

## DAFTAR GAMBAR

|   |    |
|---|----|
| <b>Gambar 2.1</b> Kerangka Pemikiran .....  | 33 |
| <b>Gambar 3.1</b> Tahapan Penelitian.....   | 39 |
| <b>Gambar 3.2</b> Teknik Analisis .....   | 43 |
| <b>Gambar 3.3</b> Hasil crawling data ulasan aplikasi Bank Jago pada Microsoft Excel<br>..... | 44 |
| <b>Gambar 4.1</b> Classification report dimensi E-SERVQUAL .....                              | 52 |
| <b>Gambar 4.2</b> Confusion matrix model E-SERVQUAL .....                                     | 53 |
| <b>Gambar 4.3</b> Proporsi dimensi E-SERVQUAL .....   | 54 |
| <b>Gambar 4.4</b> Classification report sentimen .....  | 56 |
| <b>Gambar 4.5</b> Confusion matrix model sentimen.....  | 57 |
| <b>Gambar 4.6</b> Proporsi analisis sentimen .....  | 58 |
| <b>Gambar 4.7</b> Distribusi sentimen tiap dimensi E_SERVQUAL.....                            | 59 |
| <b>Gambar 4.8</b> Coherence score dimensi personal needs. ....                                | 61 |
| <b>Gambar 4.9</b> Intertopic Distance Map Dimensi Personal Needs .....                        | 62 |
| <b>Gambar 4.10</b> Topic Word Scores Dimensi Personal Needs.....                              | 63 |
| <b>Gambar 4.11</b> Coherence score dimensi reliability.....                                   | 66 |
| <b>Gambar 4.12</b> Intertopic Distance Map Dimensi Realiability .....                         | 67 |
| <b>Gambar 4.13</b> Topic Word Scores Dimensi Reliability.....                                 | 68 |