THE INFLUENCE OF PERCEIVED OF USEFULNESS, PERCEIVED EASE OF USE AND PERCEIVED SECURITY ON REPURCHASE INTENTION

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
DV	Dependent Variable
E-commerce	Electronic commerce
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
ICT	Information and Communications Technology
IV	Independent Variable
OECD	Organisation for Economic Co-operation and Development
PEU	Perceived Ease of Use
PU	Perceived Usefulness
RM	Ringgit Malaysia
RO1	Research Objectives 1
RO2	Research Objectives 2
RO3	Research Objectives 3
RQ1	Research Questions 1
RQ2	Research Questions 2
RQ3	Research Questions 3
TAM	Technology Acceptance Model
WTO	World Trade Organization

PREFACE

In the current era marked by swift globalization, the prevalence of online shopping has surged. Embracing technology is imperative, as consumer spending patterns shift from traditional retail outlets to the latest and most advanced online shopping channels. Businesses and entrepreneurs of all sizes and across various age groups are actively seeking more effective strategies to allure and retain loyal customers, fostering repeated purchases.

The realm of online selling is highly competitive, and those unable to compete risk being left behind. Particularly, online vendors stand to benefit significantly, achieving long-term sustainability and a competitive edge through consumer repurchases.

Therefore, it is pivotal to investigate the factors influencing and maintaining consumers' intention to repurchase. This research is aimed at analyzing the influence of perceived of usefulness, perceived ease of use and perceived security on repurchase intention

ABSTRACT

The objective of this article is to explore the impact of perceived usefulness, perceived ease of use, and perceived security on repurchase intention in the context of online shopping on e-commerce platforms. The study specifically focuses on consumers in the Klang Valley region, including both Malaysians and non-Malaysians. A total of 250 valid respondents participated in the research, providing input through an online questionnaire distributed via a Google Form link.

The study incorporates three independent variables: (a) Perceived usefulness (PU), (b) Perceived ease of use (PEU), and (c) Perceived security. The dependent variable is Repurchase Intention in E-commerce. The relationship between the independent variables and the dependent variable is examined using the Technology Acceptance Model (TAM). Various analytical techniques, including descriptive analysis, inferential analysis, correlation analysis, and multiple regression analysis, are applied to assess the significance of these variables. The results indicate a significant relationship between perceived ease of use (PEU), perceived usefulness (PU), perceived security, and repurchase intention in e-commerce. The article concludes with a discussion of the study's implications, limitations, and suggestions for future research.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In the dynamic realm of contemporary commerce, understanding the intricacies that govern consumer behavior has evolved into an imperative pursuit for businesses aiming to thrive amidst intense competition. At the heart of consumer behavior lies a pivotal concept "repurchase intention." This pivotal concept encapsulates the predisposition of consumers to engage in repeated purchasing of a particular product or service from a specific provider. The term "product or service" pertains specifically to the e-commerce platforms themselves and how consumers' usage of these platforms significantly influences their repurchase intentions.

A cornerstone of consumers' decisions to revisit a product or service is the concept of "perceived usefulness." Perceived usefulness signifies the extent to which consumers perceive a product or service to be capable of fulfilling their needs, resolving problems, or enhancing their lives in a meaningful way. A product that is perceived as genuinely valuable and in sync with consumers' requirements is more likely to be regarded favorably for repurchase consideration (Yang et al., 2021).

Concurrently, "perceived ease of use" exerts its own significant influence on repurchase intention. The ease with which consumers can interact with and harness a product or service substantially affects their inclination to revisit it. A product that boasts intuitive design, user-friendliness, and minimizes the complexities of engagement is poised to attract loyal customers

Furthermore, within the realm of repurchase intention, the dimension of "perceived security" emerges as a pivotal determinant. In an era characterized by data breaches and heightened privacy concerns, consumers exhibit heightened vigilance regarding the safety of their

personal information (Vahdat et al., 2021). Products and services that are perceived as secure and reliable in safeguarding sensitive data are more likely to foster sustained patronage from consumers who prioritize data protection.

The study explores the interplay between perceived usefulness, ease of use, security, and repurchase intention, aiming to understand consumer behavior and decision-making dynamics, thereby enhancing business knowledge and customer loyalty. In the following sections of this introduction, we will thoroughly explore the research background, research problem, research objectives and relevant questions, propose the study's hypothesis, and examine the significance of this research in the broader context of consumer behavior inquiry.

1.0.1 Definition of terms

1.0.1.1 Repurchase intention

The inclination and propensity of consumers to buy a product or service from a certain provider or brand again is known as repurchase intention, a crucial concept in consumer behaviour research (Oliveira & Teixeira, 2020). This psychology involves repeat customers and a greater love for the product or service. It suggests a long-term connection. Repurchase intention is significant in marketing and consumer psychology because it affects customer loyalty and long-term participation.

1.0.1.2 Perceived Usefulness

As argued by Ventre & Kolbe (2020), Perceived usefulness is a key factor in consumer behavior and technology adoption, indicating a product's worth and suitability to meet needs,

aspirations, and expectations. It influences customers' decisions, guiding them towards meaningful life impacts.

1.0.1.3 Perceived Ease of Use

Perceived ease of use, as explored by Ventre & Kolbe (2020) is a crucial aspect of consumer behavior and technology adoption, assessing a product's user-friendliness and accessibility. It influences an individual's perception of the product's simplicity and usability, influencing their likelihood to use it passionately and seamlessly integrate into their life.

1.0.1.4 Perceived Security

Perceived security, within the context of consumer behavior, pertains to the confidence and trust that consumers have in the safety of their personal information and data when engaging with a product or service on e-commerce platforms. It involves the perception that a product or service is equipped with adequate safeguards to protect sensitive information from unauthorized access or breaches.

1.1 Research Background

In the dynamic landscape of contemporary business and consumer behavior research, Understanding consumer decision-making dynamics is crucial for businesses in a competitive environment. The digital age has reshaped consumer interactions, information access, and purchasing decisions, necessitating businesses to adapt their strategies to modern consumer preferences.

With the rise of e-commerce and digital services, consumers are now equipped with unparalleled access to a vast array of products and information. As a result, consumer perceptions, attitudes, and decision-making patterns have evolved, emphasizing the significance of understanding the drivers of repurchase intention in this multifaceted context.

Perceived usefulness, perceived ease of use, and perceived security are essential to this study. Inspired by Davis's 1989 study, perceived usefulness examines customers' views of a product or service's appropriateness and contribution to their objectives. TAM says perceived ease of use affects consumer engagement by measuring how simple a product or service is to use. After data breaches and privacy concerns, customers' data protection standards grow, raising perceived security.

This research aims to explore the relationships between the IV's and the DV. Through empirical analysis, we seek to uncover the factors influencing consumer loyalty in the modern marketplace. By decoding the drivers of repurchase intention in a tech-driven era, this study contributes valuable insights to guide businesses in enhancing consumer experiences and building lasting relationships.

It aims to deepen scholarly discourse on consumer behaviour and deliver useful insights for digitally challenged enterprises. This research will assist companies build enduring consumer ties in academia and practise. This study allows for deeper analysis of consumers' choices in a changing global market.

1.2 Research Problem

Businesses competing in competitive marketplaces must understand the complex elements that influence customer choices and interactions with goods and services in the ever-changing world of consumer behaviour research. Digital technology has revolutionised consumer brand

interactions, purchases, and relationships. Businesses must understand the multiple aspects that affect customers' repurchase intention as consumer behaviour evolves (Ventre & Kolbe, 2020).

This research focuses on three key factors as mentioned above (IV's). These elements are fundamental in consumer psychology, influencing decision-making and actions. Perceived usefulness, as highlighted by Bimaruci et al. (2020), assesses a product's value in addressing consumer needs. Simultaneously, perceived ease of use, rooted in the Technology Acceptance Model, measures how easily consumers can interact with a product, impacting their willingness to engage with it.

Society worries about data privacy and security breaches, making perceived security more important. Data security trust influences consumer choices. Product usefulness, ease of use, and security affect repurchase intention (Bhatti & Rehman, 2019). This research compares perceived usefulness, ease of use, security, and repurchase intention. Despite their conceptual clarity, little research has examined these components' complex consumer choice relationships. The combined effect of each component on repurchase intention has not been studied (Larasetiati & Ali, 2019).

In today's digitally disrupted landscape, businesses aim to comprehend the interplay between the IV's mentioned, and repurchase intention in shaping consumer behavior (Xiao et al., 2019). This research addresses this knowledge gap, offering insights for strategic decisions and fostering lasting customer relationships in an era of abundant choices (Hua & Wang, 2019).

This research seeks to understand these constructs' links via empirical analysis. It investigates this research topic to identify what motivates buyers to return to the e-commerce site. The purpose is to provide organisations actionable knowledge to manage changing customer behaviour and create strategies that meet current consumer expectations.

1.3 Research Objectives and Research Questions

This research seeks to understand how perceived usefulness, ease of use, security, and repurchase intention affect customer behavior. To achieve this overarching goal, a set of focused research objectives and research questions have been formulated, guiding the inquiry into these multifaceted interactions.

Research Objectives

RO1: To Investigate the Relationship Between Perceived Usefulness and Repurchase Intention in E-commerce.

RO2: To Investigate the Impact of Perceived Ease of Use on Repurchase Intention in E-commerce.

RO3: To Investigate the Influence of Perceived Security on Repurchase Intention in E-commerce.

Research Questions

RQ1: How does the perceived usefulness of a product or service affect consumers' intention to repurchase, considering the role of value and alignment with their needs?

RQ2: What is the relationship between consumers' perception of the ease of use of a product or service and their intention to repurchase, considering factors such as user-friendliness and convenience?

RQ3: To what extent does consumers' perception of the security of a product or service impact their intention to repurchase, considering trust and data protection concerns?

1.4 Research Hypothesis

In alignment with the research objectives and questions outlined earlier, this section formulates a set of research hypotheses that guide our inquiry into the complex relationships among perceived usefulness, ease of use, and security, and repurchase intention. These hypotheses provide a structured framework for testing the interplay of these key constructs and their impact on consumer behavior.

- Hypothesis 1 (H1): There is a significant relationship between Perceived usefulness and Repurchase intention in E-commerce.

- Hypothesis 2 (H2): There is a significant relationship between Perceived ease of use and Repurchase intention in E-commerce.

- Hypothesis 3 (H3): There is a significant relationship between Perceived Security and Repurchase intention in E-commerce.

1.5 Research Significance

This study aids academia and modern businesses. Consumer behaviour literature is expanded by this study on complex customer choice links. This study empirically shows the complicated links between the IV's and repurchase intention, reinforcing consumer behaviour research theory (Larasetiati & Ali, 2019). This study reveals the intricate interplay between consumer perceptions, preferences, and considerations, enhancing our understanding of how these factors influence their repurchase intentions.

This study affects business strategy beyond academia. In today's competitive market, companies must understand repurchase intention elements to build consumer relationships. These results enhance product design, marketing, and service (Hua & Wang, 2019). Strategically boosting value, simplicity, and product/service security may increase customer loyalty and competitiveness (Xiao et al., 2019).

Managers and decision-makers can use this study to achieve strategic goals. Businesses can retain customers by investing in perceived usefulness, ease of use, and security (Yang et al., 2021). Understanding these aspects' combined impact helps organisations design holistic consumer experience strategies (Jabeen et al., 2021). Engagement, loyalty, and long-term customer value can be increased when consumers' tastes and expectations shift.

CHAPTER 2: LITERATURE REVIEW

2.0 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) stands as a seminal framework within the field of information systems and consumer behavior, serving as a foundational guide for understanding individuals' acceptance and adoption of technology (Prabowo & Nugroho, 2019). Rooted in psychology and behavioral science, the TAM was designed to unravel the intricate relationship between perceived ease of use, perceived usefulness, and users' intentions to use and adopt technology.

