

**JOURNAL OF INFORMATION  
SYSTEM AND TECHNOLOGY  
MANAGEMENT (JISTM)**[www.jistm.com](http://www.jistm.com)**EXPLORING ONLINE REPURCHASE INTENTION: THE ROLE  
OF SECURITY AWARENESS, PERCEIVED USEFULNESS AND  
ATTITUDE**

Affini Mohd Haniffa<sup>1</sup>, Nur Afiqah Aida Muhammad Rashdan<sup>2</sup>, Nur Nilam Sari Nor Mohd Firdaus<sup>3</sup>,  
Hanis Nabihah Saiffuddin<sup>4</sup>, T Santhanamery<sup>5\*</sup>

<sup>1</sup> Department of Business Management, Universiti Teknologi MARA, Pulau Pinang  
Email: 2022103817@student.uitm.edu.my

<sup>2</sup> Department of Business Management, Universiti Teknologi MARA, Pulau Pinang  
Email: 2022711113@student.uitm.edu.my

<sup>3</sup> Department of Business Management, Universiti Teknologi MARA, Pulau Pinang  
Email: 2022925527@student.uitm.edu.my

<sup>4</sup> Department of Business Management, Universiti Teknologi MARA, Pulau Pinang  
Email: 2022318061@student.uitm.edu.my

<sup>5</sup> Department of Business Management, Universiti Teknologi MARA, Pulau Pinang  
Email: santha190@uitm.edu.my

\* Corresponding Author

**Article Info:****Article history:**

Received date: 30.09.2025

Revised date: 20.10.2025

Accepted date: 26.11.2025

Published date: 09.12.2025

**To cite this document:**

Haniffa, A. M., Rashdan, N. A. A. M., Firdaus, N. N. S. N. M., Saiffuddin, H. N., & Santhanamery, T. (2025). Exploring Online Repurchase Intention: The Role Of Security Awareness, Perceived Usefulness And Attitude. *Journal of Information System and Technology Management*, 10 (41), 225-237.

DOI: 10.35631/JISTM.1041014

**Abstract:**

The rapid advancement of internet technologies and the widespread adoption of online shopping have reshaped consumer purchasing behaviour worldwide. Digital platforms attract modern consumers by offering convenience, competitive pricing, and diverse product selections. As competition intensifies, retaining existing customers and encouraging repeat purchases have become essential for long-term profitability. This study investigates the influence of personal security awareness, perceived usefulness, and consumer attitude on online repurchase intention among Malaysian shoppers, with a focus on Penang. Data were collected from 122 online consumers and analysed using SmartPLS Structural Equation Modelling (PLS-SEM). The findings reveal that both personal security awareness and consumer attitude significantly and positively affect repurchase intention, with attitude exerting the strongest influence. In contrast, perceived usefulness was insignificant, suggesting that consumers' familiarity with online shopping has shifted emphasis from functional benefits to trust and emotional drivers. The study contributes to the literature by underscoring the critical role of security awareness and positive attitudes in sustaining e-commerce loyalty, while offering practical implications for enhancing digital literacy and consumer confidence.



## Introduction

The rapid advancement of internet technologies and the widespread adoption of online shopping have fundamentally reshaped consumer purchasing behaviour across the globe. Digital shopping platforms now appeal strongly to modern consumers by offering convenience, competitive pricing, and diverse product selections (Britz, 2024). With online market competition becoming increasingly fierce, businesses are recognizing that attracting new customers alone is no longer sufficient, retaining existing ones and encouraging repeat purchases have become essential for long-term profitability and growth (Farooq et. al., 2024). Repeat purchase behaviour, a vital signal of customer loyalty and satisfaction, is shaped by several elements within online retail environments ranging from website usability to post-purchase services (Ajit et. al., 2024). Unlike traditional stores, where personal interactions can foster trust, e-commerce providers should prioritize trust-building initiatives, deliver consistently high-quality service, and create positive and personalized shopping experiences to foster customer loyalty and enhance repurchase intentions (Afinia & Tjahjaningsih, 2024). Moreover, given the minimal switching costs and the abundance of choices online, consumers are more inclined to shift preferences when their expectations aren't met (Farooq et al., 2024). Despite the growing value of customer retention, many businesses still prioritize acquisition over loyalty-building efforts (Tuguinay et.al., 2023). However, researchers consistently highlight that keeping current customers is more cost-effective than acquiring new ones, and repeat buyers often contribute significantly to long-term revenue (Panya & Leelasantitham, 2025; Almohaimmeed, B. (2019)). Understanding the driving factors behind consumers' repeat purchase decisions is therefore crucial for companies seeking sustainable competitive advantage. As Fared et al. (2020) affirm, "customer satisfaction has a significant effect on repurchase intention," reinforcing its central role in fostering customer retention in online shopping contexts.

