ABSTRACT

Collaborative Filtering is a recommendation system that is widely used as a system for recommending traded goods or marketing goods and services using electronic systems. Recommendation system with User-based Collaboratuve Filtering algorithm is used to recommend items to the users personally. This algorithm can predict user opinions for an item by using similar opinions of users. In addition to the User-based Collaborative Filtering algorithm, user profiles are used as one of the benchmarks in recommending an item.

The purpose of this Final Project is to implement the User-based Collaborative Filtering algorithm as a system to recommend cars to someone through the website. In choosing a car, you must consider various things that can take time, so with this website can help someone in choosing or considering the desired car.

The results of this Final Project are able to recommend a car using the User-based Collaborative Filtering algorithm by obtaining an average user satisfaction rate of 78.83%, an average Mean Absolute Error value of 0.40, and an average accuracy of 92.04%.

Keywords: Collaborative Filtering, Recommender System, User-based Collaborative Filtering