
THE IMPACT OF PUSH, PULL, AND MOORING TO CUSTOMER SWITCHING BEHAVIOR (CASE STUDY ON CUSTOMER INDOVISION IN MANADO)

PENGARUH PUSH, PULL, DAN MOORING TERHADAP PERILAKU BERALIH KONSUMEN (STUDY KASUS PADA KONSUMEN INDOVISION MANADO)

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ABSTRACT

A development of broadcasting business occurs very rapidly entire parts of the world. The purpose of this study is to find out the impact of push, pull, and mooring to customer switching behavior on customer of indovision in Manado. This research is causal type of research and used quantitative method. The population in this research were people living in Manado who use subscription television, especially those using Indovision and other operators in the house as well as the switch from another operator to operator Indovision. This research has used sampling technique and the sample of this research is 100 respondents. The result of this study shows that Push Pull, and Mooring have significant influence on Customer switching behavior. Indovision company must consider about the importance of satisfaction, attractive alternative and switching cost for more attention and enhanced as display quality, service and price.

Keywords : Push, Pull, Mooring, Customer Switching Behavior.

ABSTRAK

Pengembangan bisnis penyiaran terjadi sangat cepat seluruh dunia. Tujuan dari penelitian ini adalah untuk mengetahui dampak dari Push, Pull, dan mooring terhadap perilaku beralih pelanggan pada pelanggan Indovision di Manado. Penelitian ini merupakan jenis penelitian kausal dan menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah orang-orang yang tinggal di Manado yang menggunakan televisi berlangganan, khususnya yang menggunakan Indovision dan operator lain di rumah serta beralih dari operator lain ke operator Indovision. Penelitian ini akan menggunakan teknik sampling dan sampel penelitian ini adalah 100 responden. Hasil penelitian ini menunjukkan bahwa Push, Pull, dan Mooring memiliki pengaruh yang signifikan terhadap perilaku beralih Pelanggan. Perusahaan Indovision harus mempertimbangkan tentang pentingnya kepuasan, alternatif yang menarik dan biaya switching, untuk lebih memperhatikan dan meningkatkan kualitas tampilan, layanan dan harga yang lebih terjangkau.

Kata kunci : Push, Pull, Mooring, Customer Switching Behavior

1. INTRODUCTION

Research Background

A development of broadcasting business occurs very rapidly entire parts of the world. These developments are made TV stations are competing to display various entertainments that attracted the attention of viewers. Television more popular in its development since it capable of providing entertainment not only audio, but also has a visual that makes TV more accepted than other mass media. Meanwhile, a progress of television broadcast industry in Indonesia has been progressing very rapidly. A need for good quality TV shows and entertaining experience enhanced many TV stations are competing to present an innovation of TV broadcast to provide their audiences with many alternative informations. Since then, the introduction of Pay TV is inevitable. It provides an opportunity for consumers to obtain more vary of local and foreign audio visual entertainments as well as more update informations at any time 24 hours. In its development, Pay-TV industry experienced unprecedented growth over a period of 3 to 5 years. It is characterized by the presence of a wide range of indulgent choice of consumers in Indonesia.

According to Hutabarat (2015) that a progress of Pay TV industry in Indonesia is growth significantly from year to year which recorded of 7% in 2012 and to 9% in 2013. While in 2014 many experts predict it could reach 12% of the total number of households use TV service. These make Pay-TV providers are also to realize the potential market is existed. Therefore, the emergence of Pay TV itself has been well accepted by customers. This could lead to the rise of many of TV subscribe to join the Pay TV market, which created more tough competition in this industry.

