

**THE DETERMINANTS OF CUSTOMER TRUST AND SATISFACTION TOWARDS THE  
ONLINE REPURCHASE INTENTION**

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"DECLARATION OF ORIGINAL WORK"

**Submitted in partial fulfillment of the requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

Hereby, declare that:

\* This work has not previously been accepted in substance for any degree, locally or overseas, and is not being or has not been submitted for this degree or any other degree.

\* This project/paper is the result of my independent work and investigation, except where otherwise stated.

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\* All verbatim extracts have been clearly identified by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

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## ABSTRACT

Since the late 1990s, online shopping has taken off as an increasing number of consumers purchase increasingly diversified products on the internet. Given that how to attract and to retain customers is critical to the success of online retailers. The World Wide Web (WWW) has rapidly evolved since its inception and the total value of online purchased goods reached a very great and fantastic establishment. An exponential growth has influence the establishment of electronic commerce. Understanding online consumers is important in today economic. It is important to understand the buyer motivation and the satisfaction of online customer after making a purchase. The online purchase is highly competitive and customer is easily to switched to other online retailers for their future purchase when they are not satisfied with a particular online retailer. Hence, customer loyalty is crucial to achieve a higher return in sales profit. This research studied to is to examine the determinants of customer trust and satisfaction towards the online repurchase intention. As the value of loyal customer is incomparably high in e-commerce, winning customer trust and satisfaction will lead to gain a loyalty customer and it's a vital success for online retailers. In this study, a customer is defined as one who repurchased goods or services at least once from the internet shopping website or store. A questionnaire survey of 200 was collected to examine the online repurchase intention from the customer past online shopping experience. This research dependent variable is repurchased intention and the independent variables are trust and satisfaction in online repurchase. In this study, the result shown that there is a significant relationship between trust and satisfaction of customer intention in online repurchasing.