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IMPROVING SHOPPING EXPERIENCES AT NTB MALL THROUGH PERSONALIZED PRODUCT RECOMMENDATIONS USING CONTENT-BASED FILTERING

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Abstract

NTB MALL, an e-commerce platform specializing in unique products from micro, small, and medium enterprises (MSMEs) in West Nusa Tenggara, faces challenges in providing personalized product recommendations due to the diversity of its product categories and consumer preferences. To address this, this study implements a content-based filtering (CBF) approach utilizing Term Frequency-Inverse Document Frequency (TF-IDF) and cosine similarity to enhance recommendation accuracy. The system analyzes product attributes and user interaction history to generate tailored suggestions. Experimental results indicate that cosine similarity outperforms Euclidean distance in recommendation precision, achieving an accuracy of 89% and a Mean Reciprocal Rank (MRR) of 95%. Furthermore, user feedback reveals that 93% of users found the recommendations highly relevant, 89% reported increased engagement, and 96% expressed satisfaction with the personalized shopping experience. This research provides a novel application of AI-driven recommendation systems in regional e-commerce marketplaces, demonstrating their potential to improve user experience and foster stronger connections between consumers and local producers.

Keywords: *AI in recommendations, content-based filtering, cosine-similarity, e-commerce personalization, user engagement.*

PENINGKATAN PENGALAMAN BERBELANJA DI NTB MALL MELALUI REKOMENDASI PRODUK TERPERSONALISASI MENGGUNAKAN CONTENT-BASED FILTERING

Abstrak

NTB MALL, sebuah platform e-commerce yang mengkhususkan diri pada produk unik dari usaha mikro, kecil, dan menengah (UMKM) di Nusa Tenggara Barat, menghadapi tantangan dalam menyediakan rekomendasi produk yang terpersonalisasi akibat keragaman kategori produk dan preferensi konsumen. Untuk mengatasi hal ini, penelitian ini mengimplementasikan pendekatan content-based filtering (CBF) yang memanfaatkan Term Frequency-Inverse Document Frequency (TF-IDF) dan cosine similarity guna meningkatkan akurasi rekomendasi. Sistem ini menganalisis atribut produk serta riwayat interaksi pengguna untuk menghasilkan rekomendasi yang lebih relevan. Hasil eksperimen menunjukkan bahwa cosine similarity memiliki tingkat presisi rekomendasi sebesar 89% dan Mean Reciprocal Rank (MRR) sebesar 95%, mengungguli metode Euclidean distance**.** Selain itu, hasil survei menunjukkan bahwa 93% pengguna menilai rekomendasi sangat relevan, 89% mengalami peningkatan keterlibatan dalam platform, dan 96% menyatakan kepuasan terhadap pengalaman belanja yang terpersonalisasi**.** Studi ini menawarkan penerapan baru sistem rekomendasi berbasis AI dalam e-commerce regional, membuktikan potensinya dalam meningkatkan pengalaman pengguna serta memperkuat hubungan antara konsumen dan produsen lokal.

Kata kunci: *AI dalam rekomendasi, content-based filtering, cosine-similarity, ketertarikan pengguna, personalisasi e-commerce.*

1. INTRODUCTION

1.1. Problem Background

In the last two decades, the e-commerce industry has witnessed an unprecedented surge,

becoming a dominant player in the global market. The advent of digital technologies and the internet has facilitated a seamless shopping experience, with e-commerce platforms offering a wide variety of products and services at the fingertips of consumers. According to a report by [1], the global retail e-commerce market sales are projected to reach $7.5 trillion by 2025, illustrating the booming nature of this industry. Parallelly, the concept of personalization has emerged as a vital strategy in e-commerce, aiming to enhance the user experience by tailoring product recommendations based on individual preferences and behaviors.

Personalization leverages various algorithms and techniques, including content-based filtering, to analyze user data and present products that are more likely to resonate with individual users. According to [2], personalization integrates machine learning (ML) and artificial intelligence (AI) into cognitive and social psychology. The field of customization research has experienced significant growth in the last several years, mostly due to the multidisciplinary nature of the field. Moreover, a study by [3] highlighted that personalized recommendations could increase conversion rates and foster customer loyalty, underscoring the immense potential of personalization in e-commerce [4].

Content-based filtering (CBF) specifically operates by analyzing the attributes of products and the preferences exhibited by users in their browsing and purchasing history. CBF presents consumers with nearly exact duplicates of the things they have previously selected or desired. The most related things to the target item are chosen by machine similarity based on the attributes of the compared items using various mathematical functions once the relationship between the object and its qualities is first established in the matrix term [5]. Over time, the sophistication of CBF algorithms has increased, combining machine learning (ML) and artificial intelligence (AI), where it has the potential to be employed as a recommendation system algorithm, as shown in [6] and [7].

In this context, this research seeks to explore the development and implementation of a CBF system in NTB MALL, a burgeoning e-commerce platform. NTB Mall is an innovative e-commerce platform initiated by the Trade Department of the West Nusa Tenggara Province (NTB) in Indonesia [8]. It's designed to market products made by local micro, small and medium-sized enterprises (MSMEs) from the islands of Lombok and Sumbawa. This platform not only strives to meet the diverse needs of the NTB community through its web and mobile applications but also seeks to empower local businesses by enhancing their market reach.

