RESEARCH ARTICLE

A STUDY ON THE FACTORS INFLUENCING ONLINE CONSUMER REPURCHASE INTENTION IN MALAYSIA

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ARTICLE INFO	ABSTRACT
	Technological advancement and globalization have caused major changes in the world of economy as well as the traditional business model. The present study examined the influence perceived value, perceived usefulness, perceived ease of use, perceived trust and perceived security towards online consumer repurchase intention among youths in Malaysia. A total of 200respondents responded to the questionnaires. Statistical software SPSS (Statistical Package for the Social Sciences) and Microsoft Excel system were used for the analysis of collected data. The result of the study shows there is a significant influence between perceived value, perceived usefulness, perceived ease of use and perceived trust towards online consumer repurchase intention. Meanwhile there is no significant influence between security and online consumer repurchase intention. This study is very important as it contributes to extensive literature regarding the advancement of online business, which is expected to grab the attraction of other researchers to conduct research in the area.

## 1. INTRODUCTION

1.1. Background of the study

Asia is in the topmost position in terms of internet users and it is expected that this subcontinent will hold the position in future as well. Currently 1,856,212,654 people from the total of 4,148,177,672 population of Asia uses internet and the growth rate from 2000 to 2017 is 1,523.9% (Internet world states, 2017). It was reported that Malaysia has two million of internet user in March 2002 (Harn, 2006). Since then, the number of internet user in Malaysia was found raising drastically along with the number of E-commerce user. Figure 1 shows that the number of E-commerce users in Malaysia. From the figure, there were 12.2 million e-commerce users in 2015, which further increased to 14 million in the year 2016 then increased to 19.2million in the year 2017. Currently total of e-commerce users in Malaysia is 16.53 and they spend $79.15 USD annually. The number of e-commerce users are expected to reach 21 million by 2021. It is representing 77% of the total population of the country. Online shopping has got tremendous success in Malaysia and more entrepreneurs are constantly coming in online business and found that the online business of the country is becoming competitive with the time. There are many similarities between online and offline businesses but there are lots of different as well. In online business, the entrepreneurs need to be very aware of its product quality and clients review.

In addition, these entrepreneurs can use social media as their marketing platform to grab the clients' attention, unlike the offline business. In the online business without proper quality management from its systems staff and supplier, it is very hard to make loyal consumers as the retailers are unable to deliver the proper service quality (Cox and Dale, 2001). According to Ha *et al.* (2012) online consumers having small bad shopping experience reject all short of business with the website and move to other channels. Therefore, to run an online business sustainably and profitably the entrepreneurs and management must have a clear idea about the factors that could influence customers' satisfaction and dissatisfaction towards online shopping. Thus, the present study endeavour to examine the factors that has significant influence towards online consumer repurchase intention in Malaysia.

1.2. Problem Statement

In Malaysia, it is found that the contribution of the online business in the economy are increasing with time and people are also showing interest in the online business moving from the traditional business. However, it is found that 75% of the user abandon their shopping carts before making the payment due to some weakness of the online shopping. Furthermore, most of the online business focus more to make new consumer and ignoring the importance of gaining loyalty of existing consumers (Reichheld and Schefter, 2000). An online business owner needs to be more careful to make repeated customers, that are hardly required in the offline business for example; customers' review, customer support, website quality, ease to

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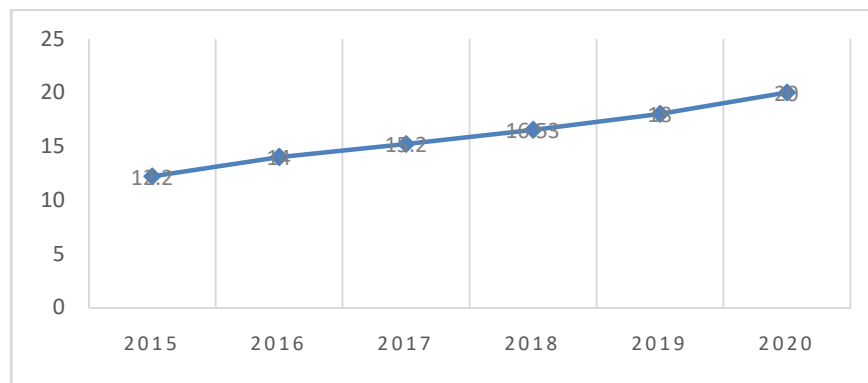
(Source: statistic, E-commerce Malaysia, user in millions)

