CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1. Conclusions

After the completion of the steps needed in this research and the completion of all the previous chapters, a conclusion can be drawn in this part of thesis writing. The conclusions that are taken in this research, as follows,

LDA topic modelling is proven to be working in findings and collecting words that form up topics on the customer reviews datasets. Later, it can be inferred and analysed to be the topics about the features of Samsung S9 smartphone or the other smartphone features. As for the Kansei words, a library named word2vec is used to identify the co-occurrence of the feature we get from LDA result in both datasets with other words which includes in adjective part-of speech. Then, we can infer it as the Kansei words for the feature. These processes also implemented to the other smartphone brand reviews dataset, and it comes up with some features that is not existed on the Samsung S9 review dataset. As for the Kansei words it is also undergoes the same process as the first dataset, and it gives additional Kansei words that can be used as references.

The product improvement guideline is the result of the comparison of the Kansei words and features analysis from both datasets. It makes the feature and the Kansei words to be complete and more adaptive to the other smartphone manufactures, which are assumed as the competitors for the Samsung S9 smartphone. The improvement guideline that is derived from LDA topic modelling and Kansei words identification shows some distinct words that gives a clear explanation in which customer feels on those features. Then, it is showing that the implementation of LDA topic modelling on Kansei engineering can give a quicker analysis from customer reviews, that the data itself can be taken from anywhere and anytime.

6.2. Recommendations

Some of the research gaps can be identified also from the point of researcher, which later can be used as the basis of improvement for future project or researches. The recommendations that can be drawn from this research are,

1. Future research should employ a better pre-processing step which can be improved to a better library selection to support the LDA so the result will be more precise and fit, '

2. In LDA topic modelling, it can be employed the methods to analyse the number of topics to be generated so the result can show a better topic in the algorithm for the future projects,

3. Future research can employ a step of validating the result to some experts in the Kansei Words finding product so we can get the better insights on these results to be a more relevant and reliable for product improvements for the upcoming projects,

4. Future research can be implemented in a different kind of product, that researcher suggests employing a Computer Aided Design for others possible-drawn products such as furniture, home-utilities and utensils that have some distinct looks on their features for the future projects.