Indovision is a subscription television shelter under PT MNC Sky Vision. It is the first subscription television in Indonesia. In a tight competition, Indovision still able to demonstrate its existence as one of the best TV subscriber in Indonesia. By year 2015 Indovision has won three awards that are, SBBI - JBBi 2015 (Solo Best Brand Index - Jogja Best Brand Index 2015 for the Pay TV category), by 25th March 2015 it has successfully won the award of The Indonesia WOW Brand Award 2015, and lastly it had Won Master Brand Award 2015. Meanwhile, Indovision which is the pioneer of pay TV industry in Indonesia that present the most comprehensive program of various genres to entertain the whole family, and use the latest technology to enable Indovision broadcast more than 160 channels. Therefore, in order to provide the best service to customers, Indovision currently supported by more than 80 branches in throughout Indonesia, 24 hours and 7 days a week professional technicians and support staff available to provide the best service to customers. In the midst of competitive environments that gives a very positive resistance, the need for a subscription television provider to understand consumer behavior is important to avoid switching behavior to other services or products.

Research Objectives

Based on the research problems, the objectives of this research are as follows:

1. To analyze the Impact of Pull, Push, Mooring to Customer switching behavior Case study on Customer Indovision simultaneously.
2. To analyze the Impact of Push to Customer switching behavior of customer Indovision partially.
3. To analyze the Impact of Pull to Customer switching behavior of customer Indovision partially.
4. To analyze the Impact of mooring to Customer switching behavior of customer Indovision partially.

Theoretical Framework

Marketing

According to Kotler and Keller (2012) in a social definition marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. From the definition of the experts that have been described above, it can be concluded that marketing is a social and managerial process of individuals and groups to meet their needs and wants, through the creation of supply and exchange (value) product with other parties, where it is also expected to provide satisfaction to their customers.

Consumer behavior

The definition of consumer behavior according to Kotler (2009), consumer behavior is how individuals, groups, and organizations choose goods, services, ideas, event experience to satisfy their needs and wants. From the definition above, it can be concluded that consumer behavior is the behavior of customers who seek and evaluate what she would use to meet their needs.

Switching Behavior

According to Givon (2001), brand switching is switching brand or product by customers for every using time, where the level of brand switching also shows the extent to which they have a loyal customer. According to some theories above it can be concluded that the switching behavior is the behavior of consumers who have a tendency to switch to another brand because we are not fulfilling what the wishes or needs, thus the consumers will continue to seek and find what you can or are able to provide what the needs.

Push, Pull, Mooring

Push, Pull, Mooring model were used by many researchers to study the consumers' switching behavior in service market. According to (Bansal, Taylor, and James, 2005), customers are pushed by quality, satisfaction, low value, trust, commitment, or price perception, pulled by alternative attractiveness, and moored by attitude towards switching, subjective norm, switching costs, infrequent switching behavior, and variety seeking. Based on the theory and previous research on the push-pull-mooring, so this paper will combine the above factors from the previous paper and categorize them into three; satisfaction (push), attractive alternative (pull), switching costs (mooring).

Satisfaction (Push)

Roberts-Lombrand (2009) defines customer satisfaction as the degree to which a business's product or service performance matches up to the expectation of the customer. Based on the definition of the experts above it can be concluded that customer satisfaction is the fulfillment of the hopes and expectations of consumers with what is on offer or given by a company such as goods or services.

Attractive alternative (Pull)

Attractive alternative is another alternative that can provide the quality is almost the same as what is on offer, is an aspect that can affect the perception of the customer to move because of the existence of alternative goods or services that have the same quality or better can affect customer switching behavior of long products to other products. Alternative attractiveness refers to customer perceptions regarding the extent to which viable competing alternatives are available in the marketplace (Jones et al., 2000). Based on the above theory it can be concluded

that attractive alternative is a condition where the consumer has the option to switch to other products because the alternatives are many and have the same quality that trigger the behavior of customers to switch to other products is greater, while if an alternative or low competition then the possibility of shifting consumer behavior is likely to be reduced even non-existent.