Figure 1. Number of online shoppers

use, usefulness. Transaction costs and perceived value of the previously bought products. However, many previous studies have found a positive association between the perceived value and repurchase intention towards online consumers (Chang and Wang 2011). In other research, it stated that perceived ease of use is significantly influence the online repurchase intention (Juniwati, 2014). On the other hand, other research indicates that there is a significant relationship between perceived usefulness and online repurchase intentions (Venkatesh *et al.,* 2000; Cheong and Park, 2005). Meanwhile, Kim and Lennon (2009) found that website design was considered as a major factor affecting customers repurchase intention towards online shopping in Malaysia and Toufaily (2013) stated that perceived trust is an important factor in online business and critical for the success of online business. Based on the research done by Verma (2016) in their study stated that security was the main concern of online shoppers as there is the risk of misuse of personal information. According to Parasuraman (2005), online shopping involves money and personal information and consumers are always concern about the security of their information. Therefore, security is considered as a major issue influencing the repurchase intention of online customers towards online shopping in Malaysia.

1.3. Research Questions

Based on the problems at hand, the research findings will answer the following questions:

1. Does perceived value has a significant influence on online customers repurchase intention in Malaysia?
2. Does perceived usefulness has a significant influence on online customers repurchase intention in Malaysia?
3. Does perceived ease of use has a significant influence on online customers repurchase intention in Malaysia?
4. Does perceived trust has a significant influence on online customers repurchase intention in Malaysia?
5. Does perceived security has a significant influence on online customers repurchase intention in Malaysia?

1.4. Research Objectives

The research aims to identify and examine the factors that influence customer repurchase intention among youth in Malaysia. The research objectives of the study are summarized as below:

1. To examine the significant influence of perceived value on online consumer repurchase intention in Malaysia.

2. To examine the significant influence of perceived usefulness on online consumer repurchase intention in Malaysia.
3. To examine the significant influence of perceived ease of use on online consumer repurchase intention in Malaysia.
4. To examine the significant influence of perceived trust on online consumer repurchase intention in Malaysia.
5. To examine the significant influence of perceived security on online consumer repurchase intention in Malaysia.

1.5. Significance of Study

This paper endeavour to investigate the major factors affecting customers repurchase intention of online shopping in Malaysia. For the study, major five factors affecting customers repurchase intention towards online shopping namely perceived value, perceived usefulness, perceived ease of use, perceived trust, perceived security are selected to investigate their effects on the one customers repurchase intention in Malaysia. This study provides insights from theoretical, organization and academic perspectives. From organizational viewpoint, this study will significantly helpful to the online business entrepreneurs as this research will provide knowledge regarding the factors that affect online consumers repurchase intention. In addition to that by the result of the survey conducted for the purpose of the present study, the online business' owners will be able to understand the consumers' needs and perspective and with the help of the research findings, they can take adequate steps to improve their products and services in order to ensure consumers' satisfaction to retain their attention to online shopping. However, there are no notable studies conducted on this topic, especially from the perspective of Malaysia.

2. LITERATURE REVIEW

2.1. Concepts and overview of the literature in online business studies

The contribution of the online business in the economy of Malaysia is increasing and people are also showing interest in the online business moving from the traditional business. However, the online business has become competitive due to the increasing number of online store and business. Hence, the entrepreneurs are now concerned about increasing their buyers to make their business to sustain hence they are now looking forward to making their customers loyal so that they buy products from themselves in future.

