

TABLE OF CONTENT

DEDICATION	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vii
TABLE OF ABBREVIATIONS	viii
ABSTRACT	ix
CHAPTER I (INTRODUCTION)	1
1.1 Introduction	1
1.2 Background	1
1.3 Problem Statement.....	4
1.4 Research Questions	4
1.5 Research Objective	5
1.6 Benefits of the Research.....	5
1.7 Scope of the Research	6
1.8 Systematic Writing	6
1.9 Sumarry	7
CHAPTER II (LITERATURE REVIEW).....	8
2.1 Artifical Intelligence	8
2.1.1 Artifical Intelligence AI Recommendation.....	8
2.1.2 Technology and Applications of AI.....	11
2.1.3 Recommendation Engine Process.....	16
2.1.4 AI Pesonalized E-Commerce.....	18

2.2 Content Based Filtering	19
2.3 Recommendation Cluster Analysis	21
2.4 Collaborative Filtering Recommender System	22
2.5 E-Commerce	23
2.5.1 E-commerce Types	26
2.5.2 Benefits of E-Commerce.....	28
2.6 Consumer Behavior	29
2.6.1 Factors Influence Consumer Behavior	30
2.7 Consumer Satisfaction	30
2.7.1 Consumen Measurement Methods	31
2.7.2 Types of Consumer Satisfaction	35
2.8 Previous Research	33
2.10 Research Framework	38
2.10.1 Hyphotesis 1.....	39
2.10.2 Hyphotesis 2.....	40
2.10.3 Hypothesis 3.....	40
CHAPTER III (RESEARCH METHODOLOGY).....	41
3.1 Introduction.....	41
3.3 Research Types	41
3.4 Data Source.....	42
3.5 Data Collection Method	42

3.5.1 Questionnaire	42
3.5.2 Questionnaire Design	42
3.6 Population of Sampling.....	43
3.6.1 Population	43
3.6.2 Sample.....	43
3.7 Research Variable	44
3.7.1 Independet Variable	44
3.7.2 Dependent Variable	45
3.8 Data Analysis	45
3.8.1 Pilot Test.....	46
3.8.2 Validity Test.....	46
3.8.3 Reliability Test.....	47
3.8.4 Descriptive Statustics	47
3.8.5 Multiple Linear Regression	48
3.9 Summary	49
CHAPTER IV (RESULT ANALYSIS).....	50
4.1 Introduction.....	50
4.2 Pilot Test	50
4.3 Descriptive Statistics.....	51
4.3.1 Respondents Identity.....	51
4.3.1.1 Gender.....	51

4.3.1.2 Age	52
4.3.1.3 Job	53
4.4. Validity Test.....	54
4.4.1 Content-based Filtering.....	55
4.4.2 Recommendation Cluster Analysis	56
4.4.3 Collaborative Filtering Recommender System.....	57
4.4.4 Online Consumer Satisfaction	58
4.6 Inferential Analysis.....	59
4.6.1 Pearson's Colleration Analysis	60
4.6.2 Multiple Linear Regression.....	62
4.6.2.1 Hypothesis Test.....	65
4.7 Conclusion	67
CHAPTER V (CONCLUSION).....	68
5.1 Introduction.....	68
5.2 Discussion of Objectives	68
5.3 Academic Contribution of This Study	68
5.4 Recommendation for the E-Commerce Industri	69
5.5 Recommendation for the Future Research.....	69
5.6 Summary	70
REFERENCES	71
APPENDIX.....	76

LIST OF TABLE

Tabel 1	20
Tabel 2	33
Tabel 3	42
Tabel 4	43
Tabel 5	51
Tabel 6	52
Tabel 7	53
Tabel 8	54
Tabel 9	55
Tabel 10	55
Tabel 11	56
Tabel 12	56
Tabel 13	57
Tabel 14	57
Tabel 15	58
Tabel 16	58
Tabel 17	59
Tabel 18	60
Tabel 19	62
Tabel 20	63
Tabel 21	64
Tabel 22	66

TABLE OF FIGURE

Figure 1	9
Figure 2	16
Figure 3	25
Figure 4	26
Fugure 5	30
Figure 6	38
Figure 7	40
Figure 8	41
Figure 9	52
Figure 10	53
Figure 11	54



TABLE OF ABBREVIATIONS

AI	Artifical Intelligence
NLP	Natural Languange Processor
CF	Content-based Filtering
RCA	Recommendation Cluster Analysis
CFRS	Collaborative Filtering Recommender Systsem
OCS	Online Consumer Satisfaction
MLR	Multiple Linear Regression
RFQ	A Request For Quotation