

Influence Analysis of Dissatisfaction, Situational Condition, and Switching Costs on the Switching Behavior of Telkomsel Postpaid Card Customers in Batam City

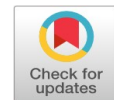
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Abstract: The intense competition in the Indonesian telecommunications industry has resulted in a price war and then raises the level of consumer churn. Churn is a representation of switching behavior from consumers. Switch Behavior is caused by three factors namely consumer dissatisfaction, perceptions of situational conditions, and switching costs. This study aims to determine the significance of the influence of these three factors on the switching behavior of postpaid card Telkomsel's customers in Batam city. Population in this research is all Telkomsel telecommunication service consumers residing in the geographical area of Batam. The method of determining the sample is quota sampling with a sample size of 400 samples, and data collection was done through a questionnaire. Testing research hypothesis was done using logistic regression analysis technique with SPSS 24.0 version software tool. The result of the research shows that: (1) consumer dissatisfaction has a significant influence on switching behavior Telkomsel's postpaid subscriber in Batam city, (2) perception of situational condition has a significant influence on switching behavior of Telkomsel postpaid customer in Batam city. (3) Switching cost does not have a significant effect on switching behavior of Telkomsel's postpaid subscriber in Batam city. 4) The greatest influence factor is the predictor of situational conditions. 5) In relation to the results where switching costs have no significant effect on switching behavior of Telkomsel's postpaid subscriber in Batam city, it becomes very significant when it comes to procedural and financial switching costs. It is strongly suspected due to the relational switching cost. The result of this research can help the telecommunication industrial management to state the right marketing strategy to win the competition on the telecommunication industrial market especially in Batam city. In connection with the results and discussion in this study, it is expected that further research should examine more specific indicators of dissatisfaction and focus on the dimension of the response of service failure. In addition, it is hoped that further research will be conducted to find other factors that also contribute to the effect of switching behavior to obtain a more complete model of consumer switching.

Keywords: Switching behavior, Consumer dissatisfaction, Situational conditions, Switching costs

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INTRODUCTION

Until 2015, competition among operators is increasing. The competition on issuing internet packet to the market is getting high. In the trend of people who embrace mobile lifestyle, the internet is not able to be separated anymore from peoples daily lives. All online, even the trend of SMS and phone that is identical to the core services of a mobile operator has now shifted. The average cellular operator also acknowledges the decline in voice and message revenues that are now shifting to data or internet services. The impact of a large number of existing mobile operators in Indonesia has resulted in a tight competition in the cellular telecommunication services business which continues to the tariff war (price war) between operators. The fierce competition that triggers tariff warfare furthermore raises the high rate of service move (churn rate). Not only churn between providers, even in a large provider in the country of Indonesia is PT Telkomsel which is a market leader experiencing similar problems and certainly undermined the number of sales that occurred. This fact can be shown by the data below, especially in this research focusing on the number of churn kartuHALO customers.

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Table 1: Data table of postpaid blended area Sumatera 2016

SUMATERA	S1 (Jan-Jun)			S2 (Jul-Dec)			YoY YTD (Jan-Dec)			
	Target	Real	Achv	Target	Real	Achv	Target (Jan-Dec)	Real (Jan-Dec)	(-)	Achv
SALES (Customer Base)	154,733	137,061	88.58%	268,487	102,259	38.09%	423,220	239,320	-183,900	56.55%
CHURN (Customer Base)	65,786	59,713	90.77%	107,398	81,936	76.29%	173,184	141,649	-31,535	81.79%
NET ADD (Customer Base)	88,929	77,348	86.98%	161,116	20,323	12.61%	250,045	97,671	-152,374	39.06%
REVENUE (billion)	501,982	446,344	88.92%	583,244	124,578	21.36%	1,085,226	570,922	-514,304	52.61%

