

ABSTRACT

SENTIMEN ANALYSIS OF MARGONO HOSPITAL ON GOOGLE MAPS PLATFORM USING NAÏVE BAIYES METHOD

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Hospitals are health service institutions that play an important role in maintaining public health by providing inpatient, outpatient, and emergency services. Prof. Dr. Margono Soekarjo Purwokerto Hospital is identified as one of the best hospitals in Central Java, with many reviews from visitors on Google Maps reflecting patient satisfaction. To gain an understanding of the public's views on service quality, sentiment analysis is needed to process text-based data and extract information related to sentiment tendencies in it. This study uses Naive Bayes as a method to analyze reviews from Google Maps, which aims to determine the percentage of positive and negative comments. This study shows that 84.6% of reviews have positive sentiment values and 15.4% of reviews have negative sentiment values. In addition, Naive Bayes used as a method in this study produces an accuracy rate of 80%. The results of this study are expected to provide useful knowledge for the management of health services in hospitals. Thus, this study shows how the Naive Bayes algorithm can be used to measure patient satisfaction with the services of Prof. Dr. Margono Soekarjo Purwokerto Hospital. Margono Soekarjo through sentiment analysis, on the Google Maps platform so that it can be a basis for improving the quality of health services in the future.

Keywords: Naive Bayes, Sentimen analysis, Hospital, Google maps, Review