



**ONLINE BUYING BEHAVIOR TOWARDS REPURCHASE INTENTION:  
A STUDY OF MALAYSIA AIRLINES BERHAD (MAB)**

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## **ABSTRACT**

The research was carried out to identify the impact of online buying behavior towards repurchase intention among user of Malaysia Airlines Berhad's (MAB's) website. Although research have provided evidence that characteristics of the online buying behavior effect repurchase intention, these research were limited to the scope of characteristics the researcher examined. This research considered the effects of four elements of the online buying intention (website design features, download speed, availability and accessibility and enjoyment) upon repurchase intention in MAB. A set of questionnaire was adopted from past research to collect the primary data from the respondents about the relationship of online buying behavior towards repurchase intention in MAB. The overall findings of the research indicates that based on the result, only download speed and enjoyment effect the repurchase intention in MAB, meanwhile website design features and availability and accessibility do not effected the repurchase intention in MAB. As a conclusion, some suggestions have been made to improve the repurchase intention in MAB and recommendation for future research has been included in the final part of the research.

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