

A Study On Factors Affecting Customer Loyalty Towards Service Providers of the Malaysia's Mobile Telecommunication Industry Who Utilizes E-Commerce as One of their Services

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ABSTRACT

When a business has incorporated an e-commerce solution, the business will experience a lower operation cost while at the same time increasing its profit. The e-commerce solution will allow businesses to eliminate unnecessary paperwork. Customer loyalty is one of the most important ingredients in having a successful business in the dynamic world today. For a business to be successful, an adequate amount of revenue needs to be generated to cover costs and make profit. These revenues are mostly generated from customers who buy the organizations' products and services. The cost to find a new customer is three times higher than retaining a customer for repeat purchases. This shows the tremendous importance of customers' patronage and it is the evidence of the rise of business practicing day to day customer loyalty.

Customer loyalty has always been the upshot of customer satisfaction, which is satisfying customers with the product and services offered, where the essential needs and wants of the customers are met. In today's dynamic business world, it is no longer merely satisfying the customers' needs and wants, but delighting the customers with products and services that are beyond the customers' expectation. This has become the principle rule for many businesses these days since the outcome of this practice would lead to enormous benefits to the company. According to Kotler (2002), having customer patronage will not only lead to repeat purchase but many other benefits such as buying other products from the company's product line and also paying less attention to other competing companies.