2.2. Technology acceptance model (TAM)

Davis (1989) developed the TAM, where he has used perceived usefulness and perceived ease to use to show the influence of individuals' choices to use any particular technology. Like the Theory of Reasoned Action, the TAM imagines that perceived beliefs work as the major source to control users' attitudes towards the use of a particular system or a particular information technology. In TAM the subjective norms have to significant towards the consumer intention (Davis *et al.,* 1989). Several prior studies in relation to online business websites has also used the TAM model, Kaplanidou and Vogt (2006) in their study have used the TAM model for explaining the user behaviour intention of buying from online websites, similarly Casalo´ *et al.,* (2008) also used the TAM model to explain the user behaviour in terms of electronics items selling websites. Figure 2 below shows the TAM's framework.
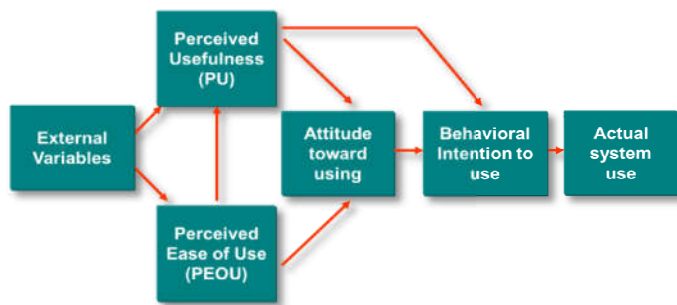

Figure 2. Technology Acceptance Model

2.3. Online repurchase intention

Consumer's repurchase intention can be defined as the judgments of consumers in buying similar products or services from the same shops in similar situations and circumstances. Similarly, online repurchase intention refers to buying products or using services from the same E-shop again in future (Fornell, 1992). According to Daugherty *et al.* (2008), online re-purchase intention used as a degree of behaviour reaction and consumer response to previous purchase experiences. In their study, Brady *et al.* (2001), stated that the repurchase intention of the online consumer can massively have affected by the satisfaction of online consumer and the existing switching barriers. Similarly, Lin and Lekhawipat (2014) verified that customers having satisfaction after buying produced form a store are more expected to repurchase from the same store in the future compared to the dissatisfied customers. Among different factors, satisfaction has been a recognized factor in relation to repurchase intention by the business scholars and researchers (Clemes *et al.,* 2010). As the significances impact of perceived satisfaction on repurchase intention is already proved by many studies (Lin and Lekhawipat, 2014), this paper tends to use perceived value, perceived usefulness, perceived ease of use, perceived trust and perceived security with the goal to show the impact of those factors on online repurchase intention.

2.4. Perceived value and online consumer repurchase intention

Sweeney and Soutar (2001) showed in their study that perceived value has a significant impact on the behaviour intention of online consumers. Chang and Wildt (1994) in their study showed significant influences of the perceived value on

the purchase and repurchase intention of the consumers. Specific industry-based studies also showed that perceived value has major contribution on the purchases intention of the consumers, such as Bolton and Drew (1991) identified perceived value as one of the key factors of the consumers' loyalty for telephone services, Sirdeshmukh *et al.,* (2002) for retailing services and airline travel. Hence it is highly predictable that perceived value has a significant relationship with the online repurchase intention. Based on these finding, following hypothesis is proposed:

H1: Perceived value has a significant influence on consumer online repurchase intention in Malaysia.

2.5. Perceived usefulness and consumer online repurchase intention

Juniwati (2014), in her study showed that perceived usefulness significantly influences the attitude toward online shopping. In original TAM, perceived usefulness had a significant influence on user approach to use a new technology, which suggests that using computers would increase the productivity of the user and also improve job performance and enhance job effectiveness of the user. Casalo´ *et al.,* (2009) in his research investigated the attitude towards the networking websites, this research also showed user uses those networking websites only if they perceive that they are useful.

H2: Perceived usefulness has a significant influence on consumer online repurchase intention in Malaysia.

2.6. Perceived ease of use (PEOU) and online repurchase intention

Ozturk *et al.* (2016) identified that perceived ease of use has significant and positive impacts on customer loyalty, hence on the repurchase intention of the consumers. In addition to that several previous researches on the behavioural intention of online consumers, PEOU was found to have an indirect effect on the behaviour intention of online purchase and repurchase intension. Several studies all show direct relation with the PEOU and perceived usefulness, as it is found that as must as consumer feel particular technology ease of use, they predict that the technology or services will be useful to them (Igbaria *et al.,* 1995; Davis *et al.,* 1989).