As such, this study aims to explore the various factors influencing repeat purchase behaviour among online consumers, with particular emphasis on personal awareness of security, perceived usefulness, and consumer attitude. In today's increasingly competitive online marketplace, consumer expectations continue to escalate, and failure to meet these expectations can result in swift customer attrition (Tiyarattanachai & Phurinan, 2024). By identifying the key drivers behind repeat purchasing behaviour particularly the role of security awareness, perceived usefulness and attitude, businesses can more effectively tailor loyalty strategies, enhance user experience, and achieve sustained competitive advantage.

## Literature Review

### *Repeat Purchase Behaviour*

Repeat purchase reflects an individual's perceived likelihood of continuing to buy products from a particular online store or vendor in the future (Chiu et al., 2010). Similarly, Ali and Bhasin (2019) described repeat purchase as the tendency of an individual to obtain products or services from a specific vendor repeatedly. In the context of online retail, repurchase intention refers to the perceived likelihood that a customer will engage in subsequent transactions with

the same digital vendor or utilize a previously visited online channel for future purchases (Khalifah & Lui, 2007 as cited in Nyuen et.al., 2022). Further, repeat purchase behavior describes a consumer's tendency to consistently buy products or services from the same online retailer over time. It serves as a vital indicator of customer loyalty and contributes significantly to the sustainability of e-commerce businesses (FasterCapital, 2025). Encouraging repeat purchases is crucial for business sustainability, as it lowers customer acquisition expenses and increases overall customer lifetime value. In fact, retaining existing customers is estimated to be five times more cost-efficient than attracting new ones (Prakash & Chaudhary, 2025). Therefore, it is essential to investigate the factors influencing repeat purchase behavior among online consumers.

### ***Personal Awareness of Security***

Personal awareness of security refers to an individual's level of understanding and concern regarding the safeguarding of personal and financial data during online transactions. In the realm of e-commerce, heightened awareness of threats such as data breaches and phishing scams plays a significant role in shaping consumer trust and subsequent purchasing behavior (Robinson & Surya, 2019). Bhagavatula et al. (2020) found that individuals who are more cognizant of security risks are inclined to adopt protective measures online, which often translates into more cautious and considered shopping habits. Consequently, many previous researchers have indicated that personal awareness of security emerges as a vital determinant in influencing repeat purchase decisions within online retail environments. Ruslim (2024) found that security has a positive and significant effect on repurchase intention among consumers of online marketplaces. Likewise, Pilakaew et al. (2025) found that consumer perceptions of security risks shape their repurchase decisions. Similar results was also found by Indraswari et. al., 2023; Dewi et. al., 2020; Kahar et.al., 2019; Larasetiati, and Ali, 2019; Meskaran et.al., 2013. Thus, we hypothesized that

H1: Personal Awareness of Security has a positive and significant influence on online repeat purchase behavior

### ***Perceived Usefulness***

Perceived usefulness, a central concept in the Technology Acceptance Model (TAM), refers to the degree to which consumers believe that using a specific online platform will improve their shopping efficiency (Davis, 1989). In the e-Commerce context, perceived usefulness describes how much customers believe that online shopping boosts their efficiency, leads to better purchasing decisions, and enhances their overall quality of life (Zhang & Nuangjamnong, 2022). Similarly, Al-Ayid (2025) reveals that perceived usefulness has a strong and significant influence on the decision to repurchase intention in online fashion shopping. Equally, Li et.al. (2025) found that perceived usefulness predicted consumers' intention to repurchase on fresh food e-commerce platforms. Research consistently shows that perceived usefulness positively influences consumer intention to make repeat purchases (Ningtyas, & Kurniawan, 2024; Syaharani & Yasa, 2022; Zhang & Nuangjamnong, 2022; Wafiyyah & Kusumadewi, 2021). Thus, we hypothesized that:

H2: Perceived Usefulness has a positive and significant influence on online repeat purchase behavior

### ***Attitude***

Attitude represents an individuals acquired tendency to perceive products or services as either favorable or unfavorable, helping them adjust their responses to external cues and surrounding conditions (Ajzen, 2001). Attitude toward online shopping reflects consumers' overall evaluations and emotional responses to purchasing via the internet. A positive attitude tends to increase the likelihood of repeat purchases, while a negative outlook may discourage future engagement (Naseri et.al. 2020). Previous studies have found a significant relationship between attitude and repurchase intention. Study by Vu & Nyuen (2025) found that attitude significantly predicts the repurchase intention of Gen Z in e-commerce. Besides, another study also found that attitude demonstrates a significant impact toward halal cosmetics on consumer repurchase intention (Hussain et.al., 2024). Further, Sahranavard et. al. (2024) concluded that attitude has a significant influence on online food ordering services. Similarly, many other previous studies also have found a significant result of attitude towards repurchase intention (Chitranapawong & Chirapanda, 2025; Patrisia et. al., 2025; Kim and Moon, 2025; Azka, 2024; Anshu et. al., 2022). Thus, we hypothesized that:

H3: Attitude has a positive and significant influence on online repeat purchase behavior

## **Methodology**

### ***Data Collection And Instrument Design***

The data for this study were gathered through a structured questionnaire distributed via an online Google Form to a targeted group of online shoppers in Penang who were easily accessible. The selected unit of analysis comprised individuals who had made at least one online purchase, as their prior experience was essential for evaluating constructs such as personal awareness of security, perceived usefulness, and repeat purchase behavior. The questionnaire was organized into three distinct sections. Section A included a screening question designed to filter out respondents who did not meet the eligibility criteria for the study. Section B captured demographic and background information of the respondents, and Section C focused on measuring the core variables of the research, namely personal awareness of security, perceived usefulness, attitude toward online shopping, and repeat purchase behavior.

### ***Statistical Tools and Methods***

This study employed SPSS and SmartPLS 4.0 to conduct the data analysis. SPSS was utilized to analyses the demographic profile of respondents through descriptive statistics, providing insights into their background and socioeconomic characteristics. To evaluate the research model, the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique was applied using SmartPLS 4.0, following the guidelines of Hair, Black, Babin, and Anderson (2010). This method enables simultaneous assessment of both the measurement model and the structural model, while minimizing error variance. Furthermore, the bootstrapping procedure with 5,000 resamples was employed to determine the statistical significance of the hypothesized path relationships among the study variables.

## Findings

### *Descriptive Statistics*

Table 1 presents the descriptive statistics of the respondents' demographic profiles. Out of 122 participants, 62.3% were female, 35.2% were male, and 2.5% chose not to disclose their gender. The age distribution indicates a majority of young adults, with 38.5% aged 25–34 years and 32.8% aged 18–24 years. Older respondents comprised 13.9% (35–44 years), 9.8% (45–54 years), and 4.9% (55 years and above). In terms of employment status, 54.1% were employed full-time, followed by 31.1% who were students. The remaining 14.8% consisted of individuals who were retired, unemployed, or self-employed, each accounting for 4.9% of the sample. Geographically, participants were fairly distributed, with a majority residing in urban areas (52.5%), followed by rural areas (27.0%), and suburban areas (20.5%).

**Table 1. Profile of Respondents**

	Category	Percentage (%)
<b>Gender</b>	Female	62.3
	Male	35.2
	Prefer not to disclose	2.5
<b>Age Group</b>	18–24 years	32.8
	25–34 years	38.5
	35–44 years	13.9
	45–54 years	9.8
	55 years and above	4.9
<b>Employment Status</b>	Full-time employed	54.1
	Student	31.1
	Retired	4.9
	Unemployed	4.9
	Self-employed	4.9
<b>Residence Location</b>	Urban	52.5
	Rural	27.0
	Suburban	20.5
<b>Monthly Income</b>	Prefer not to disclose	32.0
	< RM1,000	19.7
	RM1,000–RM2,999	18.0
	RM3,000–RM4,999	21.3
	RM5,000–RM6,999	4.9
	RM7,000 and above	2.5
<b>Online Purchase History</b>		Made at least one purchase 100.0



