

# Analisis Pengaruh Adopsi eSIM terhadap Potensi Churn rate Pelanggan Operator Seluler dengan Metode Structural Equation Modeling = Analysis of The eSIM Adoption Effect on potential Churn rate of Cellular Operator Customers in Indonesia Using Structural Equation Modeling.

Doria Marselita, author

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## Abstrak

### <b>ABSTRAK</b><br>

Teknologi eSIM di beberapa negara sudah diimplementasikan pada beberapa perangkat vendor seperti Apple dan Samsung. ITU mengatakan bahwa penyebaran secara luas eSIM dan Remote Provisioning akan menjadi enabler suatu disruption karena kelebihan yang dimiliki teknologi eSIM tersebut. Oleh karena itu dengan adanya eSIM dikawatirkan akan meningkatkan potensi churn rate yang tinggi. Tujuan penelitian ini adalah mengetahui faktor adopsi eSIM yang akan berpotensi mempengaruhi peningkatan churn rate. Model yang dibuat dengan mengambil faktor adopsi dari metode VAM dan penelitian sebelumnya yang menganalisa efek dari kebijakan Mobile number Portability terhadap intensitas switching pelanggan. Setelah Model dianalisa didapatkan faktor adopsi perceived usefulness of eSIM (PUESIM), perceived fee of eSIM (PFESIM) dan perceived technically of eSIM (PTE) menjelaskan sekitar 55.6% ATTESIM, dan attitude towards eSIM (ATTESIM) dan perceived technically of eSIM (PTESIM) bersama-sama menjelaskan sekitar 55.3% ESIM-induced self-efficacy (ESIMSEF). Model yang diusulkan memprediksi nilai switching intention SINT R2 hanya 41.9% intensi switching yang menyebabkan meningkatkan potensi churn rate pelanggan seluler. Hal ini disebabkan karena beberapa faktor diantaranya adalah masih adanya switching barrier orang untuk beralih oleh yang bisa perceived switching cost yang masih tinggi tidak mampu meningkatkan intensi orang untuk beralih

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### <b>ABSTRACT</b><br>

ESIM technology in several countries has been implemented on several device vendors such as Apple and Samsung. ITU said that the widespread deployment of eSIM and Remote Provisioning would become an enabler of a disruption due to the advantages possessed by the eSIM technology. Therefore, it is feared that with eSIM will increase the potential for high churn rates. The purpose of this study is to determine the eSIM adoption factors that will potentially affect the increase in churn rate. The model is created by taking the adoption factor from the VAM method and previous research that analyzes the effect of the Mobile number Portability policy on customer switching intensity. After the Model has been analyzed, the adoption of perceived usefulness of eSIM (PUESIM), perceived fee of eSIM (PFESIM) and perceived technic of eSIM (PTEIM) factors explain about 55.6% ATTESIM, and attitude towards eSIM (ATTESIM) and perceived technically of eSIM (PTESIM) together explain about 55.3% ESIM-induced self-efficacy (ESIMSEF). The proposed model predicts the value of SINT R2 switching intention is only 41.9% switching intentions which causes a potential increase in cellular customer churn rate. This is due to several factors including the existence of switching barriers for people to switch by those who can still feel the high switching costs that are not able to increase people's intention to switch.