Switching costs (Mooring)

According to Porter (1998), switching costs as those involved in changing from one service provider to another, including not only costs that can be measured in monetary units, but also psychological effects of becoming a client of a new provider and effort and time involved in adapting to a new firm Based on the definition of the experts above it can be concluded that switching costs are something sacrifice or sacrificed either material or nonmaterial because switching or switching to other products.

Previous Research

Zhang K.Z.K, Cheung C. M.K, Lee M K.O. (2012) In recent years, there have been a growing number of online social platforms which allow users to publish and share their personal stories, opinions, knowledge, expertise, and product reviews. Online service switching has become a major challenge for marketers. In this study, we attempt to understand online service switching behavior through investigating blog service switching.

Hou A, Shang R, Huang C. Wu K.(2011). The study is expected to collect data of 400 users, and the hypothesis will be tested by structural equation modeling (SEM) using SmartPLS technology. The result will shed light on the important issue of SNS switching, fill in the insufficiency in academic research, and provide operation suggestions to operators. The study is expected to collect data of 400 users, and the hypothesis will be tested by structural equation modeling (SEM) using SmartPLS technology. The result will shed light on the important issue of SNS switching, fill in the insufficiency in academic research, and provide operation suggestions to operators.

Leng P.(2014). In summary, this paper has successfully measured the extent to which switching intention in Cambodia's mobile telecommunication industry is influenced from three factors of migration theory (pushing, pulling, and mooring) and MNP. This study would like to establish a concrete conclusion that the proposed theoretical model is significantly validated from all factors of PPM model and MNP factor in mobile telecommunication industry in a developing country where MNP does not exist or where MNP is at its introduction stage. Moreover, the findings indicate that dissatisfaction is the main cause for mobile telecommunication subscribers to switch suppliers and satisfactions are mostly measured by the functionality of service, availability of service, large network coverage, service quality, availability of products, big network externality, information security.

Research Hypothesis

According to Sekaran and Bougie (2009) a hypothesis can be defined as a logically conjectured relationship between two or more variables expressed in the form of a testable statement. This research has hypothesis as follows:

- H1 : Pull, Push, Mooring has simultaneous effect on Customer switching behavior of Indovision customer.
- H2: Push has partial effect on Customers witching behavior of Indovision customer.
- H3: Pull has partial effect on Customer switching behavior of Indovision customer.
- H4: Mooring has partial effect on Customer switching behavior of Indovision customer.

Conceptual Framework

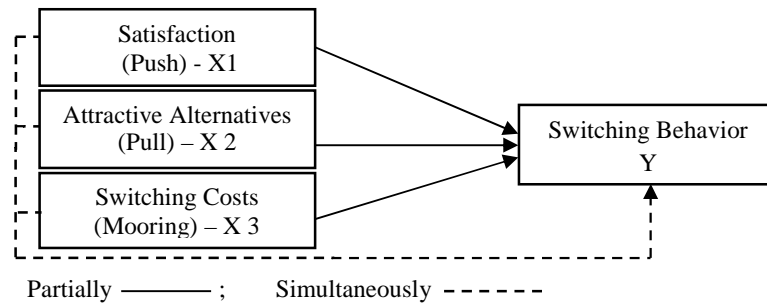


Figure 1. Conceptual Framework

Source: Data Processed, 2015

2. RESEARCH METHOD

Type of Research

This research is a quantitative method, using questionnaire as a tool to gather data and analysis. The research type is causal research where it will investigate the influence of push, pull and mooring to customer switching behavior case study on customer indovision Manado.

Place and Time of Research

This study will be conduct in Manado, North Sulawesi, Indonesia, will bespecifically conductedto thecustomers of indovision andthis research willbe held onMayuntil July 2015.

Population

The populations in this research were people living in Manado who use subscription television, especially those using Indovision and other operators in the house as well as the switch from another operator to operator Indovision, and the questionnaire spread to them of a representative from every district in Manado.

