

The Relationship between Customer Satisfaction and Loyalty through Social Media of Service Business

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Abstract : The purpose of this study was to study the relationship between customer satisfaction and customer loyalty through social media of service business. This study collected data from 187 customers who have used social media of service business to buy product or service in Thailand. Statistics including frequency, percentage, standard deviation and Person's Correlation test were used. The finding revealed that the majority of the respondents were female, 25-40 years old, graduated the bachelor degree, had monthly income 15,000-25,000 Baht and worked in private sectors. The mostly respondents have reserved the accommodation/homestay/hotel through Facebook about 3-4 times. The hypothesis testing disclosed that the satisfaction in customer invitation and data presentation perspective had a correlation with the level of customer loyalty: recommendation to others in terms of sharing. In addition, the satisfaction in customer relationship management perspective had a positive correlation with customer loyalty through social media of service business with respect to repeat purchase and recommendation to others at the 0.05 level of significance.

Keywords : customer satisfaction, customer loyalty, relationship, service business, social media

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