INVESTIGATING THE SUCCESSFUL OF E-COMMERCE MARKETPLACE SYSTEM IN JABODETABEK TO INCREASE CONSUMER ATTRACTIVENESS AND SATISFACTION OF USING THE SYSTEM

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ABSTRACT

Case study in Indonesia, has 238 million people with the fourth largest developing country in the world with a total internet user of around 28.07 million people. The development of Information System Technology lately reflects the development of online business, especially the e-Commerce market. During a pandemic condition, most consumers choose to buy or sell a product online with the help of e-Commerce information technology. In fact, e-Commerce provider must keep up with the consumer needs by implementing the strategy which is related between their business process and technology information that they used. Provide an excellence services and reliable system at all times to compete with other competitors in pandemic condition. To implement competitive strategies during a pandemic, the formulation of the problem in this case is very necessary to conduct an evaluation of a system that has been implemented with the aim of knowing the effect of the attractiveness of using the e-Commerce application and can maximize consumer satisfaction with the system provided they are required to develop, better quality in terms of services, information or systems. Determine what factors influence the use of E-commerce marketplace applications in order to increase consumer satisfaction by adopting Information System Success Model with 3 main quality in order to know and explain what dimensions affect the successful implementation of a system. Data analysis method is tested by structural equation model - partial least square using SmartPLS software. It has collected 400 e-Commerce user respondents have transacted. The questionnaire is distributed with google form through social media in the Jabodetabek area. The model is suitable for the evaluation of the success of information systems, in the e-Commerce sector in Indonesia. The result shows the dimensions to increase the attractiveness of using the e-Commerce system are system quality, information quality, and service quality. The findings also indicate to improve user satisfaction with the system are influenced by system quality, service quality, and trust. It could indicate an evaluation of the success of the system to increase consumer attractiveness and satisfaction with an e-Commerce system by paying attention to these variable factors. This study provides theoretical findings to encourage business strategies in the field of e-Commerce, especially during a pandemic and enhance the measuring information system success using modified Information System Success Model that has never been done by other researchers.

Keywords: *e-Commerce, DeLone & McLean, SEM-PLS, trust*

1. INTRODUCTION

Information system technology have made businesses grow rapidly, one of them called e-Commerce. E-commerce marketplace defined as mediator consisting of various entities to build business-to-consumer relationships and facilitate transactions between them which managed by an e-marketplace provider [1]. It allows sellers to carry out selling and buying process with buyers. [2]

As an example, case study in Indonesia has 238 million of population in the fourth largest

developing country in the world [3]. It has been known with 15th largest economy country in the world and the fourth largest in East Asia after China, Japan and South Korea. Its domestic market is one of the drivers of Indonesia's economy. The e-commerce industry in Indonesia promises foreign investors to start their business along with the development of the digital world, and infrastructure development continues to increase in the future. [4] It also known as Asia's foremost mobile-first nation, Indonesia offers retailers a unique opportunity to dominate its online retail market [5]. Redseer Southest Asia Partner [6] said Indonesia's 2020 e-Commerce Gross Merchandise Value (GMV), will reach US$40 billion this year, the third-highest in the world and higher than India's predicted $38 billion. The country has more than 130 million internet users and a growing consumer market due to the increasing accessibility of the mobile internet. Based on the results of Wearesocial, people are more interested in the fashion category, then travel, hobbies, furniture, electronics, video games, food, and digital music. [7].

Therefore, the facilities that provide by e-commerce are important factor [8]. In addition, many people in Indonesia are looking for e-commerce platforms during the COVID-19 pandemic, and most of them will continue to spend money online. Most users from Indonesia have differences characteristic when using an e-commerce. Users can use e-commerce to search for items in online stores, compare product prices, and buy or sell products. For example, a more developed country like Singapore has experienced decreasing economic growth during the pandemic [9]. This has created change in consumer behavior, more consumers are turning to online shopping. They believe the more volume of orders cause packages late to delivery to consumer which can lead poor service quality and cancellations [10].

Even though this situation was the worst ever, they should make good use of it. E-commerce providers must encourage their strategy to implement the right information technology to provide excellence services to their customers. As a result of a pandemic, the e-Commerce marketplace service provider should adjust their business process to customer behavior during the pandemic.