Proposed in 1989 by Davis, TAM addresses the need for a comprehensive theory explaining users' adoption of new technologies (Sun & Wang, 2020). Rooted in cognitive psychology and the Theory of Reasoned Action, TAM asserts that an individual's intention to use technology is determined by perceived usefulness (enhancing performance) and perceived ease of use (effortless usage perception).

TAM's impact extends beyond technology acceptance into consumer behavior, particularly in the digital realm. Consumer choices in online shopping and e-commerce are closely tied to the perceived ease of use and usefulness of products and services (Zhou et al., 2020). TAM has been adapted for exploring consumer behavior in diverse digital contexts, such as online shopping and e-commerce (Arghashi & Yuksel, 2022; Peña-García et al., 2020).

Consumer repurchase intention is strongly influenced by TAM's key notion, perceived usefulness (Ali et al., 2019). If a product or service meets their demands and provides value,

consumers will buy again. This highlights the relevance of knowing how customers' usefulness views affect their repurchase choices.

Perceived ease of use, another key element of TAM, is closely related to customers' repurchase intentions (Ha & Nguyen, 2019; Silva et al., 2019). Easy-to-use goods and services are more likely to be repurchased, according to research. A simple, enjoyable experience may make customers appreciate the product and want to buy again (Ashfaq et al., 2019; Prabowo & Nugroho, 2019).

Though not initially part of TAM, perceived security has acquired importance in the digital era, impacting customer behaviour (Featherman et al., 2021; Sun & Wang, 2020). In the age of personal data security concerns, it is vital to consumer confidence and participation with digital platforms (Rehman et al., 2019; Islam et al., 2021). Adding perceived security to TAM improves its usefulness in understanding customers' repurchase intentions, reflecting current concerns.

The TAM significantly impacts insight into digital consumer behaviour (Arghashi & Yuksel, 2022; Peña-García et al., 2020). Beyond technological adoption, Perceived usefulness, ease of use, and security affect consumers' intentions to repurchase products and services.

2.1 Repurchase Intention

Consumer behaviour research on repurchase intention has shown the complex aspects that influence recurrent purchases. This study's key concept, repurchase intention, measures customers' loyalty and involvement by returning to a product or service provider. This section examines the vast literature on this phenomenon's causes, effects, and processes. This study shows that consumer satisfaction and perceived product or service quality are crucial.Quality matters, since customers are more likely to acquire a product or service that consistently gives

value (Yang et al., 2021). Embedded within the matrix of consumer decisions is the concept of perceived value, which wields significant influence over repurchase intention (Wang et al., 2020). Perceived value balances benefits and sacrifices, influencing consumers' willingness to repeat purchases when they perceive a favorable value-to-cost ratio.

Trust and commitment are key to repurchase intention, especially in service providers and digital markets (Vahdat et al., 2021; Jabeen, 2021). In order to reduce perceived risks and boost customer confidence, trust must be built on reliability, competence, and compassion.

In the era of digital interactions and information dissemination, the influence of word-of-mouth communication and social influence on repurchase intention is undeniable (Sun & Wang, 2020; Arghashi & Yuksel, 2022). Conformity influences customers' product and service impressions, which peer and online community recommendations and evaluations accentuate.

Mediating brand or product sentiments is key to understanding repurchase intention. Attitudes, including emotional and cognitive aspects, influence complex interactions between antecedents and repurchase intention (Chen et al., 2020; Peña-García et al., 2020). Positive experiences, impressions, and emotional resonance impact customers' repurchase intentions.

2.2 Perceived Of Usefulness

Perceived usefulness was a key component in technology adoption in the TAM framework. As people evaluate a technology's functional advantages, they decide whether it meets their demands and improves efficiency. The notion moved beyond technology to influence customer behaviour and product and service reviews.

Antecedents play a pivotal role in shaping the formation of perceived usefulness. The salience of perceived fit between a technology or product and the individual's needs is highlighted in various studies (Ashfaq et al., 2019). When consumers perceive that a product or service effectively addresses their main points, perceived usefulness elevates, nurturing their intention to engage and adopt.

Consumer choices depend on perceived usefulness . How well a product or service meets certain demands affects customers' intents and choices (Ha & Nguyen, 2019). Online shoppers traverse a vast digital marketplace based on usefulness and value, making this especially relevant.

The digital revolution has thrust perceived usefulness beyond the confines of technology into various digital interactions. The ubiquity of online platform services has ignited an exploration of how perceived usefulness influences usage decisions (Li et al., 2019; Wu & Wang, 2021). Consumers' beliefs about how these digital tools enhance their lives and offer functional benefits shape their choices to engage and sustain usage.

The relationship between perceived usefulness and trust is crucial in e-commerce (Peña-García et al., 2020). The digital age requires trust to provide perceived usefulness credence and dependability. Trusting the platform increases the likelihood that customers will find a product beneficial (Arghashi & Yuksel, 2022), influencing their assessments and choices. This complex relationship highlights the importance of perceived usefulness and trust in consumer decisions and digital interactions.

2.3 Perceived Ease of Use

Perceived ease of use is crucial to customer behavior and technological acceptability. This idea, from Davis (1989)'s TAM, examines people's views of a technology, product, or service's ease of use. This literature review examines the many aspects, drivers, and results of perceived ease of use and its substantial impact on consumer decision-making and behaviour (Davis, 1989).

The TAM framework places great emphasis on perceived ease of use in technology adoption. It measures people's perceptions of a technology's simplicity and cognitive and physical effort (Davis, 1989). This notion has expanded beyond technology to include consumer decision-making situations including product assessments and service interactions (Ashfaq et al., 2019). When consumers think a product is easy to use, they're more likely to engage and embrace (Featherman et al., 2021).

Consumer choices are influenced by perceived ease of use. This construct affects attitudes and intentions in product and service assessments (Sun & Wang, 2020). As people assess how easily they can traverse digital platforms and accomplish transactions, this construct is powerful in e-commerce (Arghashi & Yuksel, 2022).

In the digital age, technology-driven interactions make perceived ease of use more important. Given the prevalence of online platforms, researchers are investigating how people's ideas about interaction simplicity affect their engagement and utilisation (Li et al., 2019; Wu & Wang, 2021). Perceived ease of use drives acceptance and usage.

The convergence of perceived ease of use and trust is a major research topic, especially online (Yang et al., 2021). Confidence in a technology, brand, or platform affects how easy a product or service is to use. Trust catalyses the construct's influence, promoting favourable assessments

and decisions (Jabeen et al., 2021). This exchange highlights the complex relationship between perceived ease of use and trust, especially in consumer choices and digital interactions.

2.4 Perceived Security

Perceived security, a pivotal factor in consumer behavior and technology acceptance, is defined by individuals' evaluations of the protection of their personal information during interactions with technology. This review explores research on the dimensions, antecedents, and consequences of perceived security, highlighting its significant influence on consumer decision-making and behavior (Zhou et al., 2019; Mukherjee et al., 2018).

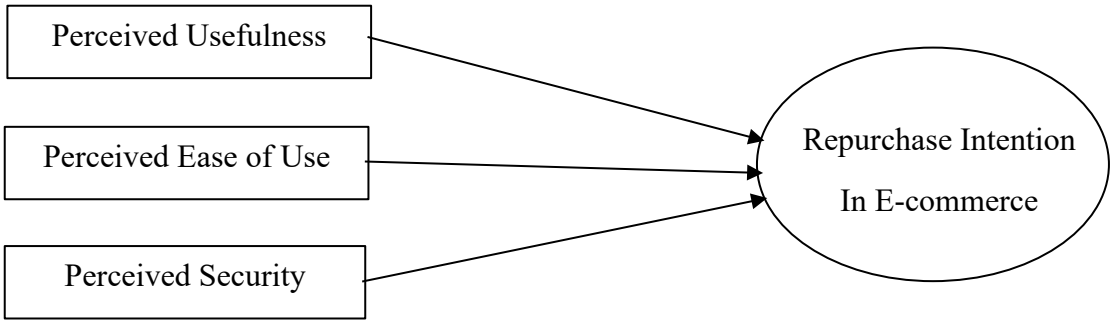
Perceived security affects consumer trust and engagement (Xu et al. 2018). Customers increasingly emphasise digital security owing to data breaches and privacy concerns. Trust-building factors support perceived security (Xu et al., 2018). Technology supplier or platform credibility and skill affect security perceptions. Strong data security systems are trusted.

Perceived security affects customers' engagement and transactions beyond trust (Zhou et al., 2019; Mukherjee, 2018). In e-commerce services, security perceptions influence people's choices to reveal sensitive information and trade. In a world of data vulnerabilities, consumers' data integrity perceptions influence their decisions. Cyber risks and privacy concerns have made perceived security more important in the digital age (Zhou et al., 2019; Mukherjee, 2018). The relationship between perceived security and trust underpins consumer digital interactions.

Perceived security's ramifications extend beyond individual interactions to ripple through collective decisions (Zhou et al., 2019; Mukherjee et al., 2018). In an environment teeming with options, consumers gravitate toward platforms that offer a sense of security, aligning with their desire for risk mitigation. This intricate interplay underscores the profound impact of perceived security on consumer behavior within the digital landscape.

2.5 Conceptual Framework

Below is the conceptual framework of this study



2.6 Hypothesis Development

Theoretical insights from the literature review culminate in formulating hypotheses to guide empirical investigation into the interplay of perceived usefulness, ease of use, and security, impacting repurchase intention. These hypotheses, rooted in established constructs, reveal intricacies of consumer behavior in the digital age.

Hypothesis 1 (H1): There is a significant relationship between Perceived usefulness and Repurchase intention in E-commerce.

The vast literature on perceived usefulness shows its power to influence customer behaviour. Studies show that perceived usefulness and favourable attitudes influence customers'

propensity to participate and transact (Venkatesh et al., 2003; Li et al., 2019). Therefore, customers who see a service as beneficial are more likely to repurchase due to their favourable judgements.

Hypothesis 2 (H2): There is a significant relationship between Perceived ease of use and Repurchase intention in E-commerce.

According to the TAM framework and its expansions, technology adoption and use depend on perceived ease of use. Beyond technology, it affects customer choices in e-commerce and digital services (Moon & Kim, 2001; Wu & Wang, 2021). This hypothesis states that customers who find a service easy to use are more likely to repurchase due to smooth interactions.

Hypothesis 3 (H3): There is a significant relationship between Perceived Security and Repurchase intention in E-commerce.

Digitalization causes data breaches and privacy concerns, amplifying the importance of security in shaping consumer choices. Studies consistently highlight the link between perceived security and trust-building, leading to positive attitudes and intentions (Suh & Han, 2002; Zhou et al., 2019). Therefore, the hypothesis posits that consumers who perceive a service as secure are more likely to repurchase, driven by their confidence in the protection of their personal information.

CHAPTER 3: METHODOLOGY

3.0 Research Design

This study employs a quantitative research design to investigate the intricate connections among perceived usefulness, perceived ease of use, perceived security, and repurchase intention. Grounded in systematic data collection and statistical analysis principles, this approach aims to offer precise insights into digital consumer behavior (Vahdat et al., 2021).

The quantitative research design is well-suited to address the study's objectives, as it enables the examination of patterns, associations, and trends through structured data collection methods and statistical techniques. This approach empowers researchers to meticulously measure and quantify the relationships between variables, offering a degree of precision that complements the multifaceted nature of the constructs under investigation (Ha & Nguyen, 2019).

