



ABSTRACT

The emergence of e-commerce in Indonesia has given a significant impact in the commercial industry. Growing consumer base and technology development present the e-commerce as an attractive business prospect. For entrepreneur, establishing a new start-up is a challenging process. This paper aims to evaluate the success and examine the factors which play a part in the success of four major e-commerce firms in Indonesia namely: Tokopedia, Bukalapak, Blibli, and Bhinneka. The success of these four firms are measured using several indicators. Then, three categories of factors which lead to the success of a start-up are identified. Finally, the extent to which these factors influence the success is examined.

Keywords: e-commerce, success factors, Indonesia, technology, entrepreneurship.