Abstract

The continuous development of the concept of online sales in Indonesia is increasingly making business opportunities abuzz using e-commerce to conduct transactions. With the large number of e-commerce users, this causes a lot of information received by buyers, so that online businesses will have difficulty in assessing the right product to the right target buyer. To increase product sales in e-commerce, the recommendation system is an explanation for these problems. In this application, recommendations are obtained from calculations using the Slope One algorithm. The Slope One algorithm makes recommendations by adding up the ranking of a product with the average difference between one place and another. From the experiments carried out on the dataset from amazon which was carried out into three divisions of training data and testingdata based on the difference in data differences based on these data. Each RMSE value is 0.601, 0.856, 0.892. This shows that the applied algorithm has good accuracy because the value of RMSE itself is close to zero.

Keyword : product recommendation system, e-commerce, slope-one algorithm, root mean square error