



**FACTORS THAT CONTRIBUTE TOWARDS ONLINE PURCHASE INTENTION
AMONG YOUTH IN MELAKA**

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ABSTRACT

The purpose of this research study is to investigate the factors that contribute toward online purchase intention and this study doing towards youth in Melaka that may have experiences in purchases items through online. In this study, analyze the relationship between three factors which are consumer satisfaction, online trust, and perceived usefulness of a website.

There are four objectives in this study which are to investigate relationship between the consumer satisfaction and online purchase intention, to determine the relationship between the online trust and online purchase intention, to identify the relationship between the perceived usefulness of a website and online purchase intention, and to measure the predictor of online purchase intention.

This study is quantitative in nature and questionnaires distributed in order to collect information from respondents based on 150 sample size. The data obtained through questionnaires was analyzed and evaluated by statistical test correlation and regression, and reliability was also confirmed. However, most of the results show that all the three factors have strong relationship with online purchase intention and online trust is the factors that more influence online shopping intention. Finally, limitation of study is also recognized and identified after the research is done. There are recommendations to the online seller and for future research to be conducted for better understanding in future.