

## Abstract

*In e-commerce applications, often encountered users who have limited knowledge of the products they want to buy. For that needed a virtual sales assistants that can help users find products that fit with his desire. Application of e-commerce view Recommender systems as an important step to build a virtual sales assistants are more proactive and reliable, especially conversational Recommender systems. Conversational Recommender systems help users find desired products and get feedback from users. One form of feedback that is often used in Recommender systems are critiquing.*

*In this Final Project will created recommender system using Example critiquing method and Incremental critiquing methos. In Example critiquing method, a pure critiques made by the use purely. While on Incremental critiquing method, critiques was built by the system (compound Critique) and the system will store the previous critique (Critique history) to be used again in the next cycle.*

*This system evaluated using recommendation effort and recommendation accuracy. For the evaluation process conducted in a user study that is using a bunch of people to test this system.*

*Recommendation accuracy obtained for the hybrid method is 86.41% whereas the EC method is obtained 61.54%. The average number of interactions required to find the desired product (Recommendation effort) in this study was 2.75 cycles (8.9469 minutes) on the Hybrid method, while critiquing the EC method of 2.11 cycles (7.3069 minutes).*

**Keywords :** *recommender system, example critiquing, incremental critiquing, unit critique, compound critique,user study*