

Abstract

Toko Miring is a shop that sells groceries. Currently, Toko Miring uses a website to sell its products, so customers do not need to come directly to Toko Miring. However, on this website there are deficiencies, namely that customers have difficulty choosing the desired product based on previous orders and for new customers who do not have an order history, they must view the products one by one because the website does not yet have product recommendations according to customer interests or ratings from other customers. To overcome this, the tilt shop website needs to take advantage of new technology, namely by adding a recommender system feature. In this study, the methods used are Collaborative Filtering, Cosine Similarity, and Euclidean Distance. Collaborative Filtering is used because this method uses rating data from a user, while Cosine Similarity and Euclidean Distance are used to measure the similarity between two vectors or data sets as well as compare the performance between the two methods. The pattern of data obtained is used as a reference or consideration in providing recommendations. The results obtained in this study indicate that the Collaborative Filtering method is able to provide product recommendations with the lowest MAE score of 3.135958 for Cosine Similarity and 3.222847 for Euclidean Distance. These results are obtained based on four test scenarios which are carried out by combining several parameters or columns such as discount, rating and total price.

Keywords: *Collaborative Filtering, Cosine Similarity, Euclidean Distance, Recommender System, Toko Miring*