



**THE INFLUENCE OF CUSTOMER SATISFACTION  
TOWARD SWITCHING BEHAVIOR AMONG  
PRESIDENT UNIVERSITY'S STUDENTS  
(A STUDY CASE OF GRABBIKE AND GO-RIDE)**

**By**

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**APPROVAL SHEET**

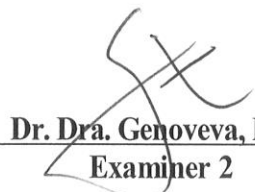
The Panel of Examiners declare that the skripsi entitled “**THE INFLUENCE OF CUSTOMER SATISFACTION TOWARD SWITCHING BEHAVIOR (A STUDY CASE OF GRABBIKE AND GO-RIDE)**” that was submitted by Refiandi Syahputra Irfianto majoring in Management from the Faculty of Business was assessed and approved to have passed the Oral Examinations on February 06<sup>th</sup>, 2019



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## **DECLARATION OF ORIGINALITY**

I declare that this skripsi, entitled **“THE INFLUENCE OF CUSTOMER SATISFACTION TOWARD SWITCHING BEHAVIOR (A STUDY CASE OF GRABBIKE AND GO-RIDE)”** is to the best of my knowledge and beliefs, an original piece of work that has not been submitted, either in a whole or in a part, to another university to obtain a degree.

Cikarang, Indonesia. January 22<sup>th</sup>, 2019

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## **ABSTRACT**

This research was conducted to obtain empirical evidence about the factors that affect the Customer Switching Behavior of President University students, where the factor itself is measured in Customer Satisfaction (Switching Cost, Service Quality, Trust, and Innovation) toward Switching Behavior from Go-Ride into GrabBike. In this research, the sample taken is 369 students in President University who are still active in class in order to find a precise and accurate sample of the used method in the survey field. The work of research methods directly contributes to get qualified respondents sampling. Data and information research process conducted with disseminating questionnaire with likert scale choice. In this research, the model variable used can be divided into two groups. The first is there are four independent variables, which are switching cost, service quality, trust and innovation. And there is one dependent variable, which is switching behavior. The data and information in this research examined through quantitative research using Multiple Linear Regression analysis. T-Test analysis result showed that all of independent variables which are switching cost, service quality, trust and innovation that have positive significant influence toward switching behavior. The F-Test result showed that all independent variables have simultaneous significant influence towards switching behavior. The Coefficient of Determination Analysis result clarified all independent variables are influencing the dependent variable with 71.1% to the switching behavior while the rest, which is 28.9%, is explained by the other independent variables that are not used in this research.

***Keyword: Customer Satisfaction, Switching Behavior, Trust, Switching Cost, Service Quality, Innovation***

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Globalization has made the Indonesian economy experience significantly changes because of the arrival of e-commerce to Indonesia. According to the report of the Indonesian Internet Service Providers Association (APJII), the population of Indonesia currently reaches 262 million. More than 50 percent or around 143 million people have been connected to the internet throughout 2017 (Fatimah, 2018). E-commerce itself is a marketing of goods or services with an electronic system through the internet and is commonly used as a website. E-commerce can quickly develop in society because the scope offered by e-commerce is very broad, transactions that occur not only in local or national scope, but e-commerce networks also offer up to international scope (Progresstech.co.id, 2016).

According to Globalwebindex, Global e-commerce transactions in 2014 were still around USD 1.3 Trillion, but a sharp increase occurred as access to technology and communication increased in various parts of the world. It has been proven that in just 3 years, e-commerce global transactions in 2017 have reached almost twice the amount, which is USD 2.3 Trillion (Gatot, 2018). That trade activities between countries can now be done more easily and quickly. Sellers and buyers do not need to meet, because they will make transactions via the internet online. In this case e-commerce has content that involves data, system, management automatically. This industry will involve transactions such as fund transfers, online marketing, buying and selling, and online transportation. And Indonesia continues to show improvements in the digital economy that can benefit businesses and end users nationally (Sulistiyono, 2017).

Then, E-commerce in Indonesia is growing rapidly. Because many sellers are entering this digital-based business, to expand their business or even start a new business. And many sellers can help to improve the economy in Indonesia.

According to BPS, Indonesia's economic expenditure in the third quarter of 2017 grew to 5.06% on an annual basis (year-on-year) and created additional employment opportunities of 2.61 (Oktiani, 2017). In other case, based on Sharing Vision data, the value of e-commerce transactions in Indonesia grew 39.6% per year. This year the value of e-commerce transactions is predicted to reach Rp 562 trillion and will touch Rp 1,000 trillion in 2020 (Sharingvision.com, 2018).

E-commerce itself consists of many businesses in all fields, one of which is the emergence of the business of online motorcycle taxi service providers or ojek online. The existence of ojek online turned out to provide a solution and answer various people's concerns about public transportation services. Economist of the Institute for Development of Economics and Finance (INDEF) Enny Sri Hartati said, the presence of application-based transportation creates opportunities for increasingly broad employment opportunities. This can be seen from data released by AlphaBeta in 2017, where around 43% of the online transportation driver surveyed previously had no jobs (Eduardo, 2017). Professor of Economics at the University of Indonesia (UI) Rhenald Kasali stated that the contribution of online transportation companies to the Indonesian economy was very large. In fact, this contribution is greater than the research results of the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI), which amounted to Rp.9.9 trillion to the Indonesian economy (Septian, 2018).

Today's society is greatly facilitated by the existence of this means of transportation especially for ordering. Wherever and whenever also fast and real time, people easily mobilize anywhere by having this application. Now there are many emerging online transportation technology-based applications in Indonesia such as Go-Jek, GrabBike, Golek, Uber, and Anterin (Grid.id, 2018). From all the existing online transportation, only Gojek and Grab can lead the market. In 2015, there was a phenomenal period for the development of transportation services on demand, or commonly known as online transportation. In the span of twelve months, GO-JEK evolved from a new mobile application into a large service, which later got resistance from GrabTaxi whose name will be changed to Grab with the GrabBike

service. The competition is increasingly fierce with the entry of services from the United States, Uber, which has been present in the country since 2014. As Uber committed to exit from Indonesia's market, the competition between Gojek and Grab is getting tighter. Based on ComScore data on users of both applications on Android devices in December 2017, Go-Jek has 9.7 million visitors. Meanwhile, Grab has 9.6 million users. (Agustin, 2018). From all the facilities that the two applications provide, the most prominent is Go Ride and Grabbike. Fierce competition between two applications that rely on online motorbike transportation. LD FEB UI researcher Paksi C.K Walandaow said, of 3,465 customers around 63% of consumers used Go-Ride to go home and go to work, school, or college (Katadata.co.id, 2018). Then in Grab, their GrabBike trip reaches 2.5 million trips every day. This indicates that the community uses motorbike transportation more often because it is more efficient. and made the competition between Go Ride and Grabbike even tighter.

This tight competition between Go Ride and Grabbike will lead to switching behavior in the customers. Switching behavior will often occur in perfectly competitive markets, where sellers sell the same or similar products at competitive prices that will pump the variety seeking of customers (Abisatya, 2009). The existence of switching behavior itself is influenced by customer satisfaction which is factored by switching costs, service quality, trust and innovation. Consumer switching is a serious threat for businesses that offer continuously delivered services, according to the "Handbook of Developments in Consumer Behavior," by Wells and Foxall (2013). When the company does not maintain customer's satisfaction and happiness, it would give opportunity and benefit for the competitor to gain their customers.

In this research, the researcher would like to explore about how the switching behavior occurs because of service knowledge that e-commerce transportations provide in Indonesia. Therefore, the researcher would like to have deep exploration about how the service of two companies that will influence the customers' switching behavior between these two companies as final requirement of bachelor

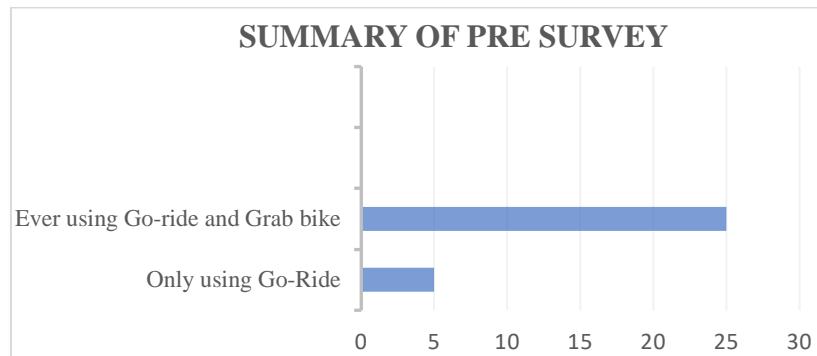
degree with title “The Influence of Customers’ Satisfaction toward Customers Switching Behavior among President University’s Students (A case study of Go-Ride and Grab-Bike)” This study is developed by using customer satisfaction by Kumaresh (2011) and Takbir (2016) which encompasses switching cost, service quality, trust and innovation. The researcher tries to identify the significant influence of switching cost, service quality, trust and innovation towards switching behavior on Go-Ride and GrabBike.

## **1.2 Problem Identification**

Go-Jek, and Grab are said to be the two main players providing online transportation services. Gojek was first introduced in 2015 before other applications became the opening gate that introduced the public to this service (Kustin, 2018). Although Grab was a new comer in Indonesia’s market rather than Gojek who has already monopolized the market at the first, Grab’s growth was increasing rapidly. According to CNN Indonesia, customers who use online motorcycle taxi applications, as many as 51 percent choose to use GrabBike thinly linked to Go-Jek which gets a percentage of 49 percent (Kustin, 2018). Based on Agustin (2018), Most of customer said that GrabBike driver has a good service and trustworthy, it can give influence for customer to do the switching behavior from Go-Jek to GrabBike.