Although a system that is used for a long time does not guarantee its success, an unused system will guarantee failure. [11]. Therefore, in Information Systems, an important indication of a successful system is the use of the system. Moreover, Important indications of a successful system include system usage. Although prolonged use or a large or large number of users does not guarantee that a system is successful, an unused

system does not guarantee failure [11]. Previous research mention because of the indication of system use, the organization knows the level of user satisfaction in terms of system quality, service quality and information quality Those variable are main factors for supporting its users when shopping at an e-commerce marketplace to develop a better level of quality in terms of services, information or systems [12], [13], [14] [15].

Nowadays, e-Commerce sites have used several methods to gain customer's attention. However, with the existence of e-Commerce information system technology, e-Commerce service providers should adjust their business processes by implementing the information technology strategy they use to increase consumer attractiveness using the system and will increase customer satisfaction with the system or service. In order to carry out the strategy to compete during a pandemic, The problem in this case is necessary to conduct an evaluation of a system that has been implemented with the aim of knowing the effect of the attractiveness of using the e-Commerce application and can maximize consumer satisfaction with the system provided FOR better quality in terms of services, information or systems [15].

Therefore, this study aims to determine what factors influence the use of the system to increase user satisfaction of E-commerce marketplace applications by using [11] in order to know and explain what dimensions affect the successful implementation of a system. It can be seen what factors affect the success, and what factors need to be improved and improved to achieve the success of information systems. The benefits and contributions of this research are to providers dimensions that can influence the use of the e-Commerce system so could increase competitiveness among competitors especially in this pandemic condition and for the readers or researcher, this paper can be used as a reference related to similar cases in the future.

Based on this explanation, we propose a combining model [11] to measure information system of e-Commerce by adding the trust construct. [14], [16], [17] has conducted research using [11] about the factors that influence to support the success of the information system. Researcher [18] mention trust variable is part of the information system. Websites can generate cognitive-based trust primarily through vendor attributes, such as reliability, familiarity, and professional credentials especially in online environment is the most critical factor that will be considered by the user. [19] In his research, trust was able to play a good role in using information systems with online environment like e-Commerce

and has a significant positive effect on User Satisfaction. This model can be applied not only to e-Commerce but other information systems because the model in research combining [11] and have adapted to the current situation felt by several countries.

2. RELATED WORKS

Many researchers have conducted a study to identify the factors that lead to the success of information technology systems. One of the well-known research study is by DeLone and McLean is the Delone and Mclean Information Systems Success Model. Then, the DeLone and McLean models are widely used by researchers to conduct research related to information systems. Delone and McLean in 1992 developed a model they called the information system success model [20].

The model [20] was first introduced in 1992. According to DeLone and McLean, measuring success is important to be able to determine the value of the steps taken in information system management and information system investment. DeLone and McLean developed a model named the DeLone and McLean Information Systems success model. The factors or components of measuring the success of the Information System from this model are quality of system, quality of information, user satisfaction, use, and individual impact [20]. This success model based on processes and causal relationships from the dimensions of the model. The variable consists of system quality, information quality, use, user satisfaction, individual impact, and organizational impact.

Then the [20] model change by adding several variables. In 2003, DeLone and McLean added variables to the previous model [20] to address the changing management needs of an e-Commerce [11]. The model was developed with various inputs received by DeLone and McLean so as to produce a new model written in their research, namely DeLone and McLean Information Success Model; A Ten Year Update [11] the variables are system quality, information quality, service quality, use, user satisfaction, and net benefits. The differences between The Updated D&M IS Success [11] with the previous model located in the dimension of adding service quality as a new dimension for the success of information systems. It is combining all impact measures into one called net benefit.

This success model is based on processes and causal relationships from the dimensions of the model and does not measure the six dimensions of measuring the success of information systems independently but measures entire dimension, affecting each other. The six dimensions of the [11] can be applied to the e-commerce environment are as follows:

Service Quality

Service quality in e-Commerce is a service provided by the system to users consisting of responsiveness, accuracy, reliability, technical competence, and empathy of assurance, empathy, and follow-up service members as well as how effective online support capabilities are, such as answers to frequently asked questions, customized site intelligence, and order tracking [21] [22].

Information Quality

The quality of information in the e-Commerce system is the content contained in the system. The content must be visible, provide complete, relevant, easy to understand and secure information. Information Quality can be measured based on accuracy, timeliness, ease of understanding, completeness, relevance, security, and consistency [11], [21].

System Quality

System quality is the quality between hardware and software in an e-Commerce system. including system performance which refers to how well the capabilities of software, hardware, procedures, information system policies are provided for user needs. [11]. In the e-commerce, characteristics that can be measure such as usability, availability, adaptability, and response time (e.g., download time) are examples of qualities that are valued by e-commerce users [23].