Source: Telkomsel Sumatera internal portal

Table 1 shows that the number of kartuHalo churn throughout the year 2016 is 141.649 customer base. Indeed, when compared to the threshold set by the company for the Sumatra Area, it covers the working area of Northern Sumatra (Sumbagut), Central Sumatra (Sumbagteng), and South Sumatra (Sumbagsel), which amounted to 173,184 (still reach 81.79%). However, the high churn rate greatly affects the end result of the addition of new real customers in 2016 that only reached 97,671 customer base or achievement of only 39.06%. Surely this directly affects the company revenue. This situation is interesting to examine more deeply because not all industries are experiencing such a tight, competitive state as in the cellular industry. The high rate of service switching as a behavioral representation shifts to the mobile consumer and will result in a decrease in the market share of the service provider. A decrease in market share will result in a decrease in the revenue of the service provider. Another impact of high levels of service switching may also result in increased operational costs of service providers. A valid SIM card (Subscriber Identification Module Card) requires a long administration process and time to be reallocated into a new number that can be sold. This results in an increase in operational costs of the service provider. The decrease in the amount of income accompanied by an increase in operating costs ended in a decrease in profits for cellular operators. This situation, of course, needs to be anticipated by the service provider, among others by trying to recognize consumer behavior, especially switching behavior. Marketing activities can be successful if the company knows and understands the factors that can influence consumer decision-making.

After the consumer makes a purchase, the consumer will experience a level of satisfaction or dissatisfaction with the company's product or service, and will certainly affect the next purchase (Kotler & Armstrong, 1999). Some of the customers will do switching behaviors caused by customer dissatisfaction with purchased products, unsatisfactory service or simply out of boredom (Schiffman & Kanuk, 2004).

Based on some of the previous empirical research results and their relation to consumer behavior theory, and supported by facts occurring in the cellular telecommunication service industry in Indonesia, this research tries to combine the switching cost model of the research result of Burnham, Frels and Mahajan (2003) together with consumer dissatisfaction and situational factors causing switching behavior of Keaveney (1995) research results, into a model that illustrates the factors that directly influence switching behavior on Telkomsel's postpaid subscriber card. Although both models have different points of view about loyalty, Keaveney (1995) with a behavioral point of view, whereas Burnham et al. (2003) with an attitude standpoint, the incorporation of switching cost is very interesting to be researched because it is expected to get a complete picture about factors influencing switching behavior or loyalty from a behavioral point of view. In addition, the merging of the two models, with regard to loyalty as a behavioral element, will complement the reference to the effect of switching costs on loyalty with a behavioral point of view.

- Determine the effect of dissatisfaction on switching behavior of Telkomsel's postpaid subscribers in Batam city.
- To know the influence of situational situation perception on switching behavior on Telkomsel's postpaid subscriber card in Batam city.
- Determine the effect of switching cost perception on switching behavior of Telkomsel's postpaid subscribers in Batam city.

- Identify the dominant factors which affect the switching behavior of Telkomsel's postpaid subscribers in Batam city.
- Identify factor which does not affect the switching behavior of Telkomsel's postpaid subscribers in Batam city.
- Identify factors for helping PT Telkomsel management in managing their customers to reduce the potential of switching behavior.

THEORETICAL REVIEW

This research will discuss about the influence of dissatisfaction factor, situational condition factor, and switching cost factor on switching behavior of Telkomsel postpaid card customers in Batam city. As a basis that can strengthen the determination of the hypothesis and the proof, it takes some theoretical studies related to the factors and variables used in the study. Several supporting theories are adapted from various existing literature and presented in this literature review. Theories presented include consumer behavior theory along with its influencing factors, switch behavior associated with the purchase process and its causes, and switching costs and their types.

Consumer behavior

According to Schiffman and Kanuk (2004), "Consumer behavior can be defined as the behavior that consumers show in searching, buying, using, evaluating, determining goods, services, and ideas that are expected to satisfy their needs". According to Mowen and Minor (2001) consumer behavior is defined as the study of buying units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. Peter and Olson (2005) states that consumer behavior is a dynamic interaction between the influence and cognition, behavior, and events around us where humans do aspects of exchange in their lives. There are, at least, three important ideas in the definition:

