OBSERVATION OF DESCRIPTIVE RESULTS AND MEAN SCORE ONLINE REPURCHASE INTENTIONS: PRIVATE COLLEGE STUDENTS IN MELAKA

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ABSTRACT

This study intends to observe the descriptive result and mean score of online repurchase intentions among private college students in Melaka. The main objective of this study is to identify whether the independent variables such as the perceived ease of use, belief and the perceived benefits are the factors that are able to influence online repurchase intentions among students. This study was executed on 87 students who are doing business management programs at private colleges in Melaka. This study is also a survey by distributing online questionnaire by using Google Form comprising questions regarding respondents' demography, repurchase intentions, perceived ease of use, belief and perceived benefits. Data analysis from this study is by using IBM Statistical Package for The Social Science (SPSS) 22.0 involving descriptive data and the mean value which is used to see the highest question results against the dependent variable.

Keywords: Online repurchase intentions. perceived ease of use, belief, perceived benefits, technology acceptance model (TAM).

PEMERHATIAN KEPUTUSAN DESKRIPTIF DAN MEAN SKOR NIAT PEMBELIAN SEMULA DALAM TALIAN: PELAJAR KOLEJ SWASTA MELAKA

ABSTRAK

Kajian ini bertujuan untuk melihat hasil deskriptif dan skor min hasrat membeli semula dalam talian dalam kalangan pelajar kolej swasta di Melaka. Objektif utama kajian ini adalah untuk mengenal pasti sama ada pembolehubah tidak bersandar seperti persepsi kemudahan penggunaan, kepercayaan dan faedah yang dirasakan merupakan faktor yang mampu mempengaruhi niat pembelian semula dalam talian dalam kalangan pelajar. Kajian ini dilaksanakan terhadap 87 pelajar yang menjalankan program pengurusan perniagaan di kolej swasta di Melaka. Kajian ini juga merupakan tinjauan dengan mengedarkan soal selidik dalam talian menggunakan Borang Google yang terdiri daripada soalan mengenai demografi responden, niat membeli semula, persepsi kemudahan penggunaan, kepercayaan dan faedah yang dirasakan. Analisis data daripada kajian ini adalah dengan menggunakan IBM Statistical Package for The Social Science (SPSS) 22.0 yang melibatkan data deskriptif dan nilai min yang digunakan untuk melihat keputusan soalan tertinggi terhadap pembolehubah bersandar.

Kata Kunci: *Niat beli balik dalam talian, kemudahan penggunaan, kepercayaan, faedah yang dirasakan, model penerimaan teknologi (TAM).*

INTRODUCTION

Traditional business technique involves exchange of goods, requires direct communication with customers, strategy to penetrate new market as well as face to face interaction between customers and sellers (Jimenez, Valdes & Salinas, 2019). However, with the existence of e-commerce system particularly in the business world has enhanced consumers' usage of computers and the internet as a way to offer to get a product or business service to customers (Mat et al., 2016). Internet is a communication technology that has facilitated and accelerated a communication while giving broad access towards information search (Hakim et al., 2021). In addition, a business that is done online can give various benefits to users such as easier, faster and cost-saving and others, thus, online business has become the choice for users and customers (Aris & Halim, 2016).

