

Abstract

E-commerce is gaining more and more popularity today. E-commerce is also being use as one effective promotion tool. Thus, the purpose of this study is to find out factors of satisfaction for e-commerce affecting customer loyalty. There are ten independent variables which are perceived service quality in terms of ease of use, perceived service quality in terms of web design, perceived service quality in terms of assurance, perceived usefulness, enjoyment, firm's reputation, trust in terms of responsiveness, trust in terms of system availability, trust in terms of contact, and satisfaction, with customer loyalty as dependent variable.

The researcher distributed questionnaires to gather the data from 384 respondents in Bangkok area, Thailand, and used SPSS to analyze the data collected by using Pearson's correlation to explain the results of testing.

The findings from hypothesis testing reveal that there are relationship between perceived service quality in terms of ease of use and satisfaction, perceived service quality in terms of web design and satisfaction, perceived service quality in terms of assurance, perceived usefulness and satisfaction, enjoyment and satisfaction, firm's reputation and satisfaction, trust in terms of responsiveness and satisfaction, trust in terms of system availability and satisfaction, trust in terms of contact and satisfaction, satisfaction and customer loyalty. However, the highest correlation is the relationship between satisfaction and customer loyalty