

ABSTRACT

The Internet is a global network that is widely used by the public at this time. The use of this global network has been used for public needs some kind of an example e-learning, e-commerce, e-business and others. On the Internet there are web sites designed and built by a web programmer and a user accessible to a variety of needs.

E-Commerce or Internet trading has become a medium that is used as a daily activity that provides convenience and availability. However e-commerce processes with more complex service. Therefore, for the website-based e-commerce in particular must have a surplus in order to attract interest from users who are also acting as a consumer to be able to use and access the site. Because in a site must be able to provide all the latest information, selling products or site page also displays the most frequently accessed and the most important or most important to be interactive.

For that a site must have a personalized system. Personalization system is one solution that is used on many web sites e-commerce in an effort to increase sales. Personalized services will provide specific assistance for specific users so that the website seemed to know their customers well

Keywords : Internet, E-commerce, Agent, System personalization