

## CHAPTER V CONCLUSION AND RECOMMENDATION

### 5.1 Introduction

In Chapter 5, aspects connected to the conclusion of the research will be addressed, including a review of the research carried out by the researchers. The findings, the limitations of this study, and recommendations for potential research are also addressed in this chapter. Therefore, the conclusions of this chapter were underlined. Based on the findings of data analysis as in chapter 4, the three goals identified earlier in the study were further addressed. At the end of this chapter are included the findings and recommendations for future researchers. The research findings show that the artificial intelligence (AI) recommendation engine technology have a significant impact on online consumer. The first objective is to investigate the to identify the impact of **content-based** filtering on online consumer satisfaction. The second objective is to identify the impact of recommendation cluster analysis on online consumer satisfaction and the third objective is to identify the impact of collaborative filtering recommender system on online consumer satisfaction.

### 5.2 Discussion of Objectives

200 respondents were obtained from 100 Indonesian respondents and 100 Vietnamese respondents. Furthermore, before the real data was gathered, the pilot test would be performed on 30 respondents. The pilot test is aimed at ensuring that respondents understand the questions they have. Cronbach Alpha's findings are thus appropriate for the high reliability of the analysis. The result value is 0.923, which is higher than the standard value of 0.7.

A descriptive analysis of all items under the independent variable showed the means and standard deviations in this study. The mean range is from 3.866 to 4.026 for the independent variables. The mean value of the independent variables was greater than 3.0, indicating that both questions were understood by most respondents.

The findings also indicated that the Pearson correlation coefficient analysis which the first independent variable, content-based filtering (CF) and dependent variable, online consumer satisfaction (OCS) was moderate positive correlation ( $r = 0.707^{**}$ ), correlation relationship between the second independent variable, recommendation cluster analysis (RCA) and dependent variable, online consumer satisfaction (OCS) was moderate positive correlation ( $r = 0.799^{**}$ ), correlation relationship between third variable, collaborative filtering recommendation analysis (CFRA) and dependent variable, online consumer satisfaction (OCS) was moderate positive correlation ( $r = 0.806^{**}$ ).

Furthermore, the ANOVA analysis showed that online consumer satisfaction (OCS) dependent variable has significant results on the independent variables of content-based filtering, recommendation cluster analysis and collaborative filtering recommender system. This result can affect online consumer satisfaction with all the variables. Finally, the Regression Analysis found that the independent variable, collaborative filtering recommendation system is the most relevant factor impact on online consumer satisfaction.

### **5.3 Academic Contribution of This Study**

This study has been able to:

- shows that there is a use of e-commerce by online consumers in Indonesia and Vietnam. then also shows the role of AI in e-commerce on customer satisfaction
- Successfully identify all the variable that impact on Artificial Intelligence Recommendation. The study also made contributions in the IT / IS research. This study was able to show that this variable may not conform to the generally accepted propositions of the model when it is tested in the e-Commerce.

### **5.4 Recommendation for the E-Commerce Industri**

At this time the development of technology has developed rapidly and consumers are more interested in using e-commerce. Therefore, as a company that uses e-commerce, it must be able to compete with improving the quality of

e-commerce. as for recommendations or suggestions for the e-commerce industry are as follows:

1. Use the AI recommend feature to market products and introduce products to consumers through advertising.
2. Use other AI features such as chatbots and RFQ (A Request For Quotation).
3. Improve the display quality of e-commerce so that consumers are more interested and comfortable shopping using the e-commerce application.

### **5.5 Recommendation for the Future Research**

In a research paper, recommendations are essentially critical suggestions for the best course of action in some circumstances. In other terms, this section provides a valuable guideline for overcoming certain problems and contributing to a good outcome. Recommendations urge specific policies, practices, theories or research to be taken. Furthermore, recommendations depend heavily on the situation and therefore differ greatly. The researcher can make detailed recommendations for more research on the topic. Besides, researcher can recommend studies that address identified gaps in literature that may or may not have contributed to the study.

These improvements can be suggested for further research using other data collection methods. Further research can be carried out using qualitative research methods which are open questions that help researchers accept personal ideas or views. It is recommended that research can be carried out more specifically to determine the object of research, namely by mentioning the name of the e-commerce. Because this research only focuses on AI recommendation on online consumer satisfaction, the results can also be expanded with future research in other geographic areas or across countries. The researcher can then gain a more accurate knowledge of this field of study and can differentiate from the findings.

In future research, other target categories such as consumer amazon or netflix users can also be determined. The sample size must also be increased to make

the results more accurate. In addition, future researchers can identify other factors that can influence AI on consumer behavior. Gender deficiencies in this study can be a problem. In this study, 57.5% were female respondents, while 42.5% were male respondents. This may not most perfectly represent the population of e-commerce users in Indonesia and Vietnam and affects the accuracy of the results. Further researchers are advised to create a sample size that can address the problem of gender representation in order to achieve more accurate results.

However, there are several limitations to this study. To overcome this limitation, more variables can be explored to understand their impact on online consumer satisfaction. Finally, this research can be extended to other countries to understand various factors from AI recommendation that affect online customer satisfaction.

## **5.6 Summary**

In conclusion, the existence of AI technology can affect e-commerce user satisfaction. This study is to assess the results obtained, tested using three independent variables, namely content-based filtering, cluster analysis recommendations, and collaborative filtering recommender system. Therefore, the results of the analysis show how the relationship of each variable with online consumer satisfaction.

The overall results of this analysis identify four variables in which content-based filtering, cluster analysis recommendations, and collaborative filtering recommender systems. The most influential factor on online consumer satisfaction is the collaborative filtering recommender system followed by recommendation cluster analysis and content-based filtering. Thus, all research objectives are successfully achieved and proven.