

The Success' Factors of E-Commerce Website in West Sumatera Province, Indonesia (A Study Case at www.pasaraya.asia)

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Abstract: *The technology and internet in Indonesia has a great impact on the business movement. Utilizing internet technology has become one of the innovative ways in goods and service selling activities in cyber world named as electronic commerce or e-commerce. This research employs the success concept of information system (IS) and e-commerce. It is intended to prove that the website usage would be related to the website system quality; the Information Quality website. It is a service quality which is provided by the website along with its features. It is said that these features could affect those who access the web. However, the result of independent variable research shows that System Quality (X1), Service Quality (X3), and Feature (X4) have a positive and significant influence toward the user' satisfaction of the e-commerce website model. On the other hand, the Information Quality (X2) has no influence at all on the user' satisfaction who use this model.*

Keywords: *E-Commerce, System Quality, Information Quality, Service Quality, Feature*