- Consumer behavior is dynamic
The consumer's dynamic behavior means that a consumer, a consumer group, as well as a wider society is constantly changing and moving around the clock. This has implications of consumer behavior studies, as well as on the development of marketing strategies. In terms of consumer behavior studies, the implication is that generalization of consumer behavior is usually limited to a specific time period, product, and individual or group.
- Consumer behavior involves the interaction between influence, cognition, behavior, and events around. This means that to understand consumers and develop appropriate marketing strategies, it must be understood what they think (cognition) and how they feel (influence), what they do (behaviors), and what and where (surrounding events) that influence and are influenced by and what consumers think, feel, and do.
- Consumer behavior involves exchanges among individuals. This means the definition of consumer behavior remains consistent with the definition of marketing that has so far emphasized the exchange. In fact, the role of marketing is to create exchanges with consumers through the formulation and application of marketing strategies. Although both models have different points of view about loyalty, Keaveney (1995) with a behavioral point of view, whereas Burnham et al. (2003) with an attitude standpoint, the incorporation of switching cost is very interesting to be researched because it is expected to get a complete picture about factors influencing switching behavior or loyalty from a behavioral point of view. In addition, the merging of the two models, with regard to loyalty as a behavioral element, will complement the reference to the effect of switching costs on loyalty from a behavioral point of view.

Switching behavior

According to Junaedy and Dharmmesta (2002), switching behavior is a picture of the shifting consumer consumption of a product to another product. Many causes cause consumers to switch to other products, among others:

- Changing consumer purchasing power
- Changing the variable marketing mix of a product
- Competitor product strikes.

Further Junaedy and Dharmmesta (2002) describe the existence of switching behavior from the company side that is the ability of the company to divert the consumption of a product to another product offered by the company. Based on that opinion, switching behavior can also be regarded as the ability of the company to expand the market because the switch of the brand allows the company to get additional number of consumers coming from the competitors. But the likelihood of the opposite is also possible that corporate consumers will switch to competing products if the company is not able to convince the consumer that the company's product is the best product among other products. As Schiffman and Kanuk (2004) point out, not all customers are loyal, some of the customers show switching behavior due to customer dissatisfaction with purchased products, unsatisfactory services or simply out of boredom.

Satisfaction

Kotler (2000) says that consumer satisfaction is the level of one's feelings after comparing the perceived product performance with expectations. Customer satisfaction or dissatisfaction is a response to the evaluation of discrepancies or perceived disconfirmation between previous expectations and the actual performance of perceived product after usage Tse and Wilson (as cited in Nasution, 2004). Westbrook and Reilly as cited in Tjiptono (2005) suggest that consumer satisfaction is an emotional response to experience related to a product or service purchased. As has been pointed out above that there are many notions of consumer satisfaction. According to Giese & Cote (2000), despite the many definitions of consumer satisfaction, it generally points to three main components which consist of response (type and intensity), focus, and response time. And then Kotler (2000), states the characteristics of satisfied consumers as follows:

- Loyal to the product: Satisfied customers tend to be loyal where they will buy back from the same manufacturer
- Positive word-of-mouth communication. Positive word of mouth communication is recommendation to other potential customers and saying good things about the product and company
- The company is the primary consideration when buying other brands. When consumers want to buy other products, the company that has given them satisfaction will be the main consideration.

Customer dissatisfaction

According to Day (as cited in Tjiptono, 2002) customer satisfaction or dissatisfaction is the customer's response to a disconfirmation evaluation perceived between previous expectations (other work norms) and actual work perceived after use. There are many reasons for the dissatisfaction with some good products and services. In his book, Buchari (2003) mentions the dissatisfaction that can arise from:

- Not as expected with reality experienced
- Service during the process of enjoying services is not satisfactory
- The atmosphere and the physical condition of the environment do not support
- Cost is expensive because the distance is too far and the amount of time is wasted
- Promotion is too grandiose, so it does not match the reality.

Meanwhile, the Indicators of Consumer Dissatisfaction are:

- Performance (performance) principal operating characteristics of the core product (product core) purchased, such as speed, fuel consumption, the number of passengers that can be transported, ease and comfort in driving, and so on.
- Additional feature or features, i.e. secondary or complementary characteristics, such as interior and exterior furnishings such as dash board, air conditioner, sound system, door lock system, power steering, and so on.
- Reliability (reliability), which is likely to be damaged or failed to use.

