ABSTRACT

Mobile health applications, such as SatuSehat, play a crucial role in improving healthcare services and supporting individual health management. In Indonesia, the SatuSehat application continues to evolve to meet user needs but requires continuous innovation to enhance its quality. Although SatuSehat receives high ratings, it is often accompanied by user dissatisfaction comments. This study aims to analyze the sentiment of user reviews of the SatuSehat application on Google Play Store to validate user feedback. A total of 20,670 reviews collected from January to December 2023 were analyzed through preprocessing, labeling with the Indonesian Sentiment Lexicon, and word representation using FastText word embedding. The Long Short Term Memory (LSTM) classification model was chosen for its ability to handle long sequential text data and address the vanishing gradient problem. The LSTM model was trained to find the optimal combination of dropout, learning rate, and batch size parameters to optimize accuracy, precision, recall, and f1-score. The results of the study showed an accuracy of 96.75%, precision of 96.54%, recall of 96.83%, and an f1-score of 95.95%. Sentiment analysis revealed that the dominant user sentiment was negative, despite the high star rating given. These findings provide valuable insights for application developers to understand the discrepancy between numerical ratings and users' textual opinions and serve as a foundation for continuous service quality improvement.

Keywords : Satusehat, Sentiment Analysis, Indonesian Sentiment Lexicon, FastText Word Embedding, Long Short Term Memory (LSTM)