

ABSTRACT

Rapid development of mobile technology made mobile instant messaging service widely adopted in Indonesia. In this study, researcher examines the determinants of customer satisfaction and loyalty of WhatsApp in Surabaya. Researcher uses trust, service quality, customer value as antecedent of customer satisfaction. Also trust, switching cost, and customer satisfaction as antecedent of customer loyalty.

A questionnaire was adopted from Deng et al. (2010) for offline survey. Non-probability sampling method was used for collecting data. The sample consisted of 150 respondents. Data were analyzed through SPSS and LISREL program.

Result of the study finds that the positive relationships between trust, service quality, and functional value towards customer satisfaction as well as customer satisfaction towards customer loyalty. however, social value, emotional value, and switching cost show no impact on customer satisfaction as well as trust towards customer loyalty.

Keywords: mobile instant message, customer satisfaction, customer loyalty

