

Abstract

Based on a CNBC survey in 2016-2018, there was an increase in interest in local shoe brands as much as 50- 70% in Indonesia, with this increase there were many local brands and types of shoes circulating. Each consumer has different characteristics and interests, so a recommendation system is needed to help consumers get recommendation results. This research was conducted at the Tarsius shoe store, this store has sold many local shoe brands. However, there are still many potential customers who are confused about buying a local shoe brand that is suitable for them. For this reason, a local shoe recommendation system will be created in the case of the Tarsius store. This local shoe recommendation system was built using the collaborative filtering method by looking at product ratings from consumers. The system is built based on the results of consumer ratings with a scale of 0-5. The recommendation system succeeded in providing the top 10 item selection outcomes. Performance measurement is carried out in 2 ways, namely, using MAE and through a survey of the respondents. The results of the MAE measurement get a test value of one user with an MAE of 0.23 and a test of five users with an MAE of 0.25. The survey results prove that 99.5% of respondents accept the item recommendation with an MAE value of 0.69.

Keywords: local shoes, recommendation system, collaborative filtering, MAE.