### Data Analysis

Variance based Structural Equation Modelling (SEM) which is Smart PLS was used in analyzing the hypotheses developed. PLS is used as it is known for its ability to handle both reflective and formative measures, and it places a minimal restriction on the sample size (Chin, 1998). In analyzing the data, the two-step analytical procedure by Anderson and Gerbing (1988) was adopted whereby the measurement model was evaluated first and then the structural model. The bootstrapping method (5000 resample) was performed to determine the significant level of loadings, weights and path coefficients (Chin, 1998). Figure 1 shows the Research Model.

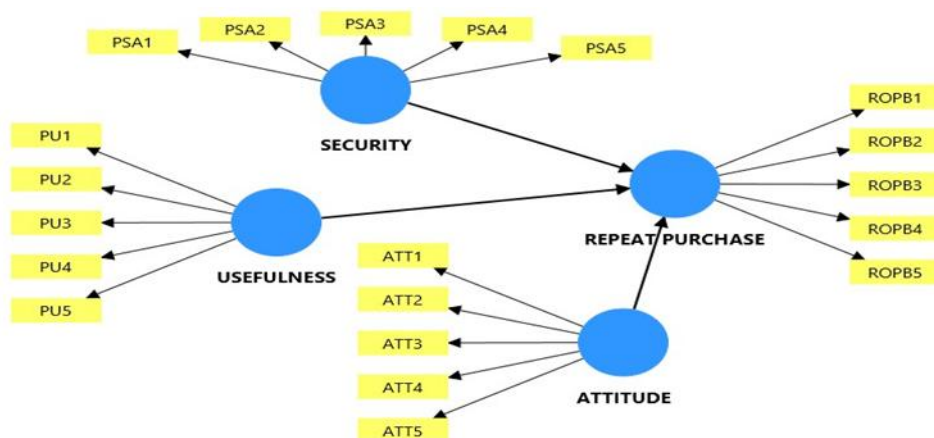


Figure 1: Research Model

### Measurement Model

Convergent validity is the extent to which a measure correlates positively with alternative measures of the same constructs. Therefore, the items that are indicators of a specific construct should converge or share a high proportion of variance (Hair et al., 2010). In establishing convergent validity, outer loadings and Average Variance Extracted (AVE) of more than 0.5 and Composite Reliability (CR) of 0.7 or above is considered to be adequate. Based on Table 2, all loadings and AVE are above 0.5 and the composite reliability values are more than 0.7. Thus, it can be determined that convergent validity has been established.

Discriminant Validity will be examined next. Discriminant validity which is the degree to which a construct is truly different from other constructs (Hair et al., 2010). This can be established by the low correlations between all the measures of the variables of interest and the measures of other constructs. To address discriminant validity, the square root of the AVE is compared against the correlations of the other constructs. If it is greater than its correlations with all the other constructs then discriminant validity has been established (Fornell & Larcker, 1981). The result can be referred in Table 3.

To further establish the discriminant validity, the Multitrait-Multimethod matrix (HTMT) was also conducted. Henseler et al. (2015) suggested cut-off points of 0.85 and 0.90 for establishing discriminant validity between two reflective constructs. As per the results in Table 4, the results reveal that all HTMT ratios are less than 0.90, indicating no discriminant validity problem in

this study. Therefore, based on the previous tests and results of the HTMT test, it is concluded that discriminant validity is established in this study.

**Table 2. Result of Measurement Model**

Convergent Validity					
Construct	Item	Factor Loading	AVE	Composite Reliability	R2
Personal Security Awareness	PSA1	0.899	0.723	0.933	
	PSA2	0.843			
	PSA3	0.650			
	PSA4	0.924			
	PSA5	0.905			
Perceived Usefulness	PU1	0.854	0.762	0.926	
	PU2	0.877			
	PU3	0.918			
	PU4	0.869			
	PU5	0.845			
Attitude	ATT1	0.911	0.838	0.952	
	ATT2	0.891			
	ATT3	0.905			
	ATT4	0.938			
	ATT5	0.932			
Repeat Online Purchase Behavior	ROP1	0.850	0.779	0.934	<b>0.697</b>
	ROP2	0.898			
	ROP3	0.900			
	ROP4	0.871			
	ROP5	0.893			

