

Thesis Title	CONSUMER SATISFACTION AND REPURCHASE INTENTION FROM CROSS-BORDER E-COMMERCE: A TRUST-RISK-BASED STUDY
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ABSTRACT

The waves of cross-border e-commerce (CBEC) is growing very fast resulting big opportunities as well as threats to firms. Understanding consumer perception towards cross-border e-commerce is crucial as it would result in consumer loyalty and sustainable profit. This study is formulated based on a question that how trust and perceived risk of the consumer influence repurchase from CBEC in both pre and post purchase amongst Thai e-shoppers. The data was collected via a designated online questionnaire distributed via social media and sharable link. Structural Equation Model (SEM) and Confirmatory Factor Analysis was conducted to analyse the data together with Paired T-test for analysing differences of trust and perceived risk in pre-to-post purchase and domestic against cross-border e-commerce. The SEM result suggests that post-purchase trust and perceived risk are highly influence to consumer satisfaction and repurchase intention. Surprisingly, consumer tend to expose themselves to risk before shopping; however, higher trust and lower risk are shaped firmly after they experienced shopping from CBEC. Moreover, consumer do not perceived e-seller trust and risk much difference between CBEC and domestic e-commerce. This study extends the current Expectation-disconfirmation Theory and knowledge of trust and perceived risk towards cross-border e-commerce. Furthermore, the implication of this study helps

firms to emphasize on the trust and perceived risk in CBEC challenge within Thailand and for firm who would like to expand to cross-border business.

Keywords: e-commerce, cross-border e-commerce, trust, perceived risk, repurchase intention, Expectation-disconfirmation theory.