By employing a structured questionnaire as the primary data collection tool, the research design ensures consistency and comparability across responses. This consistency is pivotal in ensuring the reliability and validity of the data gathered (Featherman et al., 2021). Respondents will be presented with Likert-type scales, allowing them to express their perceptions and attitudes on a continuum, thereby facilitating nuanced insights into their beliefs and intentions.

Moreover, the quantitative research design is conducive to statistical analysis, a cornerstone of this study's methodology. The complex interplay between perceived usefulness, perceived ease of use, perceived security, and repurchase intention necessitates analytical techniques that can decipher intricate relationships. By utilizing statistical methods such as multiple regression

analysis and Pearson correlation analysis, this research design empowers the exploration of both direct and indirect effects, enabling the disentanglement of how these constructs collectively influence consumer behavior (Larasetiati & Ali, 2019).

Furthermore, the quantitative technique corresponds with the larger research environment, placing the study's findings in the context of current literature and adding to field knowledge. The structured study methodology guarantees that results are repeatable and can be compared with comparable studies, enabling insights into digital consumer decision-making (Bimaruci et al., 2020).

3.1 Sampling Design

3.1.1 Respondents

The study's respondents are drawn from the dynamic and diverse population of the Klang Valley, an urban hub renowned for its economic vibrancy and cultural heterogeneity. The Klang Valley encapsulates a multitude of cities and towns in Selangor, including Kuala Lumpur and Putrajaya, which collectively contribute to its bustling demographics.

In light of the ongoing digital transformation sweeping through Malaysia, particularly in urban centers like Klang Valley, consumer behavior has witnessed a paradigm shift. The outbreak of the pandemic catalyzed a transformation in purchasing habits, steering individuals toward digital platforms for shopping and information gathering (Alimamy & Gnoth, 2022). Retailers are moving towards e-commerce, with up to 22 million Malaysians now actively using digital devices for their shopping activities (Bairagi & Munot, 2019).

The Klang Valley's technological infrastructure and high mobile and internet penetration have fostered a conducive environment for e-commerce growth. In fact, the state of Selangor, where the Klang Valley is situated, stands out as one of Malaysia's most technologically advanced regions, with a substantial percentage of its population engaging in online purchases (Shi et al., 2022).

The 2020 Malaysian Population and Housing Census revealed that the population of Klang Valley was approximately 8 million, distributed across various age groups, ethnicities, and socioeconomic backgrounds ("Population Distribution and Basic Demographic Characteristics, 2020"). This heterogeneous mix forms the bedrock for the study's quest to comprehend the intricate interplay of perceived usefulness, ease of use, and security in influencing repurchase intention.

3.1.2 Sampling Frame

The sampling frame is a vital link between research goals and data collection, defining the study population and identifying potential respondents. In this study, it comprises a curated list of Klang Valley residents engaged in online repurchases. Creating an accurate frame relies on reliable data from various online platforms. Collaborating with these entities provides access to databases rich in information about active online consumers, allowing the systematic construction of a diverse sampling frame.

This sample frame is heavily influenced by Klang Valley's digital ecology. Digital adoption and technological sophistication are strong in Selangor. The abundance of e-commerce platforms, online marketplaces, and digital payment choices has made online shopping easy (Bairagi & Munot, 2019). An estimated 82.9% of mobile users shop online (Shi et al., 2022), making the Klang Valley ideal for a sampling frame.

Drawing on official data sources such as the Malaysian Population and Housing Census, the research aims to account for the multifaceted demographic composition within the Klang Valley. The population distribution data offers insights into age groups, ethnicities, and socioeconomic strata, enabling the researchers to ensure that the sampling frame accurately mirrors the real-world diversity of the region ("Population Distribution and Basic Demographic Characteristics, 2020").

In constructing the sampling frame, it is imperative to strike a balance between inclusivity and feasibility. The frame must include a broad pool of potential respondents for study generalizability, while remaining manageable in data collection. Collaborations with digital platforms enhance the frame with dynamic parameters like recent online activity and shopping behavior. While the frame is meticulously crafted to capture the essence of the Klang Valley's online consumers, it remains adaptive to evolving trends and preferences.

3.1.3 Sampling Technique

The selection of an appropriate sampling technique is a critical decision in the research process, directly influencing the extent to which the findings can be generalized to the larger population. In this study, a non-probability sampling technique will be employed due to its alignment with the research objectives and the nature of the study population.

Probability sampling uses random selection, but non-probability sampling uses specific criteria to pick participants. This method has many benefits, especially for studying complicated population behaviours and attitudes. Online buying involves a complex interaction of perceived usefulness, convenience of use, security concerns, and repurchase intents. Non-probability sampling allows for these nuances.

The chosen non-probability sampling technique for this study is purposive sampling. Purposive sampling enables the researchers to strategically select individuals who possess specific

characteristics or traits that align with the research objectives. In this case, the criteria for selection revolve around individuals residing within the Klang Valley who are active participants in online repurchases. By focusing on this subgroup, the research aims to delve deeply into the factors influencing their repurchase intentions, as well as the underlying dynamics of perceived usefulness, ease of use, and security perceptions.

Precision and relevance are advantages of purposive sampling. It guarantees that the sample includes firsthand experts. This method collects extensive and nuanced data due to the complex research questions and requirement to study variable interactions. Purposive sample participants are likely to provide in-depth comments and reflections on their online repurchase decision-making processes.

Purposive sampling, though insightful, has limitations, as findings may not be readily generalizable to the entire Klang Valley population due to intentional selection based on specific criteria. To address this, researchers will prioritize transparent and rigorous reporting of the sampling technique, criteria, and participant characteristics. This transparency allows readers to assess the findings' applicability to diverse contexts and populations.

3.1.4 Sample Size

Determining the right sample size is crucial for research, impacting statistical power, precision, and study generalizability. In this study focused on the Klang Valley's online repurchasers, a sample size of 250 respondents strikes a balance between statistical rigor and practical constraints, considering factors like time, resources, and response rate in the densely populated region known for its urban and digital landscape and prevalent online shopping behaviors.

To determine the sample size, a power analysis was conducted using G*Power software. Number of predictor variables, effect magnitude, desired power, and significance threshold are considered. A sample size of 400 is sufficient to identify meaningful correlations and

associations between variables with a medium effect size, power level of 0.80, and significance level of 0.05. This sample size fits consumer behaviour and online purchase studies, so the study's findings can be compared and modified. A 400-person sample allows stratified analysis of Klang Valley demographic disparities in linkages.

3.2 Data Collection Method

The study employed a structured questionnaire as the primary data collection method to investigate online repurchase intentions, perceived usefulness, ease of use, and security perceptions. Designed in alignment with research objectives, the questionnaire includes sections targeting demographic information such as age, gender, education, income, and online purchase frequency to provide context for understanding variable relationships (Islam et al., 2021).

The subsequent sections focus on the constructs of interest: perceived usefulness, perceived ease of use, perceived security, and repurchase intentions. Each construct is probed using validated scales and items drawn from existing literature. The Likert scale is utilized to gauge the respondents' agreement or disagreement with statements, allowing for quantitative measurement of perceptions and attitudes (Prabowo & Nugroho, 2019).

The questionnaire was pilot tested with a small group of target population-like people before data collection. This procedure identified questionnaire design issues, uncertainty, and potential risks. Pilot participants helped improve question phrasing, sequencing, and clarity to ensure respondents' interpretations matched item meanings (Ha & Nguyen, 2019).

3.3 Proposed Data Analysis Tool

3.3.1 Reliability test

Reliability analysis is essential to ensure the consistency and internal reliability of the measurement instruments used in the study. In this research, Cronbach's alpha coefficient will be employed to assess the reliability of both the independent and dependent variables. Cronbach's alpha is a commonly used measure of internal consistency that evaluates how closely related a set of items or questions are within a construct. Table 3.0 presents the rule of thumb for interpreting Cronbach's alpha values:

Table 3.1 : Cronbach' Alpha Rule of Thumb

Cronbach's Alpha	**Internal Consistency**
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: (Taber, 2018)

Interpreting the Cronbach's alpha coefficient will enable us to assess the internal consistency of the survey items measuring each construct. Higher alpha values indicate greater reliability, indicating that the items within a construct consistently measure the same underlying concept.

3.3.2 Inferential Analysis

Inferential analysis techniques will be employed to examine the relationships between variables and to test the formulated hypotheses. Two specific inferential analysis methods will be utilized.

3.3.2.1 Multiple Regression Analysis

Multiple regression analysis is a powerful statistical technique used to explore the relationships between one dependent variable and multiple independent variables. In this study, multiple regression analysis will be employed to determine the extent to which the independent variables (perceived usefulness, perceived ease of use, perceived security) predict the dependent variable (repurchase intention). The analysis will provide insights into the individual contributions of each independent variable in explaining the variability in the dependent variable.

3.3.2.2 Pearson Correlation Analysis

Pearson correlation analysis assesses the strength and direction of the linear relationship between two continuous variables. This technique will be used to measure the strength of association between the independent variables (perceived usefulness, perceived ease of use, perceived security) and the dependent variable (repurchase intention). Pearson's correlation coefficient will provide insights into the degree of linear dependence between these variables. Table 3.1 summarizes the rules of thumb for interpreting Pearson correlation coefficient values:

Table 3.2 Rules of Thumb of Pearson Correlation Coefficient

Coefficient Range	**Strength of Association**
±0.80 to ±1.00	Very Strong
±0.60 to ±0.80	Strong
±0.40 to ±0.60	Moderate
±0.20 to ±0.40	Weak
±0.00 to ±0.20	Very Weak

Source: (Salkind, 2022)

Interpreting the Pearson correlation coefficient will help us understand the degree and direction of relationships between variables. Strong correlations suggest a significant relationship between variables, while weak correlations imply a less pronounced association.

3.4 Conclusion

The research technique for the study has been thoroughly described in this study. To ensure study reliability and validity, the research design, sampling strategy, data collecting technique, and recommended data analysis methods have been thoroughly explored. The study uses a well-structured approach to accomplish the research objectives and better understand the linkages between perceived usefulness, ease of use, security, and repurchase intention in online consumer behavior.

The Klang Valley, Malaysia's online shopping hub, is the focus of the study design's data collecting and analysis. Convenience sampling targets digitally savvy people to explore possible ties. To improve generalizability, the study prioritizes a sample size larger than statistically required.

Distribution of a structured questionnaire collects quantitative data on perceived usefullness , ease of use, security, and repurchase intention. The questionnaire's design assures clear, accurate responses for dependable data.Cronbach's alpha reliability tests, multiple regression analysis to analyse independent variable effects, and Pearson correlation analysis to quantify variable strength and direction indicate probable links.

In summary, the methodology in this chapter outlines a plan for conducting the research study. By employing robust research design, sampling techniques, data collection methods, and statistical analysis tools, the study aims to provide insights into the factors influencing online repurchase intention. The subsequent chapters will present the research findings and interpretations, contributing to the overall understanding of consumer behavior in the context of online shopping.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The descriptive analysis in Chapter 4 aims to provide an overview of the demographic characteristics and online shopping behaviors of the respondents. It seeks to lay the groundwork by presenting a clear breakdown of various factors such as gender, age distribution, marital status, academic level, employment status, frequency of online shopping indulgence, and the preferred e-commerce sites among the participants.

