

The Relationship between Repetitive Purchasing Intention and Ease of E-Commerce in Johor

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Abstract

This study investigates the relationship between the ease of e-commerce and repetitive purchasing intentions among Generation Z consumers in Johor. Using a quantitative approach, data from 152 respondents were analyzed with SPSS. The findings reveal a significant positive correlation between perceived ease of use and repetitive purchasing intention, highlighting the importance of user-friendly interfaces, seamless navigation, and efficient purchasing processes in fostering customer loyalty. Trust and perceived usefulness were also identified as critical factors influencing consumer experiences and encouraging repeat purchases. High repetitive purchasing intention was linked to positive past interactions, platform familiarity, and intuitive e-commerce systems. These insights emphasize the need for secure, reliable, and personalized e-commerce platforms to influence consumer behavior and maintain a competitive edge. Businesses can enhance customer loyalty and retention by improving website usability, implementing robust security features, and offering tailored shopping experiences. This study contributes to the understanding of e-commerce consumer behavior and provides actionable strategies for online retailers to drive growth in a customer-centric digital marketplace.

1. Introduction

E-commerce has revolutionized the retail industry by offering consumers convenience and access to a wide range of products and services. In Malaysia, e-commerce has grown significantly due to increasing internet usage, a tech-savvy population, and supportive government policies. This shift in consumer behavior is transforming lifestyles, with online shopping becoming a popular alternative to traditional shopping methods. Repetitive purchasing intention, defined as the likelihood of customers making repeat purchases from the same online platform, is a key performance indicator for e-commerce businesses. It reflects customer trust, satisfaction, and preference for a particular online retailer. Factors such as user interface design, payment methods, website navigation, and transaction efficiency influence these buying habits.

This study aims to fill that gap by investigating how different aspects of the e-commerce affect customers' propensity for repeat purchases. In Malaysia, understanding the impact of seamless and intuitive online shopping experiences on repetitive purchasing intentions is crucial. A positive online shopping experience can enhance customer satisfaction, leading to higher retention rates and increased customer lifetime value. Online retailers need to understand and meet diverse consumer preferences and demands (Hasslinger, 2007). This research will benefit online retailers by providing insights into improving platforms and strategies to boost customer retention

and loyalty. Satisfied customers are likely to repurchase and recommend products to others (Akbar, 2013). By examining factors such as website usability, security, payment options, and customer service, the study aims to understand how these elements collectively influence repeat purchases. Ultimately, this study seeks to help businesses enhance their strategies, ensuring sustained growth in the competitive e-commerce landscape by focusing on technological and consumer-centric improvement.

In the competitive e-commerce landscape, retaining customers and encouraging repeat purchases is challenging for online retailers. Internet-based messages significantly influence consumer behavior, impacting information acquisition, opinions, purchase behavior, and evaluations (Ionas, 2014). Social media platforms enable a two-way information flow, helping companies influence purchasing decisions (Nolcheska, 2017). Customer experience impacts purchasing decisions through attitudinal loyalty, and poor customer service can decrease customer loyalty and repeat purchases (Srivastava & Kaul, 2016). Effective customer experience management is crucial for gaining customer loyalty, as loyal customers are more likely to engage in impulsive buying (Anshu *et al.*, 2022). The ease of e-commerce, including website navigation, user interface design, payment processes, and overall user experience, is vital. A user-friendly system enhances customer satisfaction and encourages repeat purchases. Perceived usefulness and trust are key factors influencing repeat purchasing intentions in Malaysia. Perceived usefulness refers to how much consumers believe an online system enhances their shopping experience and efficiency. Insufficient product information, images, and reviews reduce perceived usefulness and deter repeat purchases. Consumers need reliable information to make decisions since they can't physically inspect products online (Tan *et al.*, 2017). Poor search engines and filtering options also decrease perceived usefulness (Chiu *et al.*, 2005). Trust encompasses confidence in the security, privacy, and reliability of an online system. Factors reducing trust include unfair pricing, inaccurate information, privacy violations, unauthorized tracking, and misuse of credit card information (Gefen *et al.*, 2003). Security and privacy concerns significantly erode trust, deterring repeat purchases.

Therefore, to achieve the research objectives the level of e-commerce ease of use and repetitive purchasing intention by e-commerce in Johor are examined. Consequently, the relationship between ease of use and repetitive purchasing intention using e-commerce in Johor is investigated.

