

Research on the Relationship between function quality and Loyalty in the Free E-mailbox

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Abstract

At present, the network mailbox which free of charge for users to use; however, the users percept its functional whether is easy to use and the quality is stable, that all of related with the users can willing pay to buy the others functional or more capacity.

The aim of study to explore the use of email boxes by users to investigate their satisfaction and loyalty. The results show that, the quality of email function has a positively and significantly affects the loyalty, while the quality of e-mail function also has a positively and significantly affects the satisfaction. In addition, the relationship effect of satisfaction on loyalty, is showed that a positively and significantly.

Keyword: function quality, satisfaction, loyalty

Motivation

Internet companies for the provide the mailbox and no charge, that is, the best tool to connect consumers to contact the business. In the webmail page, add many of business advertisements, Internet companies can charge the advertising fees from businesses, which that is an reason to provide free mail as linked businessmen and consumers. It is an important strategy for creating business' opportunities.

The purpose of this study is to investigate whether the mailbox users are satisfied with the use of the mailbox and loyalty, research questions are as follows:

1. To understand the levels of functionality, satisfaction, and loyalty that the users percept to use the free email.
2. To examined the relationships between functionality, satisfaction, and loyalty.

Literature Review

Loyal customers are one of the sources of competitive advantage of business; thus, increasing customer loyalty is a very important work for business. Jacoby and David (1973) define loyalty as a preference for attitudes and behaviors by consumers' performance.

Zeithaml et al. (1996) for the measurement of loyalty, its behavior is being in the customer include:

1. Word of mouth,
2. the possibility for recommending to others,
3. the possibility of complaints,
4. the possibility about willing to pay more the price,
5. the possibility to transfer purchase other.

Dick and Basu (1994), the so-called loyalty, refers to the intensity of the relationship between the attitude of individuals and repurchase behavior. Jones and Sasser (1995) point out that loyalty is the customer willingness to re-purchase a particular product or service in the future. Bhoite (1996) believes the loyalty is while the customers are very satisfied with the company's products or services, and then are willing to publicize for the company, create a good reputation.

Satisfaction is the key of consumers' continued purchase of their products or continued use of their services. It is an important factor affecting loyalty. Kotler (1998) argues that business can meet consumers' demand thus customer satisfaction increased and to increase business profitability. Zeithaml and Bitner (1996) point that customer satisfaction is influenced by perceived product quality, service quality, and price. Fornell (1992) also points out that the customer is part of the business's assets, and its satisfaction affects the firm's earnings directly.

Except for satisfaction, that is an another important factor impacting customer loyalty, is the improvement of business service quality. Holbrook and Corfman (1983) argue that it is an evaluative preference or judgment that is the result of interaction between the product and the consumer. It is a relational concept and is affected by the product's experience of consumption. Perceptual quality is influenced by the intrinsic and extrinsic attributes of the product, and can be regarded as the evaluation of the whole product by the consumer, which belongs to the attitude (Olshavsky 1985, Zeithaml, 1988).

Results and Implication

The analysis results reliability test the α -value are: function quality (0.70), satisfaction (0.82), and loyalty (0.82),

respectively. Then, this study is through the path analysis to validate the research hypotheses. The research results showed that the quality of function had a positively and significantly effect on loyalty ($p=0.000$). Thus, H1 is supported. The quality of function also showed a positively and significantly effect on satisfaction ($p=0.000$). H2 was also supported. To test the relationship between satisfaction and loyalty, it was found that a positively and significantly effect ($p=0.000$). So H3 also received research support.

Through the empirical analysis, this study to the hypothesis related H1, H2, and H3 to confirm supported. That means is that quality of the function of free e-mail mailbox had a good used felling by users' percept, specially, the e-mail web business have to face on many the free e-mailboxes provided, thus, whether is steady and useful of function quality that will be affect user' satisfaction and willingness to use.

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