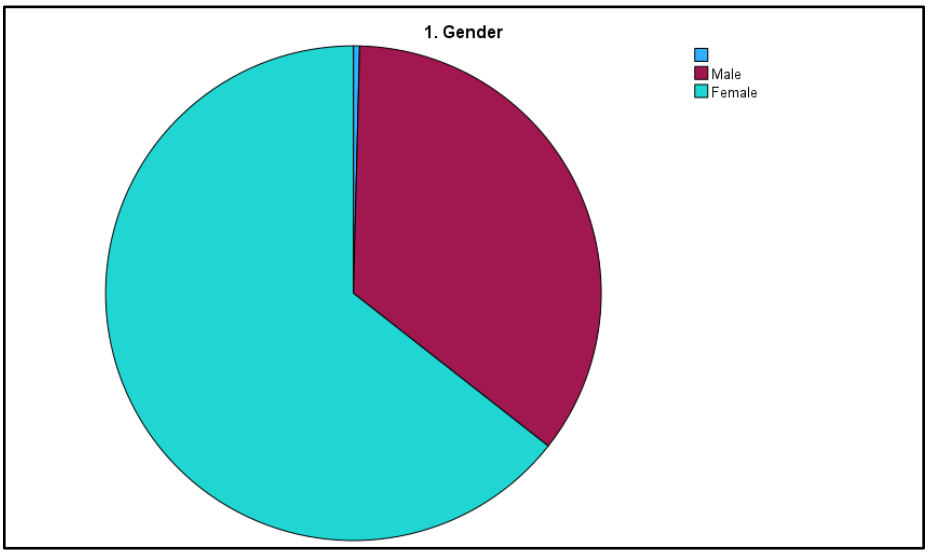
4.1 Descriptive Analysis

4.1.1 Respondents' Gender

Table 4.1: Respondent's Gender

Gender			
Valid		Frequency	Percent
	Male	88	35.2
	Female	161	64.4
	Total	250	100.0

Figure 4.1: Respondent's Gender



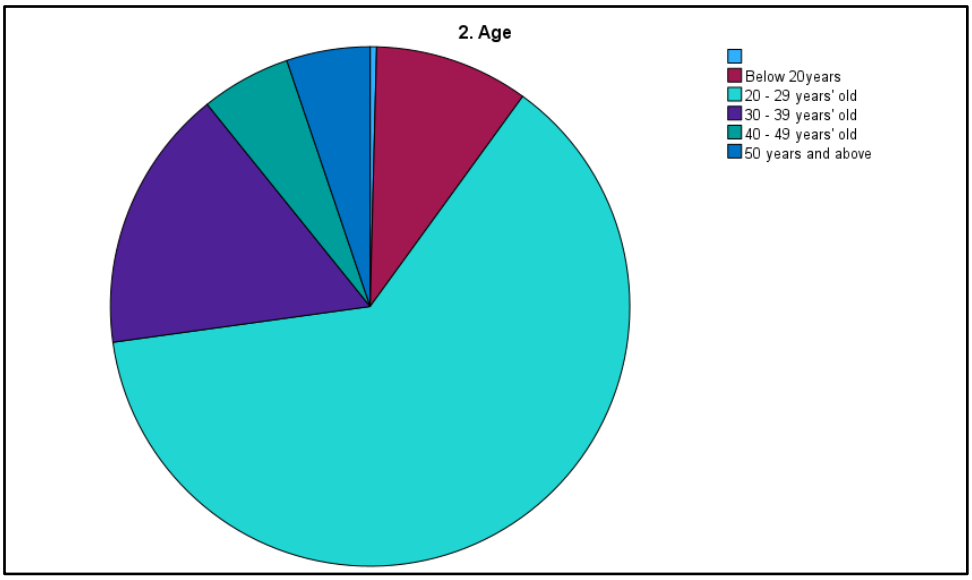
The pie chart representing gender distribution underscores a significant dominance of females, accounting for 64.4% of the participants, compared to males at 35.2%. This graphical portrayal vividly highlights the higher representation of females within the sample population, implying a potential inclination of females toward engagement with the study's subject matter, likely pertaining to consumer behavior and online shopping preferences.

4.1.2 Respondents' Age

Table 4.2: Respondent's Age

	Age	**Frequency**	**Percent**
Valid		1	.4
	Below 20 years	24	9.6
	20 - 29 years' old	157	62.8
	30 - 39 years' old	41	16.4
	40 - 49 years' old	14	5.6
	50 years and above	13	5.2
	Total	250	100.0

Figure 4.2: Respondent's Age



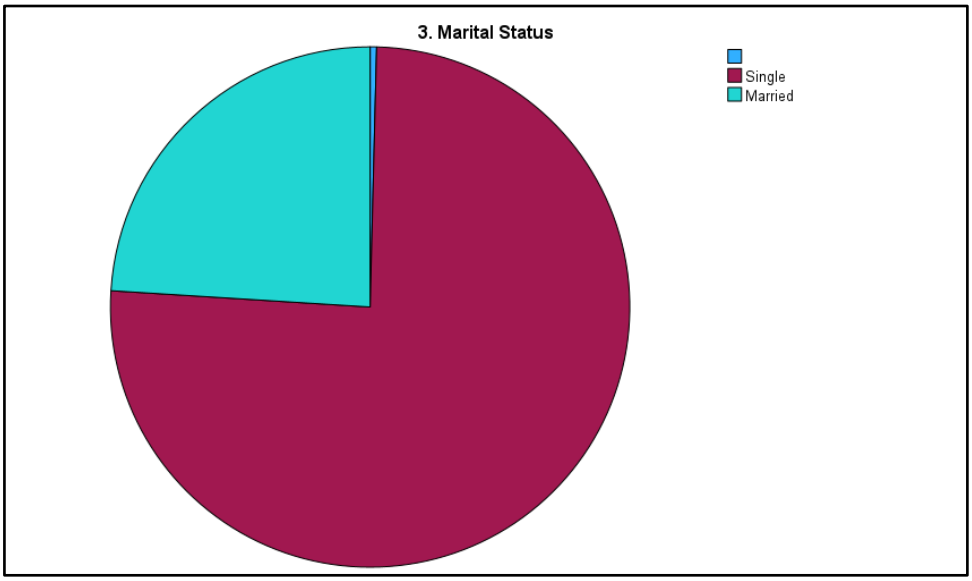
The graphical representation of age distribution reveals a prominent concentration within the 20-29 years age group, comprising 62.8% of the respondents, followed by below 20 years at 9.6%. This visual depiction substantiates the prevalence of younger demographics within the surveyed population, indicating a potentially tech-savvy and digitally engaged cohort likely to be active in online shopping activities.

4.1.3 Marital status

Table 4.3: Respondent's Marital Status

		Frequency	Percent
Valid		1	.4
	Single	189	75.6
	Married	60	24.0
	Total	250	100.0

Figure 4.3: Respondent's Marital Status



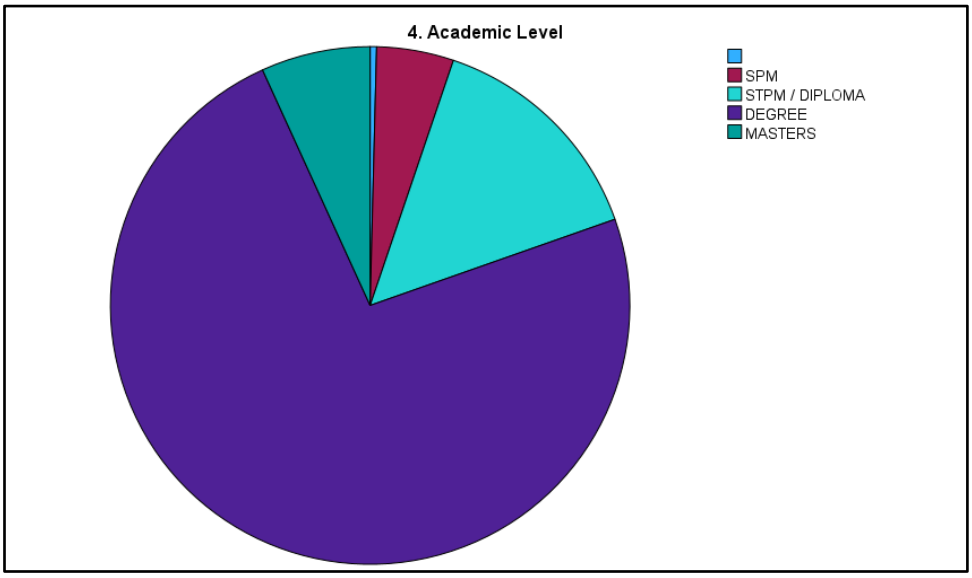
Regarding marital status, the pie chart demonstrates a substantial portion identifying as single, constituting 75.6% of the participants, while the married segment accounts for 24%. This visual representation accentuates the prevalence of single individuals within the surveyed cohort, potentially influencing their purchasing behavior and decision-making in the realm of online shopping.

4.1.4 Academic level

Table 4.4 : Respondent's Academic Level

		Frequency	**Percent**
Valid		1	.4
	SPM	12	4.8
	STPM / DIPLOMA	36	14.4
	DEGREE	184	73.6
	MASTERS	17	6.8
	Total	250	100.0

Figure 4.4 : Respondent's Academic Level



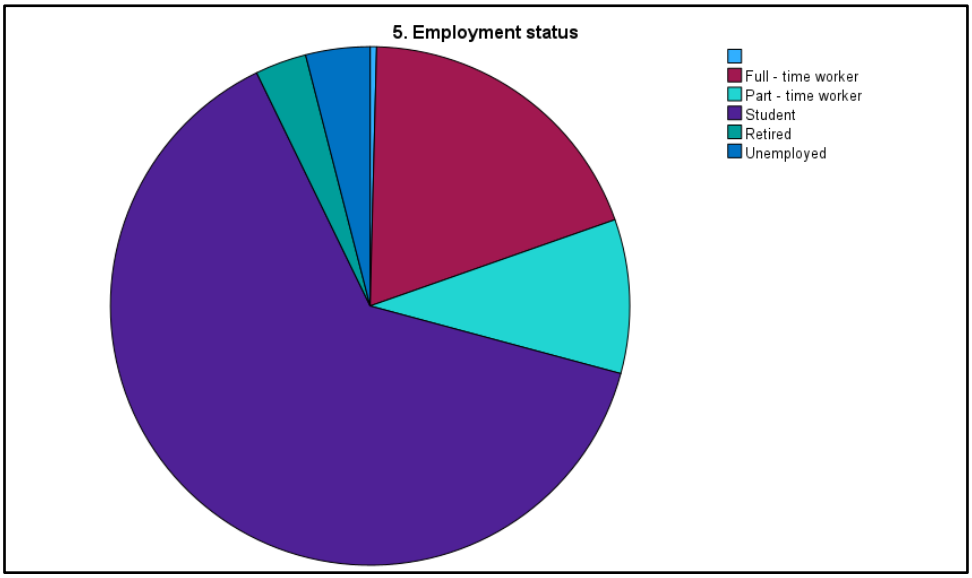
In terms of academic qualifications, the pie chart illustrates a significant majority holding a degree, comprising 73.6% of the respondents, followed by STPM/Diploma holders at 14.4%. This graphical elucidation emphasizes the predominance of degree holders within the surveyed population, potentially indicating a correlation between higher education and active participation in online shopping engagements.