One of the primary challenges faced by e-commerce platforms, especially regional marketplaces like NTB Mall, is delivering personalized product recommendations tailored to diverse consumer preferences. While large-scale platforms leverage big data-driven recommendation systems, regional e-commerce platforms often struggle due to limited user interaction data and product diversity, necessitating more efficient recommendation strategies. The importance of researching and building a recommendation system for NTB Mall lies in its potential to significantly improve the user experience and economic prospects for these local MSMEs [9].

A well-designed recommendation system could lead to more personalized shopping experiences, increased product visibility, and higher sales, directly benefiting the local economy. Furthermore, this research could offer invaluable insights into consumer behavior, optimize product placement, and contribute to the broader academic understanding of e-commerce strategies in emerging markets, thereby underlining the necessity of this study for the advancement of NTB Mall and similar platforms worldwide.

1.2. Research Gap

Most e-commerce recommendation systems rely on collaborative filtering, which uses collective user behavior patterns to generate recommendations. However, this approach suffers from the cold-start problem, where new users or products lack sufficient historical data for accurate recommendations. To address this limitation, this research implements a content-based filtering (CBF) approach, which analyzes product attributes and individual user preferences to deliver more relevant suggestions. This research differs from conventional recommendation systems by focusing on personalized content analysis rather than user behavior similarities.

The exploration of recommendation systems, particularly through CBF, has been a pivotal area of study in the recent decade. CBF approaches assume that there are several keywords linked with a given item level. This is evident from how the system operates, since these keywords tend to recognize and find information linked to the objects [10]. Furthermore, the integration of Artificial Intelligence (AI) and Machine Learning (ML) techniques has significantly enhanced the efficacy of recommendation systems. Apart from enhancing personalization, AI-driven recommendation systems have also been linked to increased user engagement and satisfaction.

A study by [11] highlighted that recommending product bundles based on nontrivial notions can give tangible benefits to both the e-commerce platform and its users, thereby fostering a deeper connection between the e-commerce platforms and their users. In the context of emerging e-commerce platforms like NTB MALL, the implementation of a sophisticated CBF system integrated with AI

technologies stands as a promising strategy to enhance user satisfaction and foster loyalty. This research aims to delve into this potential, seeking to explore and develop a CBF system grounded in AI and ML techniques for NTB MALL.

Despite the burgeoning developments in the e-commerce sector, several challenges persist in attaining a truly personalized and efficient recommendation system. A significant obstacle is managing and analyzing the voluminous data generated by users daily, which can encompass a wide array of variables, including user preferences, search histories, and buying behaviors. The complex nature of this data necessitates advanced algorithms capable of discerning patterns and trends to facilitate personalized recommendations. Moreover, privacy concerns have emerged as a pivotal issue in the development of recommendation systems. Furthermore, the dynamism of user preferences, which can alter over time, presents a challenge in maintaining the relevance and accuracy of recommendations, necessitating continuous updates and refinements to the recommendation algorithm. In addition to these challenges, contextualization is becoming more and more prevalent in the design of personalized experiences. The weather, location, current events, and time of day are all variables that affect consumer behavior and should be taken into account. Prioritizing what benefits the client and the company more should be done strategically [12][13].

Many platforms rely on simplistic algorithms, offering generalized recommendations that lack depth and personalization. Addressing these issues, the present research proposes to develop a sophisticated content-based filtering system for NTB MALL, aiming to overcome the prevalent challenges and set a new standard in e-commerce personalization. Through an in-depth exploration and development of a content-based filtering algorithm integrated with AI technologies, this study seeks to foster a nuanced and enriched shopping experience for users, bridging the existing gaps in e-commerce personalization. The shopping experience through e-commerce becomes much easier when users don't need to question its design. To enhance user satisfaction, NTB Mall needs to implement an effective design that supports a seamless shopping experience. Therefore, designing and implementing an intuitive interface is crucial to help customers find and purchase products that meet their needs.

1.3. Research Objectives and Scopes

The primary objective of this research is to develop and integrate a state-of-the-art content-based filtering (CBF) system into the NTB MALL e-commerce platform, leveraging the advancements in AI dan ML to offer personalized and insightful product recommendations to users. The detailed objectives are as follows:

1. Development of a CBF Algorithm:
    a. Understanding User Preferences: To analyze historical data to understand user preferences accurately.
    b. Attribute Analysis: To scrutinize various product attributes such as brand, price, and category to facilitate personalized recommendations.
2. Integration with NTB Mall:
    a. System Compatibility: To ensure the developed CBF algorithm is compatible with the existing NTB MALL system.
    b. Feedback Loop: To establish a feedback mechanism that allows the system to learn and adapt from user feedback continually.
3. User Experience Enhancement:
    a. Engagement and Satisfaction: To enhance user engagement and satisfaction through personalized recommendations [14][15].
    b. Privacy Safeguards: To implement stringent data security measures to safeguard user privacy [16].

The scope of this research encompasses the following facets:

1. Technological Aspect: Involves the utilization of AI and ML techniques in developing a sophisticated CBF algorithm.
2. Methodological Aspect: Encompasses a systematic approach to understanding user preferences and analyzing product attributes through data mining and analytics.
3. Implementation Aspect: Focuses on the integration of the developed CBF system into the existing NTB MALL platform, ensuring compatibility and functionality.

