

The impacts of the customers' retention by Technology Acceptance Model (TAM) using mobile applications

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Abstract

This concept paper elaborates the impacts of the customer's retention using the mobile applications by referring to the Technology Acceptance Model (TAM). TAM is the most influential model which focusing on the human behaviour in accepting the technologies. Most countries experienced the growth of communication technologies along with mobiles applications. The expansion of the mobile applications by the users due to accessibility and it is consistent with us. The frequency usage of mobile application is 9.8 times more than tablet application that is only 5.3 times per month. There are various tactics to develop customers relationship management (CRM) using the information technologies with evolution of mobile applications. Many companies and organization highly depending on social media especially mobile application to engage with the new customers as well as to retain the existing ones. According to Annexcloud.com post titled "21 Surprising Customer Retention Statistics For 2021", approximately 65% of business comes from repeat customer, in the same time, customer retention by 5% can increase the profits by 25% to 95%.

Keywords: Mobile applications, customers' retention, Technology Acceptance Model (TAM), information technologies, computer technologies