- Compatibility with specifications (conformance to specifications), i.e. the extent to which design and operation characteristics meet predetermined standards.
- Durability, related to how long the product can continue to be used.
- Serviceability, including speed, competence, convenience, easy repair, and handling complaints satisfactorily.
- Aesthetics, namely the appeal of the product to the five senses, such as the physical form of an attractive car, color, and so forth.
- Perceived quality (perceived quality), namely the image and reputation of products and corporate responsibility to it.

Situational condition

According to Assael (1998), Situational factors are momentary conditions that appear at a certain place and time. Situational influence on consumers is the personal and temporary factors that arise during consumer activity, so the consumer situation includes the following factors:

- Involves time and place in consumer activity
- Affects consumer actions such as buying behavior
- Consumer situation is relatively short-term, not including personal characteristics that apply in the long run.

Broadly speaking the types / type of consumer situation is divided into 3 according to the time of its use, namely:

- Communication Situation

Situation Communication is the atmosphere or environment in which consumers obtain information or communicate. Communications can be personal or non-personal. Consumers may obtain information through Oral Communication with friends, relatives or salespeople and non-personal communication, such as TV commercials, radio, internet, newspapers, magazines, etc. Information is obtained directly from the store through promotion.

- Purchase Situation

Purchase Situation is the environment or atmosphere experienced / faced by consumers when buying products and services. The buying situation will affect the purchase.

- Situation Usage

Situation of use is a situation where purchased goods are used by the buyer in accordance with the situation expected by the buyer. Manufacturers often use the concept of usage situations in marketing their products, products often positioned as products for use in certain usage situations.

Switching cost

Porter (2006) formally defines switching costs as the cost to buyers who move from one product supplier to another. Switching costs can also refer to the psychological time and effort associated with dealing with the uncertainty of relationships with new service providers. It is also stated that switching cost is one time cost or cost incurred only once. This is in contrast to the costs incurred during the use of the product or service after a repeat purchase relationship occurs. Burnham et al. (2003) define a switching cost as a burden that is issued only once in connection with a switch process performed by a customer from one service provider to another.

Switching cost is one of the categories in switching barriers that arise from an analysis (Colgate & Lang, 2001). Switching costs have been identified as contributing factors in maintaining relationships (Colgate & Lang, 2001). It is important to know that the switching cost strategy is a strategy used to lock or term "customer lock-in" to prevent the customer from moving to another provider or service provider.

Switching costs are costs incurred by consumers as they move to other service providers that will not be experienced if consumers remain loyal to current service providers (Lee, Lee & Feick, 2001). However, the market structure affects the effect of the Switching Cost on customer satisfaction and customer

loyalty relationships. If the market of the operator is so large, then the effect of Switching Cost on customer loyalty and customer satisfaction will be low, so unsatisfied customers will continue to use only one brand, even though the penalty is high and they have no other choice to move (Lee et al., 2001; Kuo & Chen, 2015; Saputra & Dewi, 2016).

Types of switching cost

Burnham et al. (2003) in their research managed to classify some facets of switching cost into three types, namely Switching cost Procedural, Financial Switching cost, and Switching cost Relational.

Procedural costing switching

The procedural switching cost is the burden associated with the procedure that must be performed by the customer when making a switch from one service provider to another. The procedural switching cost has several facets as follows which are outlined herein by their definitions.

The burden of economic risk

The burden of economic risk is the burden of receiving uncertainty over potentially negative results when using a new service provider, where the customer does not have enough information.

Evaluation load

The evaluation load is the time and effort load associated with the search and analysis to make a switch decision. Time and effort are also required when collecting information on potential alternative service providers.

Learning load

Learning load is the burden of time and effort associated with acquiring new skills or knowing how to use the product or service effectively.

Regulatory expenses

A regulatory expense is a burden of time and effort associated with the process of starting a relationship with a new service provider or arranging a new product or service when first used.

Financial cost switching

Financial cost switching is the burden associated with loss of benefits or money required to use products or services from a new service provider.

The burden of losing benefits

The loss of benefits is a burden associated with a contractual relationship that generates an economic gain if you keep using an old service provider. In the transition to new service providers, customers may lose points that have accumulated and discounts or benefits that new customers do not get.