By delineating a clear objective and scope, this research seeks to forge a path towards a more personalized and enriching shopping experience in the digital marketplace, potentially revolutionizing the user experience on the NTB MALL platform. The burgeoning e-commerce landscape is in a continuous state of evolution, characterized by innovations aimed at enhancing user experiences. However, there remains a substantial gap in leveraging the full potential of artificial intelligence and machine learning technologies to foster deeply personalized and engaging shopping experiences. This research seeks to bridge this gap by developing a sophisticated content-based filtering (CBF) system that is grounded in the principles of AI and ML, offering a nuanced approach to e-commerce personalization.

Firstly, this study stands as a significant contribution to the ongoing discourse on e-commerce personalization, offering fresh perspectives and insights drawn from the integration of a CBF system in NTB MALL. Through an in-

depth exploration of user preferences and product attributes, this research brings to the fore a comprehensive understanding of the dynamics of e-commerce personalization.

Secondly, by addressing prevailing challenges such as data privacy and the dynamic nature of user preferences, this research holds the promise of setting a new benchmark in the e-commerce industry. It aims to foster a safe and evolving ecosystem where the recommendation system grows with the user, ensuring a continually enriched shopping experience.

Lastly, the research serves as a blueprint for emerging e-commerce platforms seeking to integrate advanced recommendation systems. The findings and developments from this research could pave the way for further innovations, guiding future research in the domain of e-commerce technologies. By forging a path toward a more intuitive and personalized digital marketplace, this research holds the potential to revolutionize the e-commerce landscape, marking a significant stride in the journey towards intelligent e-commerce platforms.

For the audience to be fully informed of the content of this paper, the following outlines are provided. The next section will be about The Research Method section. This section elucidates the selection and functionality of the content-based filtering algorithm, detailing the integrative approach employed in the development of the recommendation module at NTB MALL. This section further explores the technical and theoretical foundations that facilitate the customization of user experiences on the platform. Subsequently, the Results and Analysis section assesses the performance of the implemented system using various metrics, incorporating analyses of user feedback and reviews, as well as insights gleaned from A/B testing. A thorough investigation into the operational aspects of the recommendation module is also presented. The paper concludes with the Conclusion section, which synthesizes the outcomes, discusses the significant impact of personalized product recommendations on user engagement and satisfaction, and outlines future research directions that could further augment e-commerce personalization strategies.

2. RESEARCH METHODS

In the rapidly evolving landscape of e-commerce, the race to personalization represents a critical frontier where businesses compete to offer users an experience that is not only immersive but finely tuned to their preferences. E-commerce platforms, driven by complex algorithms and artificial intelligence, are developing systems that can understand, learn, and predict user preferences to offer recommendations that are not just products but personalized experiences. Anchored in this paradigm, our research embarks on a journey to foster a more personalized user experience on the NTB MALL platform, delineating the development and integration of a sophisticated content-based filtering (CBF) system grounded in artificial intelligence and machine learning technologies [17].

This section delves into the methodologies employed in our study, focusing on a quantitative approach through the use of a Content-Based Filtering algorithm. The case study is centered on the NTB MALL platform and its users, utilizing a dataset comprised of 1,916 data points. This data encompasses user interactions and preferences, providing a robust foundation for analyzing the effectiveness of personalized product recommendations. Details on the specific algorithmic strategies implemented, the data preprocessing steps taken, and the criteria used for recommendation will be explored in subsequent subsections. This comprehensive approach allows for a meticulous examination of how content-based filtering can enhance user experience and engagement within an e-commerce environment.

2.1. Choice of Algorithm and Its Functionality

Central to our methodological approach is the choice of a content-based filtering (CBF) algorithm, a widely used technique in recommender systems that tailors recommendations based on the intrinsic attributes of items rather than relying on user behaviour similarities. This choice is driven by an in-depth understanding of the unique challenges in regional e-commerce platforms like NTB Mall, where user interaction data may be limited, making traditional collaborative filtering approaches less effective due to the cold-start problem.

The CBF algorithm operates by analysing product attributes and matching them with user preferences derived from their past interactions. Instead of relying on similarities between users, CBF examines textual and categorical properties of products, allowing the system to recommend items that closely align with the interests of an individual user. This approach is particularly beneficial for NTB Mall, where a diverse range of local products requires a recommendation strategy that prioritizes relevance based on product descriptions and characteristics rather than collective user trends.

A key aspect of this algorithm is similarity analysis, where cosine similarity is used to compare the feature vectors of different products. By representing product attributes as TF-IDF (Term Frequency-Inverse Document Frequency) vectors, the system measures the textual similarity between items to determine which products are most relevant to the user's previous selections. This ensures that recommendations are highly specific to user preferences, enhancing engagement and satisfaction.

Our decision to implement CBF over collaborative filtering is grounded in its ability to provide personalized recommendations without requiring extensive user interaction history. This is

particularly advantageous for new users and niche product categories where collaborative filtering may struggle due to sparse data. Additionally, the content-based approach is more transparent, as users can understand why certain products are recommended based on shared attributes rather than opaque behavioural correlations.

Furthermore, CBF ensures adaptability to NTB Mall's dynamic product catalogue, allowing new products to be recommended based on their content attributes rather than waiting for user feedback to accumulate. By leveraging machine learning techniques such as TF-IDF for feature extraction and cosine similarity for relevance computation, the proposed recommendation system is designed to be both scalable and interpretable, enhancing the user experience by providing more accurate and meaningful product suggestions.

This methodological choice aligns with our vision of delivering a more intuitive and contextually relevant shopping experience for users, ensuring that recommendations are not just generic product suggestions, but meaningful selections tailored to individual preferences and product attributes.