4.1.5 Employment status

Table 4.5 : Respondent's Employment Status

		Frequency	Percent
Valid		1	.4
	Full - time worker	48	19.2
	Part - time worker	24	9.6
	Student	159	63.6
	Retired	8	3.2
	Unemployed	10	4.0
	Total	250	100.0

Figure 4.5: Respondent's Employment Status



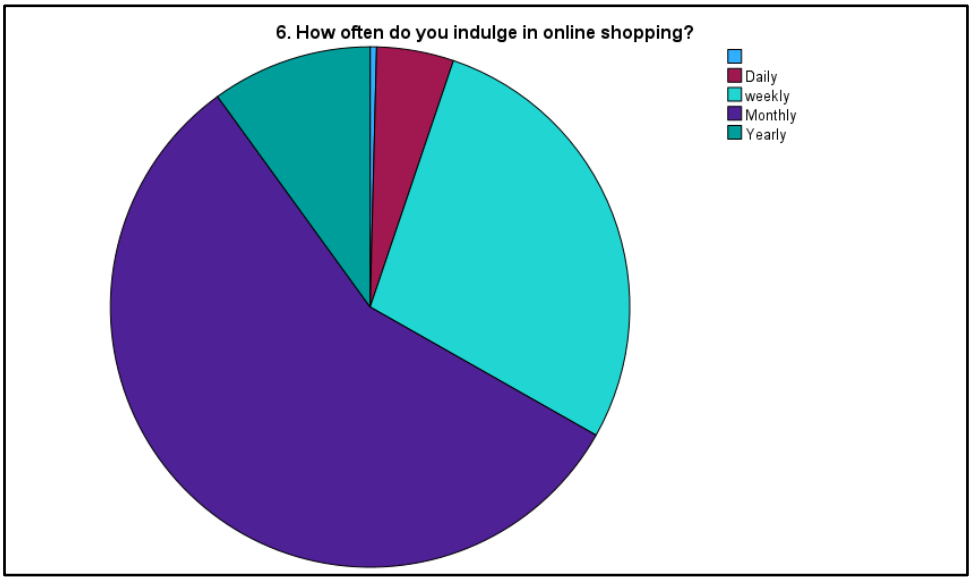
The pie chart representing employment status showcases a substantial presence of students, constituting 63.6% of the participants, followed by full-time workers at 19.2% and part-time workers at 9.6%. This visual breakdown emphasizes the significant representation of students within the surveyed cohort, shedding light on a demographic potentially inclined towards online shopping activities.

4.1.6 How often do you indulge in online shopping

Table 4.6: Respondent's Often Indulge in Online Shopping

		Frequency	Percent
Valid		1	.4
	Daily	12	4.8
	weekly	70	28.0
	Monthly	142	56.8
	Yearly	25	10.0
	Total	250	100.0

Figure 4.6: Respondent's Often Indulge in Online Shopping



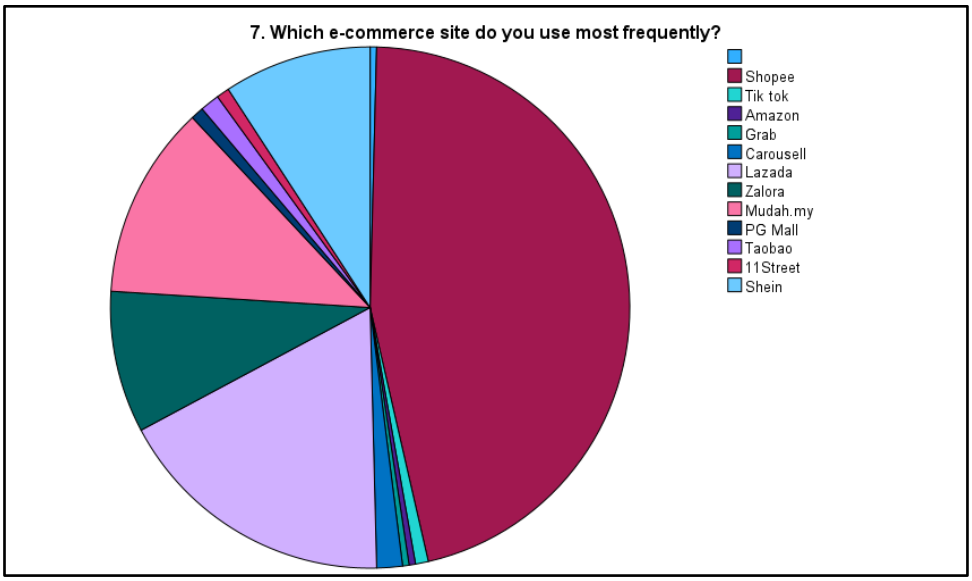
As for the frequency of online shopping indulgence, the pie chart displays a prevailing trend of monthly online shopping, with 56.8% of respondents engaging in monthly online purchases, followed by 28% indulging in weekly shopping. This graphical representation underscores the prevalent pattern of regular monthly online shopping activities among the surveyed population.

4.1.7 Which e-commerce site do you use most frequently?

Table 4.7: Respondent's Frequently Used Ecommerce

		Frequency	**Percent**
Valid		1	.4
	Shopee	115	46.0
	Tik tok	2	.8
	Amazon	1	.4
	Grab	1	.4
	Carousell	4	1.6
	Lazada	44	17.6
	Zalora	22	8.8
	Mudah.my	30	12.0
	PG Mall	2	.8
	Taobao	3	1.2
	11Street	2	.8
	Shein	23	9.2
	Total	250	100.0

Figure 4.7: Respondent's Frequently Used Ecommerce



The graphical depiction of preferred e-commerce sites exhibits Shopee as the most frequently used platform, accounting for 46% of respondents' preferences, followed by Lazada at 17.6% and Shein at 9.2%. This visual breakdown provides key insights into the dominant e-commerce platforms favored by the surveyed population, elucidating their preferred choices when engaging in online shopping endeavors.

4.2 Central Tendencies Measurements of Constructs

4.2.1 Perceived of Usefulness

Table 4.8: Perceived of Usefulness

Descriptive Statistics

	N	Mean	Std. Deviation
1. E-commerce platforms are valuable in fulfilling my shopping needs and requirements.	250	4.34	.822
2. E-commerce enhances my overall shopping experience as a consumer.	250	3.90	.754
3. I find e-commerce useful in providing a wide range of products and services.	250	4.26	.745
4. E-commerce is a practical approach to meeting my shopping needs efficiently.	250	4.1	.836
5. E-commerce adds significant usefulness to my overall shopping convenience.	250	4.14	.831
6. E-commerce simplifies my decision-making process when making purchases.	250	4.14	.910
Valid N (listwise)	250		

The data reveals that respondents highly value e-commerce platforms in fulfilling their shopping needs and requirements, as indicated by a notably high mean score of 4.34. This reflects a unanimous consensus among participants regarding the substantial value these platforms offer in meeting their individual shopping necessities. It underscores the significant role e-commerce plays in addressing the diverse needs and preferences of consumers.

However, while respondents highly acknowledge the value of e-commerce in fulfilling their shopping needs, the mean score of 3.90 for enhancing the overall shopping experience suggests a slightly lower consensus. This indicates that while e-commerce platforms are recognized for their practicality, there's a more diverse range of opinions regarding their overall enhancement of the shopping experience.

Moreover, respondents find e-commerce platforms highly useful in providing a wide array of products and services, as evidenced by the mean score of 4.26. This indicates a prevalent belief among participants that these platforms offer a diverse and comprehensive range of products and services, catering to various consumer demands.

The mean score of 4.13 shows that participants saw e-commerce as a practical way to shop efficiently. This shows respondents believe e-commerce platforms are a convenient and effective way to shop. With an average score of 4.14, respondents also find e-commerce convenient for buying. This emphasizes how e-commerce platforms simplify and improve shopping.

Furthermore, participants believe e-commerce simplifies their purchase decisions, as shown by the mean score of 4.14. This highlights the apparent role of e-commerce platforms in speeding decision-making by offering appropriate information or tools for informed purchases.

4.2.2 Perceived ease of use

Table 4.9: Perceived Ease of use

Descriptive Statistics

	N	Mean	Std. Deviation
1.Navigating through e-commerce platforms is straightforward and easy to understand.	250	4.24	.820
2. I find it easy to learn how to use various features and functions on ecommerce websites/apps.	250	4.10	.774
3. E-commerce platforms are designed in a user-friendly manner, making it simple to browse products and service.	250	4.16	.838
4. I encounter few difficulties when placing orders and making purchases on ecommerce platforms.	250	4.05	.870
5. I feel confident and comfortable using e-commerce platforms for my shopping needs.	250	4.17	.871
6. Overall, using e-commerce for shopping requires minimal effort on my part.	250	4.19	.880
Valid N (listwise)	250		

Descriptive statistics from 250 respondents reveal their views on e-commerce shopping. These dimensions assessed e-commerce platform usability, user-friendliness, and navigation.The statement about navigating e-commerce platforms has a high mean score of 4.24, indicating a trend. This means that respondents agree that this approach is simple and understandable. It shows that participants agree these online platforms are easy to use.

Furthermore, participants expressed favorable opinions about the user-friendly design of e-commerce platforms, particularly in terms of browsing products and services. This sentiment is reflected in the mean score of 4.16, indicating a prevalent belief among respondents that these platforms are indeed designed in a user-friendly manner.

Moreover, respondents exhibited a general sense of confidence in using e-commerce platforms. Respondents also felt comfortable shopping online. The average score of 4.17 shows that people feel confident using these online shopping sites. With an average score of 4.19, participants said e-commerce buying was easy. This shows that respondents think purchasing on these platforms is easy.

Despite these good opinions, participants rated learning e-commerce platform features and functions significantly lower but still positively. The mean score of 4.10 indicates good sentiment but lesser consensus than other dimensions. The average score of 4.05 shows a little lower perceived convenience in placing orders and making purchases on these platforms, even if participants generally have minimal issues.

4.2.3 Perceived security

Table 4.10 : Perceived Security

	N	Mean	Std. Deviation
1.I feel confident that my personal information is secure when I use ecommerce platforms.	250	4.11	.940
2. E-commerce platforms clearly communicate their security measures to protect users' data.	250	3.95	.820
3. I trust that e-commerce websites/apps have effective safeguards against unauthorized access to my account.	250	4.10	.867
4. E-commerce platforms prioritize customer privacy and confidentiality of personal information.	250	4.00	.925
5. I am comfortable providing sensitive information, such as payment details, on e-commerce platforms.	250	4.06	.923
6. Overall, I perceive e-commerce platforms to be secure environments for online transactions.	250	4.04	.917
Valid N (listwise)	250		

The data reveals that respondents generally feel confident about the security of their personal information when using e-commerce platforms, as evidenced by a mean score of 4.11. This indicates a prevailing sentiment among participants that their personal data is reasonably secure when engaging with these platforms. However, the standard deviation of 0.940 suggests some variance in these perceptions, indicating that while confidence exists, there might be some divergent views among respondents.

Despite a significantly lower consensus (mean score 3.95), respondents say e-commerce platforms convey their security steps to secure consumers' data. The perception that security measures are in place may be improved by better communication to users. Participants trust e-commerce platform precautions against unauthorised access, scoring 4.10 on average. Participants believe these sites have effective security procedures to prevent unauthorised access, fostering confidence and security.

Respondents generally believe that e-commerce platforms prioritize customer privacy and personal information confidentiality, with an average score of 4.00. This consensus enhances the overall perception of security. Participants feel comfortable sharing sensitive information, like payment details, on these platforms, reflected in a mean score of 4.06. Overall, there is a prevailing belief among respondents that e-commerce platforms provide secure environments for online transactions, evidenced by a mean score of 4.04.

4.3.4 Repurchase intention in E-commerce.

Table 4.11 : Repurchase Intention

Descriptive Statistics

1. I am likely to repurchase products or services from the same e-commerce platform in the future.	250	4.25	.804
2. I intend to continue making purchases from the same e-commerce platform in the long term.	250	4.11	.708
3. Repurchasing from the same e-commerce platform is part of my regular shopping routine.	250	4.19	.797
4. I am likely to recommend the e-commerce platform to others for future purchases.	250	4.12	.835
5. I see myself repeatedly using the same e-commerce platform to fulfill my shopping needs.	250	4.17	.840
6. Given a choice, I would prefer repurchasing products or services from the same e-commerce platform over exploring other options.	250	4.16	.806
Valid N (listwise)	250		

Participants express a high likelihood of repurchasing products or services from the same e-commerce platform in the future, demonstrated by a mean score of 4.25. This suggests a strong inclination among respondents to engage in repeat purchases from the same platform, indicating satisfaction and confidence in the platform's offerings. Similarly, respondents show an intent to continue making purchases from the same e-commerce platform in the long term, as indicated by a mean score of 4.11. This reflects a commitment to sustained engagement with the platform over an extended period, emphasizing a sense of loyalty and satisfaction.