Burden of financial loss

A financial loss expense is a one-way financial expense paid to a new service provider in addition to expenditures for the purchase of the new product itself. Adopting new service providers often involves one-off expenses such as deposits or initiation fees for new customer signups. In addition, switching products or services may involve transaction-related assets, or “co-assets,” in which the asset has been invested by the previous consumer.

Relational cost switching

Consisting of the burden of losing personal relationships and the burden of losing brand relationships, this type of cost switching involves psychological or emotional discomfort resulting from loss of identity and breakdown of relationships.

The burden of losing personal relationships

The loss of personal relationships is a disadvantage associated with the breaking of the identification ties that have been established between the customer and the people who have been used to interact with them. The consumer's habits with the old service provider employees create a level of comfort that is not immediately available to new service providers.

The burden of losing brand relationships

The burden of losing a brand relationship is a further loss associated with the breaking of a bond of identification that has been formed with the brand or company that the customer has been associated with. Consumers often think quickly about the meaning of their purchase and the form of this association that is part of the sense identity. This brand or company-related bond is lost due to the transition.

EMPIRICAL REVIEW

Based on the behavioral point of view of consumer loyalty, Keaveney (1995) in his research finds that there are eight main categories of switching behavior in the service industry, namely pricing, service discomfort, core service failure, service meeting failure, service failure response, attention from competitors, ethical issues, and accidental transitions or transitions in unconscious situations. Three of the eight main causes of switching behavior according to Keaveney (1995) can be grouped into factors of dissatisfaction. The statement was made by Keaveney and Parthasarathy (2001) who stated that the core failure of services, the failure of service meetings, and the response to service failures were included in the factors of consumer dissatisfaction. The core failures of services can be attributed to satisfaction dimensions such as value, timeliness, and efficiency. Failure of service meetings can be attributed to satisfaction dimensions such as ease of access, front line service behavior, and commitment to customers. The last factor is poor service recovery as part of satisfaction dimension in the form of cooperation between parts and commitment to the customer. Five of the eight main causes of switching behavior according to Keaveney (1995) can be grouped into situational situations. The statement was put forward by Keaveney and Parthasarathy (2001) stating that pricing, service discomfort, ethical issues, attention from competitors, and unconscious situations are extrinsic or situational conditions.

The above-mentioned studies have succeeded in finding the relationship of dissatisfaction factors and situational factors with switching behavior that is the benchmark of consumer loyalty from a behavioral point of view. However, these studies have not involved the effect of switching costs associated with loyalty. The notion that switching cost affects loyalty is reinforced by research by Burnham et al. (2003) who found that the greater the switching cost of procedural, financial, and relational positively correlated with the growing interest in using current service providers. If it refers to a loyalty perspective according to Yang and Peterson (2004), then the statement "an interest to keep using current service providers" in the study of Burnham et al. (2003) is a consumer loyalty seen from the standpoint of attitude. Another research that strengthens the allegation of a switching cost relationship with loyalty is Aydin, Ozer and Arasil, (2005) in Turkish GSM cellular industry. The study found that switching costs positively and directly affect loyalty, as well as have a moderating effect on customer satisfaction variables and trust in loyalty.

The hypotheses of research

- The level of consumer dissatisfaction has a significant effect on consumer switching behavior.
- Situational condition has a significant impact on consumer switching behavior.
- Switching cost perceived by consumers has a significant effect on consumer switching behavior.

RESEARCH METHODS

Data collection

The data were collected by distributing questionnaires to PT Telkomsel service points in Batam, such as Grapari Batam Center, Grapari Penuin, Grapari Nagoya Hill, Grapari Panbil, and Grapari Botania

compiled once a week to be tabulated. In addition, the questionnaires were also disseminated through visits to companies that became Telkomsel's corporate customers with the number of respondents as much as 400 people. The research was conducted during April to July 2017.

