

ABSTRACT

The development of digital transformation across various business sectors today influences corporate strategies to remain competitive. One example is Starbucks, which launched an application for its customers. Starbucks is one of the most famous coffee brands in the world and has an application that allows customers to place orders, make payments, and receive rewards through a loyalty program. Online reviews play an important role in consumer decision-making. In the reviews of the Starbucks app on Google Play Store, negative opinions dominate, which require more attention from the developers. The app's rating on Google Play Store shows a significant decline, from 4.9 stars to 2.5 stars within one year. This is noteworthy due to the many complaints related to technical issues with the app, such as difficulty logging in and failed transactions.

This study aims to determine the relationship between the sentiment of reviews given by users and the app's rating. The focus of the research is on user reviews taken from Google Play Store, using sentiment analysis based on Support Vector Machine (SVM). This analysis aims to classify reviews into three sentiment categories: positive, neutral, and negative. By using this method, the study also aims to understand the contribution of sentiment to the ratings given by users.

The methodology used in this study is a quantitative approach with the collection of review data, which is then processed through text pre-processing. The processed data is then analyzed using SVM to classify sentiment, and the relationship between sentiment and app ratings is tested using Pearson correlation analysis. The results show that there is a significant relationship between review sentiment and app ratings, with positive sentiment correlating with higher ratings, while negative sentiment correlates with lower ratings.

This study provides insight that user review sentiment plays a vital role in shaping app ratings. By understanding the sentiment contained in reviews, app developers can identify issues faced by users and improve the overall quality of the app. Therefore, it is recommended that Starbucks address the technical issues of the app, especially related to login and transactions, in order to enhance user satisfaction and improve app ratings in the future.

Keywords: Review Sentimen, App Rating, Google Play Store, Support Vector Machine, Pearson Correlation, Sentimen Analysis.