

A STUDY OF CUSTOMER E-LOYALTY: THE ROLE OF MEDIATORS

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ABSTRACT

This study aims to examine the relation between customer satisfaction and loyalty and introduce the roles of commitment, trust, involvement, and perceived value as the mediators in the formation of e-loyalty. A web based consumer survey was used for data collection. Findings of the study suggest that perceived value proved to be a complete mediator between satisfaction and loyalty, while commitment, trust, and involvement each proved to be partial mediators between satisfaction and loyalty. The results have implications for the retention of satisfied customers and encourage businesses to do their best to retain loyal customers in an e-commerce context.

References Available on Request.