Sample

Sample is a subset of population, it comprises some members selected from it, and the sample of this research is 100 respondents, that who use subscription television.100 samples used in this research is representative of all districts in Manado, from 11 districts in 9 people who take the representation from each district to be sampled in this study, based on the results of the sample obtained was 99 we perform rounding to 100 for ease to doing research.

Data Collection Method

The primary data

Primary data is originated by the researcher specifically to address the research problem. This research will take primary data from the result of questionnaires. Questionnaires are distributed to respondent so they can respond directly on the questionnaire. There were two sections in the questionnaire that should be filled in by the respondents. The first section asked about respondents identities and the second section asked about things that related with the variables.

The secondary data

Secondary where collected for some purpose other than the problems at hand. The secondary data were taken from text books, journals, a relevant literature from library and internet. These

secondary data were used in the background, literature review, research method, and discussions.

Data Analysis Method

This given section will explain about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data or the main analysis method of the tabulated data for proving hypotheses in this research.

Validity and Reliability Test

The questionnaire design is conducted to perform validity and reliability test and to prove the truth of hypothesis and to know the relation rate between variable Y and variable X. from the result of research’s analysis conducted that questionnaire design with Pearson correlation coefficient more than 0.3 indicates valid and alpha coefficient more than 0.6000, so questionnaire design indicates reliable.

Multiple Regression Analysis Method

The method of analysis that used in this study is multiple regression models approach the return. According to Sekaran (2005), multiple linear regression is used to find out the influence of independent variables on dependent variable. The formula of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Whereas:

- Y : Customer Switching Behavior
- a : Alfa or Constant
- b₁ : Beta
- e : Error
- X₁ : Satisfaction (Push)
- X₂ : Attractive Alternatives (Pull)
- X₃ : Switching Costs (Mooring)

3. RESULT AND DISCUSSION

Validity and Reliability

The Multiple Linear Regression model is used to determine the influence of several independent variables on a dependent variable. Here is computed the influence of Push (Satisfaction) (X₁), Pull (Attractive Alternative) (X₂) and Mooring (Switching Costs) (X₃) on the Customer Switching Behavior on Indovision Customer in Manado (Y).

Table 1. Multiple Linear Regression

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.317	.221		1.435	.155
	Satisfaction	.18	.024	.603	8.661	.000
	Attractive alternative	.066	.033	.157	2.014	.047
	Switching Costs	.065	.014	.280	4.583	.000

a. Dependent Variable: customer Switching Behavior

Source: Data Processed, 2015

From the analysis, the obtained linear regression equation is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \qquad Y = 0.317 + 0.208 X_1 + 0.066 X_2 + 0.065 X_3$$

where:

- Y : The Customer Switching Behavior
- X₁ : Push (Satisfaction)
- X₂ : Pull (Attractive Alternative)
- X₃ : Mooring (Switching Costs)

1. Constant (α) 0.157 shows the influence to relationship between Push (Satisfaction) (X₁), Pull (Attractive Alternative) (X₂) and Mooring (Switching Costs) (X₃) factors to the Customer Switching Behavior on Indovision Customer in Manado (Y). If all independent variables are equal to zero the Customer Switching Behavior on Indovision Customer in Manado factor (Y) is predicted to be 0.317.
2. If the others are constant, an increase of one point in Push (Satisfaction) Factor (X₁) will result in an average increase of at least 0.208 in the Customer Switching Behavior on Indovision Customer in Manado factor (Y).
3. If the others are constant, an increase of one point in Pull (Attractive Alternative) Factor (X₂) will result in an average increase of at least 0.066 in the Customer Switching Behavior on Indovision Customer in Manado factor (Y).
4. If the others are constant, an increase of one point in Mooring (Switching Costs) Factor (X₃) will result in an average increase of at least 0.065 in the Customer Switching Behavior on Indovision Customer in Manado factor (Y).

