

**ANALYSING THE IMPACT OF MULTI-CRITERIA RECOMMENDER SYSTEMS
ON USER ENGAGEMENT IN E-COMMERCE PLATFORMS**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



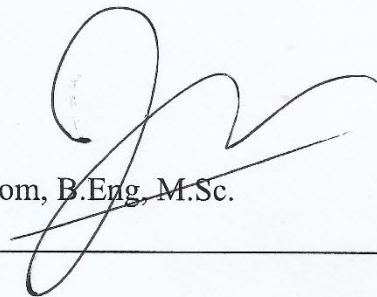
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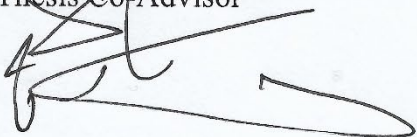


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ABSTRACT**ANALYSING THE IMPACT OF MULTI-CRITERIA RECOMMENDER SYSTEMS
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Recommender systems have become integral to modern e-commerce platforms but often yield inconsistent user engagement and satisfaction. This study investigates how multi-criteria recommendations, factoring in user preferences, browsing history, and demographics, influence both perceived usefulness and continued platform use. Employing a mixed-methods approach—combining reliability checks (Cronbach’s Alpha, KMO) and structural modeling—we analyzed user feedback from two major Indonesian marketplaces (Tokopedia and Shopee). Results show that with well-targeted recommendations and higher engagement, it significantly enhances optimal user experience, yet poorly tuned suggestions can diminish trust. These findings highlight the importance of personalization quality, affirming that recommender systems must be accurate, context-aware, and adaptable to varying user preferences for optimal effectiveness.

Keywords: e-commerce, recommendation system, AI, SPSS

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DEDICATION

I dedicate this work to my family, whose unwavering support and encouragement guided me throughout this journey, and to my mentors.

To my parents, whose unwavering love and endless support provided the solid foundation upon which this work stands. Your faith in my abilities kept me going through every challenge, and I could not have reached this milestone without your guidance and encouragement.

To my advisor and co-advisor, who believed in my potential even when I doubted myself. Your steady confidence and insightful direction showed me the value of perseverance and inspired me to aim higher than I ever thought possible.

To my friends, who were there through the toughest moments, offering compassion, laughter, and motivation when I needed it most. Your presence reminded me that no journey is taken alone, and for that, I am deeply grateful.

This thesis is as much a testament to your faith and friendship as it is to my own determination and a way for me to say thank you for walking with me every step of the way.

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First, I would like to express my boundless gratitude to my parents. Their unshakable love, encouragement, and belief in my dreams have been the driving force behind my achievements. Even in the most stressful moments, I found strength in their confidence and pride, which has carried me through to the completion of this thesis.

I am equally indebted to my advisor and co-advisor, who saw potential in me from the very beginning. Their patience, insightful guidance, and unwavering support gave me the courage to tackle challenges head-on. The trust they placed in my research vision, even when I doubted myself, has shaped my work and motivated me to persevere.

To my friends—thank you for being my pillars of support, especially at my lowest points. Your companionship and understanding never wavered, reminding me that I had a caring community to lean on. Whether it was providing a listening ear, a voice of reason, or a welcome distraction, you all helped me maintain balance and find renewed purpose when I needed it most.

This thesis reflects your collective influence on my life. I humbly offer my heartfelt appreciation to each of you for believing in me, standing by me, and making this journey truly meaningful.

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