

**DETERMINANTS OF PERCEIVED FLOW, SYSTEM QUALITY,  
INFORMATION QUALITY AND TRUST ON MOBILE SOCIAL  
NETWORKING SERVICE (SNS)  
USERS' LOYALTY**

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**ABSTRACT**

This research aims to examine the determinants of perceived enjoyment, control and attention focus as aspects of the software interaction concept of flow, system quality, information quality and trust on mobile social networking service (SNS) users' loyalty. 200 student subjects of a Malaysian university to answer survey questions on their currently chosen mobile social network system. The correlations between perceptual variables on mobile SNS were then analyzed and various causal relations deduced. Research findings indicate both perceived information quality and perceived system quality are determinant to perceived flow and perceived users' trust, which further determine mobile SNS users' loyalty. Perceived user trust affects perceived flow, and both factors determine user loyalty. Perceived flow is regarded as the strongest determinant of users' loyalty. The paper rounds off with conclusions and an agenda for future research in this area.

**KEYWORDS:** Education, information technology adoption, social science, loyalty, social networking sites, trust