Filieri & Lin (2017) and Won & Kim (2020) think that repurchase is the desire to buy the product twice or more. According to some researchers like Bitner, Booms & Tetreault (1990); Gwinner, Gremler & Bitner (1998); Patterson & Spreng (1997); Bitner, Faranda, Hubbert & Zeithaml (1997); Olaru, Purchase & Peterson (2008) have stated that the intention to repurchase is the strong desire of the consumers to make a purchase for the second time or third time in the same store. A person's process of repurchase intentions and their motivation to do so depends on the previous purchasing experiences (Hellier, Geursen, Carr & Rickard, 2003). Consumers can also skip a few steps in the process of purchasing decision making for the second time because of lesser time spent in searching for information that is product related before purchasing it (Tresna et al., 2021).
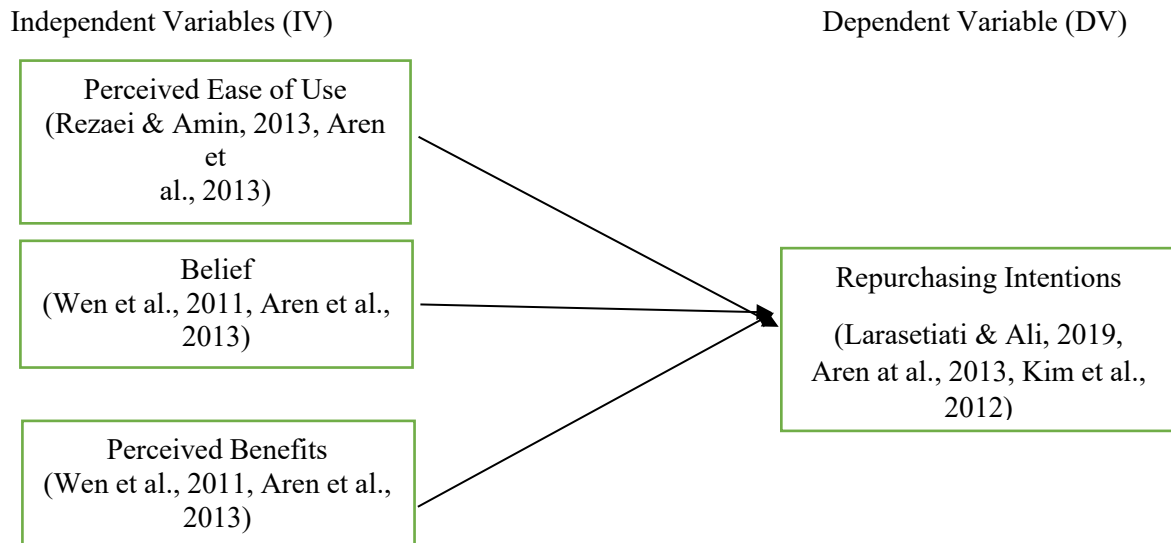
RESEARCH FRAMEWORK

Independent Variables (IV)   Dependent Variable (DV)

Figure 1.1: Research Conceptual Framework

Repurchasing Intentions
The term repurchasing intentions according to Sudarti & Rhemananda (2020) is related to consumers who will purchase the same goods again, planning and trying to repurchase the product and to suggest the product or service to others. The intention of repurchasing is driven by the satisfaction which is felt by the consumers (Rohwiyati & Praptiestrini, 2019). Later, Pardede et al. (2018) define the desire to repurchase the product or more than once in the same online shop is also known as a repurchasing intention. The meaning of repurchasing is also seen as a criterion that can be used to measure consumer's loyalty towards the store (Firki & Lisdayanti, 2020).

Perceived Ease of Use
Perceived ease of use refers to consumers' perception about the ease of use offered by online business method until it influences consumers' decision, easy to use, get what they want, becoming more skilled and flexible in interaction (Sudarti & Rhemananda, 2020). Besides, Davis (1989) also defines that perceived ease of use as people's belief that certain use of technology is very convenient without extra effort. He adds that if the technology is easy to use, it can influence consumers' intention to use it.

Belief
Belief according to Punuindoong & Syah (2020) is an optimistic feeling that a trusted person will not commit falsehood by taking advantage on certain circumstance for their personal gain. In addition, consumers' belief can also lead to good consideration towards a product, where it will make the consumer to repurchasing. This statement is supported by Aren et al. (2013) because in his study found that belief has positive effect towards the intention of repurchasing at the same e-shop.