**Table 3: Discriminant Validity of Constructs**

Constructs	1	2	3	4
(1) Attitude	0.916			
(2) Perceived Usefulness	0.774	0.873		
(3) Personal Security Awareness	0.600	0.602	0.85	
(4) Repeat Online Purchase Behavior	0.823	0.617	0.592	0.883

*Note:* Diagonal represents the square root of Average Variance Extracted (AVE), while the other entries represent squared correlations

**Table 4: HTMT**

Constructs	1	2	3	4
(1) Attitude				
(2) Perceived Usefulness	0.825			
(3) Personal Security Awareness	0.643	0.67		
(4) Repeat Online Purchase Behavior	0.869	0.661	0.629	

**Structural Model**

The structural model represents the connection between constructs that were hypothesized in the research framework. The goodness of the theoretical model is recognized by the variance explained ( $R^2$ ) of the endogenous constructs and the significance of all path estimates (Chin, 2010). The  $R^2$  and the path coefficients results will specify how well the data support the hypothesized model (Chin, 1998). The results of the structural model from the PLS output can be seen in Table 5. Personal Security Awareness and Attitude was found to be significantly related to Repeat Online Purchase Behaviour ( $\beta = 0.176$ ,  $p < 0.01$ ;  $\beta = 0.803$ ,  $p < 0.01$ , respectively), thus supporting H1 and H3 of this study. However, Perceived Usefulness was found to be insignificantly related to Repeat Purchase Behaviour ( $\beta = -0.110$ ), thus rejecting H2 of this study. A closer look at the findings reveals that Personal Security Awareness and Attitude can explain 69.7% of the variation in Repeat Online Purchase Behaviour.

**Table 5: Hypotheses Testing**

Path	Hypotheses	Path Coefficient	Std Error	T Value	Result
PSA → ROPB	H1	0.176	0.089	1.980*	Supported
PU → ROPB	H2	-0.110	0.104	1.058	Not Supported
ATT → ROPB	H3	0.803	0.092	8.736***	Supported

Note: \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

**Findings And Discussion**

This study examined factors influencing repeat online purchase behaviour among shoppers in Penang. The findings reveal that attitude and personal security awareness significantly predict repeat purchase behaviour, with attitude exerting the strongest effect. In contrast, perceived usefulness was found to be insignificant. These results suggest that in mature online shopping contexts, consumer loyalty is shaped less by useful considerations and more by trust and psychological confidence in secure platforms.

The strong influence of attitude is consistent with Jaiswal (2025) and Naseri et al. (2020), yet its dominance here may reflect cultural dynamics in Penang, where collectivist values and social norms amplify the role of attitudes in shaping behaviour. Similarly, the significance of personal security awareness supports Lim et al. (2014), who found that trust outweighed usefulness in motivating Malaysian consumers. Together, these findings highlight a shift in



consumer priorities: once functionality is normalized, trust and security become the key differentiators of loyalty.

The insignificance of perceived usefulness can be explained by the post-COVID normalization of online shopping. As consumers became accustomed to digital platforms during the pandemic, usefulness transitioned from a motivating factor to a baseline expectation. This aligns with Chiu et al. (2010), who argued that habitual behaviour reduces the influence of perceived usefulness over time. In this sense, usefulness may act as a threshold condition, necessary for adoption but insufficient to sustain loyalty once consumers are familiar with the medium. Recent studies (Luthfyyah & Istanti, 2025; Nuralam et al., 2024) reinforce this interpretation, showing that usefulness no longer predicts repeat purchases in contexts where online shopping has become routine.

Theoretically, these findings challenge the Technology Acceptance Model (TAM), which emphasizes perceived usefulness as a central driver of technology adoption. In the context of repeat purchase behaviour, TAM's predictive power appears limited. Instead, constructs related to trust, security awareness, and attitude provide stronger explanatory value. This suggests the need to extend TAM or integrate it with loyalty and trust-based frameworks to better capture consumer behaviour in mature e-commerce environments. By highlighting personal security awareness, this study contributes to the growing literature that positions digital trust and safety as critical antecedents of online consumer loyalty.

