

BINUS INTERNATIONAL
BINA NUSANTARA UNIVERSITY

Major Information System

Sarjana Komputer Thesis

Even Semester Year 2011

**ANALYSIS ON REPURCHASE INTENTION OF C2C ONLINE
SHOPPING CUSTOMER**

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Abstract

Objectives To analyze the repurchase intention of C2C online shopping customer by determine the relationship between perceived ease of use, perceived usefulness, customer trust, customer enjoyment, customer fulfillment, seller reputation, system availability, seller availability and customer privacy towards customer repurchase intention.

Method This research using online survey methodology where the data gather by distributing 155 questionnaires in Jakarta. The data will automatically convert into excel document by google docs and analyzed using SPSS version 16.

Keywords Information system, C2C, Online shopping, Repurchase Intention, TAM