And now, GrabBike application is available in several towns in Indonesia. GrabBike keep doing innovation to increase their sales, with promotion free trip and discount that they offer to the customer (Kustin, 2018). This development, however, cannot be denied that GrabBike is equally competing with Go-jek even though they are new comer. Go-jek’s customers started to look at Grab and use their service. Not only that, the researcher has distributed questionnaire to 30 respondents of President University student to find out if the switching behavior happens between Go-jek and GrabBike. The result is as below:





**Figure 1.1 Pre-Survey 1**

Source: Google Form 2018, constructed by The Researcher

According to the result above, it is proven that 83% of respondents have been using both applications. While the rest, 17% of respondents are still holding their faith on Gojek. So, this result has proven that the switching behavior occurs too among President University students and lead the researcher to have deeper understanding about this phenomenon. There is 4 measurement that drives customer switching behavior whis are switching cost, service quality, trust and innovation (R Kumaresh, 2011; Takbir, 2016).

### **1.3 Statement of Problem**

1. Is there any significant influence of Switching Cost toward Switching behavior?
2. Is there any significant influence of Service Quality toward Switching behavior?
3. Is there any significant influence of Trust toward Switching behavior?
4. Is there any significant influence of Innovation toward Switching behavior?
5. Is there any the simultaneous significant influence from Switching Cost, Service Quality, Trust, Innovation toward Switching behavior?

## **1.4 Research Objective**

According on the foregoing statement of problems, the study objective of this research can be explained as follows:

1. To find out the significant influence of Switching Cost toward Brand Switching behavior.
2. To find out the significant influence of Service Quality toward Brand Switching Behavior.
3. To find out the significant influence of Trust toward Brand Switching Behavior.
4. To find out the significant influence of Innovation toward Brand Switching Behavior.
5. To find out the simultaneous significant influence from Switching Cost, Service Quality, Trust, and Innovation toward Switching Behavior.

## **1.5 Significance of Study**

As the research is finished, the author hopes it would develop more knowledge, information, and suggestion for parties involved below:

1. Gojek and Grab

As the researcher is taking Go-ride and grab bike for his study case, it will give more references for the company of customer switching behavior in President University. The students in President university is one of target market for both companies due to they live in dormitory so the student have to travel anywhere by themselves. The content of this analysis would give result of how is the result of customers' satisfaction that both companies have presented their service to President University students. The result of this research will answer how is the service quality of both retails, how is the switching cost occurred, how high is the trust for both companies, and how effective the innovation they provide to the students, is it effective enough to attract the student or vice versa. All in all, this

research study may give more information to Gojek and Grab if their Service is affecting them to be more loyal to company rather than their competitor.

## 2. The Future Researcher

By doing this research, hopefully it will give such an advantageous references and knowledge for his/her further research regarding to this main topic, which is about how customers' satisfaction influences the customers' switching behavior.

### **1.6 Scope and Limitation**

#### **1.6.1 Scope**

The research study is conducted to “The Influence of Customer Satisfaction toward Customers Switching Behavior among President University’s Students (A Study Case of Go-ride and Grab bike in Jababeka, Cikarang)”. The researcher focusses on the customer satisfaction which is switching cost, service quality, trust and innovation that might influence and significant between each variable toward switching behavior.

#### **1.6.2 Limitation**

The population of this study is focused on President University students from batch 2015 until 2018 that located in Jababeka, North Cikarang. Since the researcher is using quantitative method, the researcher would like distribute the questionnaire to management students of President University.

## **1.7 Thesis Organization**

### **1. Chapter I – Introduction**

In the first chapter of this research covers background of the research, problem statement, research question, research objectives, significance of study, and scopes and limitation.

### **2. Chapter II – Literature Review**

In the second chapter of this research covers review of literature of each variables and research gap.

### **3. Chapter III – Methodology**

In the third chapter of this research covers research framework, hypothesis, operational definitions, research design, and sampling plan.

### **4. Chapter IV – Data Analysis**

In fourth chapter of this research covers descriptive analysis and inferential analysis

### **5. Chapter V – Conclusion**

In the last chapter of this research covers the conclusion that obtained from the research and recommendations for future research.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Customer Satisfaction**

Satisfaction as a term means the feeling an individual gets when his or hers wishes, expectations or needs are fulfilled, and the pleasant feeling that follows from it. As satisfaction is a feeling, it resides in the user's mind and differs from other observable behaviors, such as complaining, product choice and repurchasing (Hom, 2017). Consumer Satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products that are thought of the expected performance (Kotler, 2016). Customer satisfaction, on the other hand, is simply the customer's perception that his or hers needs and expectations are met (Saastamoinen, 2017). Customer satisfaction is a barometer that predicts the future customer behavior (Hill & Roche, 2017).

The long-term success of a corporation is closely related to the company's ability to adapt to customer needs and changing preferences and its ability to create and maintain loyal customer relationships (Haafren, 2017). If the customer is satisfied, they do more business with you, purchase more and frequently. When customers make more purchases, it translates to more sales and through sales usually to profit. However, if the customer is not satisfied, they are more likely to take their business elsewhere and could engage in negative word-of-mouth. Customers are not afraid to share their experiences, both negative and positive, and in the age of social media sharing these opinions is easier than ever (Saastamoinen, 2017).

Identifying customer's current needs and wants and predicting what they could be in the future is important while studying customer satisfaction. Customer satisfaction is formed by the quality and varied factors of sold product and by the customer service experience (Gerson, 2004). There are various methods for achieving a high customer satisfaction level. Offering customers outstanding products or services for free would be a way for any organization to achieve maximization of customer satisfaction, but that would without a doubt lead in

bankrupt. The goal instead would be for an organization to strive for optimization of customer satisfaction, instead of maximization. According to Ajit and Subhash (2012) For each sum of money spent on customer satisfaction, a company should generate more money in revenue than invested. The customers who are unsatisfied with the received services would not be expected to have long run relationships with the company (Lin & Wu, 2011). For developing customer satisfaction, reliability in the providing of services and commitment to service relationships a company must attempt to increase customers future expectations (Lin & Wu, 2011). Therefore, it is important to understand how customer satisfaction is formed, and how it can be measured and tracked (Saastamoinen, 2017).

## **2.2 Switching Cost**

Switching costs refer to the notion of the hidden costs a consumer is faced when switching from one product to another in the market place. Switching cost is the cost incurred by the customer due to switching to other service providers that would not be experienced if consumers remained loyal with current service providers (Lee, Lee & Feick, 2001). Switching costs are present every time an economic agent change his supplier (Abdelrahman, 2017). Jones et al (2000) Defines that switching costs as costs associated with the transfer of consumers from a particular brand to another brand or from a particular service provider to another service provider. Burnham argue that switching costs are all costs that must be incurred by consumers when the process of moving from a particular service provider to another service provider. They further explained that these costs are not solely related to the financial costs incurred by consumers, but also include search costs, transactions, discounts that are usually accepted as loyal consumers, emotional costs and cognitive efforts, and social costs and psychological perceived by consumers when moving to other service providers (Burnham et al, 2003). Switching Costs are described as factors that act as constraints preventing customers from freely switching to other service providers (Ahn, Han & Lee, 2006). And are believed to

be a crucial determinant to a firm's ability to retain customers and achieve competitive advantage (M. Hess & Ricart, 2003).

It is also a perceived barriers that can deter customers from leaving especially when negative experiences occur (Jones et al. 2000). Basically switching costs occur when there are two parties (buyers and sellers or consumers and certain product brands) who make transactions so that a relationship is formed between the two. When one party, usually a buyer / consumer, is not too dependent on the other party, then the buyer / consumer does not have an obstacle to make transactions with other parties. In such conditions consumers have low switching costs. In contrast to high switching costs, consumers are very dependent on the seller or certain product brands, so he will make transactions with the seller or the brand is not with the seller or other brands (Lee & Cunningham, 2001). Burnharm confirms that switching costs have a greater influence than customer satisfaction in building loyalty. (Burnham, 2003). According to R Kumaresh (2011), The measurement of switching cost consist of sunk cost, new cost and risk of switching. Past study stated that switching cost has positive relationship with switching behavior (R Kumaresh, 2011).

### **2.3 Service Quality**

The word service on its own can mean many things, but in this research, the word is used to describe a type of economic, intangible activity that does not result in ownership and cannot be stored. Services are along with goods the two key components that form economics. Service can be for example the use of expertise, such as person visiting a doctor, or the transfer of goods. (InvestorWords.com, 2017)

Excellent service quality is subjective, and it varies depending on the perceptions, expectations, and needs of the customer. Few determinants affecting the perceived service quality are the interactions between service sectors and customers, and the

technical and functional dimensions (Gopal, 2015). The different dimensions of service quality include for example reliability – delivered service is on time and it is what is promised and consistency meaning that provided service remains rather same each time (Spacey, 2016).

Nowadays multiple different service quality measuring methods exist. As service quality is perceived as one of the key strategic ways to create value in service and manufacturing sectors, it is vital to track it. Service quality and customer satisfaction are closely related and highly intercorrelated, which is also the reason why service quality was included in the theory part of this thesis (Gopal 2015). R Kumaresh (2011) developed measure of service quality with Communication, Safety, Responsiveness and Access.

## **2.4 Trust**

Trust is defined as the level of reliability ensured by one party to another within a given exchange relationship (Rotter, 1967). During the past decade, the concept of trust has attracted much attention among researchers, particularly in organizational theory and marketing (Schoorman, Mayer & Davis, 2007). In marketing, the central role of trust is recognized in developing and maintaining relationships between those who take part in an exchange process (Geyskens, Steenkamp, & Kumar, 1998), especially with- in a buyer-seller relationship with a view to acquiring goods or services (Ganesan & Hess, 1997). Actually, trust is a relation who attaches the customer with the company. Trust also involves between the employees of an organization. The higher level of trust upon each other in multinational and multicultural organizations creates productive relationships, which at the end generates long term benefits for the organizations (Leonidou, Talias, & Leonidou, 2008).

