

# Applying the Extended Technology Acceptance Model to Analyze Repurchase Intention of Online Travel Products

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**Abstract.** The purpose of this Study is to analyze the relationship among web perception, loyalty and repurchase intention of the consumer using online travel websites. This Study takes the e-commerce travel product as the object, and distributes 500 questionnaires, in which 450 are effective. The feature of this study is to use the extended TAM to empirically analyze the relationship between the customer satisfaction and repurchase intention. The result of the Study shows that customer loyalty plays an important role in the effect of web perception on the repurchase intention of the consumer. It indicates that customer loyalty has a somewhat mediating effect.

**Keywords:** extended technology acceptance model, repurchase intention, E-Commerce, travel product

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