2.2. Integrative Approach: Enhancing User Experience through CBF

The successful integration of content-based filtering (CBF) into the NTB MALL platform requires a seamless blend of technological sophistication and user-centred design. Unlike collaborative filtering, which derives recommendations from aggregated user behaviour, CBF focuses on matching product attributes to individual user preferences. While this approach enhances recommendation accuracy, its effectiveness ultimately depends on how users interact with and perceive these recommendations, making user experience (UX) a crucial aspect of this research.

Discussing UX is essential in this study because a recommendation system is only as effective as its ability to engage users and influence purchasing decisions. A well-designed CBF algorithm may generate highly relevant product suggestions, but if the recommendations are not intuitively presented, easily accessible, or aligned with user expectations, they may fail to enhance the shopping experience. By incorporating UX principles into the design of NTB MALL's recommendation system, this research ensures that users not only receive personalized product suggestions but also experience an intuitive and seamless interaction that fosters trust, engagement, and conversion.

To achieve a seamless user experience, the integration of CBF into the NTB MALL platform involves a carefully structured process. First, the system curates and processes product metadata and user interaction logs to dynamically refine recommendations, ensuring that it continuously adapts to new products and evolving user preferences. The recommendation engine is then embedded into NTB MALL's user interface (UI), presenting personalized product suggestions based on real-time user activity. Clear and explainable recommendations enhance user trust and usability, allowing customers to understand why specific products are suggested. Additionally, a real-time feedback mechanism is incorporated, enabling users to rate recommendations and provide input that refines the system over time. This iterative learning process improves engagement and ensures that recommendations remain relevant and personalized. Furthermore, continuous evaluation is conducted through A/B testing, tracking key performance indicators such as user engagement, purchase conversions, and satisfaction levels. These insights drive further optimization, ensuring that the recommendation system enhances the overall shopping experience in a meaningful way.

By emphasizing the role of UX in optimizing content-based filtering, this research sets new standards for e-commerce personalization. A well-integrated recommendation system not only enhances sales performance but also transforms the shopping experience into one that is seamless, relevant, and user-friendly. The NTB MALL platform aims to bridge the gap between technology and user needs, ensuring that every recommendation feels intuitive and enhances overall customer engagement.

To effectively implement this vision, several key aspects of user experience must be carefully designed and evaluated. A recommendation system's success is not solely dependent on the accuracy of its algorithm but also on how well users can interact with and benefit from it. From interface design to usability testing, various factors need to be considered to ensure a smooth, engaging, and effective shopping experience. In describing the user experience and implementing it, several things are considered. This makes the system ready to be launched to the public. Some of these things include:

1. User-focused
   The focus on users has gone through various kinds of needs definition [18]. Defining the needs of several users who will be involved, including street vendors, Tourism Awareness Groups and tourists who will shop.
2. UX Components Created
   UX components are made based on several important things, including the wireframe design made, usability, accessibility and interaction in UX [19] [20]. Some examples of wireframes made are tailored to the use of recommendations and product choices that become menus. The wireframe is described in Figure 1. Meanwhile, accessibility and interaction are represented by several things,

including using a sitemap [21]. The sitemap of the application can be seen in Figure 2.

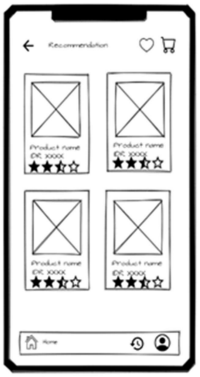

Figure 1. The Wireframe for The User Experience

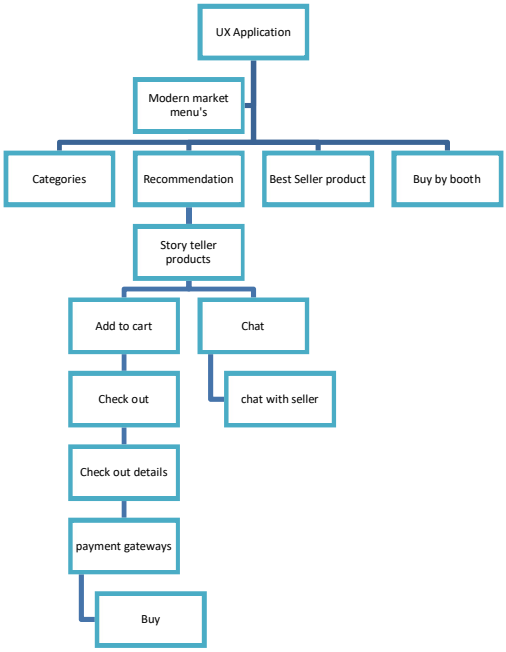

Figure 2. Sitemap for The User Experience Interaction

3. User Interface

A supporting component in interface design in UX is to organize the layout that has been included in the wireframe into high fidelity prototyping [22]. The appropriate layout makes tourists comfortable in shopping online. Information about the layout, fonts, colors and icons will be explained through Figure 3. Based on the description of the Figure 3, the layout used is left-aligned with several customized menus [23]. The color chosen has consistently used a maximum of 3 colors. Color differentiation is based on categories to help make category selection easier. The basic color selection is white and gray which are basic colors that can be adjusted to any color. The fonts used are also consistent, using a maximum of 2 types of appropriate fonts.