Moreover, Participants also said they buy from the same e-commerce platform regularly, with a mean score of 4.19. This suggests that a large percentage of respondents make repeat purchases on the same site. Participants also rate their likelihood of recommending the e-

commerce site for future purchases at 4.12. This suggests that responders will promote the platform based on their favorable experiences, perhaps growing it through word-of-mouth.

According to a mean score of 4.17, respondents expect to shop on the same e-commerce platform again. This reinforces trust in the platform's capacity to satisfy expectations. Participants prefer repurchasing products or services from the same e-commerce site over exploring other possibilities, as shown by a mean score of 4.16. This indicates a preference for the existing platform's familiarity and convenience over alternatives.

4.3 Scale of Measurement

4.3.1 Reliability analysis

Table 4.12: Analysis of Reliability for Each Variable

Variables	**Number of Items**	**Cronbach alpha**	**Remarks**
IV			
Perceived of Usefulness	6	0.733	Acceptable
Perceived ease of use	6	0.721	Acceptable
Perceived security	6	0.734	Acceptable
DV			
Repurchase intention in E-commerce	7	0.728	Acceptable

The reliability analysis conducted for the variables within the study provides valuable insights into the consistency and stability of the measurements used to assess different constructs. This

analysis, often gauged through Cronbach's alpha, indicates the internal consistency of the items within each variable or construct.

For the independent variables (IV) measured in the study, such as perceived usefulness, perceived ease of use, and perceived security, the reliability analysis yielded Cronbach alpha coefficients of 0.733, 0.721, and 0.734, respectively. These coefficients fall within the acceptable range, suggesting a satisfactory level of internal consistency among the items measuring each construct. This indicates that the items within these variables effectively measure the intended aspects of perceived usefulness, ease of use, and security consistently and reliably.

Similarly, the dependent variable (DV) focused on repurchase intention in e-commerce demonstrated a Cronbach alpha coefficient of 0.728, also falling within the acceptable range. This suggests a reliable and consistent measurement of the different dimensions related to repurchase intention within e-commerce platforms. The items comprising this variable collectively capture the intended aspects of participants' intentions to repurchase from the same e-commerce platform, demonstrating a satisfactory level of internal consistency.

4.4 Inferential analysis

4.4.1 Pearson Correlation Analysis

Table 4.13: Pearson Correlation Analysis

Correlations

		Perceived of Usefulness	Perceived ease of use	Perceived security	Repurchase intention in E-commerce
Perceived of Usefulness	Pearson Correlation	1	.647**	.553**	.615**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	250	250	250	250
Perceived ease of use	Pearson Correlation	.647**	1	.620**	.619**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	250	250	250	250
Perceived security	Pearson Correlation	.553**	.620**	1	.611**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	250	250	250	250
Repurchase intention in E-commerce	Pearson Correlation	.615**	.619**	.611**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	250	250	250	250

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

Pearson correlation coefficients show strong links between perceived of usefullness, ease of use, security, and repurchase intention in e-commerce. A significant positive association exists between perceived usefullness and ease of use (r =.647, p <.001). This shows that those who value e-commerce platforms also find them straightforward to use. Perceived usefulness substantially correlates with perceived security (r =.553, p <.001) and repurchase intention in

e-commerce (r =.615, p <.001). This suggests that consumers who value these platforms also regard them as secure and intend to repurchase.

Moreover, a significant positive correlation exists between perceived ease of use and perceived security (r = .620, p < .001). This suggests that individuals who find e-commerce platforms easy to use also tend to perceive them as secure. Additionally, perceived ease of use correlates notably with repurchase intention in e-commerce (r = .619, p < .001), implying that those who find these platforms easy to use are more likely to express intentions to repurchase from the same platform.

A significant positive correlation (r = .611, p < .001) exists between perceived security and repurchase intention in e-commerce. This implies that individuals who view e-commerce platforms as secure are more likely to express intentions to repurchase from the same platform. These correlations highlight the interconnectedness of perceived usefulness, ease of use, security, and repurchase intention in e-commerce. The strong positive associations suggest that positive perceptions in one dimension align with positive perceptions in other dimensions, emphasizing the cohesive relationship between these critical factors in shaping consumer behavior and intentions in the e-commerce landscape.

4.4.2 Multiple Regression Analysis

4.3.2.1 R square (a)

Table 4.14: R square (a)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717[a]	.514	.508	.40397

a. Predictors: (Constant), Perceived security, Perceived of Usefulness, Perceived ease of use

The model's R value of 0.717 indicates a moderately strong positive correlation between predictors and the outcome variable, reflecting the overall strength and direction of the relationship. The R Square value of 0.514 signifies that approximately 51.4% of the variability in the outcome variable is predictable from Perceived security, Perceived of Usefulness, and Perceived ease of use.

The Adjusted R Square of 0.508 adjusts for the number of predictors, providing a more accurate estimate of how well independent variables predict the dependent variable. This value suggests that approximately 50.8% of the variability in the outcome variable is explained, considering the model's complexity. The Std. Error of the Estimate, at 0.40397, indicates the average distance between observed and predicted values, reflecting prediction accuracy. Lower values signify a better model fit.

4.4.2.2 ANOVA (a)

Table 4.15: ANOVA a(a)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.410	3	14.137	86.627	<.001[b]
	Residual	40.145	246	.163		
	Total	82.556	249			

a. Dependent Variable: Repurchase intention in E-commerce
b. Predictors: (Constant), Perceived security, Perceived of Usefulness, Perceived ease of use

In the context of predicting Repurchase intention in E-commerce, the ANOVA analysis offers valuable insights into the model's overall effectiveness in explaining the variability observed in this dependent variable. This statistical assessment is divided into key sections, each providing essential information about the model's performance.

The "Regression" segment illuminates the variance explained by the model, indicating that the predictors Perceived security, Perceived of Usefulness, and Perceived ease of use collectively account for a substantial portion of the variability. Specifically, the "Sum of Squares" for the Regression stands at 42.410, denoting the total variability attributed to these predictors. The degrees of freedom (df) for the model are 3, with a corresponding "Mean Square" of 14.137.

In contrast, the "Residual" portion represents the model's unaccounted-for variation. For the Residual, the "Sum of Squares" is 40.145, with 246 degrees of freedom and a "Mean Square" of.163. This residual variance represents E-commerce repurchase intention factors not described by model variables.

The "Total" segment encompasses the overall variability observed in the dependent variable. Combining the explained variance from the model (Regression) and the unexplained variance

(Residual), the "Total" Sum of Squares is 82.556, with 249 degrees of freedom. This total variability represents the breadth of factors influencing Repurchase intention in E-commerce.

Analysis yielded an F-statistic of 86.627. This statistic measures the model-explained variance to unexplained variance ratio. The significance value ("<.001") indicates that the prediction model of Perceived security, usefulness, and simplicity of use is statistically significant for predicting E-commerce repurchase intention.

Ultimately, the ANOVA outcomes indicate that the regression model, considering these predictors, notably contributes to elucidating the variance observed in Repurchase intention in E-commerce. The statistical significance underscores the collective impact of these factors in understanding and potentially influencing consumers' intentions to repurchase from e-commerce platforms.

4.4.2.3 Coefficients (a)

Table 4.16: Coefficients a(a)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.071	.197		5.450	<.001
	Perceived of Usefulness	.282	.058	.292	4.843	<.001
	Perceived ease of use	.226	.059	.245	3.835	<.001
	Perceived security	.243	.048	.298	5.085	<.001

a. Dependent Variable: Repurchase intention in E-commerce

The Coefficients section of the multiple regression analysis offers crucial insights into the impact of predictors Perceived of Usefulness, Perceived ease of use, and Perceived security on Repurchase intention in E-commerce.

The "Constant" term in the model holds a value of 1.071, signifying the expected value of Repurchase intention in E-commerce when the predictors, Perceived of Usefulness, Perceived

ease of use, and Perceived security, are all zero. The statistically significant t-value of 5.450, accompanied by a p-value of "<.001", indicates that this constant term significantly influences Repurchase intention in E-commerce.

Regarding the predictors, each Perceived of Usefulness, Perceived ease of use, and Perceived security demonstrates a positive impact on Repurchase intention in E-commerce. The unstandardized coefficients for Perceived of Usefulness, Perceived ease of use, and Perceived security are .282, .226, and .243, respectively. These values indicate the change in Repurchase intention for each unit change in the predictor variables while holding other variables constant.

The standardized coefficients (Beta) offer a glimpse into the relative strength of these predictors in influencing Repurchase intention in E-commerce. Perceived of Usefulness, Perceived ease of use, and Perceived security exhibit Beta values of .292, .245, and .298,

respectively. These standardized coefficients allow comparison of the relative impact of each predictor on the dependent variable, suggesting that Perceived of Usefulness holds a slightly stronger influence compared to Perceived ease of use and Perceived security.

The t-values of 4.843 for perceived usefulness, 3.835 for perceived ease of use, and 5.085 for perceived security, with p-values of "<.001", indicate their statistical significance in predicting E-commerce repurchase intention. These findings emphasise the relevance of perceived usefulness, simplicity of use, and security in influencing consumers' e-commerce platform repurchase intentions.

4.5 Test of Significant

Table 4.17: Test of Significant

Constructs	**Significant Value**	**Result**
Perceived of Usefulness & Repurchase intention	< .001	Significant
Perceived ease of use & Repurchase intention	< .001	Significant
Perceived security & Repurchase intention	< .001	Significant

Hypothesis 1

Reject H1, if $p < 0.05$

The p-value for **Perceived of Usefulness** is < 0.001, which is lesser than the significance level of 0.05, according to Table. Therefore, H1: There is a significant relationship between Perceived of Usefulness and repurchase intention is supported.

Hypothesis 2

Reject H2, if $p < 0.05$

The p-value for **Perceived ease of use** is < 0.001, which is lesser than the significance level of 0.05, according to Table. Therefore, H2: There is a significant relationship between perceived ease of use and repurchase intention is supported.

Hypothesis 3

Reject H3, if $p < 0.05$

The p-value for **Perceived security** is < 0.001, which is lesser than the significance level of 0.05, according to Table. Therefore, H3: There is a significant relationship between perceived security and repurchase intention is supported.

4.6 Conclusion

In conclusion, the conducted analyses unveiled significant insights into the relationships between various constructs in the realm of e-commerce. The study notably highlighted the strong positive correlations between perceived usefulness, ease of use, security, and repurchase intention in e-commerce platforms. These findings align with existing theories that emphasize the pivotal role of user perception in shaping their intention to continue using online shopping platforms.

The robust correlations observed suggest that users' perceptions of usefulness, ease of use, and security significantly influence their likelihood to repurchase from the same e-commerce platforms. This implies that enhancing these aspects could potentially bolster customer retention and loyalty within the e-commerce landscape.

Moreover, the multiple regression analysis emphasized the collective impact of perceived usefulness, ease of use, and security on predicting repurchase intention in e-commerce. The coefficients revealed significant positive relationships, signifying that improvements in these factors may positively influence users' intentions to repurchase from the same e-commerce platforms.

