

Abstract

The advancement of technology made the online trading happens in a great number, as well as the fast paced modification of the specifications of electronic products. However, there are many customers had some difficulties on choosing a product if they only see the technical specification of a product. Because of those reasons, it is essentially needed some variables that can represent the preferences of customer generally and functionally to recommend electronic products and also recommend an appropriate result as the advancement of technology that happens all the time.

Content based recommender system with dynamic fuzzy logic gives a solution to recommends up to date electronic products for customers, based on the original specifications of products and also this system's fuzzy recommendation can process those different constraints and preferences to be a one satisfaction degree value according to the preference or functional needs of those customers.

The result of the smartphone recommendation experiments in this paper show system can recommend smartphone products according with the preferences that customer has assigned before with the average precision is 0,993 and the average error of ranks is 0,482.

Keyword: content based recommender system, dynamic fuzzy logic, fuzzy logic, database, smartphone recommendation, query.