Test of Classical Assumption

Multicollinearity

Table 2. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Satisfaction	0,551	1,815
Attractive Alternative	0,438	2,284
Switching Costs	0,715	1,398

a. Dependent Variable: Customer Switching Behavior

Source: Data Processed, 2015

Since all the tolerance value is less than 2.0 and the VIF value is less than 10, the model concluded to be free from multicollinearity

Testing the Goodness Fit: Coefficient of Multiple Regression (R) and Coefficient Determination (R²)

Table 3. R and R square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.744	.736	.37325

a. Predictors: (Constant), Switching Costs, Satisfaction, Attractive Alternative

Source : Data Processed, 2015.

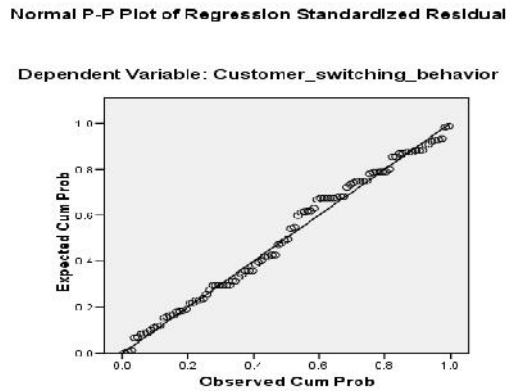
The coefficient of correlation (R) is 0.862 meaning the level of relationship between independent and dependent variable is considered as a substantial positive relationship. In the other words, Push-Satisfaction (X₁), Pull-Attractive Alternative (X₂) and Mooring-Switching Costs (X₃) with as independent variables and the Customer Switching Behavior on Indovision Customer in Manado (Y) as dependent variable have a substantial positive relationship.

The coefficient of determination is identified by R² = 0.744 which is the correlation coefficient quadrate (0.862)² = 0.744. R Square is usually called the coefficient of determination which is 0.744 or 74.4% that means the Customer Switching Behavior on Indovision Customer in

Manado (Y) is able to be explained by Push (Satisfaction, X_1), Pull (Attractive Alternative, X_2) and Mooring (Switching Costs, X_3). And the rest 25.6% are caused by the other factors.

Normality

To identify the normality test, the figure 2 will show the graphic result for the normality test.

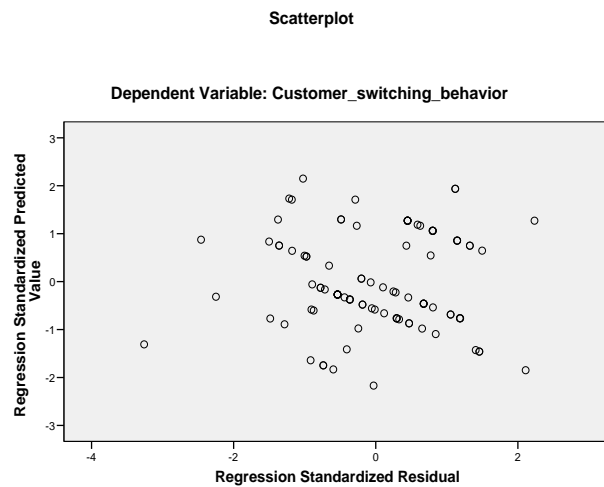


Graph1. Normality Test Output
 Source: Data Processed, 2015

Graph 1 shows that the data that is represented by the dots are spreading near the diagonal line.

Heteroscedasticity

In the graph 3 were shown the result of heteroscedasticity test.



Graph 3. Heteroscedasticity Test Output
 Source: Data Processed, 2015

Graph 3 shows that the dots spreading in 0. This proves that the model is heteroscedasticity.

Hypothesis Testing

Table 4. F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.824	3	12.941	92.892	.000 ^b
	Residual	13.374	96	.139		
	Total	52.199	96			

a. Dependent Variable: Customer Switching Behavior
 b. Predictors: (Constant), Switching Costs, Satisfaction, Attractive Alternative
Sources: Data Processed, 2015

H₁: (Push – Satisfaction, X₁), Pull - Attractive Alternative, X₂) and (Mooring - Switching Costs, X₃) have significant influence Customer Switching Behavior on Indovision Customer in Manado (Y), simultaneously.