CHAPTER 5: DISCUSSION, IMPLICATION AND CONCLUSIONS

5.0 Introduction

In Chapter 5, the Introduction serves as a gateway to a thorough discussion of the study's findings, implications, and conclusions. This section aims to contextualize and introduce the subsequent discussions that delve into the statistical analyses conducted and their implications. It provides a roadmap for comprehensively understanding the research outcomes, their significance, and their potential impact on the field of study.

5.1 Summary of Statistical Analyses

5.1.1 Summary of Descriptive Analysis

The analysis begins by showing the gender distribution of study participants. This distribution is enlarged to show the sample population's percentage breakdown. The descriptive analysis also shows the percentage representation of respondents by age group, revealing their generational distribution.

Marital status becomes another focal point, elucidating the ratio of single individuals to those married within the surveyed population. Academic qualifications emerge as a crucial facet, outlining the distribution among participants holding various educational levels, including SPM, STPM/Diploma, Degree, and Masters.

Employment status is also thoroughly explored, encompassing full-time workers, part-time employees, students, retired individuals, and the unemployed, providing a comprehensive snapshot of the diverse employment statuses within the sample group. Moreover, the frequency of engaging in online shopping emerges as a significant aspect, capturing the habits of respondents concerning their frequency of online purchases, whether daily, weekly, monthly, or yearly.

Lastly, the preferred e-commerce platforms among participants are detailed, shedding light on the percentage usage distribution across various platforms like Shopee, Lazada, Zalora, and others. Each of these facets, meticulously analyzed through descriptive statistics and pie charts, offers a comprehensive portrait of the demographics and behavioral patterns of the study's participants, forming the foundational groundwork for subsequent inferential analyses and discussions.

5.1.2 Summary of Scale Measurement

Each construct's measurement reliability is meticulously presented, detailing the number of items within the construct, the Cronbach's alpha coefficients, and remarks regarding the reliability of the measurements. For instance, the "Perceived Usefulness" construct comprises six items with a Cronbach's alpha of 0.733, signaling an acceptable level of reliability in gauging perceived usefulness among the participants.

Similarly, the constructs of "Perceived Ease of Use" and "Perceived Security" are expounded upon, delineating their number of items, respective Cronbach's alpha coefficients, and the assessment of their measurement reliability. These measurements play a pivotal role in establishing the robustness of the constructs, indicating the consistency and dependability of the data collected through these scales.

Moreover, the "Repurchase Intention in E-commerce" construct, comprising seven items, is thoroughly assessed in terms of reliability, offering insights into participants' intentions to repurchase from the same e-commerce platforms. The Cronbach's alpha of 0.728 signifies a reliable measure of participants' intentions regarding future purchases within the e-commerce landscape.

5.1.3 Summary of Inferential Analyses

5.1.3.1 Pearson Correlation Analysis

The Pearson Correlation Analysis delineates the strength and direction of associations between these constructs. Notably, Perceived of Usefulness exhibits a significant positive correlation with both Perceived ease of use ($r = .647$, $p < .001$) and Perceived security ($r = .553$, $p < .001$). These findings underscore a coherent relationship between the perceived usefulness of e-commerce platforms and consumers' perceptions of ease and security while navigating these platforms.

Moreover, a substantial positive correlation exists between Perceived ease of use and Perceived security ($r = .620$, $p < .001$). This correlation signifies that consumers who find e-commerce platforms easy to use also tend to perceive them as more secure, indicating an interconnected perception of usability and security in influencing consumer behavior.

The correlation between Perceived of Usefulness and Repurchase intention in E-commerce emerges as notably strong ($r = .615$, $p < .001$), demonstrating that consumers who perceive e-commerce platforms as highly useful tend to exhibit a greater intention to repurchase from these platforms. Similarly, both Perceived ease of use ($r = .619$, $p < .001$) and Perceived security ($r = .611$, $p < .001$) display robust positive correlations with Repurchase intention in E-commerce, indicating their pivotal roles in shaping consumers' intentions to continue using these platforms.

The study reveals that perceived usefulness, ease of use, and security are key factors influencing consumers' intentions to repurchase from e-commerce platforms, highlighting their interdependencies.

Pearson Correlation Analysis reveals relationships and interconnectedness in e-commerce, impacting consumer behavior and decision-making processes, highlighting the significance of these correlations.

5.1.3.2 Multiple Regressions Analysis

The Multiple Regression Analysis conducted in this study is instrumental in unraveling the nuanced interplay of variables Perceived of Usefulness, Perceived ease of use, and Perceived security on Repurchase intention in E-commerce. This analytical approach allows for a deeper understanding of how these factors collectively contribute to and predict consumers' intentions to repurchase from e-commerce platforms.

The model summary reveals critical insights into the predictive capacity of the included variables. The model demonstrates a significant association ($R = .717$, R Square = .514,

Adjusted R Square = .508) with Repurchase intention in E-commerce. This signifies that approximately 51.4% of the variation in repurchase intention can be explained by the combined influence of Perceived of Usefulness, Perceived ease of use, and Perceived security, as evident from the adjusted R Square value.

Further, examining the coefficients elucidates the specific impact of each predictor variable on the outcome. The results indicate that all three predictors Perceived of Usefulness, Perceived ease of use, and Perceived security hold statistically significant relationships with Repurchase intention in E-commerce ($p < .001$). These variables collectively contribute to predicting consumers' intentions to repurchase from e-commerce platforms.

The unstandardized coefficients highlight the strength and direction of these relationships. Notably, for every one-unit increase in Perceived of Usefulness, there is an associated increase of .282 units in the Repurchase intention in E-commerce. Similarly, a one-unit increase in Perceived ease of use and Perceived security results in increases of .226 and .243 units, respectively, in the Repurchase intention in E-commerce.

This comprehensive Multiple Regression Analysis goes beyond merely establishing associations and quantifies the extent to which these predictor variables contribute to the variance in repurchase intention. It underscores the significance of perceived usefulness, ease of use, and security in shaping and predicting consumers' intentions to continue using e-commerce platforms for future purchases.

The model's predictive power and these variables' contributions reveal e-commerce customer behavior drivers. It emphasises how the IV’s affect consumers' inclinations to repurchase from e-commerce platforms. This analytical technique clarifies these interrelationships and creates a credible predictive model for online shopping consumer behavior.

5.2 Discussions of Major Findings

The perceived usefulness of e-commerce strongly correlates with repurchase intentions, highlighting the pivotal role of consumers' perceptions. When consumers find e-commerce highly valuable, they are more likely to revisit the platform, directly impacting their behavioral intentions.

A positive correlation exists between perceived ease of use and repurchase intentions. When consumers find a platform easy to navigate and use, it creates a favorable impression, encouraging them to revisit. A seamless user experience plays a vital role in fostering user loyalty, highlighting the importance of intuitive design and easy access to functionalities (Xiao, Wang, & Wang, 2019).

Security perceptions within e-commerce platforms also play a substantial role in shaping consumers' repurchase intentions. The level of trust consumers place in the platform's security measures and their confidence in safeguarding personal and financial information significantly impacts their likelihood to engage in repeated transactions. A perceived lack of security may deter consumers from returning, highlighting the critical nature of establishing a secure environment to foster trust and encourage future purchases.

The intricate connections between independent variables (IVs) and dependent variables (DVs) underscore the multifaceted nature of consumer decision-making in e-commerce. Recognizing these complex associations reveals diverse influences on consumers' intentions to revisit an e-

commerce platform. This understanding is vital for businesses seeking to enhance customer retention strategies, improve user experience, and foster sustained engagement and loyalty.

5.3 Implication of the Study

5.3.1 Theoretical Implications

This study has major implications for e-commerce and consumer behaviour theory. Correlations between variables like perceived usefulness, ease of use, security, and repurchase intentions validate and reinforce theoretical frameworks like TAM and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Vahdat et al., 2021). The paper adds empirical evidence to these frameworks to support their e-commerce constructs. It clarifies the complex links between these variables, improving our knowledge of online purchase behaviour.

5.3.2 Practical Implications

E-commerce companies looking to improve their platforms and consumer interactions might use this study's findings. First, personalised marketing that emphasises the platform's perceived usefulness and diversified products may increase customer repurchase intentions. Second, prioritising user-friendly interfaces, simplifying navigation, and delivering seamless experiences across platforms may improve customer impressions of ease of use and increase repeat purchases. Thirdly, investing in strong security measures, explaining them, and prioritising customer data protection helps build user trust and loyalty. The report suggests ways for e-commerce organisations to improve client retention, market position, and sustainable growth (Arghashi & Yuksel, 2022).

5.4 Limitation of the Study

This study has limitations, including reliance on self-reported data, potential response biases, and a cross-sectional nature that limits causal relationships between variables, which are crucial for contextualizing findings and directing future research. Longitudinal studies or experiments would provide a deeper understanding of causality and changes over time (Peña-García et al., 2020).

Another constraint involves the sample demographics. The study might lack diversity due to specific participant demographics, such as age, location, or socioeconomic status. The study's findings may be limited by its broader generalizability and the survey items' potential lack of comprehensive coverage or comprehensive understanding of the variables under investigation.

The study may have overlooked external influences that may have affected participants' e-commerce views and behaviours. Cultural variations, technology, and market trends may affect consumer behaviour, but this study did not evaluate these. Finally, e-commerce technology evolves quickly. The study's period may make certain conclusions outdated as technology evolves.

5.5 Recommendations for Future Research

The study's conclusions point towards several key areas that can shape future research and offer practical implications. Longitudinal studies could be invaluable, providing insight into how consumer behavior and perceptions regarding e-commerce platforms evolve over time. Additionally, cross-cultural studies may reveal intriguing variations in preferences and concerns across different cultural contexts, enhancing our understanding of global e-commerce dynamics.

A qualitative approach, such as interviews or focus groups, could complement quantitative data by providing deeper insights into the underlying reasons behind certain perceptions or intentions towards e-commerce. Investigating the impact of technological advancements on user experiences and behaviors is essential given the rapidly changing technological landscape.

Moreover, exploring the influence of demographics on online shopping behaviors could yield more comprehensive and broadly applicable findings. Focusing on security and privacy concerns on e-commerce platforms could provide valuable insights into user trust and experiences, guiding the development of more secure and user-friendly platforms (Ali et al., 2019).ease

Experimental study could confirm variable correlations and clarify causal linkages. Comparative research of different e-commerce platforms may reveal key user preferences.Potential study options include emerging market research in regions with growing online purchasing trends and predictive analytics to predict customer behavior. These proposals provide a roadmap for future academics to expand on previous findings and study more about e-commerce and consumer behavior.

5.6 Conclusion

Through these analyses, the study unveils the strong positive correlations between perceived usefulness, ease of use, security, and the likelihood of repurchasing from e-commerce platforms. These findings underscore the pivotal role of user-centric elements between the IV and DV.

The study's depth offers valuable insights for both academia and industry. From a theoretical perspective, it enriches the understanding of consumer behavior in the digital realm, emphasizing the interplay of psychological factors in shaping e-commerce interactions.

Practically, the findings suggest that enhancing the perceived usefulness, ease, and security aspects of e-commerce platforms can significantly influence user repurchase intentions, thus impacting businesses' success in this domain (Prabowo & Nugroho, 2019).

Despite these robust findings, the study acknowledges its limitations, such as the scope of data collection and the potential for evolving consumer behaviors. Acknowledging these constraints, the study recommends future research directions that could further deepen our understanding of e-commerce dynamics.

In essence, the conclusion underlines the importance of user perceptions in driving online shopping behaviors. It signifies the significance of continuously improving e-commerce platforms to meet users' evolving needs and expectations, ensuring sustained engagement and loyalty in the digital marketplace. Ultimately, it highlights the multifaceted nature of consumer choices in the digital era and the pivotal role of perceived usefulness, ease of use, and security in shaping their online shopping experiences.