H3: Perceived Ease of use has a significant influence on consumer online repurchase intention in Malaysia.

2.7. Perceived trust and online repurchase intention

Toufaily, Souiden and Ladhari (2013) specified that perceived trust is a significant factor in online business and considered as a main condition for the success in online purchasing. Customers having higher trust in a particular site, found to have higher intention to repurchase online in the future from the website (Weisberg *et al.,* 2011). Therefore, the higher degrees of customers' e-trust positively influence the online repurchase intention of online consumers to buy from the online store (Shin *et al.,* 2013).

H4: Perceived trust has a significant influence on the consumer online repurchase intention in Malaysia.

2.8. Perceived security and online repurchase intention

In online business, the security is the core concern among the consumer, hence it is one of the main obstacles that can avoid

consumers purchasing items from online (Lay, 2013). Sattar (2014) in their study stated that privacy and security is the main concern of online shoppers as there is the risk of misuse of personal information. According to Parasuraman, Zeithaml and Malhorta (2005), as online shopping has in the involvement of money and other private information therefore online consumers always are concern about the security of online shopping. Agarwal *et al.* (2015) in this regard rightly held that online retailers need to establish websites that ensure full safety to the online consumer, so that the users feel safe and don't hesitate to purchase products and services from online.

H5: Perceived security has a significant influence on consumer online repurchase intention in Malaysia.

The research framework in this study is built upon the literature review. It is therefore theorized that extrinsic, intrinsic, and interpersonal factors as independent variables have an influence on students' career choice. Figure 3 depicts the research framework of this study.
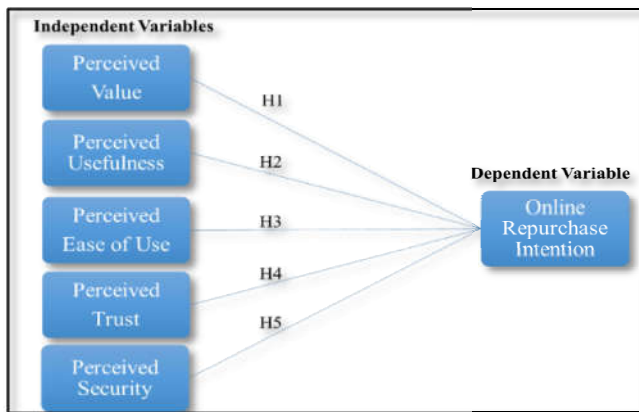

Figure 3. The proposed Research Framework

3. RESEARCH METHODOLOGY

3.1. Research Design

In this study, survey method is used to collect data, hence quantitative research method is the best fit for this research. In addition, quantitative research method is highly prepared when knowledge on the research subject is not high, hence due to the limited knowledge on research subject quantitative research method is selected for the study.

3.2. Population of the Study and sampling technique

The present study consists of 200 respondents. The sampling technique of the current study is convenient sampling. The data were collected through offline survey questionnaires, among the frequent buyers from online and the respondents were selected randomly in some selected universities in Malaysia.

3.3. Instrumentation and scale

Survey questionnaires are used as the research instruments for this study. The questionnaires were divided into three sections, "Section A" provided a total of nine questions to determine the demographic profile of the respondents. "Section B" of the questionnaires was prepared to investigate the opinion of the respondents towards the selected five factors of online business

and their influences on the repurchase intention from the online sites. Whereas "Section C" investigate the opinion of the respondents towards the dependent variable of the study.

3.4. Reliability Test

The questionnaires for the study were prepared based on prior research that have similar variables to the present study. In addition to that, prior studies were only taken if the value of the Cronbach's Alpha is above 0.70.

There are three sections in the questionnaires section A, B and C; where "Section A" was prepared only to show the demographic information of the respondent and hence don't have any references to past studies. For the measurement of perceived value, perceived usefulness, perceived ease of use, perceived trust and perceived security, five questionnaire items were prepared. Tables 3.1 show the measurement of the variables.

