ABSTRACT

The development media for listening to music in accordance with technological developments, can not be ignore as people now listen to music through digital devices. By listening to music to this digital medium, it creates opportunities for applications to create music service provider products.

One of the providers of music, podcast and video streaming services is Spotify, which can be accessed digitally, via the iOS, Android and PC platforms. Currently, Spotify is the most popular streaming platform in the world with 345 million Spotify users. The service quality of a product which in this research is a digital music platform can explain what the needs are for its users, so that the quality of the services provided can be a parameter that can be developed by Spotify.

Through this research, sentiment analysis will be carried out on the Spotify application for service improvement using the Naive Bayes algorithm. The data collection method is done through the scrapping review method that available on Google Play with 3600 data. The data analysis technique used in this research is the nave Bayes algorithm and the 5-dimensional e-Servqual. With results that are dominated by negative sentiments, and service quality on the dimensions of reliability, responsiveness, and app design that needs to be improved.

Key Words: Spotify,Analisis sentimen, naïve bayes, e-*Servqual.*