Basically, Trust plays an important role at e-business. Because at e-market privacy and security are keys elements to develop trust (Yousafzai, Pallister & Foxall, 2003). Trust development is more suitable to trade when considering the business to consumer market (Wirtz & Lihotzky, 2003). According to Ganesan (1994) Trust also reflects credibility affects the long-term orientation of customer by reducing



the perception of risk associated with opportunistic behaviors by the firm. And customers have their trust toward the company that leads to satisfaction. Trust has been recognized as an important role in affecting relationship commitment and so customer loyalty (Serkan and Ozer, 2005)

## **2.5 Innovation**

Innovation in Service companies is a very important activity, but until recent times there were not much innovation activities going on in service companies (Jiménez-Zarco et al, 2011). The innovation activity is very hard to measure and to recognize. The main reasons for this are the intangibility of services making it difficult to know the exact performance of a service and its special characteristics. Other reasons are that it cannot be stored in warehouses for later use making the interaction between the service and its users constant and highly influential (Jiménez-Zarco et al, 2011). In general, there are no special departments in service firms which are focusing on innovation of services; service innovation is something that happens frequently in the service delivery process. The sources of innovation stems from the companies' strategies of satisfying their current customers and keeping them loyal, but also from commerce activities and market demand (Chen & Lu, 2007). Customer's behavior, competence and attitude all have an effect on the innovation, throughout the whole process. As they interact, they are customizing the offerings, making every step of the innovation process important for service innovators (Chen & Lu, 2007).

## **2.6 Switching Behavior**

Switching in the context of consumer behavior is referred to the times when consumer chooses a competing choice rather than the previously purchased choice on the next purchase occasion (Babin and Haris, 2011). Switching behavior reflects the decision that a consumer makes to stop purchasing a particular service or patronizing the service firm completely (Boote, 2010). Satish et al (2011) argued

that, consumers exhibit switching behavior based on their satisfaction level with the service provider. Conversely, the study of (Roos, 2009) indicates that, even though customers may express their dissatisfaction, they nevertheless frequently seem to switch service provider.

Olive (2009) stated that consumer loyalty is a deeply held commitment to re-buy or repurchase a preferred service consistently, regardless of situational influences and marketing efforts that have the potential to cause switching behavior. Considering the points raised by researchers relating to customers satisfaction and loyalty which is discussed above, it can be noted that customer satisfaction is very important factor and high responsible for gaining customers loyalty towards the firms. Hence, the service providers, Gojek and Grab, have to satisfy its consumers in every aspect relating to their services and because if they fail to satisfy its consumers, then consumer loyalty may be lost and they may consider switching their service provider which in turn may bear loses for the firm. The impact of consumer switching or defection on the firm is discussed below.

The study of (Oyeniya and Abiodun, 2010) indicates that, the revenues and service continuity could be significantly affected by customers' defection or switching. Reichheld and Sasser (2011) states that reducing customer defections by five per cent increased profit by seventy-five per cent. Defections have stronger impact on profitability than unit costs, market share and more. According to Bansal and Taylor (2010), the service providers are becoming more concerned about customer retention because of the negative effects of customer switching such as reduced market share, impaired profitability, and increased costs. Thus, it can be understood that, for Gojek and Grab, it is very important to carefully retain consumers because they are the main source to generate potential profits and add value to the firm.

The switching behavior of the consumers will significantly affect the revenues, service continuity, and market share of the firms (Oyeniya & Abiodun, 2010). In order to prevent consumers from switching to competitors, the service providers are

forced to add new schemes, offers, technological advancements, and benefits with the service (Satish, *et. al.*, 2011).

## 2.7 Previous Research

The researcher has found several previous researches which discussed about similar topic that researcher explores in this paper. The detail will be explained below:

**Table 2.1 Previous Research**

No	Title	Variables	Related Result:
1.	Customer Satisfaction and Brand Switching Intention: A Study of Mobile Services in Saudi Arabia (Saleh et al, 2015)	Customer Service Service Pricing Service Quality	The findings of the study confirm a significant negative relationship between customer satisfaction and brand switching intention. A 4% percent of the change in brand switching intention could be explained by the change in the customer satisfaction. Only three variables; customer service, service pricing and service quality are critical determinants for mobile-service customer satisfaction. Customer service explained about 22%, whereas service pricing and service quality explained about 5% and 1% of the change in customer satisfaction respectively. The practical value of this study could be enabling the mobile-service providers in Saudi Arabia to well understand the

			determinants of the customer satisfaction and its negative relationship with brand switching intention.
2.	Customer Satisfaction Cues to Support Market Segmentation and Explain Switching Behavior (Athanasopoulos, 2000)	Customer Satisfaction Service Quality Price Convenience Innovation	In this paper, customer satisfaction cues in retail banking services in Greece are examined. The study proposes an instrument of customer satisfaction that contains service quality and such other attributes as price, convenience, and innovation. The proposed framework of customer satisfaction was verified empirically yielding four distinct facets for business customers and five for individual customers. The performance implications of the customer satisfaction instrument are also explored. What is shown is that customer segments, in fact, yield statistically different satisfaction scores, which verifies the managerial value of customer segmentation practices. Finally, the facets of customer satisfaction as explanatory cues for the switching behavior of individual and business customers were tested successfully.

3.	<p>Switching behavior and customer satisfaction in mobile services: Analyzing virtual and traditional operators (Porrall, &amp; Mangin, 2015)</p>	<p>Switching Cost Customer Satisfaction Switching Behavior</p>	<p>The present study analyses the creation of customer satisfaction and loyalty, along with the influence of switching costs in the mobile services' market by comparing network – the so-called traditional – and virtual mobile services, in order to empirically and conceptually investigate the difference between these mobile services' operators. For this purpose, we tested a conceptual model by developing structural equation modeling, in the context of a mature market– Spain– gathering a sample of 406 mobile phone users. The analysis highlights that both service value and corporate image exert the strongest influence on customer satisfaction and loyalty both for traditional and virtual mobile services, despite some relevant differences were found regarding switching costs. Since our findings show low switching costs, mobile service providers should focus their marketing efforts toward attracting new customers and increasing the</p>
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			primary demand, rather than retaining their existing customers.
4.	Factors Affecting Brand Switching Behavior in Telecommunication Industry of Pakistan: A Qualitative Investigation (Shah, Husnain, & Zubairshah, 2018)	Switching Behavior Service Quality Price Trust	The purpose of the study is to investigate the factors effecting brand switching behavior of customers in telecommunication industry of Pakistan. A qualitative approach has been employed to measure the relationships between the variables of the study. Primary data was collected through the use of in-depth interview technique; open-ended questionnaire is used while transcripts were analyzed drawing from sample of education department. NVivo 11 version has been used to determine the relationship and to validate the study. This paper explores findings from a qualitative data through face-to-face interview about tendency of customers brand switching behavior towards telecommunication industry. The in-depth interviews revealed that quality of service, influence of family, friends & relatives and price structure were among the determining factors that influence customers' satisfaction towards brand switching behavior. This

			research is limited only to mobile service providers in northern regions of Pakistan.
5	Determinants of customer switching behavior in telecommunication industry (R Kumares, 2011)	Switching Behavior Switching Cost Trust Service Quality	One of the main developments in many economies has been the deregulation and liberalization of markets along with the opening for the foreign investments. In most of  The countries the telecommunication market was monopoly. Run by the state-owned companies. However, they have been liberalized, prompting intense competitions among privatized monopolists and multiple international competitors. The entrance of new competitors into the market thus makes it very important for these firms to understand the risk customer loss and. in particular, the determinants of switching behaviors.
6	The influence of service quality on switching behavior with innovation as mediation (a case	Switching Behavior Service Quality Innovation	The aims of this study are investigate the effect of service quality and innovation on switching behavior. Collager of Syiah Kuala University as the consumers of Subscriber Identity

	<p>study on Telkomsel's subscriber identity module (SIM) card at Syiah Kuala University) M Takbir, (2016)</p>	<p>Module card Telkomsel is taken as a sample in this study. The method of this study employed questionnaires as an instrument, total sampling is applied as the study's proportional technique. Hierarchical linear modelling methods of analysis are used to determine the influence of the variables involved the result of this study indicates that service quality have positive effect on switching behavior, service quality have positive effect on innovation, and innovation has positive effect on switching behavior.</p>
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## 2.8 Research Gap

The research's paper about The Influence of Customer Satisfaction towards Switching Behavior of President University Students has not been done before. However, there are few journals that have done their research regarding to customer satisfaction and switching behavior.

For example, a journal created by Saleh, et al. (2015) explained about the relationship between Customer Satisfaction and Switching Intention into the Saudi Arabian mobile-service market. In this research, researchers used quantitative method to analyze the research. They involved few variables of the customer satisfaction, which are the association of service quality, customer service, service pricing, and value-added services with the customer satisfaction. It is proven that the customer satisfaction has negative relationship with switching intention which



also means that the switching intention may occur based on how satisfied the customer about the company's services.

Another example that is related to the researcher's journal is coming from Shah, Husnain & Zubairshah (2018). In their journal, they wanted to find out about investigate the factors effecting brand switching behavior of customers in telecommunication industry of Pakistan. Their research's result has revealed that quality of service, influence of family, friends & relatives and price structure were among the determining factors that influence customers' satisfaction towards brand switching behavior. What makes their journal is different with the researcher's journal is that they use qualitative method as their research tool, while the researcher is using quantitative as his methodology tool.