If: $F_{value} > F_{table}$ Reject H₀ $F_{value} < F_{table}$ Accept H₁

By using the level of significance of 0.05 ($\alpha = 0.05$) and degree of freedom (df) = 6; found: $92.892 > 3.72$. Since the F_{value} is greater than F_{table} , H₀ rejected and H₁ is accepted, which means (Push - Satisfaction, X₁), (Pull - Attractive Alternative, X₂) and (Mooring - Switching Costs, X₃) influence the Customer Switching Behavior on Indovision Customer in Manado (Y), simultaneously. Thereby, hypothesis 1 is accepted.

Table 5. T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.317	.221		1.435	.155
	Satisfaction	.208	.024	.603	8.661	.000
	Attractive Alternative	.066	.033	.157	2.014	.047
	Switching Costs	.065	.014	.280	4.583	.000

a. Dependent Variable: Customer Switching Behavior
Sources: Data Processed, 2015

From Table5, it is found the t_{value} for Push (Satisfaction)Factor (X₁)is8.661 and t_{table} is1.98andmeant that $t_{value} > t_{table} = 8.661 > 1.98$. Therefore, H₀ is accepted and H₁ is rejected and it means thatPush (Satisfaction) Factor (X₁) significantly influences the Customer Switching Behavior on Indovision Customer in Manado Factor (Y). The analysis shows that generally Push (Satisfaction) Factor will increase the Customer Switching Behavior on Indovision Customer in Manado Factor (Y). This hypothesis 2 is accepted. From Table 5, it is found the t_{value} for Pull (Attractive Alternative) Factor (X₂) is 2.014 and t_{table} is1.98andmeant that $t_{value} > t_{table} = 2.014 > 1.98$. Therefore, H₀ is accepted and H₁ is rejectedand it means thatPull (Attractive Alternative) Factor (X₂) significantly influencesthe Customer Switching behaviour on Indovision Customer in Manado Factor (Y). The analysis shows that generally Pull (Attractive Alternative) Factor will increase the Customer Switching Behavior on Indovision Customer in Manado Factor (Y). This hypothesis 3 is accepted. From Table 5, it is found the t_{value} for Mooring (Switching Costs) Factor (X₃) is 4.583 and t_{table} is1.98andmeant that $t_{value} > t_{table} = 4.583 > 1.98$. Therefore, H₀ is accepted and H₁ is rejected and it means thatMooring (Switching Costs) Factor (X₃) significantly influencesthe Customer Switching Behavior on Indovision Customer in Manado Factor (Y). The analysis shows that generally Mooring (Switching Costs) Factor will increase the Customer Switching Behavior on Indovision Customer in Manado Factor (Y). This hypothesis 4 is accepted.

Discussion

Service is one essential form for satisfying people’s needs and wants. By utilizing a particular model of service, every different person can fulfill a stated desire that cannot be pleased by directly using products from stores or distribution agents. The value of service in fulfilling

customers' needs and wants is still considered important by many businessmen and marketers, associated with the changing of people's preference about suitable products or services for them. The continuity of customers' adoption for the latest model of service encourages any service company to establish, to maintain and to improve the given service to its customers. After concerning the proper ways in preparing and providing services from service companies to them, it cannot be totally ensured that almost all people in each market area can openly choose one model of service from one company. There is a possibility that a group of customers will not always choose one service company for satisfying their needs and wants. These customers can choose to keep the deployment of services from the first company and also use the similar one for the other service company. Other circumstance for such people is switching their behavior for fulfilling needs and wants from the original company to other competitors with the comparable service models.

