

ABSTRACT

The rapid growth of e-commerce market in Indonesia makes the number of e-commerce sites emerging. Bukalapak, Tokopedia and Elevenia are among the top five most visited e-commerce sites in Indonesia. The existence of a vertical venue market makes marketing intelligence important in a business organization. One of the important elements in marketing intelligence is the understanding of customers, in understanding the company's customers need to review the customer one of them by reviewing aspects of customer satisfaction. This study uses sentiment analysis to find out how customer satisfaction of the three e-commerce sites.

Various positive and negative customer sentiments expressed through social media will influence the dissemination of information in social media. In the e-commerce business the buyer does not see the goods directly, so that other customer experiences will be input during the consideration process before making a purchase.

The purpose of this research is to classify customer sentiment in social media twitter in order to become an information, then result of sentiment analysis every company in this research will be compared, to know position of each company.

The text classification method will be done in this research is naive bayes classifier with TF-IDF weighting, while validation and evaluation on naive bayes text classification is done using K-fold cross validation and confusion matrix.

The results showed that negative sentiments toward the three e-commerce sites are more dominant in social media, and e-commerce sites with the highest negative sentiment is Bukalapak then Tokopedia and Elevenia.

Companies should pay attention to the sentiments delivered by customers and also the position of the company among the competitors, because today many potential customers who seek information through social media before making a purchase.

Keywords: e-commerce, sentiment analysis, naive bayes, marketing intelligence, customer satisfaction