



Table of Contents

Table of Contents	ii
ABSTRACT	iii
CHAPTER 1 INTRODUCTION	1
CHAPTER 2 E-COMMERCE IN INDONESIA.....	3
2.1 DRIVING FORCES OF E-COMMERCE GROWTH.....	3
2.2 IMPACT ON SOCIOECONOMIC LEVEL	5
2.3 CHALLENGES FOR E-COMMERCE FIRMS	8
CHAPTER 3 LITERATURE REVIEW	10
3.1 DEFINITIONS OF SUCCESS.....	10
3.2 MEASUREMENTS OF SUCCESS	12
3.3 FACTORS THAT INFLUENCE SUCCESS.....	16
CHAPTER 4 SCORING METHOD	19
4.1 SCORING METHOD	19
CHAPTER 5 COMPARISONS AND ANALYSIS.....	22
5.1 SUCCESS COMPARISONS	22
5.2 SUCCESS FACTORS COMPARISONS	24
CHAPTER 6 CONCLUSIONS AND LIMITATIONS	35
6.1 CONCLUSIONS	35
6.2 LIMITATIONS & FURTHER STUDIES.....	36
REFERENCES.....	37