Perceived Benefits
In a study on perceived benefits, Gao (2009) finds that perceived benefits and perceived ease of use are two separated elements in the TAM model that influence consumers' behavior in the use of technology. However, according to Al-Maghrabi et al. (2011) of the opinion that perceived benefits in TAM is the main factor for an intention and it will remain to be the main determinant in maintaining customers. This study involves descriptive data, mean value that is used in identifying questions for every one factor that influences the dependent variable.

METHODOLOGY

Researchers have used questionnaire to collect data from respondents by answering the questionnaires given. Through the given questionnaires it will help the researchers to see the decisions chosen by the respondents. The researchers use quantitative regression method. The researchers have chosen 87 respondents. The respondents have answered the questions by using the Likert Scale method to test the evaluation level in identifying the influence of repurchasing intentions among students at private colleges in Melaka.

The questionnaire form consists of five parts which requires every respondent to answer Section A, where this questionnaire comprises of questions about the demographics of Melaka private college students. Section B comprises questions related to the repurchasing intentions. Section C is related to perceived ease of use, Sections D and E describe questions about belief and perceived of benefits in the online repurchasing intentions.

The determinant of sample size in this study is based on Tabachnick & Fidell (2013), iaitu N > 50 + 8M formula. The total of independent variables in this study is 3.

$$N > 50 + 8M$$
$$N = Sample$$
$$M = Total\ of\ Independent\ Variables\ N > 50 + 8(3) = 74\ people$$

Table 1.1: Divisions of Questionnaire Form

Aspects	Number of Questions
Section A: Respondents' Demographic Details (Wen et al., 2011)	8
Section B: Repurchasing Intentions (Larasetiati & Ali, 2019, Aren at al., 2013, Kim et al., 2012)	5
Section C: Perceived Ease of Use (Rezaei & Amin, 2013, Aren et al., 2013)	5
Section D: Belief (Wen et al., 2011, Aren et al., 2013)	5
Section E: Perceived Benefits (Wen et al., 2011, Aren et al., 2013)	5
Total No. of Questions	28

DESCRIPTIVE RESULTS

Analysis of Demographic Data
Demographic data analysis explains about the background of respondents such as gender, age, race, programs, used to have the intentions of online repurchasing, online shopping experiences, time spent for shopping online every week and money spent for shopping online every year among private college students in Melaka.

Table 1.2: Gender

Gender	Frequency	Percentage (%)
Male	22	25.3
Female	65	74.7
Total	87	100.0

Based on Table 1.2, it shows data about respondents' gender regarding a study about online repurchasing intentions among private college students in Melaka. Male respondents have recorded 22 students with the percentage of 25.3%. Whereas, 65 respondents are female students who have successfully answered questionnaires related to online repurchasing intentions by recording the

highest percentage value 74.7%. Therefore, female respondents have shown the highest percentage in comparison to male respondents.

Table 1.3: Age

Age	Frequency	Percentage (%)
18 years old and below	1	1.1
19 years old until 21 years old	28	32.2
22 years old until 24 years old	42	48.3
25 years old until 27 years old	13	14.9
28 years old until 30 years old	1	1.1
30 years old and above	2	2.3
Total	**87**	**100.0**

Based on table 1.3 above, data regarding respondents' age have been divided into several fractions starting with the fraction at the age of 18 years old and below where only one respondent has answered with the percentage of 1.1%. Next, for respondents who are 19 years old until 21 years old have shown 28 respondents have answered with the percentage of 32.2% and followed by 42 respondents who have answered for the fraction of at 22 years old until 24 years old with the total percentage of 48.3%. The age of respondents which starts at 25 until 27 who have answered the questionnaires are 13 respondents (14.9%). For respondents at the age of 28 until 30 have shown only 1 has answered the questionnaires with 1.1%. Finally, the last age fraction of respondent is 30 and above is 2 respondents with the percentage of 2.3%. The total of the highest frequency achieved is the respondents aged between 22 until 24. This is because those respondents are among the frequent adolescents who use the online applications as a medium for purchasing.