User Satisfaction

This variable covers the entire cycle and experience or customer behavior using the application, starting from information retrieval through purchases, payments, receipts, and overall services. User satisfaction system defined as an attitude and feedback from the user after using the information system [22] and measuring customer opinion about the e-commerce system. User Satisfaction can be measured based on Repeat Purchases, Repeat Visits, and User Surveys [11].

Intention to Use and Use

Intention to Use is an attitude in wanting to use a system while Use is a behavior in the use of the system by the User [22], The level of use will discuss the level and ways in which users take advantage of the capabilities of an information system, for example the level of the number of uses, the level of frequency of use, and the level of usage requirements. These measurements range from the results of visits to Web sites and navigation within the site to information retrieval and execution of transactions. Usage can be measured based on the nature of use, Navigation patterns, Number of Visits, Number of Transaction executed [11]. Intention to Use measured by the influence a potential user has on how often they use it [24]. Other researchers suggest the need to examine use from perspectives at the individual and organizational levels to allow a better understanding of these constructs [25].

Net Benefit

The positive and negative impacts of e-commerce are felt by its users. It can be measured by Cost Savings, Expended Markets, Incremental additional sales, Reduce search costs, and Time savings [11].

Research Comparison

[26] The result of this study is that the relation between information and system quality on intention to use is significant. Likewise, the factor of service quality on user satisfaction significant, user satisfaction and behavioral intentions on actual use have a significant effect. Then, [27] with his research trying to test the role of each critical success factor as suggested by [11] the success in the e-commerce platform. The result is information, service, system quality, user satisfaction, net benefit and usage are the most crucial factors for the success in any e-commerce platform. Researcher, [28] explain advertising value, flow experience, web design quality, and brand awareness are affecting the purchase intention. In the study [12] explains that influence the success of e-commerce among Malaysian consumers. The researcher modified the [11] by inserting 2 additional variables, namely, Privacy and Trust. The main findings from the overall results of this study are system, service, privacy, trust variable affecting the success of e-commerce and has significant effect. The conclusion of this study is to provide results that allow market players and advertising providers to understand how smartphone advertising contributes to consumer purchase intentions. The research comparison and novelty among other researchers as explained in figure 1 through fishbone diagram.
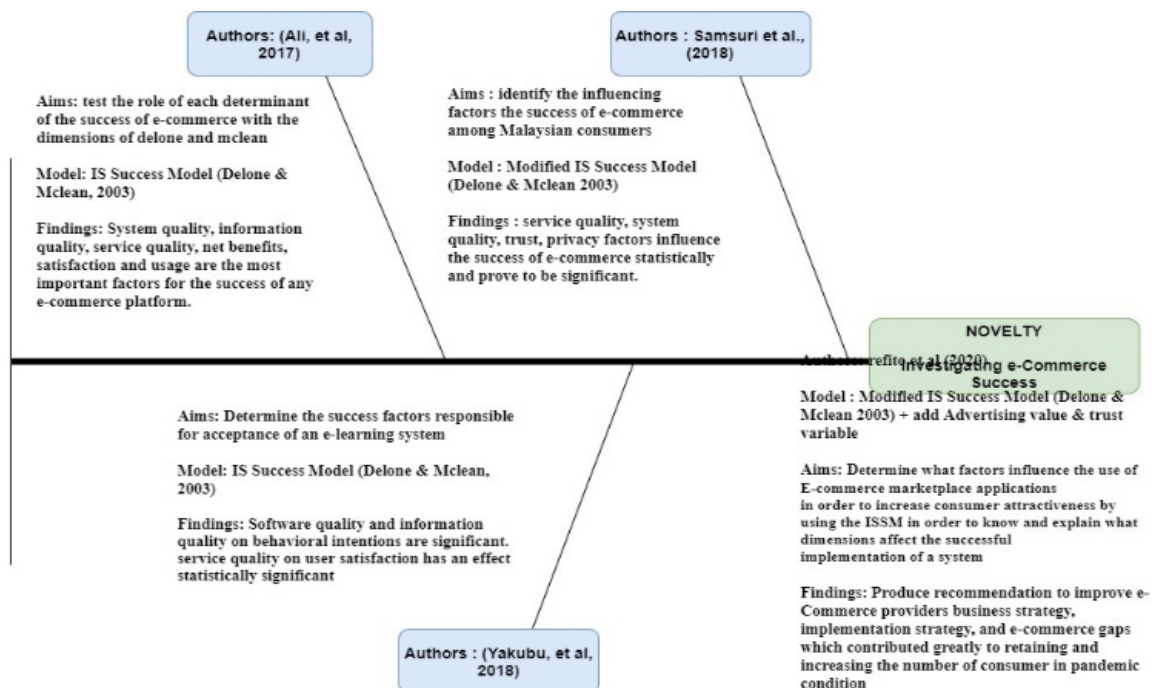

