

A Success Model of E-commerce Systems

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Abstract

The swift growth of the Internet has presented a host of new opportunities as well as threats to businesses and services. Indeed, the emergence of e-commerce has prompted many businesses to rethink their IT strategies in order to stay competitive. Whether it is a large, pure e-commerce or a hybrid business just venturing out onto the e-commerce environment, the quality of e-commerce may be the defining factor in its success. Valid and reliable measures for judging the quality of e-commerce must be developed. While many have developed Web site rating criteria, no one has developed an instrument based on the solid foundation of research of the e-commerce quality.

Although many studies have taken steps toward the developmental framework of an information system assessment, the journey is still in progress; especially, in the new age of the Internet. The e-commerce researcher has a broad list of individual dependent variables from which to choose. It is apparent that there is no consensus on the measure of e-commerce success. The e-commerce assessment framework in this study intends to incorporate and organize all of the previous research in the field, and expects the model to be sufficiently simple so that it gets caught up in the complexity of the real world situation and thus invents its explanatory value. From the previous information system studies of the macro and micro perspectives, the following figure presents the eight constructs of the e-commerce success model.

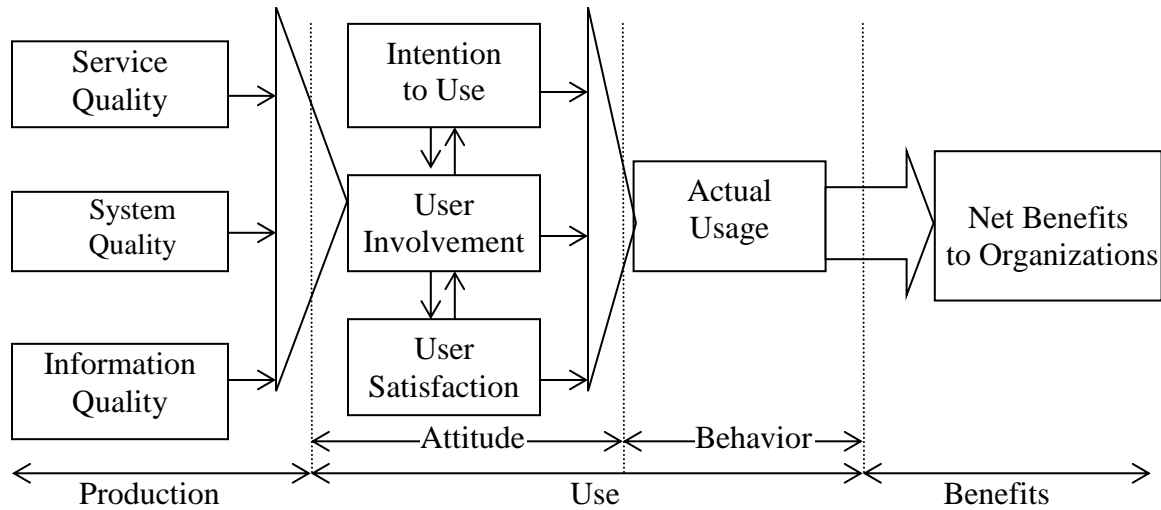


Figure. The E-commerce Success Model

The primary objective of this study is to propose an assessment framework for understanding the e-commerce quality toward the success model, and to develop metrics for operationalizing the constructs of the model. By using the assessment, e-commerce would be able to greatly improve the quality level for their users. By improving the quality of e-commerce, these businesses and services can exceed expectations and foster a loyal user base into the future benefits.

Keywords: E-commerce, E-commerce Success Model, Service Quality, System Quality, Information Quality, User Involvement, User Satisfaction