INFLUENCE OF INCONVENIENCE AND SERVICE QUALITY ON BRAND SWITCHING OF SERVICE PROVIDER IN MANADO

PENGARUH KETIDAKNYAMANAN DAN KUALITAS LAYANAN TERHADAP PERPINDAHAN MEREK PENYEDIA LAYANAN SELULER DI MANADO

By:
Laurena R. Tamon[1]
Ferdinand J. Tumewu[2]

[123]Faculty of Economics and Business,
International Business Administration, Management Program
Sam Ratulangi University, Manado

Email:
[1]tamonlaura@gmail.com
[2]tumewufj@unsrat.ac.id

Abstract: The more customers will satisfy the more amounts they will pay or they will feel unsatisfied and change the mobile service provider brand or called brand switching. Some factors that influencing the customers brand switching are inconvenience and service quality. The aim of this study is to know the simultaneous and partial influence of inconvenience and service quality on brand switching of mobile service provider in Manado City. This research used multiple regression analysis with sample of 100 respondents. The result shows that inconvenience and service quality are simultaneously and partially influence brand switching. Reason behind brand switching on service provider are like a late response of operator, activation of packages that take much time, late messages delivery, and there's no update of packages activation. When the customers didn'tget the quality of service they're expecting before the purchase makes the customer dissatisfied and this ends up in customer switch to other service provider. The mobile service provider should pay attention more about the quality of service and inconvenience to determine the major factors influencing for switching in this hyper competitive era, to retain the customer by providing value offer to keep them satisfy and to make customer loyal

Keywords: *inconvenience, service quality, brand switching*

Abstrak: Semakin banyak pelanggan akan puas dengan yang akan mereka bayar atau mereka akan merasa tidak puas dan mengganti merek penyedia layanan seluler atau yang disebut perpindahan merek. Beberapa faktor yang mempengaruhi perpindahan merek pelanggan adalah ketidaknyamanan dan kualitas layanan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh simultan dan parsial dari ketidaknyamanan dan kualitas layanan pada perpindahan merek penyedia layanan seluler di Kota Manado. Penelitian ini menggunakan analisis regresi berganda dengan sampel 100 responden. Hasil penelitian menunjukkan bahwa ketidaknyamanan dan kualitas layanan secara simultan dan parsial mempengaruhi perpindahan merek. Alasan perpindahan merek pada penyedia layanan seluler seperti respons yang terlambat dari operator, aktivasi paket yang membutuhkan banyak waktu, pengiriman pesan yang terlambat, dan tidak ada pembaruan aktivasi paket. Ketika pelanggan tidak mendapatkan kualitas layanan yang diharapkan membuat pelanggan tidak puas, akhirnya beralih ke provider lainnya. Penyedia layanan seluler harus lebih memperhatikan kualitas layanan dan ketidaknyamanan untuk menentukan faktor-faktor utama yang mempengaruhi peralihan di era yang sangat kompetitif ini, untuk mempertahankan pelanggan dengan memberikan penawaran bernilai agar mereka tetap puas dan loyal.

Kata kunci: ketidaknyamanan, kualitas layanan, perpindahan merek

INTRODUCTION

Research Background
Telecommunications is the suite of technologies, devices, equipment, facilities, networks, and applications that support communication at a distance. Indonesia's telecommunication sector is a highly competitive, rapidly changing and dynamic industry that has come to reflect significant shifts in social behavior and interaction.

Telecommunication companies and mobile phone manufacturers now face a stiff competition in attracting and retaining users the majority of which are young being aged between 10-39 years and therefore very price sensitive as well as quick to switch brand or provider. This youthful market base has grown up being accustomed to using mobile telephones as their main communication device which has made the market highly receptive to the latest trends in netbook and tablet computers thereby creating a new realm of competition for devices, data and roaming packages.Today consumers think of telecommunications in terms of both products and services. When choosing a mobile phone service provider, get advice from friends, neighbors and colleagues to see which provider will provide the best reception to your home and workplace. At the end of this article is a list of mobile telephone service providers. Fast mobile networks are now the most efficient way for Indonesia to catch up with more developed countries and provide coverage even in less populated regions.

