

LADDAWAN CHOKETAWORN : A MODEL OF CONSUMERS'
REPURCHASE INTENTION THROUGH ONLINE RETAILERS. THESIS
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SATISFACTION/LOYALTY/REPURCHASE INTENTION/ONLINE RETAILERS

This research examines the causal relationship of factors affecting consumers' repurchase intention. The instruments used for data collection were electronic questionnaires which were collected from 460 consumers who had an experience in repurchase some products from the original E-shop website. The purposes of this research were: 1) to test the effects of perceived usefulness, perceived ease of use, perceived value, satisfaction and loyalty on their repurchase intention factor, 2) to present a model of repurchase intention of consumers who were shopping in online retailers, and 3) to test the effects of the perceived usefulness, perceived ease of use and perceived value on repurchase intention through the mediator variables which were satisfaction and loyalty factors.

The results showed that the model of repurchase intention conforms to the empirical data. Perceived ease of use has a direct effect to consumer's satisfaction, while perceived value has direct effects to consumer's satisfaction, loyalty and repurchase intention. Furthermore, the loyalty factor has a direct effect on repurchase intention as well.

However, these finding expand on this research by combining perceived usefulness, perceived ease of use and perceived value to be a variable name as the perceived service of online retailers. The results showed that perceived service of online retailers has direct effects to consumer's satisfaction and loyalty. Furthermore, the loyalty factor has a direct effect on repurchase intention as well.

The results of the mediator variables showed that the perceived usefulness, perceived ease of use and perceived value can effect repurchase intention by enhancing mediators like satisfaction as partial mediator and loyalty as full mediator.



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