Tables 3.1.

Variable	Cronbach's Alpha	N of items
Repurchase intention	0.937	5
Perceived value	0.80	5
Perceived Usefulness	0.70	5
Perceived Ease of use	0.88	5
Perceived Trust	0.97	5
Perceived security	0.70	5

3.5. Data Analysis Technique

The data from the questionnaires subsequently were extracted and put into a system for analysis. Statistical software SPSS (Statistical Package for the Social Sciences) and Microsoft Excel system were used for the analysis of collected data. In this research, regression and correlation analysis were applied to see the significant influence between the variables.

4. FINDINGS

4.1. Descriptive Analysis

In this section, the first question was asked whether the participant has experiences with online purchase and later several demographic questions such as gender, age, marital status, nationality, the higher level of education, household income, internet use frequency and most purchase electronic products. The findings are shown in Table 4.1 below.

4.2. Correlation Analysis

Table 4.2 below shows a correlation between independent variables and dependent variable of the study. Table 4.2 shows that the correlation coefficient between repurchase intention and perceived value is "0.216" which states that correlation between the two variables is significant at the level 0.01, this shows a weak positive correlation.

The associate significant is .002 which is lower than (.05); this means there is a sufficient evidence to conclude there is a significant linear relationship between dependent variable repurchase intention and independent variable perceived value. From the table 4.6 it is found that the correlation coefficient between repurchase intention and perceived usefulness is 0.860 which states that correlation is significant at the level 0.01, this can be considered as a strong positive correlation.

Table 4.1. Descriptive analysis

Item	Description	Frequency	Percentage (%)
Experience	Yes	200	100%
	No	0	0%
Gender	Male	118	59.0%
	Female	82	41.0%
Age	Below 25	84	42.0%
	25 to 30	68	34.0%
	30 to 35	43	21.5%
	35 to 38	5	2.5%
Marital status	Single	170	85.0%
	Married	30	15.0%
Nationality	Malay	170	85.0%
	Indian	16	8%
	Chinese	1	.5%
	Others	2	1.0%
Highest education	Diploma	113	56.5%
	Bachelor	55	27.5%
	Post graduate	31	15.5%
	Others	1	.5%
Household income	Below RM 1000	79	39.9%
	RM 1001 – RM 1500	87	43.5%
	RM 1501 – RM 3000	19	9.5%
	RM 3001 and above	15	7.5%
Internet use	A few times in a month or less	35	17.5%
	A few times in a week	46	23.0%
	About once in a day	52	26.0%
	Several times each day	67	33.5%
Mostly purchased	Mobile, computer device and accessories	107	53.5%
Products	Home appliances	39	19.5%
	Camera & accessories	54	27.0%

Table 4.2. Correlation Analysis

	Perceived_value	Perceived_usefulness	Perceived Security	Perceived_EOU	Perceived_Trust	Repurchase Intention
Perceived-value	1					
	200					
Perceived-usefulness	.124	1				
	.080					
	200	200				
Perceived-Security	.046	.267[**]	1			
	.522	.000				
	200	200	200			
Perceived-EOU	.959[**]	.173[*]	.037	1		
	.000	.014	.604			
	200	200	200	200		
Perceived-Trust	.099	.425[**]	.167[*]	.095	1	
	.163	.000	.018	.183		
	200	200	200	200	200	
Repurchase-Intention	.216[**]	.860[**]	.306[**]	.218[**]	.535[**]	1
	.002	.000	.000	.002	.000	
	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.3. Regression analysis (Model Summary)

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.894[a]	.800	.795	.26428

a. Predictors: (Constant), Perceived EOU, Perceived usefulness, Perceived value, Perceived Trust, Perceived Security.

4.3. Regression Analysis (Multiple)

In Table 4.3, the capital 'R' represents the coefficient of correlation. The coefficient of correlation 'R' defines the degree and direction of the variables which are associated with each other from the sample data. Here R is equal to .894, means that 89.4% of the total variation of the dependent variable "Repurchase Intention", has caused due to the variation in the independent variables of the present study. Hence the result suggests that the variation caused by the independent variables are more than satisfactory and does not create any overfitting concerns.

