ABSTRACT

Currently, the majority of Indonesians use the internet in their daily activities. This has helped make Indonesia the country with the highest level of e-commerce usage in the world. The largest e-commerce in Indonesia today is Shopee in terms of sales transactions. The proportion of sales that occur in e-commerce 35% comes from recommended products. By looking at the performance of Shopee which can dominate the Indonesian market share, as well as the effect of recommended products on sales, it is necessary to conduct more in-depth research on the effect of the recommender system on consumer purchasing decisions.

This study aims to find out how the response and whether there is an influence from the recommender system on Shopee consumer purchasing decisions as an effort to explain the basic phenomena that occur. The dimensions studied from the recommender system consist of novelty, accuracy and diversity.

The research method used is a quantitative method, with a descriptive purpose, the type of causal investigation, the individual unit of analysis and the time of the cross-sectional implementation. The sample uses purposive sampling with 400 respondents reflecting the characteristics of the population. Collecting data using an online questionnaire with multiple linear regression analysis techniques using SPSS version 28.

The results of this study indicate that the respondent's perception of the recommender system is in the very good category, and the purchase decision is in the good category. Based on the results of the coefficient of determination, it shows that the recommender system has an effect of 38.1% on purchasing decisions, and the results of multiple linear regression analysis indicate that the accuracy dimension is the most influential factor.

Based on the research results, Shopee is expected to be able to maintain and improve the accuracy dimension in the recommender system by increasing the data set and increasing the effectiveness of the machine learning recommendation model, so as to improve consumer purchasing decisions. Then, the results of this study are expected to be used as a reference in further research, and it is recommended to develop research using other variables outside of this research.

Keywords: Recommender System, Consumer Purchase Decision, E-Commerce