2. Literature Review

2.1 Consumer behavior

Consumer behavior is the study of individuals, groups, and even organizations choosing, buying, and using goods or services to meet their needs and desires. Kotler & Keller (2008). According to Nolcheska (2017), customer social interaction has a huge influence on purchase decisions, starting from problem recognition, searching for relevant information, evaluation of alternatives, final purchase decision, and post-purchase satisfaction. Voramontri (2018) stated that customer decision-making could be defined as behavior patterns for the acquisition of products, or services.

2.2 Repetitive Purchasing Intention

Repurchase intention is defined as an individual's intention to engage in repeat purchases from the same firm, based on their previous experiences (William & Auchil, 2002). This intention is often influenced by factors such as past satisfaction, perceived value, and relationship benefits (Jarvenpaa *et al.*, 2000; McDougall & Levesque, 2002; Kaynak, 2003). Online shopping, being a volitional act, underscores the importance of consumers' expressed intentions to buy from a particular online store (Fishbein's Theory of Reasoned Action). Consumers' decision to repurchase from the same service provider is rooted in their assessment of past performance criteria, competition, and cost considerations (Kumar, 2002). Essentially, future purchase intentions are shaped by the value derived from past transactions, with relationship benefits serving as a key determinant of expectations for future benefits.

2.3 E-commerce

According to several authors (Childers *et al.*, 2001; Mathwick *et al.*, 2001; Menon and Kahn, 2002;) online shopping features can be either consumers' perceptions of functional or utilitarian dimensions or their perceptions of emotional and hedonic dimensions. As Grant (2007) mentioned, traditional distribution channels have suffered as consumers now use online purchasing due to easier access to product/service information. Riegner (2007) explained that everyday customers are increasing their role in the commercial marketplace while using the Internet as a tool for interpersonal communication and commercial implications. Furthermore, Turban *et al.*, (2015) and Katawetawaraks & Wang (2011) explain that online shopping is the activity of purchasing products (both goods and services) via the Internet.

2.4.1 Perceived Ease of Use

Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). In e-commerce, it relates to customers' beliefs about the efficiency of a website in helping them find information with minimal effort (Chiu, Ling & Tang, 2005). Key aspects include ease of ordering, functionality, navigation, and information accessibility (Reibstein, 2002). A user-friendly website design is crucial for increasing online purchase intention (Chiu, Ling & Tang, 2005). High-quality web design enhances customer satisfaction, which in turn boosts purchase intention (Lee & Lin, 2005). A good website design should be readable, visually appealing, and tidy, making it easy for consumers to use. Therefore, perceived ease of use is a significant factor influencing online purchase intention.

2.4.2 Perceived usefulness

In e-commerce, perceived usefulness from the consumer perspective involves how effective, productive, and important electronic stores are perceived to be. Li *et al.* (2005) found that perceived usefulness is positively related to behavioral intention. Davis (1989) noted that perceived usefulness is the belief that using a particular system enhances job performance, or in this context, shopping efficiency. A system that is easier to use is more likely to be accepted by users. Perceived usefulness also depends on the technological efficiency of the online store, such as advanced search engines and the quality of service provided. Providing comprehensive product information and detailed descriptions helps consumers make informed purchase decisions (Lim *et al.*, 2015). Shang *et al.* (2005) found that shopping intention increases when consumers perceive an online store as easy to use and useful. Users with a high level of perceived usefulness are more likely to have buying intentions (Monsuwe *et al.*, 2004). Perea y Monsuwe *et al.* (2004) linked usefulness to consumer perceptions after using the system, suggesting that if an online store enhances the shopping experience, consumers will view e-commerce more favorably. Gefen *et al.* (2003) concluded that websites that are more useful and practical will attract more visits.

2.4.3 Trust

Trust plays a critical role in online shopping by helping consumers feel confident and reducing perceived risk. Researchers believe that trust in online retailers leads to increased confidence and reduced risk for consumers when making online purchases. Trust is essential in avoiding vendors' opportunistic behaviors and plays a determining role in online shopping decisions. Prior studies, such as those by Azhar *et al.* (2023), Agrawal (2022), Dilshani *et al.* (2022), and Nguyen Thi *et al.* (2022), have examined factors influencing social commerce utilization by Generation Z, focusing on technology, trust, and social commerce constructs. According to the Theory of Planned Behavior, consumers are more likely to shop at online stores they perceive as less risky, while they may avoid stores seen as riskier (Jarvenpaa *et al.*, 2000). Increased trust reduces risk perception, positively affecting online shopping both directly and indirectly (Celik and Yilmaz, 2011). Therefore, there is a proposed positive relationship between trust and repurchase intention. Xing (2013) also found that trust in online information sources significantly influences people's online buying behavior and intentions.