However, many researchers suggest looking at all the 'Adjusted R Square'; as the 'Adjusted R Square' increases only in such situation, when in the model the independent variables improve by chance. In table 4.3 we can see that the r square is 80% and the 'Adjusted R Square' of the model is 79.5% which is quite similar to 'R Square'; therefore, this confirms that a significant relationship exists between independent variables and dependent variable of the study. Table 4.4 above presents the ANOVA analysis of the study; The ANOVA states that when the p-value is .000 < .05, the null hypothesis is rejected; which suggest that a good fit is present in between the model and the data, hence the further

Table 4.4. Regression analysis (Anova)

	ANOVAa					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.152	5	10.830	155.061	.000[b]
	Residual	13.550	194	.070		
	Total	67.702	199			

a. Dependent Variable: repurchase Intention
b. Predictors: (Constant), Perceived EOU, perceived usefulness, perceived value, Perceived Trust, Perceived Security.

Table 4.5. Regression analysis (Coefficient)

	Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.835	.160		5.216	.000
	Perceived value	.386	.096	.464	4.016	.000
	Perceived usefulness	.535	.026	.772	20.627	.000
	Perceived Security	.052	.028	.062	1.852	.065
	Perceived EOU	-.301	.092	-.381	-3.276	.001
	Perceived Trust	.152	.029	.186	5.207	.000

a.   Dependent Variable: Repurchase Intention

Table 5. Result of the Hypotheses

Hypothesis	P	Decision
H1: Perceived value has a significant influence on online consumer repurchase intention	.000	Accept H1
H2: Perceived usefulness has a significant influence on online consumer repurchase intention	.000	Accept H2
H3: Perceived ease of use has a significant influence on online consumer repurchase intention	.001	Accept H3
H4: Perceived trust has a significant influence on online consumer repurchase intention	.000	Accept H4
H5: Perceived security has a significant influence on online consumer repurchase intention	.065	Reject H5

interpretation of the model is allowed. Therefore, it can be seen that out of the total sum of squares of variance 67.702 the estimated value of 'R Square' (80.0%) and the regression value seen in the "sum of squares is" 54.152 which is explained by the independent variables. Table 4.5 above presents the coefficients of regression analysis of the present study. Where the significant value of all the independent variable is found. From the table 4.5 it is found that the p-value of perceived value and perceived usefulness and Perceived trust is ".000", whereas the p-value of perceived ease of use is "0.01". Hence it is found that the p-value of the perceived value, perceived usefulness, perceived ease of use and perceived trust is less than the critical alpha value of "0.05". whereas the p-value of Perceived security is "0.065" which is higher than the p-value "0.065". Therefore, it can be said that perceive value, perceived usefulness, perceived ease of use and perceived trust are the main determining factors for the consumer's 'Repurchase Intention' among the youths of Malaysia.

4.4. Result of Hypotheses Testing

H1: Perceived value has a significant influence on online consumer repurchase intention in Malaysia.

Pearson correlation test was conducted to show the correlation between the dependent and independent variable of the study. From table 4.5, a significant correlation (0.000 <.05) is observed between perceived value and online consumer repurchase intention. It is also found that the correlation coefficient is 0.216, which shows there is a weak positive relationship between perceived value and online consumer repurchase intention in Malaysia.

H2: Perceived usefulness has a significant influence on online consumer repurchase intention in Malaysia.

From the Pearson correlation test, provided in table 4.5, a significant correlation (0.000 <.05) between perceived

usefulness and consumer online repurchase intention. It is also found that the correlation coefficient is 0.860, which shows there is a strong positive relationship between perceived usefulness and online consumer repurchase intention in Malaysia.

H3: Perceived ease of use has a significant influence on online consumer repurchase intention in Malaysia.

From the Pearson correlation test, provided in table 4.5, a significant correlation (0.002 <.05) is observed between perceived ease of use and online consumer repurchase intention. It is found that the correlation coefficient is 0.218, it shows there is a weak positive relationship between perceived ease of use and online consumer repurchase intention in Malaysia.

