Abstract

Conversational recommender systems is a system which helps users to find their required product. This system will suggest the products as recommendation and receive feedback from users to refine recommendations on the next iteration. For example on the smartphone recommender systems, users want a product which is cheaper than product that have been recommended. Cheaper is feedback in the form of unit critique for the price feature. In fact, most users typically give critique without considering the trade-off between the features, such as: cheaper with more RAM and bigger screen size. For overcome this problem, this research uses apriori algorithm to generate critiques over multiple features (compound critiques) by noticed the frequency of occurrence of a critique patterns of between product recommended features which is selected by user and product candidate recommendations features as feedback. The results of this research, obtained that the implementation of the compound critiques more efficient than the unit critique, by reducing the number of average iterations of the system examination relative 52.83%.

Keywords**:** *apriori, feedback, conversational recommender systems, compound critiques, trade-off, unit critique*