29%, and safety of 83.08%.