H4: Perceived trust has a significant influence on online consumer repurchase intention in Malaysia.

From the Pearson correlation test, provided in table 4.5, a significant correlation (0.000 <.05) is observed between perceived trust and online consumer repurchase intention. It is also found that the correlation coefficient is 0.535, this shows there is a strong positive relationship between perceived trust and online consumer repurchase intention in Malaysia.

H5: Perceived security has a significant influence on online consumer repurchase intention in Malaysia.

From the Pearson correlation test, provided in table 4.6, shows a significant correlation (0.000 <.05) is observed between perceived security and online consumer repurchase intention. It is also found that the correlation coefficient is 0.306, which shows there is moderate positive relationship between perceived security and online consumer repurchase intention in Malaysia.

5. CONCLUSION

5.1. Research Implications and Recommendations for further research

The popularity of online businesses is growing all around the world and Malaysia is no exception. Trust is one section that should be really looked into to keep the online customers returning to repurchase; hence for the development of this sector the researchers and business scholars need to conduct more studies on trust, to enable them to attract more consumers locally and International. Though the study provided significant insights, as the study was only conducted in the metropolitan area, it is recommended to conduct similar studies on both metropolitan and non-metropolitan area together to find out the variance of the respondents' preferences. This study only analyses five factors to show the influences of the repurchase intention among the youths of Malaysia, focusing on only electronic online business. Hence it is recommended to do similar study with other factors (e.g. word of mouth, responsiveness, accountability, product differentiation etc.) in addition to the selected factors of this study for more convenient research; for instant Madu (2002) in their study used features, security, trust, responsiveness, reputation, assurance structures, reliability, storage capability, word of mouth, accountability, product differentiation and customization, policies to determine the website performance. Similarly, Park (2002) used several other factors such as purchasing process, product information, customer service, product merchandising and additional information services.

5.2. Contribution of the study

This present study aims to examine the factors that influence the online consumer repurchase intention in Malaysia. The result of the study shows there is a significant influence between the independent variables except for perceived security with the dependent variable, online consumer repurchase intention. The study has both managerial and academic contribution. In terms of managerial contribution, we saw that the findings of the present study will help the entrepreneurs to manage their online business effectively. Companies that are selling products, especially the electronic products through online websites will be able to design and optimize their website concentrating on the findings of the paper. Therefore, if the online business can implement perceived value, perceived usefulness, perceived ease of use and perceived trust of their online business' website they can increase the online consumer repurchase intention among Malaysian and run their business sustainably and profitably. In terms of academic contribution, it is seen that online business has a great influence towards the economy of Malaysia. However, there are very few studies conducted on the improvement of online business to attract consumers.

5.3. Limitations of the study

There are several limitations of the study that should be considered before the generalization of the findings. The main limitation of the study is its sample size and study area. The research was conducted on 200 respondents and all of them belongs to the two universities, situated in the metropolitan area of Malaysia, hence the result may vary depending on the study area. The study could be done with much bigger sample size and in both metropolitan and non-metropolitan areas.

Another limitation of the study is that it only used five characteristics of online business websites that are, perceived value, perceived usefulness, perceived ease of use, perceived trust and perceived security. Which means there is still scope of including more factors (e.g. word of mouth, responsiveness, accountability, product differentiation etc.) that may have an influence on the online consumer repurchase intention in Malaysia.

5.4. Conclusion

The study was conducted to examine the factor influencing the online consumer repurchase intention in Malaysia. Based on the review of existing literature, the study selected five factors, including, perceived value, perceived usefulness, perceived ease of use, perceived trust and perceived security to investigate their influences on online consumer repurchase intention. The study was conducted based on the Technology Acceptance Model (TAM), developed by Davis (1989). The data for the study were collected through survey questionnaires, conducted upon randomly selected participants from two universities situated in Malaysia. The finding of the study shows that all the independent variables, except perceived security, have significant influence towards the online consumer repurchase intention in Malaysia.

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