These previous journals have explained that there is strong relationship between customer satisfaction and switching behavior. Most of them that the researcher has mentioned above, the previous journal/research only explained the relationship between these two variables, not about the influence. And none of the researchers were done and conducted to analyze the switching behavior of customer from Go ride to Grabbike in Jababeka, especially President University student. The influence is the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself. It also means that when a variable affects an object that will cause new phenomenon or new variable. There are four variables that implemented in this research, namely Switching Cost, Service Quality, Trust and Innovation. Therefore, the researcher would like to have deeper understanding regarding to this phenomenon by creating this thesis.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Method**

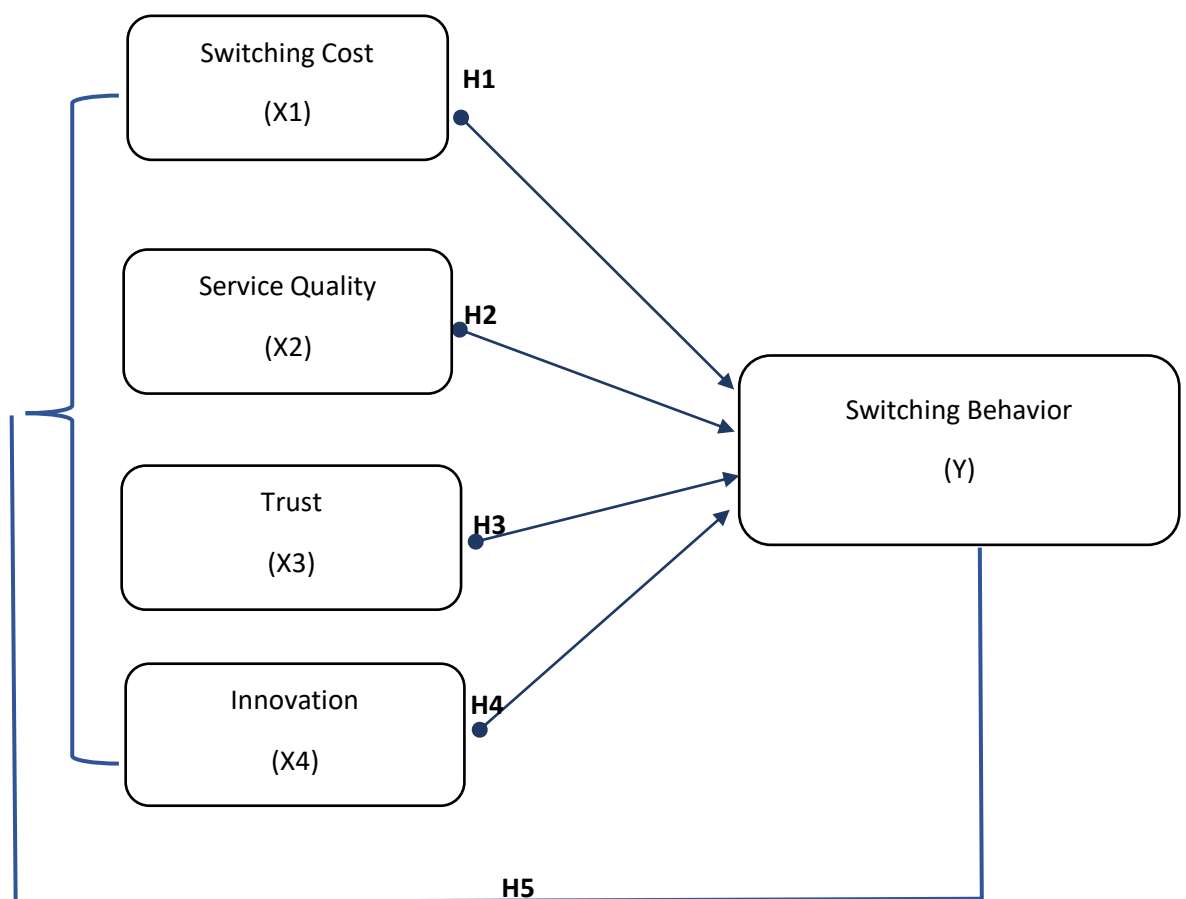
There are two methods in doing scientific research, those are qualitative and quantitative research. The differences between qualitative and quantitative research are the type of data, research process, instrument in collecting data and the purpose of research. Usually, in order to collect the data research, the researcher will conduct a survey by using questionnaires from the respondents as research instrument. A survey research studies conducted to obtain the facts of phenomena that exist and seek factual particulars without knowing why these symptoms exist. In this research, the researcher would like to use quantitative as a method to collect the data.

Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods in particular statistics (Aliaga, & Gunderson, 2010). Quantitative research is typically considered to be the more "scientific" approach to doing social science. The focus is on using specific definitions and carefully operationalizing what particular concepts and variables mean.

Subsequently for the quantitative method, the self-completion questionnaire was used as the instrument for the survey. An advantage of using self-completion questionnaire was that they were an entirely standardized measuring instrument because the questions were always phrased exactly in the same way for all respondents (Sapsford, 2007). He was also of the opinion that the biggest advantages of self-completion questionnaires were their cheapness and saving of the researcher's time. Questionnaires were often used in sociological, opinion, psychological and in marketing research (Richardson, 2005).

The Multiple regressions Analysis is applied to this research. Multiple Regressions analysis is an extension of simple linear regression. It is a regression with two or more independent variables on the right-hand side of the equation (Baker, 2006). There are two variables would be used in this research which are dependent and independent variable. Dependent variable is the predicted variable, while independent variables are used to predict the value of the dependent variable (spsstatistik.com, 2018)

### 3.2 Theoretical Framework



**Figure 3.1 Theoretical Framework**

Source: Kumaresh (2011) and Takbir (2016)

### 3.3 Hypothesis

**(H01:  $\beta_1 = 0$ )** There is no significant partial influence of Switching Cost toward Switching Behavior

**(Ha1:  $\beta_1 \neq 0$ )** There is significant partial influence of Switching Cost toward Switching Behavior

**(H02:  $\beta_2 = 0$ )** There is no significant partial influence of Service Quality toward Switching Behavior

**(Ha2:  $\beta_2 \neq 0$ )** There is significant partial influence of Service Quality toward Switching Behavior

**(H03:  $\beta_3 = 0$ )** There is no significant partial influence of Customer Trust toward Switching Behavior

**(Ha3:  $\beta_3 \neq 0$ )** There is significant partial influence of Customer Trust toward Switching Behavior

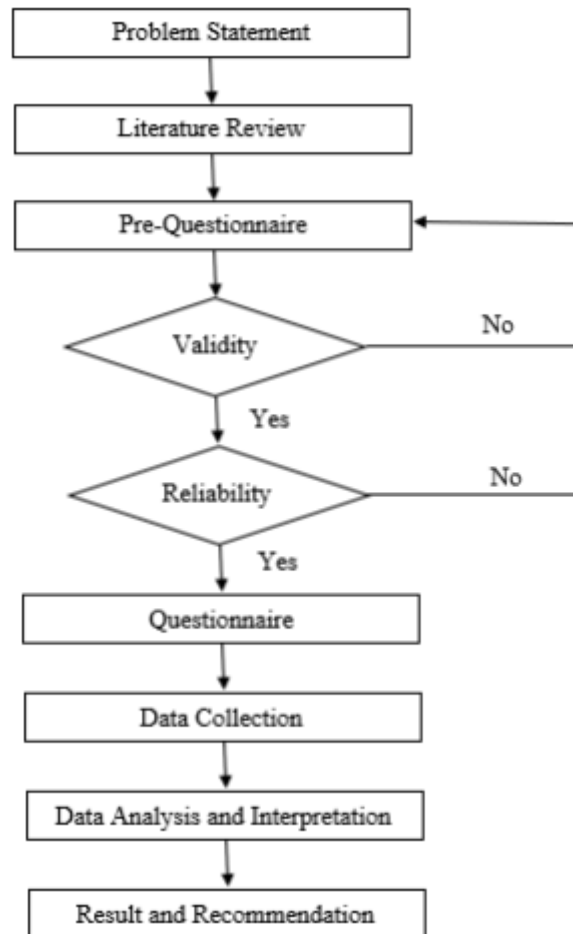
**(H04:  $\beta_4 = 0$ )** There is no significant partial influence of Innovation toward Switching Behavior

**(Ha4:  $\beta_4 \neq 0$ )** There is significant partial influence of Innovation toward Switching Behavior

**(H05:  $\beta_5 = 0$ )** There is no significant simultaneous influence of Switching Cost, Service Quality, Customer Trust, and Innovation toward Switching Behavior

**(Ha5:  $\beta_5 \neq 0$ )** There is significant simultaneous influence of Switching Cost, Service Quality, Customer Trust, and Innovation toward Switching Behavior

### 3.4 Research Framework



**Figure 3.2 Research Framework**

Source: Self-Developed

### 3.5 Operational Definition

This section will explain the definition of both variables (independent and dependent) operationally in the table below:

**Table 3.1 Operational Definition**

No	Variables	Definition	Indicator	Scale
1	Switching Cost	Switching cost is the cost incurred by the customer due to switching to other service providers that would not be experienced if consumers remained loyal with current service providers. (Lee, Lee, and Feick, 2001)	Sunk Cost New Cost Risk of Switching (Kumaresh R, 2011)	Scale  Likert 1 up to 5.
2	Service Quality	Service quality means the ability of a service provider to satisfaction customer in an efficient manner through which he can better the performance of business (R Kumaresh, 2011)	Communication Safety Responsiveness Access (Kumaresh R, 2011)	Scale  Likert 1 up to 5
3	Trust	Trust is the name of confidence and belief which customer attach with some organization and consider that what he or she aspect that should	Customers have their trust toward the company that leads to satisfaction.  (Kumaresh R, 2011)	Scale  Likert 1 up to 5.

		be delivered (Deutschi, 1958).		
4	Innovation	The sources of innovation steams from the companies' strategies of satisfying their current customers and keeping them loyal, but also from commerce activities and market demand (Chen & Lu, 2007).	The innovation that is proived by two companies will affect the satisfaction and leads to switching behavior (Takbir, 2016)	Scale Likert 1 up to 5.

### 3.6 Research Instrument

Research Instrument is the tool that used to answer the research questions that stated in the previous chapter. The Researcher intention is to gather the information from as much various sources. Data can be obtained from primary or secondary data, Primary data refers to information obtained first-hand by the researcher on the variables of interest for specific purpose of the study and secondary data refer to information gathered from sources that already exist (Bougie, Roger, Sekaran, 2010). In order to fulfill the validity of this research, the researcher use both primary and secondary data

#### 3.6.1 Primary Data

Primary data is most generally understood as data gathered from the information source and which has not undergone analysis before being included in the need's assessment. Primary data is collected directly from the affected population by the assessment team through field work. Primary data is most often collected through face to face interviews or discussions with members of the affected community, but can also be gathered through phone interviews, radio communication, email exchange, and direct observation (ACAPS., 2011).

