ABSTRACT

Emerging research has begun to explore usage issues for mobile service like SMS, however this work is still preliminary. The goal of our study is to integrate marketing perspective into IS field and introduce value constructs: customer value, to examine SMS usage behavior. By analyzing the survey data from 401 SMS users, the study contributes several insights into SMS usage. First, the traditional conceptualization of customer satisfaction and customer loyalty was successfully applied in the new mobile commerce context. Second, perceived value was found to have a significant influence on customer satisfaction and loyalty toward SMS usage.

Keywords: Short Message Service (SMS), Perceived Value, Customer Satisfaction, Customer Loyalty.