

ANALISIS SENTIMEN ULASAN GOOGLE MAPS TERHADAP KEPUTUSAN BERLANGGANAN GYM MENGGUNAKAN ALGORITMA

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ABSTRACT

Increasing public awareness of healthy lifestyles has led to a growing interest in gym memberships, making Google Maps reviews an important source of information for prospective customers. However, automated sentiment analysis in the Indonesian fitness industry remains limited. This study aims to collect Google Maps reviews using a web scraping technique, classify the reviews into three sentiment categories (positive, neutral, and negative) using the Naïve Bayes algorithm, and evaluate the performance of the classification model. The collected review data were processed through several text preprocessing stages, including case folding, cleansing, normalization using a slang dictionary, stopwords removal, stemming with the Sastrawi library, and tokenization. Feature extraction was performed using the Term Frequency–Inverse Document Frequency (TF-IDF) method before classification. Model performance was evaluated using a Confusion Matrix based on accuracy, precision, recall, and F1-score. The results show that the Naïve Bayes algorithm achieved an average accuracy of 90.18%, indicating that it is highly effective in classifying sentiment from Google Maps reviews. The findings can assist prospective customers in making gym subscription decisions and provide gym managers with valuable insights for evaluating and improving service quality.

Keywords: *Sentiment Analysis, Google Maps, Naïve Bayes, TF-IDF, Gym Subscription.*