Primary data in this research of “The Influence of Customer Satisfaction toward Switching Behavior in President University students (A case study of GrabBike and Go-Ride)” is obtained directly from the questionnaires that used for survey. Questionnaires are a technique of data collection done by giving series of written statements that are consists of research variables. These questionnaires will be spread to the numbers of samples.

Likert scale is the most common approach to scale the responses from the questionnaire. Likert scale or summated scale is developed by utilizing the item analysis approach, consists of number of statements which express either favorable or unfavorable attitudes toward given objects to which respondent is asked to respond (Kothari, 2006). The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale with the following anchors (Bougie, Sekaran, & Roger, 2010):

**Table 3.2 five-point likert scale**

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

Source: Bougie, Sekaran, & Roger 2010

The Questionnaire uses Likert Scale and all statements that express either a favorable and unfavorable attitude will be scaled through Strongly Disagree, Disagree, Neither Agree or Disagree, Agree, and Strongly Agree.

The figure of the questionnaire is shown below:

**Table 3.3 Likert Scale Questionnaire**

No.	Statements	1	2	3	4	5
1						
2						
3						
4						
5						

Source: Self-Developed



### **3.6.2 Secondary Data**

Secondary data is information which has typically been collected by researchers not involved in the current assessment and has undergone at least one layer of analysis prior to inclusion in the need's assessment. Secondary data can comprise published research, internet materials, media reports, and data which has been cleaned, analysed and collected for a purpose other than the needs assessment, such as academic research or an agency or sector specific monitoring reports (ACAPS, 2011).

Secondary data on this research is the literature studies. A literature studies is a technique of data collection based on information gathered from books and journals related to the research discussion. Data collected by learning and selecting from previous literature studies, books, journals and related websites. In this research, the researcher only using the primary data.

### **3.7 Validity and Reliability**

Pre-test is important to find out if the variable of the research is valid or invalid before distribute to the respondents. Instrument test can be used by validity test and reliability test. With the test will be known the accuracy of a measuring instrument of each question on the questionnaire used in the research. After all, this research is relying on the results to show support or a lack of support for its theory and if the data collection methods are erroneous, the data that are analyzed will also be erroneous (Heffner, 2014).

In this research, the researcher decided to distribute 30 questionnaires to 30 respondents to find out the reliability and validity of the questionnaire. The details of reliability and validity testing will be explained below.

#### **3.7.1 Validity Testing**

The purpose of validity testing is to eliminate the proper question that will answer the research objectives. The Pearson product-moment correlation coefficient (or Pearson correlation coefficient for short) is a measure of the strength of a linear association between two variables and is denoted by  $r$ . Basically, a Pearson product-moment correlation attempts to draw a line of best fit through the data of two

variables, and the Pearson correlation coefficient,  $r$ , indicates how far away all these data points are to this line of best fit, how well the data points fit this new model/line of best fit (Statistic.laerd.com, 2013). The valid data is a representative statement of variables that are ready to spread to the respondents.

In Pearson Correlations, results are between -1 and 1. A result of -1 means that there is a perfect negative correlation between the two values at all, while a result of 1 means that there is a perfect positive correlation between the two variables. A result of 0, on the other hand, means that there is no linear relationship between the two variables. Most research will very rarely get a correlation of 0, -1 or 1. Result would be somewhere in between. The closer the value of  $r$  gets to zero, the greater the variation the data points are around the line of best fit.

For any two variables, X and Y, the correlation coefficient between them is given by the formula:

**Equation 3.1 Correlation r Formula**

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Where

$n$  = number pair of scores

$\sum xy$  = sum of the products of pair scores

$\sum x$  = sum of x scores

$\sum y$  = sum of y scores

$\sum x^2$  = sum of squared x scores

$\sum y^2$  = sum of squared y scores

The first requirement of a good instrument was validity. Thus, the researcher chooses Pearson Product Moment Correlation by using the software SPSS 24.0 to fulfill the requirement of the instrument's validity.

**3.7.2 Reliability Testing**

The first requirement of a good instrument was reliability. The Reliability test of a measure indicates the extent to which it is without bias (error free) and hence

ensures consistent measurement across the time and across the various items in the instrument. The reliability of a measure is an indication of the stability and consistency with which the instruments measures the concept and helps to assess the goodness of measure (Bougie, Sekaran, & Roger, 2010). Accurate questionnaire may deflect the right question which is means when the question is asked for several times, the interpretation would be the same from one respondent to another.

Measurement of Reliability (Internal-Consistency) in this research will use the Cronbach's Alpha Coefficient; the equation is (Janzengroup.net, 2013) :

**Equation 3.2 Cronbach's Alpha Formula**

**Cronbach's alpha:**

$$\alpha = \frac{k \times r}{1 + (k-1) r}$$

Where,

k = number of items

r = average correlation between any two items

$\alpha$  = reliability of the **average or sum**

**Table 3.4 Cronbach's alpha**

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

*Source: Stephanie (2014)*

## **3.8 Classical Assumption Testing**

Classical assumption is the statistical requirements that must be met in multiple linear regression analysis. In order to use multiple regression models, classic assumption test need to implement such as normality testing, heteroscedascity testing and multicollinearity.

### **3.8.1 Normality Test**

This test is used to test the independent variable (X) and the dependent variable(Y) on the resulting regression equation, whether normally distributed or not distributed normally. Normality can be accepted if the ratio is -2 to +2 (Cooper & Schnidler, 2006). For this research, the researcher is going to apply histogram and P-P plot to check if the data is normally distributed.

### **3.8.2 Heteroscedasticity Test**

It generates chart patterns point spread (scatterplot). In a multiple regression equation, it is needed to be tested for the same or not the variance of the residuals of the observations with other observations.

If the residuals have the same variance, it is called homoscedascity. And if the residuals have the difference variance, it is called heteroscedascity. Multiple regressions equation is good if there are no heteroscedasticity.

Analysis of heteroscedasticity assumption SPSS output through the scatterplot graph between Z prediction (ZPRED) for the independent variable (X axis = Y outcome prediction), and residual value (SRESID) is the dependent variable (Y-axis = Y predicted - Y rill).

### **3.8.3 Multicollinearity test**

It has function to test regression model whether it has correlation between independent variables or not (Ghozali, 2011). One method to diagnose multicollinearity is to analyze the tolerance values and versus variance inflation factor (VIF). Tolerance measures the variability of selected independent variables that are not explained by other independent variables. If there is a perfect correlation between the same independent variables is equal to one, then the consequences are:

- The regression coefficients become unstable.
- The standard error value of each regression coefficient becomes infinite.

If there is a perfect relationship among all variables, then the multicollinearity is existed (Levine et al., 2016). The measurement is:

- $VIF > 10$ : Indicates the variable should remove from the research.
- $VIF < 10$ : Indicates There is no multicollinearity.

### **3.9 Sampling Design**

Sampling Design is part of statistical methodology that related in taking a portion of the population. If a sampling is done correctly, statistical analysis can be used to generalize a whole population. There are two major types of sampling design: probability and non-probability sampling. In probability sampling, the elements in the population have some known non-zero chance or probability of being selected as sample subjects. In non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects (Bougie, Sekaran, & Roger, 2010).

In this research, the researcher would like to use Non-Probability as sampling design.

#### **3.9.1 Population**

By definition, population is the group to which a researcher would like the results of the study to be generalizable. It could also be set of all cases of interest (Richardson, 2005) and might be virtually any size or might cover almost any geographical area (Gay & Diehl, 2015). Theoretically, researchers could specify an even finer distinction of population called the study population. In this study, research population is focused on students in President University from all faculty batch 2015 to 2018 who use GrabBike and Goride.

#### **3.9.2 Sample**

A sample was a subset of the population being studied (Richardson, 2005), that included the process of selecting a few (samples) from a bigger group (the sampling

population) to become the basis for estimating or predicting a fact, situation or outcome regarding the bigger group. According to Kumar (2010), Samples should be as large as possible, in general the larger the sample the more representative and the more generalizable the results of the study were likely to be. For the purpose of this study, the researcher decided to pick total respondent with Slovin Formula for known population as follows:

### Equation 3.3 Slovin Formula

$$n = \frac{N}{1 + Ne^2}$$

Source: Analisis-statistika.co.id

Where:

n = number of samples

N = number of populations.

e = error tolerance

Therefore, the calculation will be as follows:

$$n = \frac{4888}{1+4888(0.05)^2} = 369$$

$$\mathbf{n = 369}$$

The total amount of President University students from batch 2015 to 2018 are 4888 (Puis.president.ac.id, 2018). Therefore, the researcher would distribute questionnaire to 369 respondents according to Slovin Formula.

### 3.10 Descriptive Analysis

Descriptive analysis is a branch of statistics that describing a number of features of data usually involved in a research. The purpose of descriptive analysis is to provide a summary of the samples on a particular research. Coupled with a number of graphics analysis, descriptive analysis forms a major component on quantitative data analysis. (aresearchguide.com, 2018)

The researcher used IBM SPSS windows version 24.0 and Microsoft Excel 2016 to interpreting data. The researcher used Microsoft Excel 2016 to systematize the raw data of respondents. The data was statistically analyzed using IBM SPSS windows version 24.0 where it is expected to magnetize a conclusion of this rese arch.

### 3.10.1 Weighted Mean

Arithmetic mean computed by considering relative importance of each items is called weighted mean. To give due importance to each item under consideration, number is called weight to each item in proportion to its relative importance. Weighted Mean is computed by using following formula (Emathzone.com, 2015)

#### Equation 3.4 Mean Formula

$$\bar{x} = \frac{\sum_{i=1}^n w_i x_i}{\sum_{i=1}^n w_i},$$

Which means:

$$\bar{x} = \frac{w_1 x_1 + w_2 x_2 + \dots + w_n x_n}{w_1 + w_2 + \dots + w_n}.$$

Where:

$\bar{X}$  = Weighted Mean of the factors related

W = Corresponding Weight

X = A set of number designated / rate of importance

### 3.10.2 Standard Deviation

The Standard Deviation is a measure of how spreads out numbers are. Standard Deviation is used when data is drawn from a larger set (chemistry.about.com, 2013).