2.4 Research Framework

This study explores the relationship between repetitive purchasing intention and the ease of e-commerce in Johor, focusing on Gen Z active online consumers who have shopped online at least once in the past six months. This demographic is chosen due to their high activity in online shopping, as supported by Kanchan *et al.* (2015), highlighting the popularity of online shopping among the younger generation who use technology like smartphones and laptops. Gen Z frequently uses e-commerce platforms, offering valuable data on their purchasing intentions and experiences with online systems. A quantitative research approach will be employed, using a questionnaire distributed to targeted consumers in Johor. Johor's status as an economically active state with a robust retail and e-commerce environment makes it an ideal location for studying online buying behaviors. The research framework is shown in Fig. 1.

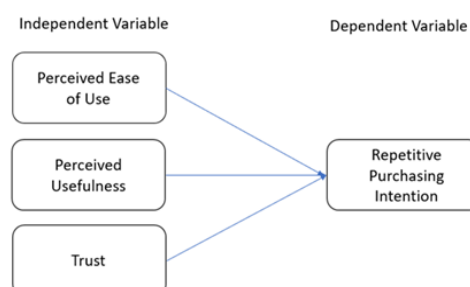


Fig. 1 Conceptual Framework adapted from Technology Acceptance Model (TAM)

3. Research Methodology

3.1 Research Design

Research design encompasses the arrangement of conditions for data collection and analysis to achieve relevance to the research purpose and efficiency in procedure. This study adopts a quantitative research approach, focusing on a sample population to examine questions using observed or measured data. Quantitative research allows for the measurement and analysis of variables using statistical techniques, facilitating objectivity and generalization of findings. The research design further specifies a correlational study, aiming to analyze the relationship between repetitive purchasing intention and the ease of e-commerce among Johor consumers. Data collection involves a structured survey distributed online to reach active online consumers of Generation Z in Johor.

The questionnaire includes sections for demographic information, measuring repetitive purchasing intentions, and assessing the perceived ease of e-commerce using Likert scales. While targeting approximately 384 respondents ensures statistical significance, the study's limitations include a potential lack of generalizability to other age groups or geographical regions and assumptions about uniform internet access and technological proficiency among Generation Z participants. Variations in these factors could affect the study outcomes.

3.2 Research Population and Sample

In research, the population refers to the entire group to which the study's findings are intended to be applied, while the sample is a subset of this population selected for study purposes. Understanding both population and sample is essential for ensuring the validity, reliability, and applicability of research findings. In this study, the research population consists of Generation Z consumers in Johor who engage in online shopping. The survey targeted approximately 384 respondents, selected from various online platforms popular among Generation Z.

This sample size ensures statistical significance and effective analysis of research objectives. Statistical methods will be applied to infer results from the sample data, allowing researchers to draw meaningful conclusions about the broader Generation Z population in Johor. Fig. 2 shows the sample size determination is based on Krejcie and Morgan's table, with the sample size set at 384 respondents.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Fig. 2 Determining sample size method Krejcie and Morgan (1970)

3.3 Sampling Method

Sampling is a statistical process where a subset of observations is selected from a larger population to conduct studies efficiently. Probability sampling, often used in questionnaire-based research, ensures each population unit has a known chance of selection (Bryman, 2004). Random sampling, a probability sampling technique, is employed in this study to provide every individual in the targeted Generation Z population in Johor an equal opportunity for inclusion (Parsons, 2017). This method reduces sampling bias, ensures diverse representation, and enhances the fairness and generalizability of findings. The sample size is determined based on the population size and desired precision, making the results more reliable and applicable.

3.4 Data Collection

Data collection involves carefully gathering information with minimal distortion to ensure credible and logical analysis (Sapsford & Jupp, 2006). Various techniques, such as surveys, interviews, observations, case studies, and focus groups, are used depending on the research question. Accurate data collection is essential for informed decision-making, quality assurance, and research integrity. This study combines primary and secondary data collection methods to thoroughly understand the relationship between repetitive purchasing intention and the ease of e-commerce among Generation Z consumers in Johor. This comprehensive approach grounds the research findings in both empirical data and existing literature.

