

ABSTRACT

Today, the infra structure for electronic commerce is becoming convenience especially for buying via Internet. Retailers over the countries publish their products or their services on web hoping the consumers to visit and to buy their products and services. It is not doubt that the Internet becomes the future shopping center for both sellers and buyers.

In order to publish the products and services via Internet efficiently and effectively, it is important to identify the Indonesian Internet user behavior as the consumer. The Indonesian Internet user behaviors are investigated from where they have information about the address of website to what factors that encourage them buying via Internet.

Two statistical methods are utilized to enables finding the factors that influence the Internet user deciding their choices. Chi-square statistic method tests whether more than two populations can be considered equal. The simulation method describes a series of organized experiments that is set randomly to predict the behavior of the Indonesian Internet users.

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