#### Equation 3. 5 Standard Deviation Formula

$$s = \sqrt{\frac{1}{N-1} \sum_{i=1}^N (x_i - \bar{x})^2},$$

The sample standard deviation is used when a sample of data is analyzed. In this equation:

$s$  = sample standard deviation

$N$  = number of scores in a sample

$N-1$  = degrees of freedom or Bessel's correction

$x$  = value of a sample

$\bar{x}$  = mean or average of the sample

### **3.11 Multiple Regression Analysis**

Multiple regression is an extension of simple linear regression. It is used to predict the value of a variable based on the value of two or more other variable, furthermore to prove if there is any functional relation between two or more independent variables to a dependent variable. By using multiple regressions, the researcher can mean the models with just one dependent variable and two or more independent variables, the variables whose value is to be predicted in known as dependent variable and the one that known as independent variables are used for prediction.

Multiple regression is a statistical method used to examine the relationship between one dependent variable  $Y$  and one or more independent variables  $X_i$ , and also  $e_i$  is an error term associated with the width of  $n$  events. The regression parameters or coefficients  $b_i$  in the regression equation are estimated using the method of least squares (Medcalc., 2015):

There are 3 steps in doing Multiple Regression Analysis such as T-test, F-test, and coefficient of determination ( $R^2$ ),:

### **3.12 Hypotheses Testing**

#### **3.12.1 T-test**

Thus test is used for the *partial* regression coefficient is intended to determine how far the influence of one independent variable (switching cost, service quality, trust, innovation) individually in explaining the dependent variable (switching behavior). The logic of testing the statistical significance of a sample regression coefficient is similar to test the significance of a sample mean. In this research, the researcher used t-test to get the significance of dependent variable and also each of the



independent variables. If the value of significance level of dependent variable  $<$  probability value, then  $H_a$  will be accepted and  $H_o$  will be rejected. However, if the value of significance level of dependent variable  $>$  probability value, then  $H_a$  will be rejected and  $H_o$  will be accepted. If the T value  $<$  T table, then the dependent variable does not have contribution toward independent variable. On the contrary, if the T value  $>$  T table, then the dependent variable gives contribution toward independent variable (Ghozali, 2011).

### **3.12.2 F-Test**

It is also used to determine the influence of switching cost, service quality, trust, innovation on switching behavior. It is usually using ANOVA table (analysis of variance) and conducted the requirement of significant level below level of confidence. If F value  $>$  F table,  $H_o$  rejected and  $H_a$  accepted. Oppositely, if F value  $<$  F table, then  $H_o$  accepted and  $H_a$  rejected.

### **3.12.3 The coefficient of determination ( $R^2$ )**

This test was essentially measures how much the ability of the model to explain the variations dependent variable. The coefficient of determination is between zero and one. It is used to measure how far the ability of the model in explaining the variation in the independent variable (Ghozali, 2011).  $R^2$  will be larger when the correlations between the independent variables are low. If the value  $R^2$  is small, it means the ability of the independent variables in explaining the variation in the dependent variable is limited.

The interpretation of  $R^2$  is that the amount of variance in the dependent variable that can be explained by the model. If the R-square value is 1.0, means that the model explains 100% of the variance and so the model will produce perfect predictive accuracy. The point is, the closer to 1.0 the R-square value is, the better the model (Clemens, 2012).

## CHAPTER IV RESULTS AND DISCUSSIONS

### 4.1. Validity and Reliability Test

#### 4.1.1 Validity Test

The researcher is using r-table to determine the validity each of the statement, the result of each statement should be above the value of r-table. The result will be compared with the Corrected Item Total Correlation and r-table value. The researcher gathered data from 30 respondents. R-table value for 30 respondents is 0.361. The comparison of the value can be seen in the table below:

**Table 4.1 Validity Test Result**

Variable	Items	R-table Value	Corrected Item Total Correlation	Status
Switching cost	SC1	0.361	0.805	Valid
	SC2	0.361	0.767	Valid
	SC3	0.361	0.701	Valid
	SC4	0.361	0.702	Valid
	SC5	0.361	0.429	Valid
Service Quality	SQ1	0.361	0.621	Valid
	SQ2	0.361	0.626	Valid
	SQ3	0.361	0.762	Valid
	SQ4	0.361	0.725	Valid
	SQ5	0.361	0.753	Valid
	SQ6	0.361	0.710	Valid
	SQ7	0.361	0.720	Valid

	SQ8	0.361	0.789	Valid
	SQ9	0.361	0.542	Valid
	SQ10	0.361	0.763	Valid
Trust	TS1	0.361	0.860	Valid
	TS2	0.361	0.838	Valid
	TS3	0.361	0.688	Valid
	TS4	0.361	0.740	Valid
	TS5	0.361	0.747	Valid
Innovation	IN1	0.361	0.628	Valid
	IN2	0.361	0.718	Valid
	IN3	0.361	0.807	Valid
	IN4	0.361	0.828	Valid
	IN5	0.361	0.751	Valid
Switching Behavior	SB1	0.361	0.525	Valid
	SB2	0.361	0.789	Valid
	SB3	0.361	0.832	Valid
	SB4	0.361	0.813	Valid
	SB5	0.361	0.690	Valid
	SB6	0.361	0.775	Valid
	SB7	0.361	0.707	Valid

Based on the table 4.1, all of the statements, both independent variables (switching cost, service quality, trust, innovation) and dependent variable

(switching behavior) have  $r\text{-value} > r\text{-table}$ . It shows that 32 statements of independent and dependent variables are valid.

#### 4.1.2 Reliability Test

To determine whether the statement is reliable or not, the researcher checked the result of cronbach's alpha.

#### Switching Cost (SC)

**Table 4.2 Reliability Test Switching Cost Result**

**Reliability Statistics**

Cronbach's Alpha	Decisions	Internal Consistency
.760	Realible	Acceptable

The cronbach's Alpha result above is 0.760 which is above the reliability measurement standard. Therefore, the internal-consistency of Switching Cost variable is acceptable.

#### Service Quality (SQ)

**Table 4.3 Reliability Test Service Quality Result**

**Reliability Statistics**

Cronbach's Alpha	Decisions	Internal Consistency
.768	Realible	Acceptable

The cronbach's Alpha result above is 0.768 which is above the reliability measurement standard. Therefore, the internal-consistency of Service Quality variable is acceptable.

## Trust (TS)

**Table 4.4 Reliability Test Trust Result**

### Reliability Statistics

Cronbach's Alpha	Decisions	Internal Consistency
.798	Realible	Acceptable

The cronbach's Alpha result above is 0.798 which is above the reliability measurement standard. Therefore, the internal-consistency of Trust variable is acceptable.

## Innovation (IN)

**Table 4.5 Reliability Test Innovation Result**

### Reliability Statistics

Cronbach's Alpha	Decisions	Internal Consistency
.789	Realible	Acceptable

The cronbach's Alpha result above is 0.789 which is above the reliability measurement standard. Therefore, the internal-consistency of Innovation variable is acceptable.

## Switching Behavior (SB)

**Table 4.6 Reliability Test Switching Behavior Result**

### Reliability Statistics

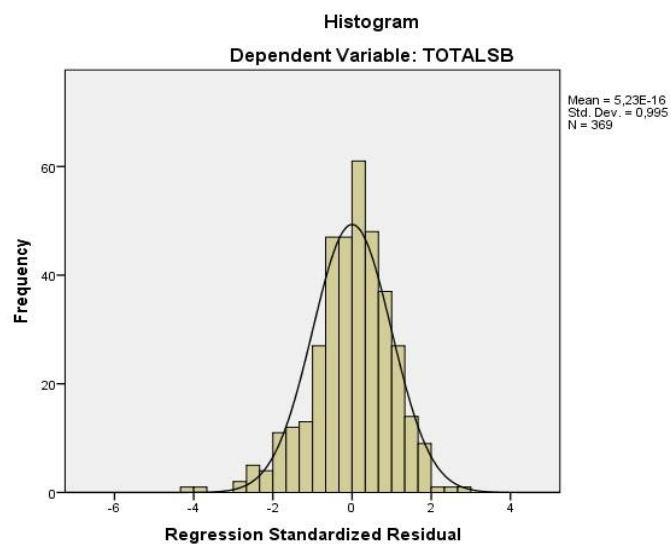
Cronbach's Alpha	Decisions	Internal Consistency
.781	Realible	Acceptable

The cronbach's Alpha result above is 0.781 which is above the reliability measurement standard. Therefore, the internal-consistency of Switching Behavior variable is acceptable.

## 4.2 Classical Assumption Testing

### 4.2.1 Normality Test

#### Histogram

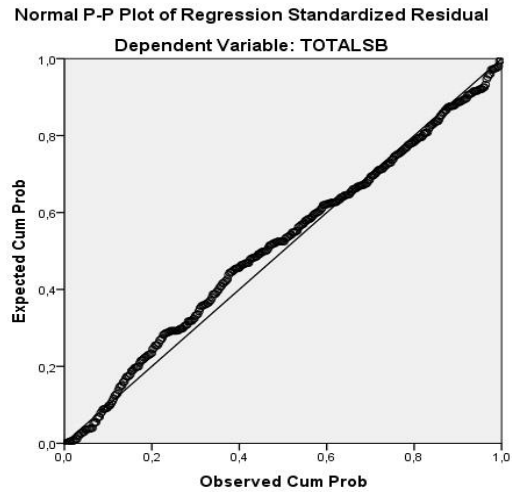


**Figure 4.1 Histogram**

Source: Self-Developed with SPSS 24.0

According to the figure above, it can be concluded that the diagram shows “Bell-Shaped” curve. If this kind of curve appears in data calculation, it can be concluded that the questionnaire is distributed normally or as known as Normal Distribution.

