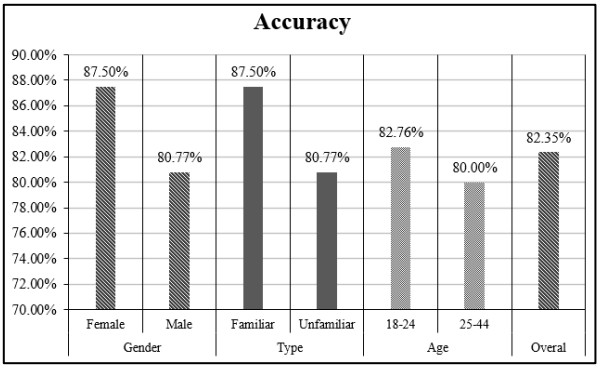


Figure 12. Recommendation system accuracy data

When viewed from the 44 unfamiliar users, the system gets an accuracy of 80.77%. This indicates that this system helps unfamiliar users. Also, the 16 familiar users get an accuracy of 87.50%. This system does not only help unfamiliar users. However, it also helps familiar users.

3.2 User Satisfaction

The questionnaire is used to measure user satisfaction. There are ten questions given in the questionnaire. To assist analysis, each statement is grouped into six factors: 1 perceived efficiency (PE), 2) Informative (INF), 3) trust (TR), 4) easy to use (ETU), 5) ease of understanding (EOU), 6) perceived quality of recommendation (PRQ) [12]. Details of each question can be seen in Table 1.

Table 1. Statements of questionnaire

| ID | Factors | Informations |
|---|---|---|
| P1 | PE | I find product that I want |
| P2 | INF | I can find information of product easily |
| P3 | TR | I really want to buy the product that I choose on system later |
| P4 | TR | If I want to buy camera someday, I will use this system again |
| P5 | ETU | I found it hard enough to find products that I really want |
| P6 | ETU | It is easy to use this system |
| P7 | EOU | The given questions or options are easy to understand |
| P8 | EOU | I really understand all the question and option that I got |
| P9 | PRQ | I like the product that I selected |
| P10 | PRQ | I don't prefer this kind of interaction system |

Based on Figure 13, ID P3 and ID P6 get minus values, which means that most users disagree with this statement. The result gave positive value for other IDs, which means that most users agree. It shows promising results for the six factors asked: EOU, PRQ, PE, INF, TR, and ETU.

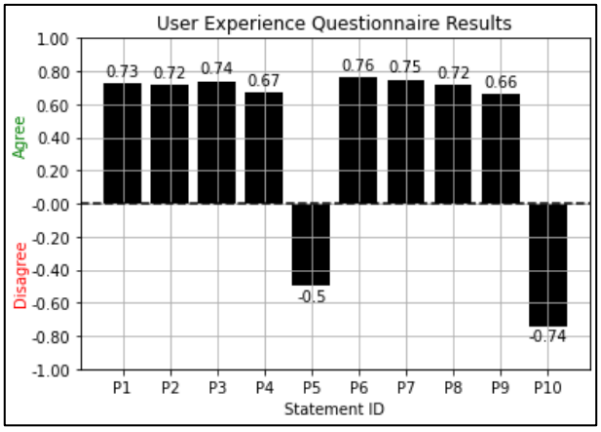


Figure 13. User satisfaction questionnaire data

## 4. Conclusion

Based on the results of system performance and user satisfaction that have been evaluated, the accuracy value of system performance is 82.35%, and The questionnaire results revealed positive user satisfaction based on six factors asked: EOU, PRQ, PE, INF, TR, and ETU. These results indicate that the recommender system has successfully provided accurate recommendations and appropriately interacted with users.

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