3.4.1 Primary Data

Primary data, as defined by Kabir (2016), is data collected from first-hand experience through direct interaction with respondents. This method provides original information tailored to specific research objectives. Techniques for primary data collection include surveys, questionnaires, interviews, observations, experiments, and focus groups. In this study, the researcher used an online survey platform, Google Forms, chosen for its user-friendliness and ability to handle a large volume of responses.

3.5 Pilot Study

A pilot study, or feasibility study, is a small-scale preliminary research conducted to evaluate and refine the main research design, helping to identify and mitigate potential issues, thus enhancing the reliability and validity of the final study. Despite requiring additional costs, time, and resources, it does not guarantee the success of the main study. In this pilot study, the researcher distributed the questionnaire, observed respondents' reactions and completion time, and recorded feedback for improvements. Post-collection, data cleaning, and reliability analysis were performed to ensure the questionnaire's suitability for the main research.

3.6 Research Instrument

A research instrument is a systematic tool for collecting, measuring, and analyzing data to ensure the accuracy and credibility of research findings. This study will use a structured questionnaire to measure repetitive purchasing intention and the perceived ease of e-commerce among Generation Z consumers in Johor. The choice of this instrument is based on the research question, the nature of the study, and available resources. The questionnaire will be divided into five sections: demographic information, online shopping behavior, repetitive purchasing intention, and perceived ease of use. A five-point Likert scale will be employed to measure respondents' repetitive purchasing intentions and perceptions of ease, with options ranging from strongly disagree to strongly agree as shown in Table 1.

Table 1 Five-Point Likert Scale

Scale	Interpretation
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

3.7 Data Analysis

SPSS, a statistical software package for social sciences, was used for data analysis to ensure accuracy and reliability. After collecting questionnaire responses, the researcher utilized SPSS to analyze the data, transforming

it into tables and graphs. These tables and graphs help provide a clearer understanding of the data collected from the target respondents in the research study.

3.7.1 Descriptive Analysis

Descriptive statistics were employed to summarize and categorize the data's characteristics, providing an initial analysis before any advanced statistical tests. This method describes the sample and variables without manipulation. In this study, descriptive analysis was used to examine respondents' demographic information and the levels of repetitive purchasing intention and perceived ease of e-commerce. The data, presented in tables and percentages, facilitated easy analysis and interpretation.

3.7.2 Correlation Analysis

The study focuses on using Pearson's Simple Linear Correlation to explore the relationship between repetitive purchasing intention and the perceived ease of e-commerce. Correlation analysis, specifically through Pearson's Product Moment Correlation Coefficient (r), measures the strength and direction of the linear relationship between two variables. As shown in Table 2, the correlation coefficient ranges from -1 to +1, indicating the degree to which one variable changes in response to changes in another. This method allows researchers to quantify the linear relationship between the variables under consideration.

Table 2 Correlation Coefficient Ranges

Correlation coefficient value	Correlation type	Meaning
+1	Perfect positive correlation	As one variable increases, the other variable also increases
0	Zero correlation	No significant correlation between the two variables
-1	Perfect negative correlation	As one variable increases, the other variable decreases

4. Results and Discussion

4.1 Survey Return Rate

The respondents for this study consist of consumers in the Johor. 384 questionnaires were sent out in all, and 152 sets of questionnaires were returned, yielding a 39.58% of response rate. The survey response rate is summarized in Table 3 as follows.

Table 3 Survey return rate

Population	Sample Size	Questionnaire Distribute	Questionnaire Returned	Percentage
100000+	384	384	152	39.58%

4.2 Reliability and Validity Analysis

To test the internal consistency or reliability of a collection of questionnaire items, the Cronbach's Alpha (α) coefficient was utilized. The test was performed for both the pilot and major studies. The questionnaire design is good if the Cronbach's Alpha (α) coefficient is greater than 0.7. As a consequence, if the research returns greater than 0.7, it can be conducted. Table 4 displays the value of the dependability coefficient.

Table 4 Reliability coefficient value

Cronbach's Alpha (α)	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Be Disputed
$0.6 \geq \alpha \geq 0.5$	Bad
$0.5 \geq \alpha$	Unacceptable

4.2.1 Reliability and Validity Analysis of Pilot Study

The reliability analysis in Table 5 evaluates variables from the pilot study, divided into dependent and independent categories. The dependent variable, "Repetitive Purchasing Intention," with three items, has a Cronbach's Alpha of 0.820, indicating good reliability. Independent variables "Perceived Ease of Use" and "Perceived Usefulness," also measured with three items each, have excellent reliability with Cronbach's Alpha values of 0.913 and 0.928, respectively. The variable "Trust," measured using four items, shows good reliability with a Cronbach's Alpha of 0.871. These results confirm that the measurement instruments demonstrate strong internal consistency for assessing the study's key variables.

