

Examination of mobile Social Networking Service (SNS) users' loyalty: a structural approach

Abstract

Mobile-device-based social networking services (SNS) have become popular technology mediated communication modalities. Users' actively accesses Facebook, MySpace, Twitter and LinkedIn for social communication and entertainment. This study aims to examine the structural relationships of (i) perceived information quality and perceived system quality on perceived user trust and perceived flow, (ii) perceived user trust on perceived flow, and (iii) perceived user trust and perceived flow on mobile SNS users' loyalty simultaneously. Structural equation modeling (SEM) analysis via AMOS 20.0 computer program was used for data analysis as it has the ability to ensure the consistency of the model with the data and to estimate effects among constructs. Empirical results via SEM revealed that perceived information quality and perceived system quality significantly influences perceived users trust and perceived flow. Significant relationship also appears between perceived user trust and perceived flow. Moreover, mobile SNS users' loyalty significantly affected by both perceived user trust and perceived flow. The paper concludes with direction for future research.