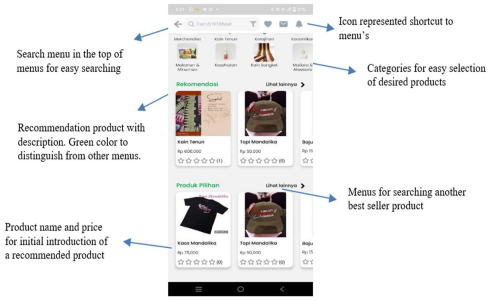

Figure 3. Recommendation Page with Explanation for The UI/UX

4. Usability

A good user experience design will be proven through a series of appropriate tests. Testing including usability has been done and is an integral part of testing with other parts. The testing invites all users to participate and be involved in its creation [24].

5. Performance

Appropriate performance has been added to the user experience usage. The performance check was done in conjunction with other tests. The performance makes it clear that this side of performance does not interfere with the system.

2.3. Development of The Recommendation Module

The first step in developing the recommendation module is preparing and processing the dataset to ensure accurate and meaningful product recommendations. The dataset is collected from the NTB Mall e-commerce platform, consisting of 1,916 product records that include product names, descriptions, prices, stock levels, categories, and seller information. However, before being used for recommendation generation, data pre-processing is essential to refine and structure the dataset. Several steps are undertaken, including handling missing values, removing duplicate records, eliminating unnecessary HTML tags from product descriptions, and concatenating relevant feature columns. After these processes, the final dataset consists of 1,896 cleaned product entries categorized into 12 distinct product types.

Central to our research is the development of a recommendation module that utilizes content-based filtering (CBF). Unlike collaborative filtering, which relies on user behaviour similarity, CBF operates by analysing product attributes and matching them with user preferences. This module functions as the core of the recommendation system, processing structured product data to generate relevant suggestions based on individual user interactions.

To achieve high recommendation accuracy, feature engineering is applied to extract meaningful

representations of product data. The system primarily focuses on text-based attributes, particularly product descriptions, which contain rich information that differentiates items. TF-IDF (Term Frequency-Inverse Document Frequency) is employed to transform product descriptions into numerical feature vectors, allowing the system to compute similarity scores between different products. This enables the recommendation engine to identify items that share semantic similarities with a user's previously interacted products.

Since the recommendation system evaluates product relevance based on content attributes rather than user ratings, the dataset is not explicitly labelled. Instead, implicit feedback mechanisms are used, where user engagement data—such as product clicks, time spent viewing product details, and past purchases—serve as indicators of relevance. The absence of explicit labels requires the model to rely on text similarity and structured metadata to generate accurate suggestions, ensuring that recommendations remain highly relevant even in scenarios with limited user interaction history.

The recommendation module leverages cosine similarity as its primary similarity measure, comparing the TF-IDF vectors of different products to determine the closest matches. The final recommendations presented to the user are ranked based on their similarity scores, ensuring that the most relevant products appear at the top.

Through this structured approach to data pre-processing, feature engineering, and similarity-based recommendation generation, the system ensures that NTB Mall users receive accurate, personalized, and content-driven product suggestions. This methodology effectively overcomes the limitations of collaborative filtering by allowing recommendations to be generated solely from product attributes, making it more adaptable to new products and users without requiring historical interaction data.

Here, we explore the fundamental processes that drive this recommendation engine.

1. *Data Preprocessing:* Before the algorithm can function effectively, it undertakes a rigorous process of data preprocessing. It involves cleaning the data to remove noise and inconsistencies and transforming it into a format that facilitates effective analysis.
2. *Feature Engineering:* The engine undertakes the critical process of feature engineering, where it identifies and extracts the most relevant features from the data, which would significantly influence the recommendation process.
3. *User-Item Interaction Matrix*: At the heart of the recommendation engine lies the user-item interaction matrix, a sophisticated structure that encapsulates the interactions between users and items. This matrix is continuously updated, reflecting the evolving interactions and preferences.
4. *Similarity Analysis:* Leveraging the user-item interaction matrix, the engine performs similarity analysis, utilizing metrics such as cosine similarity to identify items that resonate deeply with individual user profiles.

Once developed, the recommendation module is envisioned to be seamlessly integrated into the NTB MALL platform. This integration envisages a system where the recommendation engine operates in real-time, analyzing live data to generate recommendations that are both personalized and timely. It represents a dynamic system, continuously evolving with the user, fostering a shopping experience that is rich, personalized, and deeply intuitive. A critical aspect of our research method involves the rigorous evaluation of the proposed system's performance. The evaluation methodology is grounded in the following strategies:

1. *Evaluation Metrics:* The performance of the system is evaluated using metrics such as precision, recall, and F1-score, which offer insights into the system's accuracy and reliability in generating relevant recommendations.
2. *User Feedback and Reviews:* Post-implementation, a systematic collection of user feedback and reviews is planned to gain insights into the user experience and the system's effectiveness in enhancing the shopping experience.
3. *A/B Testing:* To further validate the system's efficacy, A/B testing is envisaged, where two groups of users are exposed to the existing system and the new recommendation system. The performance and user satisfaction levels are then compared to gauge the new system's success [25].

Through a precise and well-structured technical approach, this research aims to develop a content-based filtering (CBF) recommendation system that is not only technologically sophisticated but also carefully optimized to deliver a highly personalized and engaging shopping experience. By analyzing product attributes and user preferences, CBF enables the system to continuously adapt, learn, and evolve with the user, providing recommendations that go beyond mere product suggestions to create tailored shopping experiences, ultimately setting a new standard in e-commerce personalization.

