



**A STUDY ON FACTORS AFFECTING ONLINE REPURCHASE INTENTION
AMONG PERBADANAN PUTRAJAYA WORKERS**

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ABSTRACT

The focus of this study is to explore the antecedents of online repurchase intention (ORI) of workers in Perbadanan Putrajaya. The aim of this study is to examine online repurchase intention, specifically to examine the impact of customer satisfaction, adjusted expectation, online shopping experience and online shopping habit on online repurchase intention. This study managed to collect 247 completed online questionnaires from internet shoppers among workers. Multiple Regression Analysis was deployed to statistically test the proposed hypotheses. The researcher found that online shopping experience are not predictor factors whereas customer satisfaction, adjusted expectation and online shopping habit were positively significant factors in predicting online repurchase intention. This study considers a few studies 'attempts to empirically examine the impact of customer satisfaction, adjusted expectation, online shopping experience and online shopping habit on online repurchase intention. Several theoretical and managerial implications are provided, based on these research findings.

Keywords: *Online repurchase intention, Customer satisfaction, Adjusted expectation, Online shopping experience, Online shopping habit*

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