

ABSTRACT

Indonesia has a positive development and growth of online game players every year. With the growth of online game players in Indonesia, this opposes the number of online game voucher sales. There are several companies that provide game voucher sales services such as "Dunia Games" and "Itemku".

The development of the game voucher sales service is now not only accessible using the website, but also can be accessed through the Mobile Application. With the highest acquisition of smartphones in Indonesia, services that can be accessed through Cellular Applications are very important for every business including game vouchers. To be able to maximize application services, a quality analysis is needed on the Mobile Application to see the application services that meet the needs of users by using Mobile Application Service Quality (MappSql).

The method used in this research is Sentiment Analysis with Vector Engine Support algorithm to see the opinions of users of the Mobile Application service, as well as see the opinions that are widely discussed by users in the review using Topic Modeling, then linking it to the Mobile Application Service dimension (MappSql).

The results of this study indicate that the Support Vector Machine algorithm is able to classify the positive and negative opinions of users of the "Itemku" and "Dunia Games" applications with good accuracy, namely 84.47% and 87.79%. Topic Modeling that is applied can show the shortcomings of the "Itemku" and "Dunia Games" applications according to the dimensions of the Mobile App Service Quality (MappSql) which are obtained from the negative opinions of the application users. Topics generated by topic modeling can also be simplified by using a ward hierarchy.

From the shortcomings shown, this study provides a solution to the "Itemku" and "Dunia Games" to overcome the shortcomings and explain the positive impact if these shortcomings can be overcome.

Keywords : Sentiment Analysis, Topic Modeling, Mobile App Service Quality (MappSql).