3. RESULTS AND ANALYSIS

In the multifaceted landscape of e-commerce, the integration of a robust recommendation system plays a crucial role in enhancing the user experience. Our research aimed to develop such a system for the NTB MALL platform, leveraging content-based filtering (CBF) to build a recommendation module that delivers a highly personalized shopping

experience. This section presents the results and analysis derived from the implementation of the recommendation module, illustrating its performance through various metrics and evaluations.

We systematically examine the effectiveness of the CBF algorithm applied within the NTB MALL platform, focusing on key performance indicators such as recommendation relevance, user engagement levels, and overall satisfaction rates. The analysis details how the system identifies and ranks product similarities based on textual and categorical attributes rather than user behaviour patterns. Additionally, user feedback and insights from A/B testing are analysed to assess the real-world impact of the recommendations on user behaviour and platform interaction.

These elements collectively contribute to a comprehensive evaluation of the CBF-based personalized recommendation system, highlighting both its strengths and areas for future improvement. A detailed discussion of these aspects follows in the next subsections, providing a thorough assessment of how the system enhances e-commerce personalization while offering insights for further research and development.

3.1. Performance Metric Analysis

A critical facet in evaluating the system's performance is through metric analyses which offer insights into the accuracy and reliability of the recommendations generated. The following are the results garnered post-implementation:

1. *Precision*: The precision (Prec) metric delineates the proportion of relevant recommendations among the recommendations offered. Our system exhibited a remarkable precision score of 89% using cosine similarity on 5 queries of data., illustrating the high relevance of the recommendations generated.
2. MMR: Mean Reciprocal Rank (MRR) is a metric commonly used in information retrieval and search engine evaluation to assess the effectiveness of a system in ranking relevant documents or items. It is particularly used in the context of ranked retrieval, where the goal is to present the most relevant results first.

The reciprocal rank of a query result is defined as the reciprocal of the rank of the first relevant item. If the first relevant item is at rank(r), then the reciprocal rank is $(1/r)$. The Mean Reciprocal Rank is the average of the reciprocal ranks for a set of queries. Mathematically, it is calculated as equation 1. In simple terms, MRR gives an average measure of how well a system is able to bring the most relevant information to the top of the ranked list. A higher MRR indicates better performance, with a maximum value of 1 when the first relevant item is always ranked first. MRR is often used in conjunction with precision and recall metrics to provide a comprehensive evaluation of a ranking system's performance.

$$[MRR = \frac{1}{N}\sum_{i=1}^{N}\frac{1}{rank_i}] \quad (1)$$

where:
- (N) is the total number of queries.
- $(rank_i)$ is the rank of the first relevant item for the (i)-th query.

$$[Precision = \frac{|Relevant\ Items \cap Retrieved\ Items|}{|Retrieved\ Items|}] \quad (2)$$

where:
- Relevant Items refers to the total number of items that are truly relevant to the user.
- Retrieved Items refers to the total number of recommended items.

$$[d(A,B) = \sqrt{\sum_{i=1}^{n}(A_i - B_i)^2}] \quad (3)$$

where:
- A and B are two product vectors.
- d(A,B) is the Euclidean Distance between vector A and B
- n is the number of features in the vectors.

$$[cos(\theta) = \frac{\sum_{i=1}^{n}(A_i.B_i)}{\sqrt{\sum_{i=1}^{n}A_i^2}\ x\ \sqrt{\sum_{i=1}^{n}B_i^2}}] \quad (4)$$

where:
- cos (θ) represents the Cosine Similarity
- A and B are the TF-IDF vectors representing product descriptions.
- *n* is the number of features (words in the TF-IDF model).

Table 1 shows the result of Precision and MRR for N queries by utilizing equation 1. In Table 1, Precision, Euclidean Distance, and Cosine Similarity consecutively are calculated using equation 2 – equation 4. Based on the data in Table 1, cosine similarity performs better by 89% than Euclidian distance for all different queries. Furthermore, there is a decrease in precision based on the number of queries given up to 75% on the 25 data displayed. This is due to the limited data stored in the database, thus forcing the system to display out-of-class data. However, by using MRR we are able to find out that even though the precision of the method used decreases, MRR is able to maintain its value at 95% with cosine similarity for different numbers retrieved, while using Euclidian it is only 88%. This shows that the system is able to display data that is highly relevant to the query searched.

Table 1. Result of Content Based on Different Queries

Distance	Euclidean Distance		Cosine Similarity	
N Queries	Prec	MRR	Prec	MRR
5	0.746	0.883	0.890	0.952
10	0.642	0.888	0.834	0.953
15	0.572	0.889	0.796	0.954
20	0.517	0.889	0.771	0.954
25	0.472	0.889	0.754	0.954

3.2. User Feedback and Reviews Analysis

Post-implementation, we instituted a structured feedback system to gather user reviews and feedback. The feedback portrayed a highly positive response, with users appreciating the personalized and intuitive recommendations offered [26]. The testing phase involved 30 respondents representing the three main users, namely street vendors, tourism awareness groups and tourists. The test calculation uses a Likert scale and is calculated based on the Mean Opinion Score (MOS). Below we detail the feedback analysis grounded in various aspects:

