

## Factors Affecting Online Repurchasing Intention

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### Abstract

**Background:** This article intends to explore the related factors of online purchasing where customers' satisfaction will motivate them to the repurchasing process in future. Therefore, this study is conducted in order to identify the online repurchasing intention among private college students in the rural area in Melaka.

**Objectives:** to identify whether the perceived of ease of use, trust and the perceived of benefits are able to influence the online repurchasing intention.

**Method:** this study was done on 200 respondents among students in Melaka by distributing online questionnaires by using Google Form and the Statistic Package to The Social Science (SPSS) 22.0 was used to test the relevance between the dependent and independent variables. **Result:** the results showed that the perceived ease of use and the perceived of benefits have the significant positive influence towards the online repurchasing intention.

**Conclusion:** based on this study, it is identified that the perceived ease of use and the perceived of benefits are the biggest influence towards the online repurchasing intention among rural students in Melaka. Future researchers can use other elements such as satisfaction and security in acquiring a better research result.

**Keywords:** Online Repurchasing Intention, the Perceived Ease of Use, Trust and the Perceived of Benefits.

### **Introduction**

The existence of e-commerce system particularly in the business world has enhanced consumers usage of computer and internet as a way to make offer and gain a product or business service to customers (Mat et al., 2016). In addition, online business can give various benefits to consumers such as easier, faster and save cost etc. Therefore, online business has become the choice of consumers and customers (Aris & Halim, 2016). Filieri & Lin (2017); Won & Kim (2020) believe that repurchasing is the desire to buy a product twice or more. Customers also can skip a few steps in the process of making decision for the second purchasing because it is less time consume to find information related to the product before purchasing it (Tresna et al., 2021). According to Ho & Chung (2020), the repurchasing intention is motivated by positive effect from the use of cellular application towards brand, value and equity accumulation relationship. However, the intention to repurchase a product from the same online business perhaps is much easier, but, if a customer is dissatisfied with the quality of a product or other matters, the intention of repurchasing will reduce and obvious (Pardede et al., 2018). Thus, Punuindoong & Syah (2020) mentioned that a business that is done online has to be updated and improved and thus, producing satisfied and loyal customers.

The intention of online repurchasing is the consumers' plan to repurchase in future from the same retailer (Javed dan Wu, 2020). Besides that, there are other researches that define it as a probability that consumers will repeat purchase of service and product with the same e-retailer (Quan et al., 2020). According to Davis (1989) when a certain technology is easy to use it will influence the intention of consumers to use the technology as well as affecting the perception of consumers towards the ease of use. Other than that, customers' trust towards technology plays an important role in influencing consumers' intention to repeat purchase. Moreover, the perception of ease of use utilises information technology to measure the interaction system (Tarigan et al., 2020). Furthermore, trust can enhance consumers' intention to take part in online shopping, and automatically will reduce the perception of risk and directly, demonstrate the positive effect towards the online purchasing (Celick & Yilmaz, 2011). This statement is supported by Dhingra et al (2020) believe that the trust helps consumers to make good decision. Meanwhile, Sudarti & Rhemananda (2020) say that the perceived of benefits is something that can elevate the performance of online purchase transaction. The perceived of benefits is defined as society's trust in using certain technology will elevate their performance, (Davis, 1985). Therefore, the intention of online repurchase has the relationship with the perception of customers' ease of use, customers' trust and the perception of customers' benefits.

### **Problem Statement**

The intention of repeat purchase is not an unfamiliar thing among customers including the online purchase. All decisions made by purchasers will primarily look into several factors there are many past research conducted on the factors that influence customers in the repurchasing intention. Among others are Aren (2013); Wen (2011); Larasetiati & Ali (2019); Kim et al (2012); Bulut (2015); Rezaei & Amin (2013) and many more. However, the issue begins to surface when the repurchasing is made online, where it is still considered as a risk for customers in comparison when making purchase traditionally (Bulut, 2015). According to

previous study by Oroh et al (2015) mentioned that perceived ease of use and perceived usefulness has no significant influence on influencing repurchase intention. Meanwhile, based on Nguyen (2021), mentioned that trust moderately affects satisfaction and repurchase intention. Thus, this study looks into the main factors of influence in online repurchasing.

