

Cluster Analysis Komen pada Social Media mengenai MPV Model = Cluster Analysis of Social Media Comments Regarding MPV Model

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Abstrak

Salah satu bagian penting dalam mempertahankan market share dan daya saing pada sektor industri manapun adalah kepuasan pelanggan. Tentu saja ini berlaku pada sektor industry otomotif. Ulasan pelanggan dan kuesioner telah memiliki peran penting dalam meninjau kepuasan pelanggan selama ini, tapi semakin banyak pelanggan menggunakan waktu mereka online. Studi ini mengevaluasi dan menganalisa komen dan ulasan yang di-posting di social media, menggunakan cluster analysis dan text mining. Hasil dari studi ini adalah evaluasi resepsi pelanggan terhadap produk merek otomotif ternama, kelebihan dan kelemahannya, area-area mana saja yang dapat pujian dan kritisisme, supaya bisa membuat dan mengimplementasikan sistem prioritas untuk mempertahankan kepuasan pelanggan dan daya saing.

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A large part of maintaining market share and a competitive advantage in any industrial sector is customer satisfaction. This also applies to the automotive industry. Customer reviews and questionnaires had played a large part in gauging customer satisfaction throughout the years, but an ever-increasing population of the customer base spends most of their time online. This study evaluates and analyzes comments and reviews posted in social media using cluster analysis through text mining. The output of this study is an evaluation of the general customer reception towards a leading automotive brand's products, its specific strengths and weaknesses, areas that garner criticism or praise, in order to create and implement a prioritization system to maintain customer satisfaction and retain competitiveness.