

ABSTRACT

Currently, freight forwarding services are quite in demand for citizens in Indonesia, especially in the growth of the bold-shaped market. If the expedition service used is unprofessional, it will certainly have an impact on business actors who use the expedition service. SiCepat is now in the number two position as the largest expedition in Indonesia.

This study aims to find out how the proportion of service quality dimension sentiment has been obtained by SiCepat, as well as what service quality dimensions need to be improved by SiCepat based on the sentiment analysis that has been carried out.

The method used in this research is a qualitative method. This research was carried out on September 13, 2021 until October 13, 2021 using data from Twitter social media by crawling data with the keyword "sicepat" using the python programming application Google Colab, the next stage is preprocessing data to eliminate sentences that are not important, the next stage then classifying sentiment data and service quality dimensions on each tweet, then testing the validity of the model using RapidMiner, and seeing the description of the words that appear most often using word cloud.

This research results that the classification of sentiment and dimensions of service quality get a larger proportion of negative sentiment than positive sentiment. In the multiclass classification of service quality dimensions, the most frequently searched dimension on Twitter is the reliability dimension which is dominated by sentiment in SiCepat companies.

The results of this study are expected that social media such as Twitter can be used by shipping companies to find out how the quality of services provided by SiCepat companies, and the need to improve the reliability of dimensions because they are not in accordance with the promotions provided by SiCepat.

Keywords: *freight forwarding, service quality, sentiment analysis, support vector machine, multi-class classification*