### **Literature Review**

Repurchasing Intention - Repurchasing Intention is defined as the desire of consumers to repurchase a product in the form of goods or service where previously felt as beneficial and quality (Ilyas et al., 2020). According to Hellier et al (2003) the intention of repurchasing is a process where someone intends to repurchase the same goods or service based on the purchasing experience beforehand. This means the repurchasing happens when a customer is satisfied with the value obtained as well as purchasing experience before this.

Perceived ease of use – the perceived ease of use is defined as a level of trust that using a system or in other word, an online purchase is something easy (Aren et al., 2013). Besides that, Le et al (2020); Nguyen (2020) propose that the perceived of ease of use can also enhance consumers' acceptance related to a product or service. Singh et al (2016) and Suleman (2018) mention that the perceived of ease of use has an influence on the online purchasing decision. Moreover, a study made by Suhir et al (2014) find that a part of perceived ease of use has significant influence towards the decision of online purchasing. It is also supported by Wahyuningtyas et al (2015) that the perceived ease of use is proven to be positive and significant towards the decision of online purchasing.

Trust – Trust is the readiness of a party to be exposed to an action by another party hoping that the party will do a particular correct action as trustee regardless if they have the ability to observe or manage other party (Mayer et al., 1995). Mutual trust is important for any transaction and even more important in an online purchasing because there is a rise of fraud in websites (Zhu et al., 2019). Dhingra et al (2020) believe that trust helps consumers to make a good decision. Many past researches have documented that the element of trust is vital in shopping B2C (Dhingra et al., 2020; Zhu et al., 2019). This is supported by Anderson & Sullivan (2003) saying that trust electronically is the attitude of consumers who take side on the electronic business which results to online repurchasing. Therefore, trust has risen a long-term impact in the mind of consumers by fulfilling consumers needs and their expectations, desires and building long term relationships (Peha dan Khamitov, 2004).

Perceived Usefulness - Perceived Usefulness is defined as the feeling that gives effect to consumers that the online shopping application has given added value and effectiveness to consumers in comparison to traditional shopping (Hu et al., 2009; Lai & Wang, 2012). This is supported by Suleman (2018); Singh (2016) that perceived usefulness can influence consumers decision of online purchasing. Likewise, Nguyen (2020) has mentioned that perceived usefulness has positive influence towards attitude and intention to shop online. This is because, many believe that by using certain technologies and systems will be able to enhance their skill or performance, (Davis, 1989).

### **Methodology**

The design of the study is causal research, in determining the influence between dependent and independent variables which involve in this study particularly. In looking into the repurchasing intention among students. The population for this study is from a private college in rural area Melaka. This location is selected because the level of exposure or online access is lower than the urban area. So, this study can identify the affecting factors of online

purchasing among private college students in rural area Melaka. According to Sekaran (2011), population refers to the overall group of people, event or things of interest that want to be studied by researchers. The population in this detail is private college students in rural area Melaka who have made online purchasing as well as have the intention of repurchasing. This study has 200 selected respondents using purposive sampling technique. The research instrument is questionnaire with a few constructs or related variables will be prepared and involves the group of students who make online purchasing which is identified in rural area Melaka. Data will be analysed by using descriptive analysis method and regression.

### Findings

Multiple linear regression analysis was used to test the effect of Perceived ease of use, Trust, Perceived Usefulness on the Online Repurchase Intention.