Figure 1: Fishbone Diagram for Authors and previous research comparison

what factors influence the use of E-commerce marketplace applications in order to increase consumer attractiveness by using the [11] in order to know and explain what dimensions affect the successful implementation of a system. Although these factors are considered important, unfortunately, there's not much research found to quantify this e-Commerce providers issue especially in pandemic condition. In addition, researchers added additional trust variable to the [11].

3. RESEARCH METHODOLOGY

This study used a questionnaire distributed via social media and respondents who live in the JABODETABEK area for users of e- Commerce marketplace who has made transactions or not.

Research model and variables used adopted was tested using Smart-PLS 3.0 software. The calculation of sample from biggest e-Commerce population in Indonesia is using slovin formula with an error of 5% and the minimum sample that must be obtained is 400 respondents or above.

3.1 Research Model

Research model can be seen in figure 2 based on [11] with the additional construct of trust which can be applied to measure e-commerce success environment as follows:
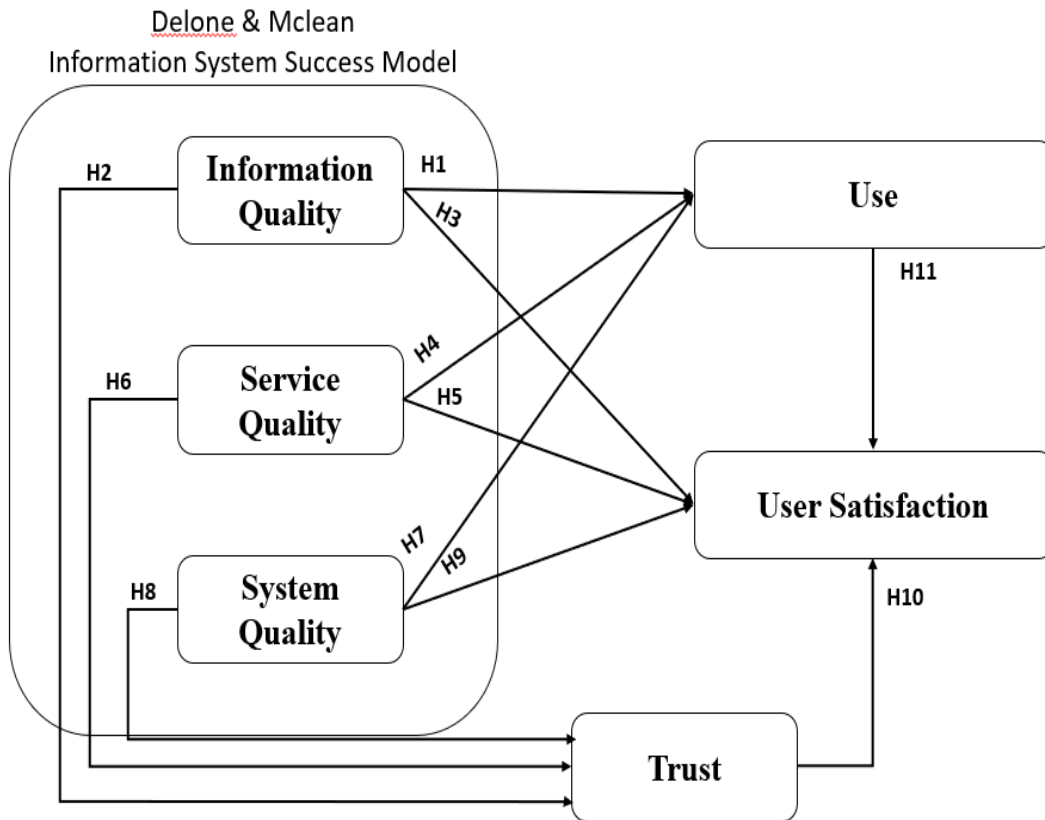

Figure 2: Proposed Research Model

The variable used are shown in table 1.

