

Customer Loyalty: Are They Really Loyal?

TITLE	Authors	YEAR
The i N Mus Intern	Nurul Awati Mohd Lazin, Muhamad Saufi Che Rusuli, Noraani Mustapha, Wan Mohd Nadzrol Wan Mohd Nasir, Siti Sarah Omar, Rosmaini Tasmin	2013
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Job c satisf N Mus Intern	Pages 530-536 Publisher Springer International Publishing	2010
Exan Kelat N Mus Busin	Description The significant growth of online shopping makes the competition in this industry become more intense. Maintaining customer loyalty has been recognized as one of the essential factors for business survival and growth. The purpose of this study is to examine empirically the influence trust, perceived risk, satisfaction and habit on customer loyalty in online shopping. This study discusses the influence of trust, perceived risk, satisfaction and habit on customer loyalty toward online shopping. However, the results revealed that trust, perceived risk, satisfaction and habit have significant impact on customer loyalty toward online shopping.	2013
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