

# **THE EFFECTS OF TECHNOLOGY ACCEPTANCE FACTORS ON CUSTOMER E-LOYALTY AND E-SATISFACTION IN MALAYSIA**

**Winnie Poh-Ming Wong\***

*Universiti College of Technology Sarawak*

**May-Chiun Lo**

*Universiti Malaysia Sarawak*

**T. Ramayah**

*Universiti Sains Malaysia*

## **ABSTRACT**

The rapid growth of Internet shopping has led to increasing interest in how to inspire customer e-loyalty and e-satisfaction in Malaysia. By using TAM and TRA as the theoretical base, this study aims to investigate the impact of perceived usefulness, perceived ease of use and perceived enjoyment on customer e-loyalty and e-satisfaction. SPSS and SmartPLS (M3) are used as the main analytical tool. 395 respondents participated in the study and empirical results indicated that perceived usefulness and perceived ease of use positively impacted customer e-loyalty and e-satisfaction. Several implications, limitations of the study, and recommendations for future research are outlined.

**Keywords:** Perceived Usefulness; Perceived Ease Of Use; Perceived Enjoyment; E-Satisfaction; E-Loyalty; Malaysia.

## **1. INTRODUCTION**

The rapid growth of IT has encouraged Malaysians to do their shopping on the Internet, which now pervades all aspects of daily life (Chopra & Wallace, 2003). It is the best form of interaction between buyers and e-vendors (Khatibi, Thyagarajan & Seetharaman, 2003) and the most efficient medium of service delivery to e-consumers, e-government and e-retailers (Mahmud, 2008). The internet, furthermore, is considered the primary source of communication, information and entertainment. It is also a new marketing tool that can be used to tailor products and services on websites and to extend this to e-business (Swaminathan, Leplowska-White & Rao, 1999). Its benefits are obvious, but the percentage of Malaysians using the Internet was relatively low (Zawawi, Yusuf & Khan, 2004). This could have been due to the issues of e-insecurity and privacy, and also the ambiguity of regulations (Khatibi et

---

\* Corresponding author: Lecturer, 868 Persiaran Brooke, 96000 Sibul Sarawak. Tel: +6 084 367300, Fax: +6 084 367301  
E-mail: [winniewong@ucts.edu.my](mailto:winniewong@ucts.edu.my)