

ABSTRAK

Meningkatnya penggunaan aplikasi e-commerce menuntut kualitas *usability* yang memadai untuk menunjang pengalaman pengguna. Penelitian ini bertujuan menganalisis serta membandingkan sentimen pengguna terhadap aspek *usability* pada aplikasi Shopee dan Tokopedia berdasarkan ulasan di Google Play Store, sekaligus menilai kinerja algoritma Multinomial Naive Bayes dalam proses klasifikasi sentimen. Penelitian menggunakan pendekatan kuantitatif dengan metode analisis sentimen. Data penelitian terdiri atas masing-masing 5.000 ulasan pengguna yang dikumpulkan melalui teknik web scraping, kemudian diseleksi berdasarkan aspek *usability* yang mencakup kecepatan, stabilitas, navigasi, dan tampilan antarmuka. Data terpilih diproses melalui tahapan preprocessing teks, pembobotan fitur menggunakan Term Frequency–Inverse Document Frequency (TF-IDF), serta klasifikasi sentimen dengan algoritma Multinomial Naive Bayes. Hasil penelitian menunjukkan bahwa sentimen negatif menunjukkan proporsi yang lebih tinggi pada kedua aplikasi. Pada aplikasi Shopee, keluhan pengguna terutama berkaitan dengan aspek kecepatan, sedangkan pada aplikasi Tokopedia permasalahan *usability* lebih banyak ditemukan pada aspek tampilan dan navigasi. Evaluasi kinerja model menunjukkan bahwa algoritma Multinomial Naive Bayes mencapai tingkat akurasi sebesar 0,80 pada aplikasi Shopee dan 0,91 pada aplikasi Tokopedia. Temuan ini menunjukkan adanya perbedaan karakteristik permasalahan *usability* pada masing-masing aplikasi, yang dapat dimanfaatkan sebagai dasar dalam penentuan prioritas perbaikan *usability*.

Kata kunci: *analisis sentimen, usability, e-commerce, Multinomial Naive Bayes*

ABSTRACT

The increasing use of e-commerce applications requires adequate *usability* to support user experience. This study aims to analyze and compare user sentiment towards *usability* aspects on Shopee and Tokopedia applications based on reviews on Google Play Store, as well as to assess the performance of the Multinomial Naive Bayes algorithm in the sentiment classification process. This study uses a quantitative approach with sentiment analysis methods. The research data consists of 5,000 user reviews collected through web scraping techniques, then selected based on *usability* aspects that include speed, stability, navigation, and interface display. The selected data was processed through text preprocessing, feature weighting using Term Frequency–Inverse Document Frequency (TF-IDF), and sentiment classification with the Multinomial Naive Bayes algorithm. The results showed that negative sentiment had a higher proportion on both apps. In the Shopee application, user complaints were mainly related to speed, while in the Tokopedia application, *usability* issues were more commonly found in appearance and navigation. Model performance evaluation showed that the Multinomial Naive Bayes algorithm achieved an accuracy rate of 0.80 in the Shopee application and 0.91 in the Tokopedia application. These findings indicate differences in the characteristics of *usability* issues in each application, which can be used as a basis for determining usability improvement priorities.

Keywords: *sentiment analysis, usability, e-commerce, Multinomial Naive Bayes*