Table 1.4: Race

Race	Frequency	Percentage (%)
Malay	83	95.4
Chinese	3	3.4
Indian	0	0
Others	1	1.1
Total	**87**	**100.0**

Based on Table 1.4, the data is related to race. The percentage of Malay respondents shows the highest total at 95.4% with the total of respondents' frequency of 83 students. As for Chinese respondents, they have stated the frequency of 3 students with 3.4%. Next, for Indian respondents, there is no frequency recorded. Meanwhile, respondents from other races have recorded only one with the percentage of 1.1%. Therefore, during the questionnaire was executed, the researchers found that most respondents are Malay students. This is due to most private college students in Melaka are Malay and Muslims.

Table 1.5: Programs

Programs	Frequency	Percentage (%)
DP	24	27.6
DBIS	5	5.7
BBAMKT	25	28.7
BBAMGT	7	8.0
BBAF	3	3.4
BBAE	7	8.0
BBAEC	16	18.4
Total	**87**	**100.0**

Table 1.5 above is about study program data for private college students in Melaka. Respondents from DP program shows the second highest frequency of 24 students with the percentage of 27.6%. Next, for DBIS program, it has recorded 5 respondents (5.7%) while BBAMKT program shows the highest respondents' frequency of 25 students with the percentage of 28.7%. Meanwhile, BBAMGT and BBAE programs both have shown similar total of frequency that is 7 students with 8.0%. Besides that, BBAF program has recorded the lowest frequency which is 3 respondents (3.4%) and the last program is BBAEC shows the frequency of 16 respondents with the total percentage of 18.4%. This can be seen because respondents for BBAMKT program have shown the highest frequency in answering the questionnaires.

Table 1.6: I had the intention to do online repurchasing

I had the intention to do online repurchasing	Frequency	Percentage (%)
Yes	81	93.1
No	6	6.9
Total	**87**	**100.0**

Based on table 1.6, in the questionnaire, the researchers have asked the question to respondents about "I had intention to do online repurchasing". Therefore, the researchers found that almost all respondents have answered yes which is 81 students (93.1%). While, 6 respondents have answered No with 6.9%. Thus, it is determined that almost all respondents have the intention to do online repurchasing.

Table 1.7: Online shopping experiences

Online shopping experiences	Frequency	Percentage (%)
Only once	2	2.3
2 - 5 times	12	13.8
6 - 20 times	25	28.7
21 - 50 times	15	17.2
More than 50 times	33	37.9
Total	**87**	**100.0**

Based on table 1.7, the researchers have asked about respondents' experiences in online shopping. Therefore, it is found that respondents with one time experience shows the lowest frequency with only 2 students (2.3%). Respondents with 2-5 times experiences are 12 students (13.8%), whereas respondents with 6-20 times experiences are 25 students (28.7%). Next, respondents who have 21-50 times online experiences show the frequency of 15 students with the percentage of 17.2% meanwhile respondents with the most experiences which is more than 50 times in online shopping are 33 students with the percentage of 37.9%. Therefore, the researchers conclude that the highest frequency in respondents' experiences in online shopping is more than 50 times.

Table 1.8: Time spent for online shopping every week

Time spent for online shopping	Frequency	Percentage (%)
0 - 15 minutes	24	27.6
16 - 60 minutes	27	31.0
1 - 3 hours	25	28.7
More than 3 hours	11	12.6
Total	87	100.0

Based on table 1.8, the researchers have asked questions related to time spent by respondents in online shopping every week. Data obtained shows the different total of frequency and percentage among them is 0-15 minutes, 24 respondents with the percentage of 27.6%. Meanwhile for time spent between 16-60 minutes shows the highest frequency with 27 students (31.0%) while for 1-3 hours, there are 25 students (28.7%). Next, respondents who spent online shopping every week for more than 3 hours are 11 students with the percentage of 12.6%. By this, the researchers can see that most respondents only spend time between 16-60 minutes for online shopping every week.

