

## **B2C E-commerce Site Success Factors: A Comparison between Indonesia, Japan, and South Korea**

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### **ABSTRACT**

E-commerce is an integral part of today's modern society. People are increasingly using this media to support their daily needs. The resulting increase of demands in the online environment leads to an increase in numbers of online business vendors, with business-to-consumer (B2C) e-commerce business as one of them. This study examines the factors that determine a successful B2C e-commerce site in Indonesia, Japan, and South Korea. The research applies an updated DeLone and McLean Information System Success model developed by Chen, Rungtongkum, Rajkumar, and Yen in 2013. This research aims to find the influence of quality factors (information, system, and service quality) toward user satisfaction and attitude toward the site. This research also applies three moderators: national identity, uncertainty avoidance, and attitude toward online shopping. The respondents consist of 278 Indonesian, 129 Japanese, and 121 South Korean respondents. The result of this study shows that all B2C e-commerce quality factors influence both user satisfaction and attitude toward the site on all research groups with different levels. Furthermore, the results also indicate the influence of cultural factors and attitude toward online shopping on the relationship between the three quality factors and the dependent variables.

**Keywords:** attitude toward the site, DeLone and McLean, IS success model, national identity, user satisfaction.

**JEL Classification:** L8, M3

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