Identify variables

The independent variables analyzed in this study are factors influencing switching behavior adopted from the research model of Keaveney and Pharasathy (2001) and Burnham et. al. (2003), namely:

- Consumer dissatisfaction (X1), with 8 indicators which consist of;
 - Billing error
 - Service non-conformity
 - Losses due to service failure
 - Employee politeness
 - Adequacy of employee knowledge
 - Response rejection from employees
 - Employee errors respond
 - Negative response from employees
- Situational conditions (X2), with 13 indicators which consist of;
 - Pricing is too high
 - Frequency of price increase
 - Unfair pricing
 - Determining the price of the trap
 - Discomfort due to unavailability of service
 - Discomfort in waiting for the officer's appointment
 - Discomfort in waiting for service availability
 - Dishonest behavior
 - Behavior threatening
 - Unsafe or unhealthy treatment
 - Conflict of interest
 - The offer of service drew competitors
 - Moving a service provider or customer
- Switching cost (X3), with 8 indicators which consist of:
 - The burden of economic risk
 - The burden of evaluating other operators
 - The burden of learning the use of other products
 - Initial setup charges for other carrier product usage
 - Burden of losing benefits
 - Initial cost
 - Loss of personal relationships
 - Losing relationship with brand and image

The dependent variable in this study was adopted from the concept of loyalty from the point of view of behavior according to Bandyopadhyay and Martell (2007), namely Switching Behavior (Y), with 1 indicator.

Analysis method

Data processing was done using SPSS software version 24.00. Analysis tools to test the effect of research variables through logistic regression test:

- The multiple correlations between X1, X2, and X3, to Y, are observed at significance values in Chi Square techniques.
- The contribution of variables X1, X2, and X3 to Y, is observed at the value of Nagelkerke R Square in the Summary Model.
- Each effects of X1 with Y, X2 with Y, and X3 with Y, are observed from the significance value in

the Variables in the Equation table.

RESULTS AND DISCUSSION

Multicollinearity test among independent variables

Table of correlation matrix

		Constant	Dissatisfaction	Situational Condition	Switching cost
Step 1	Constant	1.000	-.322	-.424	-.419
	Dissatisfaction	-.322	1.000	-.648	.118
	Situational Condition	-.424	-.648	1.000	-.124
	Switching cost	-.419	.118	-.124	1.000

The correlation matrix above indicates the absence of serious multicollinearity among the independent variables, as seen from the correlation values between the independent variables is -0.322 for dissatisfaction variables, -0.424 for perceptions of situational conditions, and -0.419 for perceptions of switching costs that are entirely below 0, 8. Since there is no serious multicollinearity, it can be stated that this research model can be analyzed using logistic regression method to predict the influence of dissatisfaction, perception of situational conditions, and perception of switching cost, on the behavior of switching of Telkomsel Postpaid Card Customers in Batam city.

Contribution of influence of dissatisfaction (X1), situational condition (X2), and switching cost (X3) together to switching behavior (Y)

Table of summary model

Step	-2 Log likelihood	Cox & Snell R ²	Nagelkerke R ²
1	172.297a	.304	.552

Contribution of the influence of all independent variables (predictors) that is dissatisfaction, situational conditions, and switching cost together to switching behavior is equal to the value at Nagelkerke R² in Table is 55.2%. The remaining contribution of 44.8% is determined by factors other than the predictors contained in this research model. Based on these results, it can be stated that dissatisfaction, perception of situational conditions, and perception of switching cost together contribute 55.2% influence to switching behavior of Telkomsel postpaid card customers in Batam city.

Significance of influence of dissatisfaction (X1), situational condition (X2), and switching cost (X3) on switching behavior (Y)

Table variables in the equation

		β	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1a	Dissatisfaction	-.956	.363	6.946	1	.008	.384	.189	.783
	Situational Condition	1.161	.410	8.001	1	.005	3.192	1.428	7.136
	Switching cost	-.405	.211	3.684	1	.055	.667	.441	1.009
	Constant	-1.409	1.206	1.365	1	.243	.244		

Based on the results of the research in the table above, the regression coefficient, Wald statistic, odds ratio, and interval with 95% confidence over the odds ratio for each independent variable. According to the Wald criteria, there are 2 variables which are consumer dissatisfaction and situational conditions that can be relied upon to predict switching behavior because $p < 0.05$ although seen from the z value of 6.946 for Consumer Dissatisfaction, 8,001 for Situational Condition, and 3.684 for Switching cost. The result of the significance test of the influence of independent variables on the dependent variable is closely related to the hypotheses in this study. Therefore, the related discussion of the results of this significance test will be presented more in depth in the discussion of hypothesis test results.