Table 1: Research Indicators

Variabel	Definition	Indicator	Sources
Information Quality	Quality of shape information generated by the system.	Completeness	[21]
		Ease of Understanding	
		Relevance	
		Accuracy	
Service Quality	Identify the level of services quality using technology in helping to solve problems	Assurance	[11]
		Empathy	
		Responsiveness	
System Quality	The performance of the system to be able to provide user needs	Adaptability	[21] [11]
		Availability	
		Reliability	
User Satisfaction	To identify the user satisfaction of the use of technology	Repeat Purchases	[11], [29]
		Repeat Usage	
		Effectiveness	
		Efficiency	
Use	User behavior towards the technology used	Frequency of Use or Navigation Patterns	[11]
		Number of Transaction Executed	
		Repeat Visits	

3.2 Measurement Scale

Likert scale 1-5 is used in this questionnaire, the used scale is:
(1) Strongly Disagree
(2) Disagree
(3) Neutral
(4) Agree
(5) Strongly Agree

3.3 Proposed Hypothesis

Based on proposed research model in figure 2, the hypothesis are formulated as shown in Table 1.

Table 2: Hypothesis

No	Hypothesis	Description
1	Hypothesis 1 (H1)	Information Quality affects Use
2	Hypothesis 2 (H2)	Information Quality affects Trust
3	Hypothesis 3 (H3)	Information Quality affects User Satisfaction
4	Hypothesis 4 (H4)	Service Quality affects Use
5	Hypothesis 5 (H5)	Service Quality affects User Satisfaction
6	Hypothesis 6 (H6)	Service Quality affects Trust
7	Hypothesis) 7 (H7)	System quality affects use
8	Hypothesis 8 (H8)	System Quality affects Trust
9	Hypothesis 9 (H9)	System Quality affects User Satisfaction
10	Hypothesis 10 (H10)	Use affects User Satisfaction
11	Hypothesis 11 (H11)	Trust affects User Satisfaction

3.4 Data Analysis Technique

This research used Non Probability Sampling method to collect the data and PLS (Partial Least Square) method with examining the relationship between variables in the information system success model using the modified [11] to analyze the data. Data analysis or SEM-PLS used validity and reliability test to measure the validity using Average Variance extracted (AVE) value should be 0.5 or more, which means that exogenous can explain 50% or more of the variance. [30] and reliability of data using loading factor value is between 0.6-0.7. [31]. Then the reliability test used Cronbach's Alpha and Composite Reliability. To consider a good question, the reliability value between 0.6 and 0.7 [32]. To test the hypothesis. Researchers use the p-value to determine the level of significance in the relationship between one exogenous and another exogenous. The p- value must be ≤ 0.05 for the relationship to be considered significant. This study uses SEM-PLS with basic reasons:

- Many related literature reviews use SEM PLS.
- It can test the suitability of a model and its hypothesis.

- It can test the relationship between variables in the model
- It can analyze cause and effect relationships between constructs

4. RESULT AND DISCUSSION

4.1 Respondent Identification

This research has collected 433 respondents who have filled out the questionnaire.
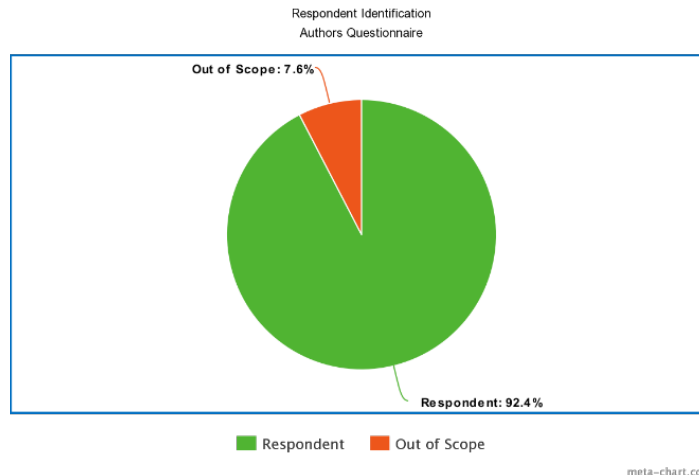

Figure 3: Respondent Identification

433 respondents filled the questionnaire, there were 400 respondents (92,4%) who had used e-Commerce application in Jabodetabek Area and 33 respondents (7,6%) who had never used the e-Commerce application. 400 respondents in this study had met the scope criteria in this study while the rest did not meet the criteria.

