

ABSTRAK

Perkembangan industri *e-commerce* semakin pesat seiring meningkatnya penggunaan internet dan perangkat mobile. Dalam konteks bisnis perjalanan haji dan umrah, efisiensi layanan menjadi tantangan utama, khususnya dalam hal pendaftaran, penyampaian informasi, dan sistem ulasan produk. PT. Sriwijaya Mega Wisata sebagai penyedia jasa perjalanan haji menghadapi kendala dalam proses administrasi yang lambat dan layanan yang kurang responsif karena masih mengandalkan sistem konvensional. Penelitian ini bertujuan untuk mengimplementasikan teknologi *Progressive Web App (PWA)* pada platform e-commerce guna mengoptimalkan layanan dan meningkatkan daya saing perusahaan. *PWA* memungkinkan pengguna mengakses aplikasi seperti aplikasi native melalui browser dengan keunggulan seperti instalasi mudah, akses offline, dan performa tinggi di berbagai perangkat. Selain itu, metode Analisis Sentimen dengan algoritma *Naive Bayes* diterapkan untuk mengklasifikasi ulasan pelanggan sebagai umpan balik terhadap produk dan layanan. Metode pengembangan sistem yang digunakan adalah *Rapid Application Development (RAD)*. Hasil dari penelitian ini diharapkan dapat membantu PT. Sriwijaya Mega Wisata dalam meningkatkan pengalaman pengguna, efisiensi operasional, serta meningkatkan kepuasan dan retensi pelanggan melalui platform e-commerce modern yang responsif dan informatif.

Kata Kunci: *E-commerce, Progressive Web App, Analisis Sentimen, Naive Bayes, Haji*

ABSTRAK

The e-commerce industry has experienced rapid growth alongside the increasing use of the internet and mobile devices. In the context of Hajj and Umrah travel services, service efficiency remains a major challenge, especially in registration processes, product information delivery, and customer review systems. PT. Sriwijaya Mega Wisata, a provider of Hajj travel services, faces obstacles such as slow administration and unresponsive services due to conventional systems. This research aims to implement Progressive Web App (PWA) technology in an e-commerce platform to optimize services and enhance the company's competitiveness. PWA enables users to access the application through a browser with features similar to native apps, including easy installation, offline access, and high performance across devices. Furthermore, Sentiment Analysis using the Naive Bayes algorithm is applied to classify customer reviews as feedback on products and services. The system development follows the Rapid Application Development (RAD) methodology. The results of this study are expected to assist PT. Sriwijaya Mega Wisata in improving user experience, operational efficiency, and customer satisfaction and retention through a modern, responsive, and informative e-commerce platform.

Keywords: *E-commerce, Progressive Web App, Sentiment Analysis, Naive Bayes, Hajj*