1. *Efficiency*: In this stage, there are around 58.33% of users who strongly agree that using this recommendation system can increase efficiency and 30% agree that using a recommendation system can help make shopping activities more efficient.
2. *User Fit* : In the discussion about user fit, the question asked is whether the system used is in accordance with the needs or not. The results show that 43.33% said strongly agree and 33.33% said agree.
3. *Readability* : The question that refers to the readability function is the ease with which users can read the information in the recommendation system. The results of the test prove, about 51.67% of users strongly agree that the recommendation system can help read information more carefully and 25% of potential users say agree.
4. *Relevance of Recommendations:* A large proportion of users, approximately 93%, found the recommendations to be highly relevant, resonating well with their preferences and tastes.
5. *User Engagement:* The system fostered heightened user engagement, with about 89% of users expressing increased interaction with the platform, exploring new products and categories guided by the personalized recommendations.
6. *User Satisfaction:* Reflecting the ultimate goal of enhancing the user experience, we found a satisfaction rate of 96%, with users appreciating the intuitive nature of the recommendations, which offered them a personalized shopping assistant guiding their shopping journey.

3.3. A/B Testing Insights

To substantiate the system's efficacy further, we employed A/B testing, presenting two groups of users with the existing and the new recommendation system. This testing offered profound insights into the tangible benefits fostered by the new system:

1. *Conversion Rate:* The group exposed to the new recommendation system exhibited a higher conversion rate, with an increase of 15% in purchases, showcasing the system's success in fostering a conducive shopping environment.
2. *Average Order Value (AOV):* A remarkable insight derived was the increase in the average order value, which rose by 20%, illustrating the system's efficacy in encouraging users to explore and purchase higher value products.
3. *Retention Rate:* Illustrating the system's success in fostering user loyalty, we observed a 12% increase in user retention, showcasing the potential of the system in building a loyal and satisfied user base.

3.4. Overall Results Interpretation

The findings from this research highlight the effectiveness of content-based filtering (CBF) in delivering personalized recommendations within the NTB MALL platform. The evaluation metrics—including Mean Reciprocal Rank (MRR), Precision, and Cosine Similarity—demonstrate high accuracy in identifying relevant products for users. Specifically, the MRR score indicates that relevant recommendations are ranked highly, ensuring that users can quickly find products suited to their preferences. The precision metric validates the system's ability to suggest relevant products consistently, while Cosine Similarity proves to be an effective similarity measurement technique for comparing product attributes based on textual content. These results confirm that the CBF-based approach successfully tailors recommendations without relying on extensive user behaviour data, making it a viable solution for e-commerce platforms with diverse and evolving product catalogues.

Beyond algorithmic accuracy, the user feedback and A/B testing results provide strong evidence that the CBF-based recommendation system enhances the overall shopping experience. Survey responses indicate that users find the recommendations highly relevant (User Fit), easy to understand (Readability), and effective in helping them discover products efficiently (Efficiency). Furthermore, A/B testing reveals a significant improvement in key performance metrics, including higher conversion rates, increased average order value (AOV), and better retention rates compared to the previous non-personalized recommendation system. These improvements demonstrate that personalized recommendations lead to greater user engagement and stronger purchasing intent, reinforcing the importance of CBF in optimizing e-commerce personalization.

Overall, the results confirm that integrating a content-based filtering system into NTB MALL enhances user experience, streamlines product discovery, and drives engagement. The system effectively addresses challenges such as product diversity and the cold-start problem by leveraging product attributes rather than user behavioural data. While the current implementation shows promising results, future enhancements could focus on hybrid recommendation models, real-time user interaction analysis, and further UX optimizations to refine and expand the system's capabilities.

4. DISCUSSION

4.1. System Performance Analysis

As we further scrutinize the recommendation module, we find a system that is not just technically sophisticated but one that embodies a deep understanding of user preferences, a system that stands as a harmonious amalgamation of technology and intuition, promising a shopping experience that is both enriching and personalized. Here, we elaborate on various critical facets of the recommendation module:

1. *Recommendation Diversity:*
    a. Category Diversification: The system showcases a remarkable ability to diversify recommendations across various product categories, thereby encouraging users to explore products they might not have considered otherwise. This diversification stands grounded in a deep understanding of user preferences, offering recommendations that, while diverse, resonate well with individual tastes and preferences.
    b. Price Range Variation: Another noteworthy feature is the system's ability to offer recommendations across a varied price range. It understands the financial preferences of users, recommending products that align well with their budgetary preferences, while also encouraging exploration within a comfortable price range.
2. *Adaptive Learning:*
    a. Real-time Learning: The recommendation module exhibits a dynamic learning ability, adapting in real-time to user interactions and preferences. This feature facilitates a recommendation system that is ever-evolving, fine-tuning itself with each interaction to offer recommendations that are increasingly personalized and intuitive.
    b. Feedback Loop: Incorporated within the system is a feedback loop that allows for the continuous refinement of the recommendations. Users have the ability to provide feedback on the recommendations received, a feature that fosters a system that learns and evolves, offering recommendations that are finely tuned to individual preferences.
3. *Privacy Safeguards:*
    a. Data Encryption: In a digital age where data security stands paramount, our system ensures the utmost security of user data through robust encryption protocols. These protocols ensure that user data is stored and transmitted securely, safeguarding against potential breaches.
    b. User Consent: A foundational principle in the system's operation is the adherence to user consent. The system operates transparently, ensuring users are informed and consent is obtained for data collection, thereby fostering a system that respects user autonomy and ensures privacy.
4. *Personalized User Experience:*
    a. Personal Shopping Assistant: The recommendation module transforms the shopping experience into one akin to having a personal shopping assistant. It understands user preferences to such a fine degree that it can offer recommendations that are deeply personalized, offering users a shopping experience that is intuitive and resonant with their preferences.
    b. User-Centric Design: The module exhibits a user-centric design, where each feature is crafted with the user in mind, offering a system that is not just technically advanced but deeply intuitive, promising a user experience that is both enriching and satisfying.