4.2 Validity Test Result

The measurement model in the SEM-PLS method is tested to define the validity of each indicator with the Average Variance Extracted (AVE) value.
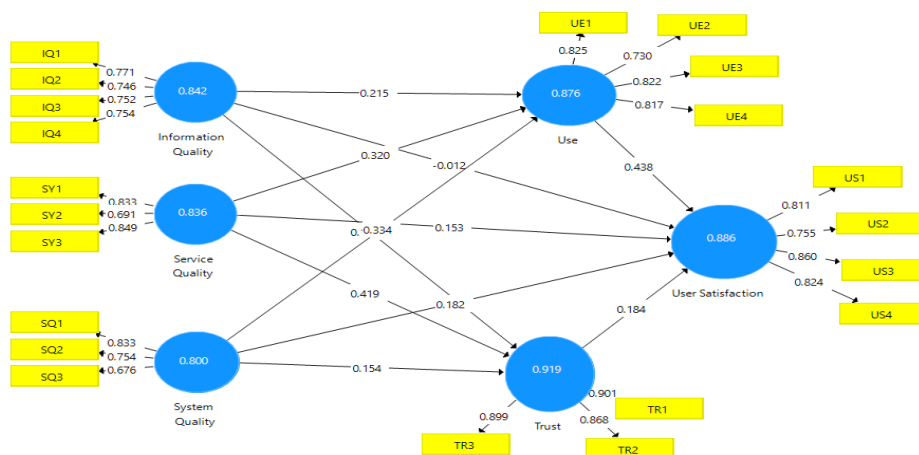

Figure 4: Loading factors & AVE results in using SmartPLS

Figure 4 shows the results of the validity and reliability tests on the SMARTPLS tools with an AVE above 0.5 and a loading factor above 0.6. The detailed results are described in table 3.

Table 3: Validity Test

Variable	Indicator	Loading Factor	AVE	Result
Information Quality	IQ1	0,771	0,571	Valid
	IQ2	0,746		Valid
	IQ3	0,752		Valid
	IQ4	0,754		Valid
Service Quality	SY1	0,833	0,631	Valid
	SY2	0,691		Valid
	SY3	0,849		Valid
System Quality	SQ1	0,833	0,573	Valid
	SQ2	0,754		Valid
	SQ3	0,676		Valid
Trust	TR1	0,901	0,791	Valid
	TR2	0,868		Valid
	TR3	0,899		Valid
User Satisfaction	US1	0,813	0,661	Valid
	US2	0,751		Valid
	US3	0,860		Valid
	US4	0,824		Valid
Use	UE1	0,816	0,639	Valid
	UE2	0,726		Valid
	UE3	0,825		Valid
	UE4	0,827		Valid

The table above shows that all variables have a loading factor greater than 0.6 and an AVE value greater than 0.5. Thus, it can be concluded that the data from this study is valid and fit for use.

4.3 Reliability Test Result

Reliability tests measure the consistency in each statement complied in a questionnaire called the Cronbach's alpha and composite reliability value. The minimum value is between 0.6-0.7 or above [32]. Reliability test results can be seen in table 4.

Table 4: Reliability Test

	Cronbach's Alpha	Composite Reliability
Information Quality	0,750	0,842
Service Quality	0,703	0,836
System Quality	0,628	0,800
Trust	0,868	0,919
Use	0,811	0,876
User Satisfaction	0,828	0,886

Based on the table 4, each variable has the Cronbach's Alpha value greater than 0.6 and the composite reliability value is greater than 0.7. In conclusion all variables used in this research is reliable and fit to used.

4.4 Hypothesis Test Result

Furthermore, if the data meet statistical criteria, it could be used to analyzing the hypothesis. The minimum hypothesis criteria is 0,05 or above it, then it will be rejected if its below 0.05. T-statistics and T-tables compared to find out whether the relationships between variables will be accepted or rejected as shown in table 5 below.

Table 5: Hypothesis Test

	T Stat	P Values	Result
Information Quality -> Trust	2,481	**0,013**	**Accepted**
Information Quality -> Use	2,801	**0,005**	**Accepted**
Information Quality -> User Satisfaction	0,216	**0,829**	**Rejected**

Service Quality_ -> Trust_	6,810	0,000	Accepted
Service Quality_ -> Use	5,753	0,000	Accepted
Service Quality_ -> User Satisfaction	2,469	0,014	Accepted
System Quality -> Trust_	2,128	0,034	Accepted
System Quality -> Use	4,770	0,000	Accepted
System Quality -> User Satisfaction	3,533	0,000	Accepted
Trust_ -> User Satisfaction	3,827	0,000	Accepted
Use -> User Satisfaction	7,606	0,000	Accepted

The results of hypothesis test show that 1 of the 11 hypotheses, the use variable is strongly affected by 3 main quality factors, system, service quality, and information quality. Moreover, to increase consumer attractiveness and user satisfaction with the use of e-Commerce systems, is influenced by Use, trust, service quality, and system quality.

