

Panticha Thammakuntaree and Somchai Lekcharoen. (2021, April–June ), he Causal Factors Influencing Consumers Repurchase Intention For Fashion Clothes on Pomelo Application In Bangkok and Its Vicinity : University of the Thai Chamber of Commerce Jurnal Humanities and Social Sciences 41 (2) : 110-126

In conclusion, the research found that the trust aspect had a direct influence on the intention to repurchase fashion clothes through the Pomelo application. Because customers have confidence in the details of the product information displayed on the Pomelo application, they are confident in the quality of the products and services received. as well as trust in the security of personal data and financial transactions of users on the application This is the origin of the intention to repurchase fashion clothes through the Pomelo application.

The intent of repurchasing fashion clothing through the Pomelo app was most directly influenced by service satisfaction. Because customers are satisfied with using Pomelo application service. Both in the purchase process, payment, as well as delivery and after-sales services are convenient. Because the application system is designed to be easy to use. and the rapid operation of the Customer Relations Department to answer questions or provide information to customers. which is the source of satisfaction in service It was found that the interaction between the seller and the customer has a positive effect on the feeling of satisfaction with the seller. and resulting in the customer's intention to come back to buy the product again.