Table 1.9: Money spent for online shopping every year

Money spent for online shopping every year	Frequency	Percentage (%)
Less than RM50	8	9.2
RM50 - RM200	39	44.8
RM200 - RM500	10	11.5
More than RM500	30	34.5
Total	87	100.0

Based on table 1.9 above, it shows data about questions asked by the researchers to respondents related to money spent for online shopping every year. Therefore, the researchers found that respondents who spent less than RM 50 show the lowest frequency with 8 students (9.2%). Next, respondents who spent RM 50 – RM 200 show the highest frequency of about 39 students with the percentage 44.8%. While, total spending of RM 200 – RM 500 shows the frequency of 10 students (11.5%) and the last is the total of spending more than RM 500 are 30 students with the frequency of 34.5%. Therefore, the researchers conclude that most respondents only spend their money between RM 50 – RM 200 every year.

Dependent Variable (Online Repurchasing Intentions Among Private College Students in Melaka)

Table 1.10: Online Repurchasing Intentions Among Private College Students

No.	Questions	Mean
1.	I intend to continue purchasing goods on the same online site	3.80
2.	I intend to get product information on the same online site	3.76
3.	I intend to recommend buying on the same online site to people around me	3.92
4.	I intend to make the same online site as the main shop to do purchasing.	3.68
5.	I intend to continue using the same online site in the future	3.84

Table 1.10 above explains about online repurchasing intentions among private college students in Melaka in Section B of the questionnaire which is divided into 5 questions given to respondents. The

analysis finds that the highest mean value is 3.92 which is the third question about "I intend to recommend buying on the same online site to people around me". However, the lowest mean value in these dependent variables is 3.68 which is related to "I intend to make the same online site as the main shop to do purchasing".

Independent Variables (Perceived Ease of Use, Belief and Perceived Benefits)

Table 1.11: Perceived Ease of Use

No.	Questions	Mean
1.	I find that online purchasing is easy to use	4.34
2.	Doing online purchasing only use minimal effort	4.17
3.	Doing online purchasing is flexible to interact.	4.05
4.	Online purchasing eases me to find the product that I want to buy.	4.31
5.	Online purchasing eases me to make product comparison among other sellers.	4.37

Table 1.11 above shows about perceived ease of use found in Section C of the questionnaire which is divided into 5 questions. The result for the lowest mean value in this section is in the third question which is 4.05 which demonstrates that respondents disagree with the statement "doing online purchasing is flexible to interact". Meanwhile, the highest mean is related to the fifth question which is 4.37 that proves respondents agree with the question "online purchasing eases me in making product comparison among other sellers".

Table 1.12: Belief

No.	Questions	Mean
1.	Doing online purchasing can be trusted	3.47
2.	I feel safe when doing online business	3.49
3.	I am confident in doing online purchasing can protect my privacy	3.43
4.	Doing online purchasing has adequate safety features	3.49
5.	I believe that online sellers can be trusted.	3.40

Based on table 1.12 above, it shows about Section D in the questionnaire which is belief that has 5 questions prepared for respondents. The fifth question receives the lowest mean which is 3.40 related to question "I believe that online sellers can be trusted". While, for the second and forth questions recorded the same highest mean values which are 3.49 related to questions "I feel safe when doing online business" and "Doing online purchasing has adequate safety features". This shows that those questions are the most agreeable questions by respondents.

Table 1.13: Perceived Benefits

No.	Questions	Mean
1.	Doing online purchasing makes my life simpler	4.20
2.	Doing online purchasing allows me to complete the purchasing process faster	4.15
3.	Doing online purchasing helps me to make a better decision	3.92
4.	Doing online purchasing can save me money	3.59
5.	Doing online purchasing is very useful for getting what I want.	4.10

Based on table 1.13 above, it shows Section E of the questionnaire about the perceived benefits which has 5 questions which need to be answered by the respondents. In the first question it is found that the highest mean value is 4.20, and thus shows the respondents agree with the question which is "doing online purchasing makes my life simpler". While, for question four, the lowest mean value is 3.59 with the question "doing online purchasing can save me money" and this shows that the respondents disagree with the question.

