

SMARTPHONE PURCHASE RECOMMENDATION SYSTEM WITH KNN ALGORITHM

ABSTRACT

Smartphone is one of the things that many people need today. Many smartphone brands are sold on smartphones ranging from cheap prices with low specifications to expensive prices with high specifications. This smartphone purchase recommendation system research aims to overcome people who are confused when choosing the smartphone brand they will buy. This study uses the k-Nearest Neighbor algorithm or commonly called the KNN algorithm. The k-Nearest Neighbor algorithm is useful for classifying the data entered by the user based on attributes and samples from the training data. This research is also useful to find out the incompatibility of algorithms based on attributes and samples from training data for smartphone purchase recommendation systems. From the results of this study the average accuracy obtained is 64% of the 100 data used.

Keywords: KNN, k-Nearest Neighbor Algorithm, smartphone purchase recommendation system.