Discussion of hypothesis test results 1

Based on the results of the research presented in the table above, which shows the value of z score of Consumer Dissatisfaction (X1) of 6.946 with $p < 0.05$, it can be stated that the magnitude of the effect of Consumer Dissatisfaction (X1) on Switching Behavior (Y) is significant at the confidence interval 95%. Therefore, the first hypothesis (H1) in this study that states the degree of consumer dissatisfaction affects switching behavior, is accepted. Test results for Hypothesis 1 in this study are in line with the results of research by Keaveney (1995) and Junaedy and Dharmmesta (2002).

Discussion of hypothesis test results 2

Based on the results of the research presented showing the z score of Situational Situation (X2) variable of 8,001 with $p < 0.05$, it can be stated that the magnitude of Situational Situation (X2) effect on Switching Behavior (Y) is significant at the confidence interval 95%. Therefore, the second hypothesis (H2) in this study that states the perceptual level of situational conditions affect switching behavior, is accepted. The results of this study are in line with some opinions expressed by Loudon and Bitta, (1993); Keaveney, (1995); Kotler and Armstrong (1999) who stated that perceptions of situational conditions influence switching behavior. This explains that the switching behavior of Telkomsel's postpaid subscribers in Batam city is influenced by situational conditions perceived by consumers.

Discussion of hypothesis test results 3

Based on the results of research presented in Table 5.10, which shows the value of z score of the variable Switching cost (X3) of 3.684 with $p > 0.05$ is 0.055 which is actually almost significant variable. Because the magnitude of the effect of Switching cost (X3) on Switch Behavior (Y) is insignificant at 95% confidence interval so the third hypothesis (H3) in this study which expresses consumer switching cost perception affects switching behavior, is rejected. This indicates that, the higher or lower switching cost will not affect the switching behavior of consumers, but they remain loyal. This happens when consumers are satisfied to use a product, they will remain loyal means that the higher consumer satisfaction will increase consumer loyalty because consumers not only consider the cost issues (switching costs) in the opinion of Aydin et al., (2005). Based on these results, it can be stated that the switching behavior of Telkomsel's postpaid card subscribers in Batam city is not influenced by consumers' perceived switching cost. Although both models have different points of view about loyalty, Keaveney (1995) with a behavioral point of view, whereas Burnham et al. (2003) with an attitude standpoint, the incorporation of switching cost is very interesting to be researched because it is expected to get a complete picture about factors influencing switching behavior or loyalty from a behavioral point of view. In addition, the merging of the two models, with regard to loyalty as a behavioral element, will complement the reference to the effect of switching costs on loyalty from a behavioral point of view.

Odds ratio on variable research

As a result of the research in Table Variables in The Equation, the Odds Ratio for Dissatisfaction (X1) variable is 0.892. The odds ratio is less than one. The value of odds of 0.892 can be interpreted that with every increase of one unit of perception of dissatisfaction, the chances of consumers making the transition decreased 0.892 times, or decreased 10.8%. According to Wald's criteria of variables, Dissatisfaction can't be relied upon to predict the Switching Behavior variable (Y) because the value $p > 0.05$ which means insignificant at 95 percent confidence interval. Due to the insignificance of Odds ratio for Dissatisfaction variables, it can be stated that consumer dissatisfaction has no effect on the possibility of switching behavior of Telkomsel Postpaid Card Customers in Batam City.

The Odds Ratio for Situational Condition (X2) variable is 1.091. The odds ratio is greater than one. This suggests that as perceptions of situational conditions increase, consumers' chances of changing consumer behavior increase. While the value of odds of 1.091 can be interpreted that with each increase of one unit of perception of situational conditions, the opportunity for consumers to switch behavior increased 1.091 times, or increased 9.1%. The Odds ratio for the variable Switching Cost (X3) is 0.954.

The odds ratio is less than one. This indicates that as the perception of consumer switching cost increases, it causes the opportunity of consumer switching behavior to grow smaller. While the value of odds of 0.954 can be interpreted for each increase of one unit of perception switching cost.

