

**Universiti Teknologi MARA**

**Evaluation of E-Commerce Interface:  
Computer Company Web Sites**

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## ABSTRACT

Electronic commerce (e-commerce) offers speed, convenience and often cost-effectiveness for today busy company, but many e-commerce web sites are still too hard to use. If the user find it difficult to do online transaction, they like to visit another online source or to go to the physical source instead. Evaluating the e-commerce web site has received some attention in the past few years, but there is still a pressing need to find out the standard of e-commerce web site. This paper attempts to address e-commerce web site evaluation criteria group which consist of interface, navigation, content, reliability and technical. This study will develop with the framework of the standard of the e-commerce web site.