## P-P Plot

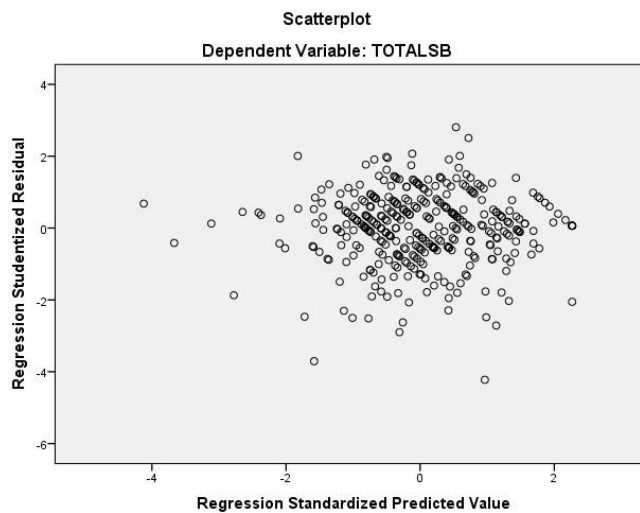


**Figure 4.2 P-P Plot**

Source: Self-Developed with SPSS 24.0

Aside from Histogram, P-P Plot is also used to determine whether the data is normally distributed or not. From the data gained above, it can be concluded that the data is normally distributed. This can be explained because the dots are straightly following the line.

### 4.2.2 Heteroscedasticity Test



**Figure 4.3 Scatterplot**

Source: Self-Developed with SPSS 24.0

This test is used to understand whether there is any same variance in residual data or not. From the data gained above, it can be seen that the dots are spread widely and thus the multiple regression equation is good since the residuals have different variance.

### 4.2.3 Multicollinearity Test

**Table 4.7 Result of Multicollinearity Test**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SC	0.44	2.25
	SQ	0.34	2.88
	TS	0.33	2.96
	IN	0.64	1.55

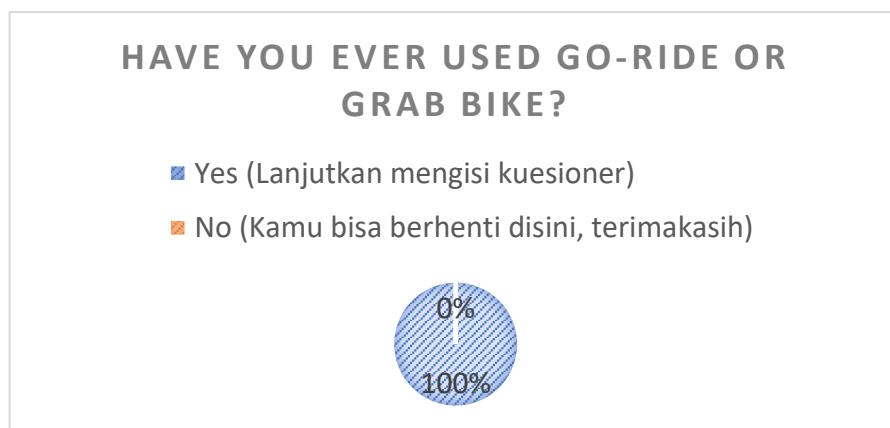
a. Dependent Variable: SB

Source: SPSS 24.0

A good data is recognized if there is no multicollinearity between independent variables. From the data above, it can be concluded that the independent variables of this research have no multicollinearity between each other, due to all tolerance value are above 0.1 and all VIF values are above 0.1 and below 10.

## 4.3 Demographic Data

### 4.3.1 Respondent Screening



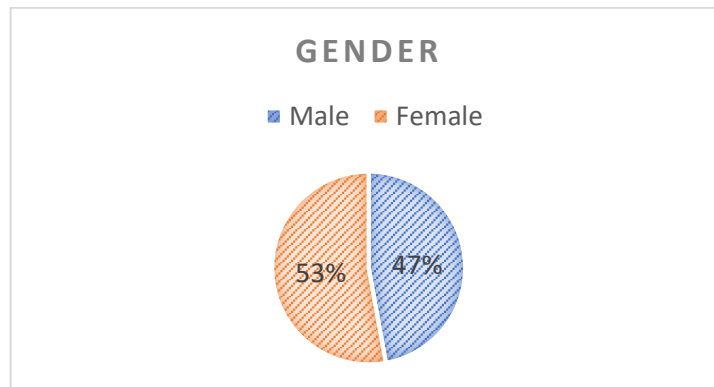
**Figure 4.4 Respondent Screening 1**

Source: Google Form 2018, constructed by The Researcher



From the data result above, it could be concluded that all of respondents in this research have ever used Go-Ride or GrabBike. This phenomenon could be happened due to the researcher instructed to not continue filling the questionnaire if the respondent has never used Go-Ride or GrabBike.

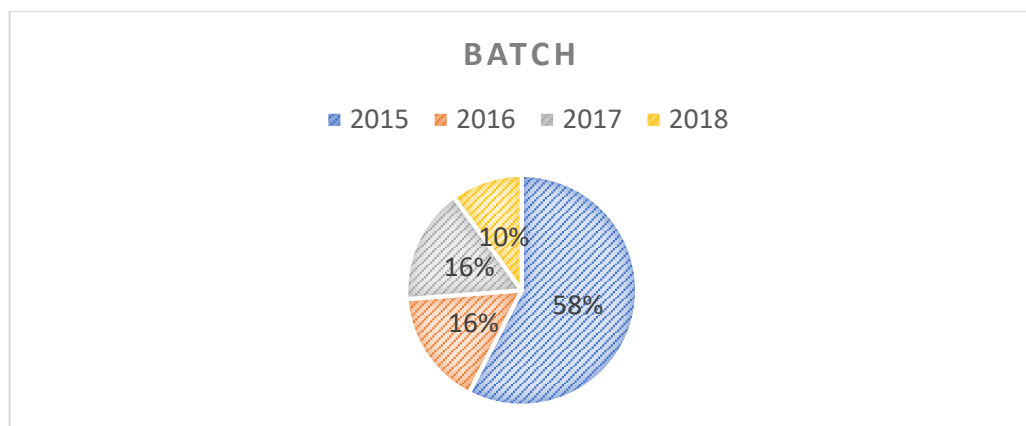
### 4.3.2 Respondent Profile



**Figure 4.5 Respondent Profile: Gender**

Source: Google Form 2018, constructed by The Researcher

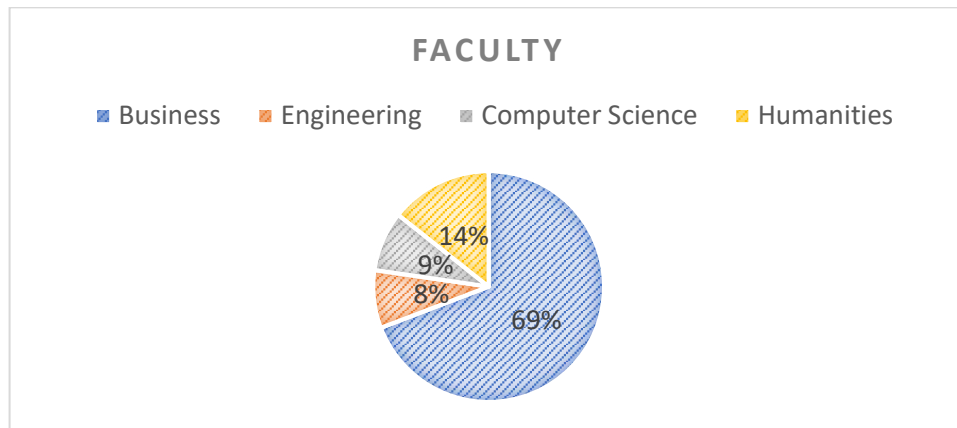
Based on the Figure 4.5, it shows that there are 174 male respondents or 47% respondents who had filled and continued to fill the questionnaire. And there are 195 female respondents or 53% who had filled the gender question.



**Figure 4.6 Respondent Profile: Batch**

Source: Google Form 2018, constructed by The Researcher

Based on the Figure 4.6, it shows that respondents from batch 2015 is 58%, batch 2016 is 16%, batch 2017 has the same percentage with batch 2016 which is 16%. And last is batch 2018 who has 10% respondents.



**Figure 4.7 Respondent Profile: Faculty**

Source: Google Form 2018, constructed by The Researcher

In President University, there are four faculties. In this research, Business students gave the biggest contribution, which is 69% of the total respondents. This may be happened due to the amount of business student is the highest above all majors so the possibility to meet with management students is bigger than others. While the smallest contribution is given by Engineering, which is 8%. From Humanities students is 14%. Below Humanities, Computer Science students dominated 9% of total respondents.

## 4.4. Descriptive Analysis

### 4.4.1. Gender

**Table 4.8 Descriptive Data on Gender**

Variable	Male		Female	
	Mean	Std. Dev.	Mean	Std. Dev.
Switching Cost	3.84	0.63	3.73	0.65
Service Quality	3.73	0.67	3.44	0.70
Trust	3.71	0.70	3.44	0.80
Innovation	3.69	0.68	3.45	0.69
Switching Behavior	3.62	0.71	3.41	0.78

*Source: SPSS 24 (2018)*

The table 4.8 shows mean and standard deviation of each gender. As it is shown in the table, the highest mean for all variables comes from the male respondents. All variables which are switching cost, service quality, trust, innovation and switching behavior have the highest value on male respondents. Furthermore, the aspect that affect most of male and female President University students' switching behavior is switching cost with 3.84 and 3.73 of mean. It indicates most of male and female President University student are Strongly Agree with the statements on Switching cost.

#### 4.4.2 Batch Descriptive Data

**Table 4.9 Descriptive Data on Batch**

Variable	2015		2016		2017		2018	
	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev
Switching Cost	3.84	0.64	3.64	0.72	3.70	0.61	3.79	0.55
Service Quality	3.54	0.73	3.52	0.75	3.64	0.59	3.78	0.56
Trust	3.60	0.77	3.32	0.85	3.56	0.68	3.78	0.67
Innovation	3.58	0.67	3.46	0.82	3.47	0.67	3.79	0.63
Switching Behavior	3.52	0.75	3.40	0.81	3.51	0.83	3.67	0.58

*Source: SPSS 24 (2018)*

The table 4.9. it represents the descriptive data of 213 President University student batch 2015, 60 from batch 2016, 60 from batch 2017 and 30 from batch 2018. Overall, based on the table, batch 2018 is having highest mean for four variables which are service quality, trust, innovation and switching behavior. While, the highest mean for switching cost is from batch 2015. Furthermore, the aspect that affect most of President University students' batch 2015, 2016, 2017 and 2018 switching behavior is switching cost with 3.84, 3.64, 3.70 and 3.79 of mean. It indicates most of President University student batch 2015 until 2018 are Strongly Agree with the statements on Switching cost.

