



FACTORS INFLUENCING CUSTOMERS' REVISIT INTENTION AT ONLINE MARKETPLACE



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Factors Influencing Customers' Revisit Intention At Online Marketplace



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The new wave of trading is e-commerce has spread throughout the world. People can buy practically anything right now, such as household, personal cares, automotive, spare parts, etc. E-commerce is mainly used by those people who are busy with their activities and looking for a practical way to get their job done and as well as fulfilling their desires. There are also people who are interested on the products which can't be acquired from their town or city, prefer the e-commerce instead of going to that particular city. Some other people like to compare the prices to e-commerce before they buy it on offline stores. Looking at the prospects of e-commerce nowadays, there are many players coming and joining the competition, and hence create a fierce competition among them. It is practically no time to rest for e-commerce companies to retain their customers.

This monograph is written to find out how to retain and make their customers as patrons. Hence, the variables choose are website usability, product variety, convenience and satisfaction. It is hoped that the findings of this monograph will help managers of e-commerce to get more insight of how they have to do with the variables in the context of e-commerce Indonesia.

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