Mobile user expects the best service from their services provider. People always pay for their satisfaction. The more customers will satisfy the more amounts they will pay or they will feel unsatisfied and change the mobile service provider brand or called brand switching. Some factors that influencing the customers brand switching are inconvenience and service quality.

Research Objective
Based on the research problem, the objectives of this research are to know:
1. Simultaneous effects of inconvenience and service quality on brand switching of mobile service provider in Manado City
2. Partial effects of inconvenience on brand switching of mobile service provider in Manado City
3. Partial effects of service quality on brand switching of mobile service provider in Manado City

THEORETICAL REVIEW

Consumer Behavior
Schiffman and Kanuk (2004:8) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy they needs. In other words, consumer behavior involves the feelings and thoughts of people experiences. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

Brand Switching
Brand switching also known as brand jumping refers to the processing which a customer changes from buying one brand of a product to buying another brand (Keller, 2008:5). Kumar and Charles (2011) identified that Brand switching is the process in which consumer switches from the usage of one product to another product but of same category. In our daily life consumers switch from one brand to another brand although are highly satisfied from it. Mostly customers switch from one brand to another brand considering different factors.

Inconvenience
Consumer convenience in buying and using services is not well understood. Convenience is acknowledged to be increasingly important to consumers, yet no known research has defined the service convenience construct or examined how it is evaluated (Berry et al, 2002).In some convenience studies, the distinction between service and goods convenience is clear.

Service Quality

Service quality is a global attitude or judgment about the superiority of a service, although the true scope of this attitude is disagreeable. Service quality is often conceptualized as a comparison of expectations with actual performance perceptions of services (Valarie and Bitner, 2007). Quality must begin from customer needs and end in customer perception (Kotler, 1996:58).

Previous Research

Saeed, M.M., Gull, A.A and Rasheed, M.E., (2013). Factors Affecting Brand Switching in Telecommunication a Case Study of Sahiwal District, Pakistan". After analysis of data we infer that Inconvenience and price of Call, SMS, GPRS is the reason behind brand switching but service failure is not that much affect brand switching.

Zikienė and Pilelienė (2016)**.** Research of Factors Influencing Customer Switching Behavior in Farmers' Markets in Lithuania. Research results indicated that only half of Lithuanians are loyal customers of farmers' markets. Moreover, the defection rate is quite high. Considering the results of factors influencing switching behaviour, it can be concluded that customers are loyal to the chosen vendors for the value they receive rather than for high switching costs.

Husain *(*2016). A Study on Various Attributing Reasons for Switching Telecommunication Brands among Various Cellular Services at Larkana, Sindh, Pakistan The result showed that majority of students switch to other network because of service failure.

Viral (2017). Factors Influencing Brand Switching in Telecommunication: A Case Study of Rajkot City of Gujarat". After the analysis of data researcher found out that from the all the factors: inconvenience, services failure and price of Call, SMS, GPRS are the reasons behind brand switching but service failure did not that much affect brand switching. Mobile service providers can control these factors to make mobile subscribers loyal and to retain them on their network.
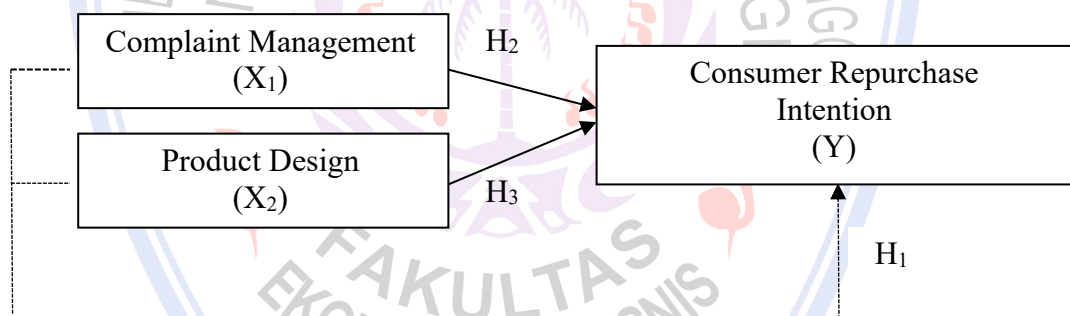
Conceptual Framework

Figure 1. Conceptual Framework
Source: Theoritical Framework, 2019

Type of Research

This research type is causal which uses quantitative type of research. Quantitative research or quantitative method (Sugiyono, 2013:3) defined as research method based on positivism paradigm that used to investigate specifics population or samples. This research is focus on consumer behavior, which is consumer brand switching. This research used quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Malhotra, 2009:180). The method used in this research is multiple regression analysis.

