

**Effect of information, ease of use, site design on repurchase intention with
satisfaction customer as intervening variable**

ABSTRACT

The purposed of this research is to explain how the influence of information, ease of use, site design, on repurchase intention with customer satisfaction as an intervening variable. The data were collected from online shoppers in Klang Valley. The sampling technique is purposive sampling. The technique analysis in this research is regression analysis. Result of this study showed that there is a significant influence between information and customer satisfaction, there is a significant influence between ease of use and customer satisfaction, there is a significant influence between site design and customer satisfaction, and there is a significant influence between satisfaction and repurchase intention. Keywords: Information, Ease of Use, Site Design, Customer Satisfaction, Repurchase Intention.