ABSTRACT

Smartphones today have a variety of brands, shapes, specifications, prices, up to a different ope*rating* system. That diefferences makes most people get confused in determining choice because each variety has its advantages and disadvantages. To resolve these problems, recommender system has been designed using collaborative filtering and content-based filtering methods are combined using mixed hybrid and use the *rating* as a reference in providing recommendations. The recommendations in the form of list of 5 smartphones based on the predicted *rating* and similarity in specifications shown in its entirety. Results of this research is the merger of the two methods of collaborative filtering and content-based filtering with mixed hybrid can improve quality of the recommendations results were seen from value of accuracy, precision and recall are higher compared to using both methods separately. It was proven that the method of mixed hybrid has average value of accuracy reaches 95.11%, precision reaches 33% and recall 73.17%.

Keywords: *recommender system, collaborative filtering, content-based filtering, mixed hybrid*