Place and Time of Research

This study was conducted in Manado City from May-November 2019.

Population and Sample
The samples using random sampling from the population of mobile service provider user that once or more change the service provider which are 100 people from family, friends, and other. The population of people in Manado that have switching the mobile service provider that the researcher found is about 100 people from family and acquaintances.

Data Collection Method
Primary data refer to information obtained first-hand by researcher on the variable of interest for specific purpose of study. Secondary data refer to information gathered from sources that already exist as we saw in literature review (Sekaran, Bougie. 2010:180).

Operational Definition of Research Variable
1. Inconvenience. Inconvenience means feel dissonance or un-prompt respond regarding associated services or facilitations. Inconvenience caused a dissatisfaction of the customers. (Indicators: Late response of operator, late activation of packages, late delivery of SMS, no updates on package activation).
2. Service Quality. Service quality is often conceptualized as a comparison of expectations with actual performance perceptions of services. (Indocators: Selular Network, Service Failure, Poor Responsiveness, Lack of Customer Services).
3. Brand Switching. Brand switching is the desire to move to another brand or do not committed to being a consumer product brand. Also increases the consumer's willingness to try alternative brands. The brand switching could be influence by some factors, which are inconvenience and service quality. (Indicators: post consumption dissatisfaction, switching brand desire, unwillingness to use the service, prefer another brand).

Data Analysis Method
Validity and Reliability Test
Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran and Bougie, 2010:262). The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement.

Multiple Regression Analysis Model
Multiple regressions is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables to test and explain a causal theory. A multiple linear regression analysis is carried out to predict the values of a dependent variable, Y, given a set of p explanatory variables (Tranmer and Elliot, 2008). The formula of multiple regression models in this research is shown below:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Y	: Brand Switching
a	: Intercept
β_1-β_2	: Regression Coefficient of Each Variable
X_1	: Inconvenience
X_2	: Service Quality
e	: Error

RESULT AND DISCUSSION

Result of Reliability and Validity Test
Reliability Test
"The minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6(Sekaran, 2003:311). The table above shows that Cronbach's Alpha > 0.6.

Tabel 1. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Inconvenience	0.6	0.766
2	Service Quality	0.6	0.701
3	Brand Switching	0.6	0.754

Source: SPSS Output version 21.00, 2019

Table 1 shows the Cronbach's Alpha values of all indicators are above 0.60, it meansthat all the variables in this research is considered reliable and can be used to retrieve data.

Validity Test

According Arikunto (2002: 146) Validity is a measure that indicates the validity or degree of validity of an instrument. This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.196) then the instrument is considered as valid (Sugiyono, 2006).All the total values for each indicator for independent variables and dependent variables are above 0.196. It means all the indicators are valid and can be used on this research.

Classical Assumption Test Multicollinearity Test
Tabel 2. Multicollenearity

Model	Collinearity Statistics	
	Tolerance	VIF
Inconvenience	.955	1.047
Service Quality	.955	1.047

Source: SPSS Output version 21.00, 2019

Table 2 shows that the tolerance and VIF values. The tolerance value of complaint management, product design, and perceived quality are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity
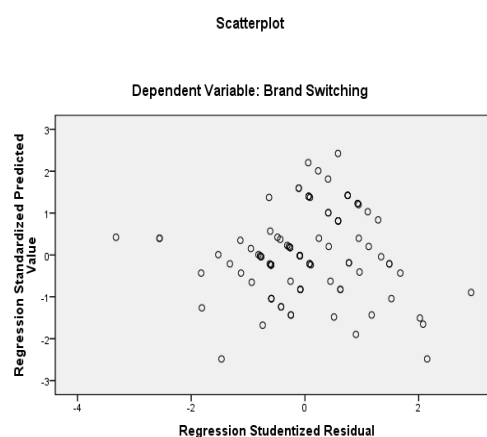
Figure 2. Heteroscedasticity
Source: SPSS Output version 21.00, 2019

Figure 2 shows that the dots is not created a specific pattern andalso spread above and below 0 (zero). It proves that there is no heteroscedasticity in thisregression model.