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ABSTRACT

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	35.6	35.6	35.6
	Female	161	64.4	64.4	100.0
	Total	250	100.0	100.0	

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20years	25	10.0	10.0	10.0
	20 - 29 years' old	157	62.8	62.8	72.8
	30 - 39 years' old	41	16.4	16.4	89.2
	40 - 49 years' old	14	5.6	5.6	94.8
	50 years and above	13	5.2	5.2	100.0
	Total	250	100.0	100.0	

3. Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	190	76.0	76.0	76.0
	Married	60	24.0	24.0	100.0
	Total	250	100.0	100.0	

4. Academic Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	12	4.8	4.8	4.8
	STPM / DIPLOMA	36	14.4	14.4	19.2
	DEGREE	185	74.0	74.0	93.2

	MASTERS	17	6.8	6.8	100.0
	Total	250	100.0	100.0	

5. Employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full - time worker	48	19.2	19.2	19.2
	Part - time worker	24	9.6	9.6	28.8
	Student	160	64.0	64.0	92.8
	Retired	8	3.2	3.2	96.0
	Unemployed	10	4.0	4.0	100.0
	Total	250	100.0	100.0	

6. How often do you indulge in online shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	12	4.8	4.8	4.8
	weekly	71	28.4	28.4	33.2
	Monthly	142	56.8	56.8	90.0
	Yearly	25	10.0	10.0	100.0
	Total	250	100.0	100.0	

7. Which e-commerce site do you use most frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopee	115	46.0	46.0	46.0
	Tik tok	2	.8	.8	46.8
	Amazon	1	.4	.4	47.2
	Grab	1	.4	.4	47.6
	Carousell	4	1.6	1.6	49.2
	Lazada	44	17.6	17.6	66.8
	Zalora	22	8.8	8.8	75.6
	Mudah.my	30	12.0	12.0	87.6
	PG Mall	2	.8	.8	88.4

	Taobao	3	1.2	1.2	89.6
	11Street	2	.8	.8	90.4
	Shein	24	9.6	9.6	100.0
	Total	250	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. E-commerce platforms are valuable in fulfilling my shopping needs and requirements.	250	1	5	4.34	.822
2. E-commerce enhances my overall shopping experience as a consumer.	250	1	5	3.90	.754
3. I find e-commerce useful in providing a wide range of products and services.	250	2	5	4.26	.745
4. E-commerce is a practical approach to meeting my shopping needs efficiently.	250	1	5	4.13	.836
5. E-commerce adds significant usefulness to my overall shopping convenience.	250	2	5	4.14	.831
6. E-commerce simplifies my decision-making process when making purchases.	250	1	5	4.14	.910
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Navigating through e-commerce platforms is straightforward and easy to understand.	250	2	5	4.24	.820

2. I find it easy to learn how to use various features and functions on ecommerce websites/apps.	250	1	5	4.10	.774
3. E-commerce platforms are designed in a user-friendly manner, making it simple to browse products and service.	250	1	5	4.16	.838
4. I encounter few difficulties when placing orders and making purchases on ecommerce platforms.	250	1	5	4.05	.870
5. I feel confident and comfortable using e-commerce platforms for my shopping needs.	250	1	5	4.17	.871
6. Overall, using e-commerce for shopping requires minimal effort on my part.	250	1	5	4.19	.880
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.I feel confident that my personal information is secure when I use ecommerce platforms.	250	1	5	4.11	.940
2. E-commerce platforms clearly communicate their security measures to protect users' data.	250	1	5	3.95	.820
3. I trust that e-commerce websites/apps have effective safeguards against unauthorized access to my account.	250	1	5	4.10	.867

4. E-commerce platforms prioritize customer privacy and confidentiality of personal information.	250	1	5	4.00	.925
5. I am comfortable providing sensitive information, such as payment details, on e-commerce platforms.	250	1	5	4.06	.923
6. Overall, I perceive e-commerce platforms to be secure environments for online transactions.	250	1	5	4.04	.917
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. I am likely to repurchase products or services from the same e-commerce platform in the future.	250	1	5	4.25	.804
2. I intend to continue making purchases from the same e-commerce platform in the long term.	250	2	5	4.11	.708
3. Repurchasing from the same e-commerce platform is part of my regular shopping routine.	250	1	5	4.19	.797
4. I am likely to recommend the e-commerce platform to others for future purchases.	250	1	5	4.12	.835

5. I see myself repeatedly using the same e-commerce platform to fulfill my shopping needs.	250	1	5	4.17	.840
6. Given a choice, I would prefer repurchasing products or services from the same e-commerce platform over exploring other options.	250	1	5	4.16	.806
Valid N (listwise)	250				

Reliability analysis

Perceived usefulness

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded[a]	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.733	.732	6

Item Statistics

	Mean	Std. Deviation	N
1. E-commerce platforms are valuable in fulfilling my shopping needs and requirements.	4.34	.822	250
2. E-commerce enhances my overall shopping experience as a consumer.	3.90	.754	250
3. I find e-commerce useful in providing a wide range of products and services.	4.26	.745	250
4. E-commerce is a practical approach to meeting my shopping needs efficiently.	4.13	.836	250
5. E-commerce adds significant usefulness to my overall shopping convenience.	4.14	.831	250
6. E-commerce simplifies my decision-making process when making purchases.	4.14	.910	250

Perceived ease of use

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded[a]	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.720	6

Item Statistics

	Mean	Std. Deviation	N
1.Navigating through e-commerce platforms is straightforward and easy to understand.	4.24	.820	250
2. I find it easy to learn how to use various features and functions on ecommerce websites/apps.	4.10	.774	250
3. E-commerce platforms are designed in a user-friendly manner, making it simple to browse products and service.	4.16	.838	250
4. I encounter few difficulties when placing orders and making purchases on ecommerce platforms.	4.05	.870	250
5. I feel confident and comfortable using e-commerce platforms for my shopping needs.	4.17	.871	250
6. Overall, using e-commerce for shopping requires minimal effort on my part.	4.19	.880	250

Perceived security

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded[a]	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.734	.731	6

Item Statistics

	Mean	Std. Deviation	N
1.I feel confident that my personal information is secure when I use ecommerce platforms.	4.11	.940	250
2. E-commerce platforms clearly communicate their security measures to protect users' data.	3.95	.820	250
3. I trust that e-commerce websites/apps have effective safeguards against unauthorized access to my account.	4.10	.867	250

4. E-commerce platforms prioritize customer privacy and confidentiality of personal information.	4.00	.925	250
5. I am comfortable providing sensitive information, such as payment details, on e-commerce platforms.	4.06	.923	250
6. Overall, I perceive e-commerce platforms to be secure environments for online transactions.	4.04	.917	250

Repurchase intention in E-commerce

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded[a]	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.0.725	7

Item Statistics

	Mean	Std. Deviation	N
1. I am likely to repurchase products or services from the same e-commerce platform in the future.	4.25	.804	250
2. I intend to continue making purchases from the same e-commerce platform in the long term.	4.11	.708	250
3. Repurchasing from the same e-commerce platform is part of my regular shopping routine.	4.19	.797	250
4. I am likely to recommend the e-commerce platform to others for future purchases.	4.12	.835	250
5. I see myself repeatedly using the same e-commerce platform to fulfill my shopping needs.	4.17	.840	250
6. Given a choice, I would prefer repurchasing products or services from the same e-commerce platform over exploring other options.	4.16	.806	250

Correlations

		Perceived of Usefulness	Perceived ease of use	Perceived security	Repurchase intention in E-commerce
Perceived of Usefulness	Pearson Correlation	1	.647**	.553**	.615**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	250	250	250	250
Perceived ease of use	Pearson Correlation	.647**	1	.620**	.619**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	250	250	250	250
Perceived security	Pearson Correlation	.553**	.620**	1	.611**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	250	250	250	250
Repurchase intention in E-commerce	Pearson Correlation	.615**	.619**	.611**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	250	250	250	250

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717[a]	.514	.508	.40397

a. Predictors: (Constant), Perceived security, Perceived of Usefulness, Perceived ease of use

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.410	3	14.137	86.627	<.001[b]
	Residual	40.145	246	.163		
	Total	82.556	249			

a. Dependent Variable: Repurchase intention in E-commerce

b. Predictors: (Constant), Perceived security, Perceived of Usefulness, Perceived ease of use

Chapter 4: Design Instrument (Questionnaire)

Section A

1. Gender

   a. Male
   b. Female

2. Age

   a. Below 20 years
   b. 20 - 29 years' old
   c. 30 - 39 years' old
   d. 40 - 49 years' old 50 years and above

3. Marital Status

   a. Single
   b. Married

4. Academic Level

   a. SPM
   b. STPM / Diploma Degree
   c. Masters

5. Employment status

   a. Full - time
   b. Part - time Student Retired Unemployed

6. How often do you indulge in online shopping?

   a. Daily
   b. 3 times a week Monthly
   c. 5 times a year

7. Which e-commerce site do you use most frequently?

   a. Shopee
   b. Carousell
   c. Lazada
   d. Zalora

e. Mudah.my
f. PG Mall
g. Taobao
h. 11Street

Section B : Independent Variable 1 – Perceived of Usefulness

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Variable	Questions	1	2	3	4	5
Perceived of Usefulness	1. E-commerce platforms are valuable in fulfilling my shopping needs and requirements.					
	2. E-commerce enhances my overall shopping experience as a consumer.					
	3. I find e-commerce useful in providing a wide range of products and services.					
	4. I find e-commerce useful in providing a wide range of products and services.					
	5. E-commerce adds significant usefulness to my overall shopping convenience.					
	6. E-commerce simplifies my decision-making process when making purchases.					

Section C : Independent Variable 2 - Perceived Ease of Use

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Variable	Questions	1	2	3	4	5
Perceived Ease of Use	1.Navigating through e-commerce platforms is straightforward and easy to understand.					
	2. I find it easy to learn how to use various features and functions on ecommerce websites/apps.					
	3. E-commerce platforms are designed in a user-friendly manner, making it simple to browse products and service.					
	4. I encounter few difficulties when placing orders and making purchases on ecommerce platforms.					
	5. Overall, using e-commerce for shopping requires minimal effort on my part.					
	6. I feel confident and comfortable using e-commerce platforms for my shopping needs.					

Section D : Independent Variable 3 - Perceived Security

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Variable	Questions	1	2	3	4	5
Perceived Security	1.I feel confident that my personal information is secure when I use ecommerce platforms.					
	2. E-commerce platforms clearly communicate their security measures to protect users' data.					
	3. I trust that e-commerce websites/apps have effective safeguards against unauthorized access to my account					
	4. E-commerce platforms prioritize customer privacy and confidentiality of personal information.					
	5. I am comfortable providing sensitive information, such as payment details, on e-commerce platforms.					
	6. Overall, I perceive e-commerce platforms to be secure environments for online transactions.					

Section E : Dependent Variable - Repurchase intention in E-commerce.

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Variable	Questions	1	2	3	4	5
Repurchase intention in E-commerce.	1. I am likely to repurchase products or services from the same e-commerce platform in the future.					
	2. I intend to continue making purchases from the same e-commerce platform in the long term.					
	3. Repurchasing from the same e-commerce platform is part of my regular shopping routine.					
	4. Repurchasing from the same e-commerce platform is part of my regular shopping routine.					
	5. I am likely to recommend the e-commerce platform to others for future purchases.					
	6. I see myself repeatedly using the same e-commerce platform to fulfill my shopping needs					
	7. Given a choice, I would prefer repurchasing products or services from the same e-commerce platform over exploring other options.					