



**FACTORS OF REPURCHASE INTENTION FOR ONLINE SHOPPING AMONG THE  
STAFF AT PELABUHAN TANJUNG PELEPAS.**

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**JULY 2017**

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim,

First and foremost, I would like to express my deepest gratitude to Allah S.W.T who makes all things possible and gives me the desire, ability, opportunity and the motivation to complete this project paper. I also would like to acknowledge my industrial training advisor Madam Norhamizah binti Mohd Noor (first advisor) and Sir Nadi @ Latif bin Bacho for their undivided attention and all the time they have spent for their guidance, valuable comments, views and attention to me upon completion of this report.

Nevertheless, I would also like to extend my special thanks to the staff in PTP for all the cooperation and commitment given to me upon conducting this study. Their feedbacks and support are invaluable to me.

Last but not least, I would like to express my deepest gratitude to my beloved parents, family members, friends for their cooperation and support in helping me out during the process of completing this study.

## **ABSTRACT**

This study will discuss the background of the study, research problem, the research questions, the research objectives, the limitation of study, the scope of study, and the significant of study. The purpose of this study is to determine the factors of repurchase intention for online shopping among the staff at Pelabuhan Tanjung Pelepas (PTP), Johor Bahru.

The study incorporates five essential variables influencing consumers' choice of shopping medium: (i) convenience, (ii) trust, (iii) perceived price, (iv) product quality, and (v) service quality. The population of the study consists of 300 employees in administration building (Wisma A and B) at Pelabuhan Tanjung Pelepas (PTP), Gelang Patah. The data were collected by distributing 150 questionnaires, and 123 returned questionnaires were used in the study. To analyse the data, data screening, descriptive analysis, SPSS, reliability test, correlation, and regression analysis were used.

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