

A STUDY OF ONLINE CUSTOMER SATISFACTION MODEL: THE MEDIATING ROLE OF
CUSTOMER INERTIA

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Abstract

The study is based on the ECSI model by Martensen et al., (2000), combined with customer inertia as a mediator in the hope of establishing a customer satisfaction model so as to pinpoint the primary factors affecting customer satisfaction and loyalty in online shopping. A survey of online customers on skin care and hair beauty product is carried out to achieve the research purpose. A total of 289 valid questionnaires are analyzed using structural equations modeling analysis. The results help build an online store customer satisfaction model and identify the roles of customer inertia and customer satisfaction in the model. The results show that customer satisfaction and customer inertia are the main factors affecting customer loyalty. Furthermore, in order to strengthen customer satisfaction, the management needs to improve customer's perceived quality, perceived value, and convenience. In order to strengthen customer inertia and perceived value, a competitive pricing strategy is essential.

Keyword : Online store, Satisfaction, Customer Inertia, Loyalty, Customer Satisfaction Model