

Influences of Marketing Strategy, Trust, and IS Success Model on Customer Loyalty: Context of Online Shopping

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Abstract

This study aimed to investigate factors affecting marketing strategy, trust, and IS success model on the customer loyalty in the context of fashion and online shopping. This study is a quantitative study that online questionnaires were distributed to the sample who have experience in buying fashion clothes online in Thailand. The data were analyzed by using Structural Equation Modeling (SEM). Research results indicated that information quality, service quality, trust, and marketing mix, indirectly affected customer satisfaction. Customer satisfaction and trust had significant positive influence on customer loyalty. Thus, in order to create business competition, a marketing strategy needs to be developed, as well as product and service improvements in order to continuously respond to the needs of online consumers.

Keywords: IS Success Model, Marketing Strategy, Trust, Customer Satisfaction, Customer Loyalty