

Abstract

This study tries to correlate the movement of facial features with customer satisfaction, and finally detect patterns in facial expressions that can predict consumer satisfaction levels.

Most consumer satisfaction is emotional. This happens at the level of human consciousness and subconscious. Through the experience that is passed during using the product, consumers experience positive and negative emotional reactions. Emotions in this study are described based on research conducted by Paul Ekman. Emotions are divided into 6 parts, which are happy, surprised, neutral, sad, angry, and disgusted.

The respondents' facial expressions were recorded when they participated in the 78C kopiko product trial in which their expressions were observed. Then the respondent's facial features will be extracted based on the detected landmarks. Substitution of facial expressions is then analyzed using the Artificial Intelligence model. Finally, the data collected is analyzed and classified based on detected emotions. Classification results can be used to predict customer satisfaction. Prediction results will be compared with questionnaires that ask whether consumers are satisfied or not.

Keywords: Customer Satisfaction, facial expression, emotion, Artificial Intelligence