Table 5 Reliability test for pilot study

No	Variables	Number of items	Cronbach's Alpha (α)
1.	Repetitive Purchasing Intention	3	0.820
2.	Perceived Ease of Use	3	0.913
3.	Perceived Usefulness	3	0.928
4.	Trust	4	0.871

4.2.2 Reliability for Actual Study

Table 6 highlights the reliability analysis for 152 respondents, showing excellent internal consistency with a Cronbach's Alpha of 0.969 for 13 items. The dependent variable, "Repetitive Purchasing Intention," achieved a Cronbach's Alpha of 0.926, while the independent variables, "Perceived Ease of Use" and "Perceived Usefulness," scored 0.911 and 0.920, respectively. The variable "Trust" recorded a Cronbach's Alpha of 0.844, indicating good reliability. These results confirm the strong reliability of all measurement instruments used in the study.

Table 6 Reliability test for actual study

No	Variables	Number of items	Cronbach's Alpha (α)
1.	Repetitive Purchasing Intention	3	0.926
2.	Perceived Ease of Use	3	0.911
3.	Perceived Usefulness	3	0.920
4.	Trust	4	0.844

4.3 Demographic Analysis

The demographic analysis examines the age, gender, education, background, and e-commerce experience of 152 respondents in Johor. Table 7 summarizes these factors with frequencies and percentages.

Table 7 Summary of demographic analysis

Demographic	Classification	Frequency (N)	Percentage (%)
Age	12 – 19 years	32	21.1
	20 – 27 years	120	78.9
Gender	Male	73	48
	Female	79	52
Educational Level	SPM	38	25
	Diploma	26	17.1
	Degree	82	53.9
	Master	6	3.9
Background	Student	88	57.9
	Employed	64	42.1
E-Commerce Experience	<6 months	12	7.9
	6-11 months	23	15.1
	1-3 years	48	31.6
	>3 years	69	45.4

4.4 Descriptive Analysis

Table 8 shows high mean scores for all variables, with perceived ease of use leading at 4.2390, indicating a user-friendly website. Repetitive purchasing intention (4.1974) and perceived usefulness (4.0987) reflect strong repurchase tendencies and efficient shopping. Trust scores are 4.0822, indicating confidence in website security. The low standard deviations suggest consistent user perceptions, demonstrating that ease of use, usefulness, and trust directly influence repetitive purchasing intention, highlighting the website's effectiveness in encouraging repeat purchases.

Table 8 Overall descriptive analysis of variables

Item	N	Mean	Standard Deviation	Interpretation
Perceived Ease of Use	152	4.2390	0.83469	High
Perceived Usefulness	152	4.0987	0.89955	High
Trust	152	4.0822	0.85824	High
Repetitive Purchasing Intention	152	4.1974	0.79490	High

4.5 Normality Test

Based on Table 9, the normality test results indicate that the data from 152 respondents are abnormal, as the Kolmogorov-Smirnov and Shapiro-Wilk tests show a significance value below 0.05 (p-value = 0.000). Given this, the researcher will use Spearman's correlation test for continuous data analysis.

Table 9 Result of normality test for overall variables

Variables	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Ease of Use	0.236	152	0.000	0.804	152	0.000
Perceived Usefulness	0.279	152	0.000	0.794	152	0.000
Trust	0.271	152	0.000	0.733	152	0.000
Repetitive Purchasing Intention	0.311	152	0.000	0.750	152	0.000

4.6 Correlation Analysis

Table 10 shows significant positive correlations among perceived ease of use, perceived usefulness, trust, and repetitive purchasing intention, with all p-values below 0.05. Perceived ease of use is positively correlated with perceived usefulness ($r = 0.436$), trust ($r = 0.518$), and repurchase intention ($r = 0.495$), suggesting that a user-friendly platform enhances usefulness, trust, and repurchase intent. Perceived usefulness also correlates with trust ($r = 0.377$) and repurchase intention ($r = 0.549$), while trust correlates with repurchase intention ($r = 0.406$). These findings highlight the importance of ease of use, usefulness, and trust in shaping customer repurchase behavior on e-commerce platforms.