As seen in table 5, Hypothesis H1, Information quality has a significant effect on Use. The result is accordance with the study conducted by [33] states that Information Quality is the most important asset in today's modern business, e-commerce leads to quality content to represent information, data, knowledge and experience to a higher level of significance. In e-commerce, content is a source of value and providers (goods, services, etc.) without content will not affect visits or usage so that in this study it is proven that information quality can increase consumer attractiveness in using a system. The information quality influence the use of the system. This finding is in line with [33]. It shows information quality related to use of the system. With information that is clear and easy to understand. Information can be said to influence users to use a system because information is the most important part of a system

Hypothesis H2, Information Quality has a significant effect on Trust. These findings are in line with research conducted by oleh [34] shows that Information Quality has a significant positive effect on trust, meaning that the quality of information presented by e-commerce has a positive impact on the trust exercised by users about how their

experience is using mobile apps. By paying attention to the information quality factor which refers to relevant content and accurate information on e-commerce websites so that it has an impact on the trust felt by its users because it is related to product information that they are interested in. Based on the research results, respondents trust the information contained in all parts of the e-Commerce system because the information listed will make it easier for consumers to buy and sell a product so that consumers rely on the information provided and it is proven that information quality affects trust in the use of an e-Commerce system. It indicates that information quality is important in gaining the trust of its users especially in the commercial online system used by many users or e-Commerce system. [34] mention information quality could increase the trust of the system by its users. Quality of information by the online system (e-commerce) has a positive impact on the trust exercised by users.

Then, Hypothesis H3 were rejected in this study because the statistic said the p-value was below 0.05 and the t-stat was less than 1.96. This finding differs from research [33]. The results show that there is a significant influence between information quality and use on the use of e-commerce that the information quality factor, personalization has the strongest influence on user satisfaction. Respondents who rated the system strongly indicated an intention to return to the site because they feel satisfied. This implies increased awareness by the target market. some features that will be implemented mus according to user needs and run well. It will make users satisfied in the e-Commerce system and increase the number of returning visitors to the system or customer loyalty. Based on the statistic result, information quality does not affect the user satisfaction because it does not reach the minimum value of measurement. This finding is different from [35] too, the user satisfaction will affect the use of the system by the 3 main quality of [11] but in this case the information has no effect on user satisfaction because it is possible that there are other factors that make users feel more satisfied than the quality of the information provided.

Hypothesis 4, Service quality has significant effect in the use of the system. [36] mention the service quality will affects the attitudes to use a service or a product. The organization should focus on 3 main quality by [11] and will lead to a higher customer satisfaction and better performance. service quality affects use, indicating that service quality can increase the number of system usage. Research conducted by [36]found that service quality is effects on attitudes or intentions to use a service or product. Those

findings, an organization should focus more on the quality of system, information, and service provided on website to be successful. This effort will lead to a higher customer satisfaction and ultimately to a better performance.

Hypothesis H5, Service Quality has a significant effect on User Satisfaction. The result in line with [35] in his research on e-Commerce satisfaction during the pandemic mention to increase user satisfaction with the e-Commerce system, the services provided by the development team must be improved The responsiveness of the development team in helping solve problems experienced by users, an empathetic attitude to show a sense of empathy and support in providing services, and the speed of response are aspects that still need to be improved and improved by the development team.

H6, Service Quality has a significant effect on trust. The results obtained are in line with the research conducted by [37] that service quality is related to trust. In online web services, the quality of services have an influence on trust in the online environment. Especially in an increasingly competitive online environment, they can undoubtedly change service providers, so to improve this situation, organizations need to maintain overall service quality to keep customer trust stable. To increase trust in a system, components that affect trust such as system quality, information quality, service quality must be improved and enhanced. The responsiveness of the e-Commerce system development team in helping solve problems experienced by users, an empathetic attitude to show a sense of empathy and support in providing services, and the speed of response are aspects that still need to be improved and improved.