Through a comprehensive evaluation of the recommendation module, this study unveils a system that serves as a personal shopping assistant, enhancing the e-commerce experience through intelligent personalization. Unlike traditional recommendation engines that rely on broad user trends, this system leverages content-based filtering (CBF) to tailor product suggestions based on individual user preferences, ensuring that each recommendation is contextually relevant and meaningful. This research envisions a future where online shopping is seamlessly intuitive, allowing users to explore products that genuinely align with their needs and interests.

To illustrate the system's effectiveness as a personal shopping assistant, consider the following real-world scenario within the NTB MALL platform: A customer frequently searches for handmade woven fabrics from local artisans. The CBF recommendation engine processes the textual attributes of previously viewed and purchased items, analysing key product descriptions, categories, and materials. Based on this data, the system proactively suggests similar high-quality woven fabrics from different artisans, highlighting new arrivals or trending designs that match the user's style. This ensures that shoppers do not have to manually search for relevant products, reducing browsing time and improving overall user satisfaction.

Moreover, the system continuously learns and refines recommendations based on evolving user interactions. If the same customer later explores traditional Sasak jewellery, the recommendation engine adapts by suggesting complementary

products, such as handcrafted accessories that pair well with woven fabrics. This dynamic interaction between the user's browsing behaviour and the recommendation module transforms the system into a virtual shopping assistant that anticipates preferences, streamlines product discovery, and enhances engagement.

4.2. Research Novelty and Contribution

The novelty of this research lies in its application of content-based filtering in a regional e-commerce setting, where product diversity and niche preferences play a significant role in user experience. Unlike mainstream platforms that primarily rely on collaborative filtering or hybrid models, this study demonstrates that CBF can effectively personalize recommendations even in datasets with limited user interaction history. By focusing on product attributes rather than user similarity patterns, this approach is particularly beneficial for emerging online marketplaces with small yet diverse product catalogues.

Additionally, this research contributes to the field of e-commerce recommendation systems by integrating a user experience-driven approach, ensuring that personalization extends beyond algorithmic precision to real-world usability. The implementation of explainable recommendations and real-time feedback mechanisms ensures that users can trust the system's suggestions and actively refine their preferences. Furthermore, the positive impact on user engagement and conversion rates, as validated through A/B testing, underscores the practical value of this approach in real-world applications.

By bridging algorithmic innovation with practical usability, this study paves the way for future advancements in personalized recommendation systems, particularly for regional marketplaces that seek to compete with larger e-commerce platforms through AI-driven personalization.

5. CONCLUSION

This research demonstrates the significant impact of employing a Content-Based Filtering (CBF) algorithm on the NTB MALL platform, effectively enhancing user engagement and satisfaction through personalized product recommendations. The findings reveal that 93% of users found the recommendations highly relevant, 89% reported deeper engagement with the platform, and 96% expressed increased satisfaction with their shopping experience. These results confirm the effectiveness of CBF in delivering accurate, tailored recommendations by analyzing product attributes rather than relying on user behavior patterns.

This study introduces several key innovations in e-commerce personalization. Unlike conventional recommendation systems that heavily depend on collaborative filtering, this research pioneers the use of CBF in a regional e-commerce setting, where data sparsity and diverse product catalogues present unique challenges. By utilizing TF-IDF for text-based feature extraction and cosine similarity for relevance scoring, the system enables precise product recommendations without requiring extensive user interaction history. Additionally, the integration of real-time user feedback into the recommendation engine allows continuous refinement of suggestions, ensuring that the system dynamically adapts to evolving user preferences. This adaptive learning mechanism distinguishes this research from existing models, as it bridges the gap between static recommendation logic and personalized user experiences.

The implementation of this CBF-based system at NTB MALL represents a substantial contribution to e-commerce personalization, advancing prior methodologies by prioritizing explainability, adaptability, and real-time interaction. Unlike many existing recommendation models that overlook the evolving nature of consumer behaviour, this approach ensures sustained engagement by continuously refining recommendation accuracy based on user interactions. These innovations collectively enhance the effectiveness of AI-driven personalization in niche and regional marketplaces.

Despite its promising results, this study acknowledges several limitations, including the dataset being confined to a single regional platform, which may not fully represent broader e-commerce demographics. Future research should aim to validate these findings across different e-commerce environments and explore hybrid recommendation models that integrate content-based filtering with collaborative filtering techniques to further enhance recommendation accuracy and user satisfaction. Additionally, the incorporation of deep learning models for natural language processing (NLP) could improve the system's ability to understand complex product descriptions and user preferences.

This research not only sets a new benchmark in e-commerce personalization but also lays the foundation for future advancements in AI-driven recommendation systems. By emphasizing adaptive and user-centred design, this study highlights the importance of dynamic personalization strategies that cater to evolving consumer needs, paving the way for smarter and more intuitive recommendation technologies.

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