CONCLUSIONS AND DISCUSSIONS

Based on the study done, the researchers found that perceived benefits are the factor that most influences online repurchasing intentions among private college students in Melaka. This is also based on the question of perceived benefits stated in the questionnaire where it shows the highest mean value is based on the question "doing online purchasing makes my life simpler". Meanwhile, the question that shows the lowest mean value is related to question "doing online purchasing can save me money". The statement is agreed among many respondents because they believe that the online purchasing method can make their lives easier and it is a benefit that can be enjoyed by every customer who conducts business of buying and selling online. This statement is also supported by a study made by Li (2016) who mentions that perceived benefits can enhance purchasing efficiency, results and the quality of life of a customer. Therefore, every benefit enjoyed by customers definitely leads them to the process of repurchasing intention in the future. Coincides with the results of a study made by Larasetiati & Ali (2019) who say that customers who can complete their purchasing faster tend to have repurchasing intention in the future.

However, perceived ease of use has also influenced online repurchasing intentions among private college students in Melaka. Based on the question given in the questionnaire, the highest mean value and the most agreeable is the statement "online purchasing eases me to make product comparison among other sellers". Coincides with the definition of perceived ease of use itself by Sudarti & Rhemananda (2020) who say that perceived ease of use refers to customers' perception about the ease of use offered by online business method that it can influence customers' decision, easy to use, getting what they want, becoming more skilful and more flexible in interaction. So, it can be seen that customers who can make product comparison among other sellers is also a process that can ease a customer before they make a decision to buy online. This is because according to a study from Barkhi & Wallace (2007) also mention that other aspect that can contribute towards perceived ease of use is ease of comparison where one virtual store can be compared to another virtual store. So, it can be concluded that the easier the experience felt by customers, the higher their tendency to do online repurchasing.

Next, through the study made, the researchers have found that belief is the factor that does not influence online repurchasing intentions among private college students in Melaka. Based on the question given in the questionnaire, even though most respondents disagree with the statement "I believe that online sellers can be trusted", however, many respondents who agree that online purchasing is safe and confident that online safety features are adequate. This is based on the question given "I feel safe when doing online business" and "doing online purchasing has adequate safety features" have shown the highest mean value and have received agreement from most respondents. This coincides with the statement from Wardi & Patrisia (2019) who say that when doing online transaction, consumers will believe that the safety of information system and data possessed by sellers will not be stolen or misused. That is why, belief is still not considered an important factor that can

influence customers who are among private college students in Melaka when they want to make online repurchasing.

As sellers, particularly who are doing online business, prioritize enhancement of their sales in strengthening their positions in the business industry. Particularly in encouraging customers to continue doing purchasing with them. Therefore, sellers have to always be alert with situations that can make their customers continue to do repurchasing in the future. However, sellers are suggested to manage online business platforms well. This is because, the results of this study can help traders to focus on important factors that determine the intention to repurchase customers to optimally meet the needs and wants of customers in providing the best strategy for business management based on technology platforms. Limitation on this study is time constraints as well as lack of accuracy of information due to researchers can only get information from the internet only and due to Covid -19 situation where it is made difficult for the researchers to search for other information physically. Nonetheless, this study can be used as reference for future students in researching repurchasing intentions. Since this study is done on private college students in Melaka, so the researchers have suggested for future study to look into repurchasing intentions which focuses on different sample groups such as public or private employees in a location. Next, future study can also determine a particular business as a measurement for the topic of online repurchasing intentions. For example, the applications of Shopee, Lazada or Padini website and others. Besides that, different element of independent variables can also be used such as satisfaction and security. This is because the researchers believe that there are still other variables which can influence customers in online purchasing intentions.

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