Table comparison of significance of z value Variable Dissatisfaction (X1)

Variables of the analysis		
Complete Research Model	The value of z of Variable Dissatisfaction (X1)	Significance
	3,076	0,079
Models that only include X1.6, X1.7, X1.8 On the Dissatisfaction variable	7,809	0,005

Based on the theoretical studies associated with the results of such small experiments, it can be stated that core service failures and the failure of service meetings on cellular telecommunication services are reasonably suspected to be the reason for the insignificant effect of consumer dissatisfaction on the behavior of Postpaid Card Customers of Telkomsel.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the analysis and interpretation of data processing that have been done, it can be concluded as follows:

- The level of consumer dissatisfaction has a significant influence on the switching behavior of postpaid card Telkomsel's customers in Batam city.
- Situational conditions have a significant influence on switching behavior of postpaid card Telkomsel's customers in Batam city.
- Switching cost has no significant effect on switching behavior of postpaid card Telkomsel's customers in Batam city.
- The factor that has the greatest influence is the predictor of situational conditions.
- In relation to the results where switching costs have no significant effect on switching behavior of postpaid card Telkomsel's customers in Batam city. It becomes very significant when it comes to procedural and financial switching costs, it is strongly suspected due to the relational switching cost.

Recommendations

Some suggestions can be submitted including:

- Regarding the switching cost factor, further research is needed involving more specific indicators and focus on procedural and financial transition burden.
- With regard to the limited contribution of factors in this study to switching behavior and the results of descriptive analysis that suggest the existence of the influence of demographic character of switching behavior, it is necessary to have further research that aims to explore and find other factors other than those found in research, which also contributed to the influence on switching behavior of postpaid card Telkomsel's customers in Batam city. The study is expected to be a model that can predict and describe the behavior of consumers switching more fully and thoroughly.
- As an input for PT Telkomsel, the company needs to take the attitude and the way to make low consumer dissatisfaction by minimizing errors and technical problems such as billing error, signal/network disturbance or activation of the old/failed package, showing good interaction with customers by being polite, friendly, and having good knowledge and product knowledge to help and answer any customer complaints, as well as quick and responsive handling of incident situations such as quickly fixing service interruptions.
- Related to situational condition factor of consumer which is the biggest factor that has the biggest influence on consumer switching behavior, there is need to be paid more seriously by way of applying some strategy by paying attention to aspect of price determination by applying competitive

tariff with competitor, arranging frequency of price increase, and eliminating ethical problems by prioritizing business ethics in the company's operations such as doing the same training of all front officers either under management Telkomsel or outsource / dealer.

- In terms of switching cost factors, firms need to learn more easily the use of new products, the initial arrangement of a new product / package, and make clear rules regarding financial costs for deposit, initial cost such as stamp duty, and corporate solution package. Although both models have different points of view about loyalty, Keaveney (1995) with a behavioral point of view, whereas Burnham et al. (2003) with an attitude standpoint, the incorporation of switching cost is very interesting to be researched because it is expected to get a complete picture about factors influencing switching behavior or loyalty from a behavioral point of view. In addition, the merging of the two models, with regard to loyalty as a behavioral element, will complement the reference to the effect of switching costs on loyalty from a behavioral point of view.

Limitations of research

The academics who will use the results of this research as the basis of scientific studies and practitioners who will use the results of this study as a basis for decision-making are expected to be able to pay attention to some of the limitations of this study, among others:

- This study is a combination that adopts the model of Keaveney (1995) research results with Burnham et al. (2003) research model without considering the differences that exist in the characteristics of services on the object of research.
- This study only discusses the influence of dissatisfaction, perception of situational conditions, and perception of switching cost on consumer switching behavior. These three factors have not been able to represent all the factors that influence consumer switching behavior.
- This study only discusses switching behavior that is loyalty from the point of view of behavior, while loyalty is a two-dimensional concept of behavior and attitude.
- This research uses sampling technique in the form of non-probability quota sampling with population limited to respondents in Batam city. The use of probability stratified sampling techniques from larger areas and more respondents will yield more accurate and more general results.

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— This article does not have any appendix. —