Practically, the findings emphasize that e-commerce platforms and policymakers should prioritize consumer education on digital safety. While platform functionality is now taken for granted, consumers remain highly sensitive to risks such as fraud, data breaches, and identity theft. Enhancing awareness through campaigns, transparent communication, and visible security features can empower consumers to make informed decisions and foster confidence in online transactions. This, in turn, strengthens loyalty and encourages repeat purchases. For businesses, investing in trust-building mechanisms—such as secure payment gateways, privacy assurances, and proactive fraud detection—may yield greater returns than focusing solely on platform usability.

In sum, this study demonstrates that in the Malaysian online shopping landscape, trust and security awareness have overtaken usefulness as the key drivers of repeat purchase behaviour. This shift reflects the evolution of consumer expectations in a post-pandemic digital economy, where functionality is assumed, and confidence in safety determines loyalty. By integrating these insights, both theory and practice can better address the realities of consumer behaviour in mature e-commerce markets.

### ***Limitation And Recommendation For Future Research***

This study explores the factors influencing repeat online purchase behaviour among consumers in mainland Penang. However, the findings may have limited generalizability to other states across Malaysia due to regional and demographic differences. Therefore, future research is encouraged to expand the scope to a broader and more diverse sample of Malaysian consumers. Additionally, while this study emphasizes the impact of personal security awareness on repeat purchase behaviour, future investigations could incorporate other potential variables such as personality traits and digital literacy to gain deeper insights into consumer behaviour in the e-commerce landscape.

## Acknowledgements

The authors would like to express their sincere gratitude to Universiti Teknologi MARA (UiTM) Cawangan Pulau Pinang, Malaysia, for their continuous support and facilitation. Our heartfelt thanks also go to all respondents who generously dedicated their time to participate in the survey, providing crucial information that made this study possible. The collaborative efforts of all authors, institutions, and respondents have significantly contributed to the successful completion of this research.

## References

- Afinia, S., & Tjahjaningsih, E. (2024). Customer Satisfaction's Influence on Repurchase Intention in Indonesia's E-Commerce Sector. *Jurnal Informatika Ekonomi Bisnis*, 634-639.
- Ajit, S., Sharma, R., Sundari, R., Dutta, S., Pandey, N., & Mohit. (2024). An Investigation Into Antecedents of Customer Satisfaction And Loyalty With Reference To Online Purchasing Behavior. *Journal of Informatics Education and Research*, 4(1), 1016–1023.
- Ajzen, I. (2001). Nature And Operation of Attitudes. *Annual Review of Psychology*, 52(1), 27–58.
- Al-Ayid, A. A. (2025). Determinants of Repurchase Intention in Online Fashion Shopping in KSA. *Journal of Business and Management Studies*, 7(4), 01-20.
- Almohaimmeed, B. (2019). Pillars Of Customer Retention: An Empirical Study on The Influence of Customer Satisfaction, Customer Loyalty, And Customer Profitability on Customer Retention. *Serbian Journal of Management*, 14(2), 421–435.
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention In E-Commerce: Role of Perceived Price, Delivery Quality, And Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact Of Customer Experience on Attitude And Repurchase Intention In Online Grocery Retailing: A Moderation Mechanism of Value Co-Creation. *Journal of Retailing and Consumer Services*, 64, 102798.
- Azka, R. M. (2024). The Role of Attitude And Purchase Impulse In Forming Online Repurchase Intention. *Journal of Business and Management Review*, 5(9), 819–837.
- Britz, A. (2024, July 15). *The Evolution And Convenience of Online Shopping In The Digital Era*. Techbullion. <https://techbullion.com/the-evolution-and-convenience-of-online-shopping-in-the-digital-era/>
- Chin, W. W. (1998). Commentary: Issues And Opinion on Structural Equation Modelling. *MIS Quarterly*, 22(1), vii–xvi.
- Chin, W. W. (2010). How To Write Up And Report PLS Analyses. In V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares: Concepts, Methods and Applications* (pp. 655–689). Springer-Verlag Berlin Heidelberg.
- Chitranapawong, K., & Chirapanda, S. (2025). The Impact of Consumer Attitudes, Subjective Norms, Brand Trust, Repurchase Intention and Repurchase Behaviors of Gen X and Gen Y Consumers: A Study of Life Insurance in Thailand. *Journal of Posthumanism*, 5(2), 502-531.
- Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2010). Exploring online repeat purchase intentions: The role of habit. 235-247. PACIS 2010 Proceedings. 63. <https://aisel.aisnet.org/pacis2010/63>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, And User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340.