Table 10 Result of Spearman's correlation

		Correlations				
			OMPartB	OMPartC	OMPartD	OMPartE
Spearman's rho	OMPartB	Correlation Coefficient	1.000	.436**	.518**	.495**
		Sig. (2-tailed)	.	<.001	<.001	<.001
		N	152	152	152	152
OMPartC		Correlation Coefficient	.436**	1.000	.377**	.549**
		Sig. (2-tailed)	<.001	.	<.001	<.001
		N	152	152	152	152
OMPartD		Correlation Coefficient	.518**	.377**	1.000	.406**
		Sig. (2-tailed)	<.001	<.001	.	<.001
		N	152	152	152	152
OMPartE		Correlation Coefficient	.495**	.549**	.406**	1.000
		Sig. (2-tailed)	<.001	<.001	<.001	.
		N	152	152	152	152

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

5. Conclusion

The first objective of this study was to examine the level of e-commerce ease of use in Johor, achieved through descriptive analysis. The results show a high level of ease of use, aligning with Davis' (1989) view that ease of use reflects minimal effort in using a system. Studies by Chiu, Ling, and Tang (2005) and Reibstein (2002) emphasize that website efficiency, ease of ordering, and navigation are crucial for a positive user experience. The findings support these views, indicating that e-commerce platforms in Johor are user-friendly and facilitate straightforward navigation. The high mean scores suggest that these platforms meet consumer expectations, enhancing customer satisfaction and purchase intention. In conclusion, the study highlights the importance of maintaining user-friendly website designs to drive repetitive purchasing behavior.

The second objective of this study was to examine the level of repetitive purchasing intention on e-commerce platforms in Johor. Repurchase intention, as defined by William & Auchil (2002), refers to the decision to return to the same e-commerce site based on past experiences. The high mean scores in this study reflect that positive experiences increase the intention to repurchase. Jarvenpaa *et al.* (2000) also emphasize that consumer intention is a strong indicator of shopping behavior, which is evident in the preference for shopping on familiar platforms. McDougall & Levesque (2002) note that repurchase intention is driven by satisfaction with previous interactions, while Kaynak (2003) links it to the value derived from past transactions, including rewards programs. The findings confirm that e-commerce users in Johor exhibit a high level of repurchase intention, influenced by positive experiences, platform familiarity, and the benefits of loyalty programs.

The third objective of this study investigate the relationship between ease of use and repetitive purchasing intention on e-commerce platforms in Johor. Spearman's correlation analysis revealed a significant positive relationship ($r = 0.495$, $p < 0.05$), indicating that as e-commerce platforms become easier to use, users' intention to make repeat purchases increases. Davis (1989) defines perceived ease of use as minimal effort in using a system, and the findings support this by showing that Generation Z consumers in Johor are more likely to repurchase from easy-to-navigate platforms. This aligns with Reibstein's (2002) view that ease of use, such as clear navigation and effortless ordering, enhances satisfaction and loyalty. Chiu, Ling, and Tang (2005) also emphasize that user-friendly platforms reduce cognitive effort and increase purchase intention. The high correlation suggests that ease of use is closely linked to perceived usefulness and trust, creating a positive experience that motivates repeat purchases. In conclusion, the study highlights the importance of intuitive, user-friendly designs in driving customer retention and loyalty in Johor's e-commerce market.

In summary, this chapter synthesizes the study's findings, highlighting the significant impact of perceived ease of use, perceived usefulness, and trust on repetitive purchasing intention among Generation Z in Johor's e-commerce market. The study emphasizes the importance of user-friendly interfaces, positive customer experiences, and reliable platform features in fostering loyalty. The strong positive relationship between ease of use and repurchase intention reinforces the value of seamless navigation and intuitive designs. While the study offers valuable insights, its limitations, including geographical scope, sample size, and reliance on self-reported data, should be addressed in future research. Practical recommendations, such as enhancing personalization, improving interfaces, prioritizing data security, and strengthening customer support, aim to help e-commerce platforms create a competitive, customer-centric environment that drives long-term loyalty.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

*The authors confirm contribution to the paper as follows: **study conception and design:** Tan Guan Xun and Fazian Hashim; **data collection:** Tan Guan Xun and Fazian Hashim; **analysis and interpretation of results:** Tan Guan Xun and Fazian Hashim; **draft manuscript preparation:** Tan Guan Xun and Fazian Hashim. All authors reviewed the results and approved the final version of the manuscript.*

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