

Memahami faktor-faktor penyebab switching intentions pada pelanggan layanan mobile broadband di Indonesia: studi kasus Indosat XL dan Telkomsel = Understanding causal factor of switching intentions on Indonesian mobile broadband customers: case study Indosat XL and Telkomsel

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Abstrak

[Pesatnya adopsi teknologi smartphone oleh masyarakat Indonesia menyebabkan berubahnya pola konsumsi masyarakat Indonesia terhadap jasa operator seluler. Perubahan pola konsumsi tersebut berupa naiknya penggunaan layanan mobile broadband dan stagnannya penggunaan layanan konvensional seperti suara dan SMS. Persaingan yang ketat antar operator seluler menyebabkan konsumen memiliki tendensi tinggi untuk berpindah antar operator. Penelitian ini bertujuan memahami faktor-faktor yang menyebabkan pelanggan layanan mobile broadband memiliki keinginan untuk beralih operator. Responden penelitian ini adalah pengguna layanan mobile broadband dari Indosat, XL dan Telkomsel. Data penelitian ini diolah dengan metode Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa faktor-faktor yang mempengaruhi customer satisfaction dan switching intentions pelanggan layanan mobile broadband berbeda setiap operatornya.

.....Following fast growth in smartphone adoption, the usage of mobile data service in Indonesia become common and tend to surpass conventional service such as call and SMS. The hypercompetitive mobile operator market cause customer to have high intention to switch between each mobile broadband providers. This research intent to understanding causal factor of switching intentions in mobile broadband costumers. The object of this study are mobile broadband user from three biggest mobile operator in Indonesia. This study using Structural Equation Modelling (SEM) for analyzing data. This study shows that causal factor of switching intentions are different for each mobile operator.

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