

**ABSTRAK****ANALISIS *USER EXPERIENCE* DENGAN EKSTRAKSI FITUR  
MENGUNAKAN *LARGE LANGUAGE MODEL* PADA APLIKASI  
*MOBILE BANKING***

Hannisa Fadhila Rahman – NIM. 1187050041

Teknik Informatika

User Experience (UX) merupakan aspek krusial dalam mengukur kualitas aplikasi *mobile banking*. Namun, banyak pengguna masih menghadapi kendala dalam transaksi dan pengelolaan keuangan. Penelitian ini menganalisis 64.564 ulasan pengguna menggunakan *Large Language Model* untuk mengekstraksi fitur positif dan negatif serta mengevaluasi sembilan aspek UX pada aplikasi *mobile banking*. Evaluasi metode menunjukkan akurasi tinggi dalam ekstraksi fitur dengan skor ROUGE-L 80,91%, MAE 36,41%, dan *Pearson Correlation* 96,79%. Sementara itu, analisis sembilan aspek UX menghasilkan *Hamming Loss* 5,21%, Jaccard Index 88,16%, Accuracy 70,65%, dan F1 Score 91,75%, yang menunjukkan efektivitas model dalam mengklasifikasikan aspek UX. Hasil ini mengonfirmasi potensi *Large Language Model* dalam menganalisis ulasan pengguna dalam skala besar guna meningkatkan UX aplikasi *mobile banking*.

Kata kunci: *user experience, ekstraksi fitur, mobile banking, large language model*

**ABSTRACT*****ANALYSIS OF USER EXPERIENCE THROUGH FEATURE EXTRACTION  
USING LARGE LANGUAGE MODELS IN MOBILE BANKING***

Hannisa Fadhila Rahman – NIM. 1187050041

*Informatics Engineering*

*User Experience (UX) is a crucial aspect in assessing the quality of mobile banking applications. However, many users still face challenges in transactions and financial management. This study analyzes 64,564 user reviews using a Large Language Model to extract positive and negative features and evaluate nine UX aspects in mobile banking applications. Method evaluation shows high accuracy in feature extraction, with scores of ROUGE-L 80.91%, MAE 36.41%, and Pearson Correlation 96.79%. Meanwhile, the analysis of nine UX aspects resulted in Hamming Loss 5.21%, Jaccard Index 88.16%, Accuracy 70.65%, and F1 Score 91.75%, indicating the model's effectiveness in classifying UX aspects. These findings confirm the potential of Large Language Models in analyzing large-scale user reviews to enhance the UX of mobile banking applications.*

*Keywords: user experience, feature extraction, mobile banking, large language model.*

