DETERMINANTS OF MALAYSIAN UNDERGRADUATES' ONLINE REPURCHASE INTENTION

SITI SARAH LIYANA BINTI AZHAR

2015666746

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2018

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to thank almighty Allah as finally I am able to finish the project paper in order to fulfil requirement from Faculty of Business Management. This task had been done with all supports and help from others even though there are few problems happened during doing this project paper. Luckily, all the problem can be settle down and we were able to adapt properly and wisely.

Besides that, I would like to express my gratitude to my advisor, Madam Aini Qamariah binti Mohd Yusof because without her guide, this project paper cannot be done properly like this. She always gives encouragement, ideas and guides me on how to do on my project paper in purpose to produce a good outcome from research that has been studied. Topic that been chosen by discussing regarding related business field.

Finally, big thank dedicated to all students who participated in this project paper which taking their time for completing this survey by answering the questionnaire. This report would not complete without their help.

TABLE OF CONTENTS

TITLE PAGE

DECLARATION OF ORIGINAL WORK i

LETTER OF SUBMISSION ii

ACKNOWLEDGEMENT iii

TABLE OF CONTENT iv

LIST OF TABLES viii

LIST OF FIGURES ix

LISTOF ABBREVIATIONS x

ABSTRACT xi

CHAPTER 1: INTRODUCTION

1.1. INTRODUCTION 1

1.2. BACKGROUND OF STUDY 1

1.2.1. DEVELOPMENT OF ONLINE SHOPPING 1

1.3. PROBLEM STATEMENT 2

1.4. RESEARCH QUESTION 4

1.5. RESEARCH OBJECTIVES 5

1.6. SCOPE OF STUDY 6

1.7. SIGNIFICANCE OF STUDY 6

1.7.1. TO RESEARCHERS 6

1.7.2. TO CONSUMERS 6

1.7.3. TO SELLERS 7

1.8. LIMITATION OF THE STUDY 7

1.8.1. LACK OF INFORMATION FROM PREVIOUS RESEARCHER 7

1.8.2. RESPONDENT COOPERATION 7

1.8.3. PREVIOUS RESEARCH IS TOO OLD AND NOT RELEVANT FOR CURRENT REFERENCE 8

1.9. DEFINITION OF TERMS 8

1.9.1. REPURCHASE INTENTION 8

1.9.2. PERCEIVED VALUE 9

1.9.3. PERCEIVED EASE OF USE 10

1.9.4. PERCEIVED USEFULNESS 11

1.9.5. FIRM'S REPUTATION 11

1.9.6. PRIVACY 12

1.9.7. TRUST 13

1.9.8. RELIABILITY 14

1.9.9. FUNCTIONALITY 14

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION 16

2.2. LITERATURE REVIEW 16

2.2.1. DEPENDENT VARIABLE 16

2.2.1.1. ONLINE REPURCHASE INTENTION 16

2.2.2. INDEPENDENT VARIABLES 16

2.2.2.1. PERCEIVED VALUE 17

2.2.2.2. PERCEIVED EASE OF USE 18

2.2.2.3. PERCEIVED USEFULNESS 19

ABSTRACT

This study has been done to find is there any relationship between perceived value, perceived ease of use, perceived usefulness, firm's reputation, privacy, trust, reliability and functionality with online repurchase intention among Malaysian undergraduates. The target population was undergraduates students in Malaysia either public or private university which approximately 597,294 students and the sample size was 100. Data collection method that had been done was by distributing questionnaire directly and also spreading Google form link. This study has been done for about five months. The result of this study finds that only trust and privacy that significant and have relationship with the online repurchase intention. Recommended to future researcher to get wider target population and sample size to identify wider range of data and also extend the study on trust and privacy in online repurchasing intention context on social medias which we know that anyone can be seller on social medias.