- Dewi, C. R. A., Yasa, N. N. K., Giantari, I. G. A. K., Sukawati, T. G. R., Setiawan, P. Y., & Setini, M. (2020). The Effect of Security, Trust and Ease of Use towards Repurchase Intentions Mediated by E-satisfaction on Online Travel Agent. *Jour of Adv Research in Dynamical & Control Systems*, 12(8), 340-354.
- Farooq, A., Abbey, A. B. N., & Onukwulu, E. C. (2024). Theoretical Models For Enhancing Customer Retention In Digital And Retail Platforms Through Predictive Analytics. *International Journal of Engineering Research and Development*, 20(12), 442–448.
- FasterCapital. (2025). *Repeat Purchase Behavior: A Key Indicator of Brand Loyalty*. <https://fastercapital.com/content/Repeat-purchase--Repeat-purchase-behavior--a-key-indicator-of-brand-loyalty.html>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models With Unobservable Variables And Measurement Error. *Journal of Marketing Research*, 18(1), 39–50.
- Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective* (7th ed.). Pearson Prentice Hall.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion For Assessing Discriminant Validity In Variance-Based Structural Equation Modelling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hussain, K., Fayyaz, M. S., Shamim, A., Abbasi, A. Z., Malik, S. J., & Abid, M. F. (2024). Attitude, repurchase intention and brand loyalty toward halal cosmetics. *Journal of Islamic Marketing*, 15(2), 293-313.
- Indraswari, S. P., Mardalis, A., & Nugroho, S. P. (2023). What drives e-commerce repurchase intention? Mediating role of customer satisfaction. *Journal of Enterprise and Development (JED)*, 5(3), 364-383.
- Kahar, A., Wardi, Y., & Patrisia, D. (2019). The Influence of Perceived of Usefulness, Perceived Ease of Use, and Perceived Security on Repurchase Intention at Tokopedia.com. In *2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)* (pp. 145-154). Atlantis Press.
- Larasetiati, M., & Ali, H. (2019). Model of consumer trust: analysis of perceived usefulness and security toward repurchase intention in online travel agent. *Saudi Journal of Economics and Finance*, 3(8), 350-357.
- Li, Z., Chen., & Liu, F. (2025). Reinforcement or Satiation: Consumers Repurchase Intention on Fresh Food E-Commerce Platforms. *Social Behavior and Personality. An International Journal*, 53(10), 1-14.
- Lim, Y. J., Osman, A. B., & Halim, M. S. B. A. (2014). Perceived usefulness and trust towards consumer behaviors: a perspective of consumer online shopping. *Journal of Asian Scientific Research*, 4(10), 541.
- Luthfiyyah, S., & Istanti, F. (2025). The Influence of Perceived Ease of Use And Perceived Usefulness on Repurchase Intention With Customer Satisfaction As A Mediating Variable. *Riwayat: Educational Journal of History and Humanities*, 8(3), 2615–2622.
- Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online Purchase Intention: Effects of Trust And Security Perception. *Australian Journal of Basic and Applied Sciences*, 7(6), 307–315.
- Naseri, R. N. N., Othman, N. A., & Ibrahim, N. R. W. (2020). The Barriers And Obstacles of Attitude Towards Online Shopping In The Malaysian Market. *International Journal of Academic Research in Business and Social Sciences*, 10(6), 440–448.

