

Relationship between Customers' Perceived Values, Satisfaction and Loyalty of Mobile Phone Users

Abstract

The purpose of this research was to examine the relationship between customers' perceived values, satisfaction and loyalty amongst users of mobile phones. The measurement of customers' perceived economic, emotional and social values and the eight items of customer loyalty were based on the work of Lim, Widdows and Park. Customer satisfaction was measured using three modified items based on the Lee's study. A total of 270 sets of questionnaires were distributed randomly to users of a mobile phone service provider in Johor Bahru, Malaysia. The findings revealed that customers' perceived high emotional value towards the mobile phone. Economic and social values were in the moderate level. The high and moderate positive correlations were found between customers' perceived emotional value and economic value with customer satisfaction. Customers' perceived emotional value of the mobile phone had the strongest impact on customer satisfaction. A high correlation existed between customer satisfaction of the mobile phone and their loyalty towards the mobile phone service provider. This research had validated the construct of economic, emotional and social values to measure customers' perceived values of mobile phone services. The findings provide usable model for mobile phone service providers to enhance customers' perceived values of their services that contribute to high customer satisfaction and loyalty.