Normality Test

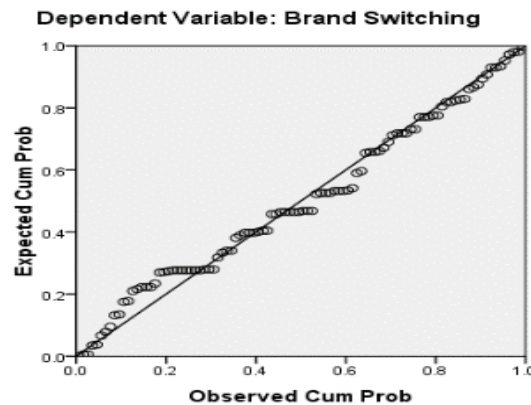Normal P-P Plot of Regression Standardized Residual

Figure 3. Normality Test
Source: SPSS Output version 21.00, 2019

Figure 3 shows that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Regression Analysis
Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.286	.470		2.734	.007		
Inconvenience	.245	.073	.262	3.365	.001	.955	1.047
Service Quality	.522	.073	.555	7.137	.000	.955	1.047

Source: SPSS Output version 21.00, 2019

The result in the Table 3 can be expressed in regression equation as:

$$Y = 1.286 + 0.245\ X1 + 0.522\ X2 + e$$

The interpretation of the equation is:
1. Constant value of 1.286 means that in a condition of ceteris paribus, if all independents variables equal to zero, then brand switching (Y) as dependent variable is 1.286
2. X1 coefficient value of 0.245 means that if there is one unit increase in inconvenience X1 then brand switching (Y) will improve and increase by 0.245.
3. X2 coefficient value of 0.522 means that if there is one unit increase in service quality (X2) then the brand switching (Y) will improve and increase by 0.522.

Table 4. R and R^2

Model Summary[b]

Model	R	R Square
1	.662[a]	.439

Source: SPSS Output version 21.00, 2019

R and R^2 or R Square are used to see the relationship between independent and dependent variables. Table 4 shows that the R^2 is 0.662 which mean the independent variable affecting the dependent variable with 66.2% and the rest 33.8 % are affecting by the other variable that did not examined on this research.

Hypothesis Testing
Table 5. F-Test Output

	Model	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	6.260	2	3.130	37.901	.000[a]
	Residual	8.010	97	.083		
	Total	14.270	99			

Source: SPSS Output version 22.00, 2019

Table 5 shows that in this research the F_{count} is higher than F_{table}, $F_{count} = 30.169 \geq F_{table} = 3.089$, H_1 is accepted. Independent variables inconvenience and service quaity are simultaneously influences the brand switching as dependent variable.

Table 6. T-Test Output

Variables	T_{count}	T_{table}	Description
Inconvenience (X₁)	3.365	1.984	Accepted
Service Quality (X₂)	7.137	1.984	Accepted

Source: SPSS Output version22.00, 2019

1. Table 6 shows that t_{count} is 3.365 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 3.365 \leq t_{table} = 1.984$. Since the t_{count} is greater than t_{table} then H_2 is accepted. It means that variable inconvenience is significantly influences brand switching.
2. Table 6 shows that t_{count} is 7.137 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 7.137 \leq t_{table} = 1.984$. Since the t_{count} is greater than t_{table} H_3 is accepted. It means that variable service quality is significantly influences brand switching.

Generally, inconvenience and service quality has influence brand switching. Based on the result; all of the independent variable has a significant influence toward the dependent variable. Which mean, the hypotheses 1, 2, and 3 are accepted because inconvenience and service quality has simultaneously and partially influence brand switching of mobile service provider in Manado.

