



**RESEARCH ON FACTORS OF ONLINE REPURCHASE INTENTION
TOWARDS THE HERBAL SUPPLEMENT PRODUCTS IN MALAYSIA
(NATUREMEDICS LABORATORIES)**

PREPARED FOR:

MADAM JASLIN BINTI MD DAHLAN

PREPARED BY:

FATIMAH AZ-ZAHRA BINTI KASSIM @HASSIM

2015801788

26 December 2018

A handwritten mark, possibly a signature or a checkmark, is located in the bottom right corner of the page. It consists of a single, fluid, black line.

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unlike otherwise indicated or acknowledge as referenced work. This report has not been submitted to any other academic institution or non academic institution for any degree or qualification.

I hereby acknowledge that I have been supplied with the academic rules and regulation for postgraduate, University Teknologi Mara, regulating the conduct of my study and research

NAME OF STUDENT: FATIMAH AZ-ZAHRA BINTI KASSIM @ HASSIM
STUDENT ID NO: 2015801788
PROGRAMME: DEGREE OF MARKETING (BUSINESS MANAGEMENT)
FACULTY: BUSINESS AND MANAGEMENT
DISSERTATION TITLE: RESEARCH ON FACTORS OF ONLINE REPURCHASE
 INTENTION TOWARDS THE HERBAL SUPPLEMENT
 PRODUCTS IN MALAYSIA (NATUREMEDICS
 LABORATORIES)

LETTER OF TRANSMITTAL

26 December 2018

Muharratul Sharifah Binti Shaik Alaudeen

Ketua Pusat Pengajian (Ijazah)

Fakulti Pengurusan Perniagaan

University Teknologi MARA

85009 segamat

JOHOR DARUL TAKZIM

Dear madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report file-Research on factors of online repurchase intention towards the herbal supplement products in Malaysia (Naturemedics Laboratories) to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely,



(FATIMAH AZ-ZAHRA BT KASSIM)

2015801788

ABSTRACT

Purpose of this study is to investigate the factors that may affect consumers' online repurchase intentions. Today consumer choice is very important for the marketers in order to meet the customer preferences especially when the use of technologies that keep booming and increasing. There are few factors that can affect the customer online repurchase intention towards the herbal supplements product in terms of buying through online, which are perceive value, perceive ease of use, firm's reputation and also trust. These elements are important to determine whether the customer will have their intention to repurchase the herbal supplements through online for another time. Reason for doing this research are too knows view of respondents towards the Naturemedics Laboratories' customers about which factors are most influences to the consumer that can affect their repurchase decision. This survey was conducted to collect primary data, which is researcher do a survey by giving questionnaire to the people that once purchased the products from Naturemedics Laboratories through online medium. 30 respondents are involved to answer the questionnaire. The data was analyzing by using SPSS. Findings suggested that factors of trust have positive relationship with online repurchase intention.

Keyword: Trust, Online Repurchase Intention, Consumer

ACKNOWLEDGMENT

First, thanks to Allah SWT for his mercy and guidance in giving me full strength to complete this report. Besides, I would like to express special thanks of gratitude to my beloved advisor madam Zanariah Binti Abdul Rahman, who gave me the opportunity to do this research and also for her guidance, advice and comments in the preparation of this report.

Furthermore, most appreciation is expressed towards the staff of Naturemedics Laboratories for giving me the fully support to do this research. This research would not have completed and function well without cooperation and coordination from the staff of Naturemedics Laboratories.

Last but not least, thank you to family and friends, who give the moral support and also UiTM Johor Campus and Naturemedics Laboratories customer's for the contribution on this research that make me can interpret the result well and finished this report on time.