H7, that system quality affects use shows that system quality could increase the number of e-Commerce users and this result is accordance with the study conducted by [14] the samples they use are e-Commerce website users. In their research assessing the use variable in e-Commerce website, system quality implementation aims to develop their online shop website to provide a sense of comfort, convenience, and responsive in making transactions so buyers can make purchases on a large scale to make transactions now and in the future on their website so that the level of use will increasing in the future. This finding has in common with [11] who are able to prove that the system quality has a positive significant effect to use variable, it means that some e-Commerce consumers who are in the Jabodetabek area feel that the quality of the system is very necessary so that consumers judge to use the system and to buy a product they also pay attention to the quality aspect of the system.

H8, System Quality has a significant effect on Trust. These findings are in line with research conducted by [34] which states that the construct of system quality affects a person's trust in wanting to use a system, then trust can affect user satisfaction which makes users believe that the use or purchase of a product through e-commerce applications. Based on the results obtained, Respondents believe that consumer trust in the e-Commerce application system represents the quality level of the system it uses. Some consumers think that if the e-Commerce system experiences an error when it is used, they will not hesitate to leave the system and switch to other e-Commerce. With this, the Quality System affects the trust of its consumers. In e-commerce, the service quality dimension becomes very important because of the separation between buyers and sellers, buyers ask for support (service) for the online platform so they can make the right decisions. Poor service quality causes loss of customers and sales so that the service quality of an e-commerce affects one's use of reusing e-commerce. [27].

Hypothesis H9 result, System Quality has a significant effect on User Satisfaction. The result is in line with [33]. It means system quality factors and user satisfaction are related on his research. For addition measuring the system quality attributes of the e-commerce system by reliability and download time of assets content in the system. In an e-commerce system with user satisfaction, they found that system quality was a critical area for commercial enterprises. In terms of e-commerce success, businesses must understand the impact of usability on potential customers, user experience satisfaction is affected by various aspects of the website and most importantly the system quality itself. Based on the results obtained, system quality affects consumers in terms of buying and selling a product. The quality of the system provided to its consumers will have an impact on user satisfaction with the system.

H10, use variable has a significant effect on User Satisfaction. [35] said there is a significant influence between the use of the system and usage satisfaction which is the quality of the e-commerce system. Based on the research results, consumer behavior using the e-Commerce system represents the level of satisfaction with the perceived system or service.

H11, Trust has a significant effect on User Satisfaction. The result in line with [19] who found that there are a positive and significant relationship between trust and user satisfaction, This means that online trust in which is positioned as a construction that is collaborated in [11] It turns out that it plays a good role in describing the phenomenon of using

the e-commerce system in which system users have a level of trust in the e-commerce system. Trust has an important role in human behavior. When one is exposed to risks and cannot control the behavior of others, the importance of trust becomes clear, especially in the successful adoption of new technologies such as e-commerce and also the need to connect sellers with consumers in an e-commerce environment. Based on the research results, it was found that trust has an effect on user satisfaction. Respondents consider that apart from system quality factors, information quality, and service quality, trust plays an important role in measuring the level of user satisfaction in e-Commerce consumers.

5. CONCLUSION

Based on the research results, we found that to increase the attractiveness of consumers to use the e-Commerce system, especially in the Jabodetabek area are strongly influenced by several factors. The data showed that 1 of the 11 proposed hypotheses was rejected and 10 hypothesis were accepted. factors that influence consumer attractiveness and satisfaction in using the system are system quality, information quality, service quality and trust, but for information quality based on the data it didn't affect to user satisfaction with the system.

Service Quality has a significant effect on use, which is indicate how consumer behavior in using the e-Commerce system. The services provided in response to complaints and problems that arise due to abnormalities in the system and the user's lack of understanding quickly to the system affect the intention to use the system. We recommend that the developer develop a live chat feature in the system in order to shorten the handling time.

System Quality has a significant effect on Use of the system by the users. However, some of them who feel that the application system is running slowly and the solution needs to be a concern by maintaining the application regularly. Meanwhile, the developer must consider the quality of e-commerce application system should increase attractiveness of users using the e-Commerce system because it is related to the needs of its users.

Moreover, the quality of information on e-commerce systems has no effect on user satisfaction. This is cause by other factors that make the attractiveness of using the system more dominant. In conclusion the study shows that system quality, service quality, and information quality are affecting the attractiveness of consumers in using e-Commerce in Jabodetabek Area. The findings may give theoretical foundation for the parties concerned to develop and implemented strategies for increasing competitiveness and encouraging the competition in e-commerce. Then, the user satisfaction which is influenced by trust, system quality and service quality in this study has a major impact which indicates an evaluation of the success of the system to increase consumer attractiveness and satisfaction with an e-Commerce system.

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