

## **ABSTRACT**

More rapidly internet customer in Indonesia, many web e-commerce that created by customer. The owner web e-commerce want to buyer get a product like his desire. Some web e-commerce providing page review from other customer about seller's product. Some research about knowledge-based recommender system say that product recommended majority based on value of feature product. In this research, we attempt to new concept with including product review. In addition, fungsional requirement customer will be include for this research. Furthermore as knowledge-based characteristic, we use an ontology whereas ontology domain is smartphone.

In product recommended, customer want the result of recommender system same as fungsional requirement. Customer fungsional requirement have much indicator or attribut influenced , So this recommender system using MAUT (Multi Attribut Utility Theory) as a method. The result, comparing method using TAM (Technology Acceptance Model) between MAUT without feature review and MAUT with feature review value proof that MAUT with feature review value more acceptance by customer.

*Keywords: recommender system, ontology, knowledge-based, feature review, MAUT, TAM.*