Discussion
Inconvenience and Brand Switching
Previous research "Factors Affecting Brand Switching in Telecommunication A Case Study of Sahiwal District, Pakistan" by Saeed, M.M., Gull, A.A and Rasheed, M.E., (2013), the result shows that inconvenience have a significant influence toward brand switching in Telecom industry of Pakistan. People of Pakistan will switch their network if they feel inconvenience on the existing network. Another previous research "Research of Factors Influencing Customer Switching Behavior in Farmers' Markets in Lithuania" by Zikiene and Pileliene (2015), the result shows that Inconvenience, as the second most significant factor supporting the potential switching behavior of loyal customers, reveals the importance of both the location of a certain farmers' market and the availability of a certain vendor at the time and place required by the customer. Based on the research results, it may be concluded that in case of circumstances causing inconveniences, loyal customer is tend to buy the required goods from another vendor. The other side, the previous research "A Study on Various Attributing Reasons for Switching Telecommunication Brands among Various Cellular Services at Larkana, Sindh, Pakistan" by Hussain (2016), the result shows that inconvenience has not significantly influence brand switching on telecommunication brands among various cellular services. It shows that brand switching has not strong relationship with price and inconvenience but it has strong relationship with service failure.

This research supported the previous research by Saeed, et al and also the previous research by Zikiene and Pileliene (2015). This research shows that variable inconvenience has a significant influence toward brand switching on mobile service provider in Manado. The meaning of inconvenience on this research is when the customer call to customer care center in how much time them response. The activation time for a package is high and customer has to wait a while to get the package. Inconvenience means feel dissonance or un-prompt respond regarding associated services or facilitations. According to the customer, the reason behind brand switching on mobile service provider are like a late response of operator, the activation of packages that take much time, late messages delivery, and there's no update of packages activation. Based on the customer perception of inconvenience in using mobile service provider, the telecommunication company should put more attention about things that will make the customer feel inconvenience in using the mobile service provider like hiring and training a good employee that will handle the customer service perfectly, so it wouldn't have to take more time for the customer to keep customers loyal and to discourage brand switching.

Service Quality and Brand Switching

Previous research "Factors Affecting Brand Switching Behavior in Telecommunication Industry of Pakistan: A Qualitative Investigation" by Shah, R.,Husnain, M and Zubairshah, A (2018), the result shows that service quality is one of significant factors that influence the customer brand changing in telecommunication industry of Pakistan. Respondents commented that they remain to search a telecommunication service provider with good quality of service. According to the customer, service quality is one of the reasons why they stayed with that provider. Its mean that more good the service quality, the more brand changing will decrease. Another previous research "Factors Influencing Brand Switching in Telecommunication: Case Study" by Viral (2017), the result shows that service failure plays significant role in influencing consumers brand switching behavior in telecommunication industry. Service failure is the major reason for the switching over the Telecommunication service while the inconveniency has less significant influence on switching attitude of customer.

This research supported the previous research by Shah, R.,Husnain, M and Zubairshah, A (2018) and Viral (2017). This research shows that service quality has a significant influence on brand switching on mobile service provider in Manado. In this research quality of services is identified through innovation, communication and value added services. When the customers will not get the quality of service which they were expecting before the purchase their trust will shake which in turn makes the customer dissatisfied and this ends up in customer switch to other service provider. So it can be concluded that if customer finds the best quality of service conveniently, they would be less price sensitive and be loyal. Service quality in this research is about the lack of service provider, like cellular network, service failure, poor responsiveness, and bad customer service. The mobile service provider should pay attention more about the quality of service to determine the major factors influencing for switching in this hyper competitive era, to retain the customer by providing value offer to keep them satisfy and to make them loyal.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:
1. Inconvenience and service quality has a simultaneous and significant influence on brand switching in mobile service provider in Manado.
2. Inconvenience have a partial and significant influence on brand switching in mobile service provider in Manado.
3. Service quality have a partial and significant influence on brand switching in mobile service provider in Manado.

Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:
1. Based on the result of this research, service quality have the most influence on brand switching on mobile service provider in Manado. Service quality in this research is about the lack of service provider, like

cellular network, service failure, poor responsiveness, and bad customer service. The mobile service provider should pay attention more about the quality of service to determine the major factors influencing for switching in this hyper competitive era, to retain the customer by providing value offer to keep them satisfy and to make customer loyal.

2. Inconvenience become the second factor that influencing the brand switching. Based on the customer perception of inconvenience in using mobile service provider, the telecommunication company should put more attention about things that will make the customer feel inconvenience in using the mobile service provider like hiring and training a good employee that will handle the customer service perfectly, so it wouldn't have to take more time for the customer to keep customers loyal and to discourage brand switching.

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