- Nguyen Thi, B., Tran, T. L. A., Tran, T. T. H., Le, T. T., Tran, P. N. H., & Nguyen, M. H. (2022). Factors influencing continuance intention of online shopping of generation Y and Z during the new normal in Vietnam. *Cogent Business & Management*, 9(1), 2143016.
- Ningtyas, D. A. K., & Kurniawan, D. T. (2024). The Influence of Perceived Usefulness, Perceived Ease of Use, And Electronic Word of Mouth on Customer Loyalty Through Repurchase Intention In The Tiktok Shop Feature. In *4th International Conference on Halal Development (4<sup>th</sup> ICHaD 2023)* (217–230). Atlantis Press.
- Nuralam, I. P., Yudiono, N., Fahmi, M. R. A., Yuliaji, E. S., & Hidayat, T. (2024). Perceived Ease of Use, Perceived Usefulness, And Customer Satisfaction As Driving Factors on Repurchase Intention: The Perspective of The E-Commerce Market In Indonesia. *Cogent Business & Management*, 11(1), 2413376.
- Panya, V., & Leelasantham, A. (2025). AI-Powered Personalization In Online Shopping: Key Factors Influencing Customer Retention. *Journal of Mobile Multimedia*, 21(2), 307–342.
- Patrisia, D., Abror, A., Engriani, Y., Omar, M. W., Yasri, Y., Shabbir, H., Gaffar, V., Abdullah, A. R., Rahmiati, R., Thabrani, G., & Fitria, Y. (2025). Halal literacy, health consciousness, past product quality experience and repurchase intention of halal culinary product. *Journal of Islamic Marketing*, 16(5), 1311-1327.
- Pilakaew, T., Thanitbenjasith, P., & Kamkankaew, P. (2024). The Impact of Consumer Perceptions of Privacy And Security Risks on Re-Purchasing Intention For Online Shopping In Chiang Mai Province, Thailand. *International Journal of Sociologies and Anthropologies Science Reviews*, 4(6), 531–542.
- Prakash, S., & Chaudhary, S. S. (2025). Loyalty Programs And Their Effectiveness In Driving Repeat Purchases. *International Journal of Research Publication and Reviews*, 6(4), 2103–2116. <https://doi.org/10.5281/zenodo.15433729>
- Robinson, M., & Surya, R. (2019). Consumer Awareness About Privacy And Security Risk For Online Shopping. *International Journal of Trend in Scientific Research and Development*, 3(3), 394–397.
- Ruslim, T. S. (2024). The Effect of Security and Perceived Ease of Use on Repurchase Intention in Online Marketplace Consumers with Trust as Mediation (Case: Marketplace" T" in Jakarta). *Primanomics: Jurnal Ekonomi & Bisnis*, 22(3), 243-254.
- Syahrani, D. P., & Yasa, N. K. (2022). The Role of Trust As Mediation Between Perceived Usefulness And Perceived Ease of Use on Repurchase Intention. *European Journal of Development Studies*, 2(3), 36–40.
- Sahranavard, S. A., Oney, E., & Aghaei, I. (2024). Consumer's e-lifestyle and repurchase intention in online food ordering services: Exploring the role of e-WOM and habit. *Technological Forecasting and Social Change*, 208, 123647.
- Tiyarattanachai, P., & Phurinan, T. (2024). Exceeding Customer Expectations In The Service Business. *Panyapiwat Journal*, 16(1), 292–304.
- Tuguinay, J., Prentice, C., Moyle, B., Vada, S., & Weaven, S. (2024). A Journey From Customer Acquisition To Retention: An Integrative Model For Guiding Future Gaming Marketing Research. *Cornell Hospitality Quarterly*, 65(3), 335–353.
- Vu, T. P., & Nguyen, D. T. (2025). The Links Between E-Logistics Service Quality, Attitude, And Repurchase Intention of Gen Z In E-Commerce. *Journal of Trade Science*, 13(2), 87–109.
- Wafiyah, R. S., & Kusumadewi, N. M. W. (2021). The Effect of Perceived Usefulness, Perceived Ease of Use, And Trust on Repurchase Intention on E-Commerce Shopee.

*International Journal of Innovative Science, Engineering & Technology*, 8(7), 428–434.

- Walter, A. B., & Roseline, D. O. I. (2024). Repeat Purchase Intention of Upscale Consumers In Port Harcourt: The Role of Brand Experience. *NDA Journal of Management Sciences Research*, 4(1), 117–123.
- Zhang, Z., & Nuangjamnong, C. (2022). The Impact Factors Toward Online Repurchase Intention: A Case Study of Taobao E-Commerce Platform In China. *International Research E-Journal on Business and Economics*, 7(2), 35–56.