People's behavior to change the preference in using a certain type of service is associated with the Customer Switching Behavior and this aspect is important for guaranteeing the stability for any service company in the market. Its changing is attached with the deliberation of Push (Satisfaction), Pull (Attractive alternative) and Mooring (Switching Costs). In this research, the impact of Push (Satisfaction), Pull (Attractive alternative) and Mooring (Switching Costs) to the changing of Customer Switching Behavior is analyzed from one subscription television company in Manado, Indovision. The general result in this research has shown that Push (Satisfaction), Pull (Attractive alternative) and Mooring (Switching Costs) have noteworthy affect to any improvement or declining of the Customer Switching Behavior from Indovision customers in Manado and it has an association with the common feelings that can be experienced by the majority of people when initializing and using service from one subscription television company.

This research figures out about the influence from each independent variable to the Customer Switching Behavior from Indovision Customers in Manado. The most dominant variable that gives impact to the Customer Switching Behavior is Push (Satisfaction). According to the data, good quality of impressions, and services, that offered by Indovision became the main concern of customer. Appropriate price ranges that provided are another reason why customer chose Indovision, where Indovision have the impression that a complete example package venus of Indovision has 69 channels, 2 channels religion, 10 kids channels, while the package big deal 99 of the BigTV has 64 channels, 3 kids, without channel religion and Top TV with the basic package has a channel 50, 4 kids, 2 religion, these packages are the basic package of the third example of this Pay TV provider. The services provided indovision requires rapid response of customer service that is available 24 hours, but the price is owned indovision is still relatively expensive, but commensurate with the quality of the impressions given. Researcher concludes that satisfaction of the customer become sensitive things, because it can provide a bed experience if not give more attention and capable of triggering the emergence of customer switching behavior.

Pull (Attractive alternative) gives the adequate affect to the changing of Customer Switching Behavior on Indovision's Customer in Manado, the same display quality even more of a subscription TV providers, and many options on offer as well as having a brand that has been known is the main attraction of a subscription TV company. Based on the results Indovision still need to give more impressions of high quality of broadcast, in particular when the adverse weather conditions happens such as rain and storm. Attractive alternative is important to maintain the customer not have switching behavior. The variable that gives slight test impact to the increasing or the decreasing of the Customer Switching Behavior on Indovision Customer in Manado is Mooring (Switching Costs). Based on the results, the respondents felt the cost of the initial setup in installing Pay TV and fines due to the late payment is also important to consider, although not the top priority in influencing customer behavior, but this is something important.

4. CONCLUSION AND RECOMMENDATION

Conclusions

There are four constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Push (Satisfaction), Pull (Attractive alternative) and Mooring (Switching Costs) generally give the significant influence for the Customer Switching Behavior on Indovision Customer in Manado.
2. Push (Satisfaction) partially gives the significant influence for the Customer Switching Behavior on Indovision Customer in Manado.
3. Pull (Attractive alternative) partially gives the significant influence for the Customer Switching Behavior on Indovision Customer in Manado.
4. Mooring (Switching Costs) partially gives the significant influence for the Customer Switching Behavior on Indovision Customer in Manado.

Recommendation

In this section are recommendations that can be given based on the results of research that has been done, as follow:

1. Indovision company must consider about the importance of satisfaction, attractive alternative and switching cost, for more attention and enhanced as display quality, service and price more affordable. Based of result in this research has shown that Push (Satisfaction), Pull (Attractive alternative) and Mooring (Switching Costs) have noteworthy affect to any improvement or declining of the Customer Switching Behavior from Indovision customers in Manado and it has an association with the common feelings that can be experienced by the majority of people when initializing and using service from one subscription television company.
2. Company must also evaluate other important factors that affect the customer switching behavior that can easily attract the attention of customers so as to reduce the tendency of customer switching behavior to switch to other goods or service. Based on the results of the study indicate that there are other variables that affect customer switching behavior and for further research should add other variables that may affect customer switching behavior so as to reduce the occurrence of customer switching behavior.

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