

## ABSTRACT

Customer behavior has been studied by many researchers for over two decades. To be successful in any business sector, the firms should pay attention on understanding the customer behavior in order to win in long-term business. Revisit intention and repurchase intention are two important consumer behaviors in the context of online business. The research studies about the factors which affect the Chinese customers' revisit intentions and repurchase intentions towards Jingdong's online shopping.

In order to measure customer's revisit intention and repurchase intention, this research surveyed 420 respondents who ever purchased on Jingdong's online shopping. The questionnaire was distributed to the males and females who were studying for a Bachelor's, Master's or Doctor's degree in the universities located in Jiangning area, Xianlin area and Pukou area, Nanjing City, Jiangsu Province, China. It comprised of questions about demographic factors, trust, customer satisfaction, attitude toward website, revisit intention and repurchase intention. The researcher applied simple regression linear analysis and multiple regression linear analysis for the data analysis.

The result of this study indicated that trust is statistically significant influenced on customer satisfaction, attitude towards website, customer revisit intention, and customer repurchase intention. Moreover, the research found that Customer satisfaction and attitude towards website are statistically significant influenced on revisit intention and repurchase intention. Therefore, the online business management should develop strategies to improve customer trust, customer satisfaction and customer's attitude towards the website in order to encourage customer's revisit intention and repurchase intention, such as Jingdong should guide customers' responses and feedback when they encounter any issue with the products or service, improve customers' satisfaction with its pricing strategy.