

ABSTRACT

In this era of technological advancement, the need for everything is made easier by the emergence of various kinds of innovations in the field of technology created by the younger generation. And along with the development of Financial Technology (FinTech) in Indonesia, many transactions can no longer be done in cash. Payment methods such as debit cards, credit cards, e-money, online payments and online credit are finally an option. One of the most widely used FinTechs by the Indonesian people is Go-Pay. Go-Pay offers various conveniences of financial transactions and corporate services for various groups. The purpose of this study is to determine consumer preference factors in choosing Go-pay in Indonesia.

The research method used in this research is quantitative method with quantitative descriptive research. The population and sample in this study were Twitter users who disseminated information using the Go-pay keyword. The sampling technique used purposive sampling. Technical data collection is done by crawling using R studio software version 1.1.456 which is connected to the Twitter API. The data taken is a tweet containing the word "Go-Pay".

The results showed that the results of calculations using the confusion matrix on the Support Vector Machine Kernel RBF algorithm data tweets above correct predictions as many as 456 and incorrect predictions as many as 74. The results of the classification with the SVM algorithm for 'Go-Pay' obtained an accuracy value of 86.04%. From the analysis using the Orange software, there are only a few negative sentiments in the form of sadness, sympathy, despair, and anger.

Keywords: Consumer preferences, Twitter, Go-pay, Software R.