

With S. Otim. (2006) "An Empirical Study on Web-Based Services and Customer Loyalty," *European Journal of Information Systems*, 15, 527-541.

E-business success is tied to the ability to foster customer loyalty. Businesses that deliver superior value derived from excellent services and quality products are likely to win customer loyalty. This paper examines Web-based services and the effects of three sets of factors: pre-purchase, transaction-related, and postpurchase services on customer loyalty (measured as repeat purchase intention from a given Web-based store) in a business-to-consumer environment. Based on the study's results, pre-purchase services that support search and evaluation of products replete in e-commerce systems have limited effect on customer loyalty. Among transaction-related services, transparency of the billing mechanism positively impacts customer loyalty. Customers shun any hidden costs associated with product acquisition. Post-purchase services consisting of support of order tracking, on-time delivery, and customer support positively influence customer loyalty. These findings imply that Web-based stores need to pay more attention to post-purchase services in their strategy to retain customers. This is what will keep customers satisfied and willing to continue the relationship with a company over the long term.