Table 1

*Multiple Linear regression Analysis*

Dependent Variable	Independent Variable	$\beta$	BETA	t	Sig.
Online Repurchase Intention (Y)	Constant	-.023		-.035	.972
	Perceived ease of use (X <sub>1</sub> )	.404	.273	2.427	.017
	Trust (X <sub>2</sub> )	.004	.003	.034	.973
	Perceived Usefulness (X <sub>3</sub> )	.525	.374	3.227	.002
<b>F</b>		14.201			
<b>Sig F</b>		.000			

Table 3 also shows that the F-statistics (F = 14.201) and the p value are significant (0.000) or smaller than the alpha value of 0.01. This shows that the slope of the linear regression line of this estimated model is not equal to zero confirming that the study data fits the three linear regression prediction models proposed in this study.

Referring to the multiple linear regression analysis, the Online Repurchase Intention (Y) is only affected by two variables, namely the Perceived ease of use factor (X<sub>1</sub>) and Perceived Usefulness (X<sub>3</sub>), but Trust (X<sub>2</sub>) does not have a significant relationship and does not contribute to the Repurchase Intention. Based on the results of this study as well, the relationship between Repurchase Intention (Y) is influenced by the factors of Perceived ease of use factor (X<sub>1</sub>) and Perceived Usefulness (X<sub>3</sub>), can be explained using multiple linear regression analysis expressed through the following linear equation:

$$Y = -.023 + 0.404 (X_1) + 0.525 (X_3)$$

The results of this study show that if one unit of Perceived ease of use factor (X<sub>1</sub>) increases, then the level of Online Repurchase Intention also increases by 0.404. Meanwhile, one unit of Perceived Usefulness (X<sub>3</sub>) increases, so the level of Online Repurchase Intention also increases by 0.525. While for this study, Trust (X<sub>2</sub>) does not contribute to the of Online Repurchase Intention. The results of this study simultaneously support that the Perceived ease of use factor (X<sub>1</sub>) and Perceived Usefulness (X<sub>3</sub>), can influence the Online Repurchase Intention.

**Discussions**

Based on the study done, the researcher has found that Perceived Usefulness is the most factor in influencing the intention of online repurchasing among students from rural area Melaka. This statement is also supported by a study done by Li (2016) that mentions that Perceived Usefulness can enhance purchasing efficiency, results and life quality of a customer. Therefore, every benefit experienced by a customer will surely bring them to the process of repurchasing intention in future. This coincides with the research result made by Larasetiati & Ali (2019) that say that customers who can complete their purchasing activity faster, will be more likely to have a repurchasing intention in future. In accordance with the definition Perceived ease of use by Sudarti & Rhemananda (2020) who say that Perceived of Use refers to customers perception about the ease of use that is offered by the online business method that is able to influence customers decision, easy to use, getting what they want, becoming more skilled and more flexible in interaction. So, it can be seen that customers who can make product comparison between other sellers is a process that can facilitate customers before they make a decision to buy online. This is because, according to a study by Barkhi & Wallace (2007) they also mention that other aspect that contributes to the perceived ease of use is ease of comparison where an online shop can be compared to other online shops. Hence, there are two out of three factors that have significant influence towards the online repurchasing by students from private college in rural area Melaka which are Perceived ease of use and Perceived Usefulness.

**Summary**

There are three findings in this study:

1. Perceived ease of use has significant influence towards online repurchasing intention by students from private college in rural area Melaka.
2. Trust does not have a significant influence towards online repurchasing intention by students from private college in rural area Melaka.
3. Perceived Usefulness has a significant influence towards online repurchasing intention by students from private college in rural area Melaka.

**Recommendations**

1. Perceived Ease of Use has shown a positive influence towards online repurchasing intention, because buyers feel that making online purchasing is flexible to interact and facilitate to make product comparison among others sellers. Therefore, it is suggested for sellers to give more focus on the factor of Perceives Ease of Use so that online buyers only need minimal effort when making purchases.
2. Although the results from this study show that trust is the factor that does not influence customers during online purchases, but still it is one of the aspects that is considered by customers. Thus, buyers' trust on online sellers will also increase.
3. Perceived Usefulness shows positive influence towards online repurchasing intention meaning, making online purchasing can make customers to complete their buying activity faster. Therefore, it is better for sellers to maintain dan improve their performance and services because it makes buyers to feel easier.

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