#### 4.4.3. Faculty Descriptive Data

**Table 4.10 Descriptive Data on Faculty**

Variable	Business		Computer Science		Engineering		Humanities	
	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev
Switching Cost	3.79	0.65	3.81	0.52	3.73	0.57	3.74	0.74
Service Quality	3.55	0.72	3.72	0.50	3.70	0.65	3.54	0.73
Trust	3.55	0.78	3.73	0.58	3.67	0.68	3.50	0.87
Innovation	3.54	0.69	3.72	0.59	3.72	0.62	3.46	0.80
Switching Behavior	3.48	0.76	3.62	0.56	3.73	0.70	3.46	0.84

*Source: SPSS 24 (2018)*

The table 4.10. it represents the descriptive data of 256 President University business student, 31 from computer science, 30 from engineering and 53 from humanities. Overall, based on the table, computer science students are having the total highest mean for five variables which are switching cost, service quality, trust, innovation and switching behavior. Furthermore, the aspect that affect most of President University students switching behavior is switching cost with 3.79, 3.81, 3.73 and 3.74 of mean. It indicates most of President University students are Strongly Agree with the statements on Switching cost.

## 4.5 Multiple Regression Analysis

**Table 4.11 Multiple Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.985	.964		-2.058	.040
	SC	.303	.057	.185	5.295	.000
	SQ	.225	.036	.299	6.197	.000
	TS	.369	.065	.269	5.647	.000
	IN	.351	.064	.230	5.471	.000

*Source: SPSS 24.0*

The formula for Multiple-Regression analysis can be drawn as follows:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \beta X_5 + \beta X_6 + \beta X_7 + e$$

Based on the Table 4.11, the formula for Multiple-Regression shows that all of independent variables are have positive significant influence toward dependent variable which is switching behavior. With the result gained above, Multiple-Regression formula for this research can be drawn as follows:

$$Y = -1.985 + 0.303X_1 + 0.225X_2 + 0.369X_3 + 0.351X_4 + e$$

Where,

Y = Switching Behavior

X1 = Switching Cost

X2 = Service Quality

X3 = Trust

X4 = Innovation

Additionally, the analysis of the Multiple-Regression result explained as follows:

### **1. Switching Cost towards Switching Behavior**

The coefficient of switching cost ( $X_1$ ) in Multiple-Regression analysis is .303 and the significant value is 0.000. Based on the analysis, switching cost has positive significant influence towards switching behavior because the significant value is lower than the significance level of 0.05. Therefore, every 1 unit of the increasing level of switching cost will be able to enhance the positive significant influence of switching behavior. As a result,  $H_{\alpha 1}$  is accepted and  $H_{o1}$  is rejected.

### **2. Service Quality towards Switching Behavior**

The coefficient of service quality ( $X_2$ ) in Multiple-Regression analysis is .225 and the significant value is 0.000. Based on the analysis, service quality has positive significant influence towards switching behavior because the significant value is lower than the significance level of 0.05. Therefore, every 1 unit of the increasing level of service quality will be able to enhance the positive significant influence of switching behavior. As a result,  $H_{\alpha 2}$  is accepted and  $H_{o2}$  is rejected.

### **3. Trust towards Switching Behavior**

The coefficient of trust ( $X_3$ ) in Multiple-Regression analysis is .369 and the significant value is 0.000. Based on the analysis, trust has positive significant influence towards switching behavior because the significant value is lower than the significance level of 0.05. Therefore, every 1 unit of the increasing level of trust will be able to enhance the positive significant influence of switching behavior. As a result,  $H_{\alpha 3}$  is accepted and  $H_{o3}$  is rejected.

### **4. Innovation towards Switching Behavior**

The coefficient of innovation ( $X_4$ ) in Multiple-Regression analysis is .351 and the significant value is 0.000. Based on the analysis, innovation has positive significant influence towards switching behavior because the significant value is lower than the significance level of 0.05. Therefore, every 1 unit of the increasing level of innovation will be able to enhance the positive significant influence of switching behavior. As a result,  $H_{\alpha 4}$  is accepted and  $H_{o4}$  is rejected.

## 4.6 Hypotheses Testing

### 4.6.1 T-Test

T-Test is used to determine the independent variable is significantly influence to the dependent variable or not. It can be recognized in the significant table result. If the result of the significant above than the significant level which is 0.05, then the variable is significantly influence and should be accepted.

**Table 4.12 T-Test**

Model		T	Sig.
1	(Constant)	-2.058	.040
	SC	5.295	.000
	SQ	6.197	.000
	TS	5.647	.000
	IN	5.471	.000

*Source: SPSS 24 (2018)*

T-Test can be analyzed by using **Table 4.12**. The result for hypotheses is described below:

#### 1. Switching Cost (X1)

(H01) : There is no significant influence of Switching Cost towards Switching Behavior.

(Ha1) : There is significant influence of Switching Cost towards Switching Behavior.

From the data in Table 4.18, the researcher got the significant value of Switching Cost is 0.000 which the value is lower than significance level of 0.05. It means that Switching Cost has positive significant influence toward Switching Behavior. So, the result of hypothesis, (Ha1) is accepted and (H01) is rejected.



## 2. Service Quality (X2)

(H02) : There is no significant influence of Service Quality towards Switching Behavior.

(Ha2) : There is significant influence of Service Quality towards Switching Behavior.

From the data in Table 4.18, the researcher got the significant value of Service Quality is 0.000 which the value is lower than significance level of 0.05. It means that Service Quality has positive significant influence toward Switching Behavior. So, the result of hypothesis, (Ha2) is accepted and (H02) is rejected.

## 3. Trust (X3)

(H03) : There is no significant influence of Trust towards Switching Behavior.

(Ha3) : There is significant influence of Trust towards Switching Behavior.

From the data in Table 4.18, the researcher got the significant value of Trust is 0.000 which the value is lower than significance level of 0.05. It means that Trust has positive significant influence toward Switching Behavior. So, the result of hypothesis, (Ha3) is accepted and (H03) is rejected.

## 4. Innovation (X4)

(H04) : There is no significant influence of Innovation towards Switching Behavior.

(Ha4) : There is significant influence of Innovation towards Switching Behavior.

From the data in Table 4.18, the researcher got the significant value of Innovation is 0.000 which the value is lower than significance level of 0.05. It means that Innovation has positive significant influence toward Switching Behavior. So, the result of hypothesis, (Ha4) is accepted and (H04) is rejected.

#### 4.6.2 F-Test

F-test is used as a tool to determine whether the independent variable has positive and significant result on dependent variable simultaneously. The hypothesis can be explained as follows:

Ho1 ( $\beta = 0$ ): **Null hypothesis is accepted if the significance of F value is greater than 0.05.** If this kind of value appears in the result, then all independent variables (switching cost, service quality, trust and innovation) have no positive and significant impact on switching behavior simultaneously.

Ha1 ( $\beta \neq 0$ ): **Alternative hypothesis is accepted if the significance of value less than 0.05.** It means that all independent variables (switching cost, service quality, trust and innovation) have positive and significant impact on switching behavior simultaneously if the F value is less than 0.05.

The result to analyze using F-Test can be shown as follows:

**Table 4.13 F-Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	7428.229	4	1857.057	227.208	.000 <sup>b</sup>
	Residual	2975.110	364	8.173		
	Total	10403.339	368			

*Source: SPSS 24 (2018)*

From the data result gained above, the significant result of is 0.000. It means that the F value is below significant level, which is 0.05. As the result is below significant level, the data can be concluded that there is a significant between all independent variables and dependent variable simultaneously. In conclusion, the Alternative hypothesis is accepted.

### 4.6.3 Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

**Table 4.14 Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 <sup>a</sup>	.714	.711	2.85891

*Source: SPSS 24 (2018)*

R<sup>2</sup> is used to determine the percentage of the total of the total variation in the dependent variable explained by the independent variable. Based on the Table 4.14, the adjusted R square is 0.711 or 71.1%. It means that the independent variables influence the dependent variable for 71.1%. In other hand, other variables are influenced the dependent variable for 28.9%. and R is 0.845, which means the coefficient of correlation is strong because the value is above from 0.5.

## 4.7 Interpretation of Result

In this section, the researcher would like to answer the statement of problems in chapter 1 by elaboration the result obtained from statistical calculation in previous section.

### 4.7.1 Switching Cost (SC) toward Switching Behavior

Hypothesis 1 testing result presented that switching cost variable gives impact on switching behavior of President University students. It can be explained because the T-test result of 5.471 with significance level of 0.000, which is less than 0.05. This means that switching cost variable is significant or influencing the switching behavior of President University student between Go-Ride and GrabBike. Its connected to statement from Burnham et al, (2003). They further explained that these costs are not solely related to the financial costs incurred by consumers, but also include search costs, transactions, discounts that are usually accepted as loyal consumers, emotional costs and cognitive efforts, and social costs and

psychological perceived by consumers when moving to other service providers. And Ahn, Han & Lee (2006) said that Switching Costs are described as factors that act as constraints preventing customers from freely switching to other service providers.

#### **4.7.2 Service Quality (SQ) toward Switching Behavior**

Hypothesis 2 result presented that service quality also gives impact on switching behavior of President University students. It can be proven by checking the T-test result of 5.647 with significance level of 0.000, which is less than 0.05. This result of data means that the service quality variable is significant or influencing switching behavior of President University student between Go-Ride and GrabBike. Sekeran et al, (2005) stated that there are several definitions on service quality this can be assumed as the consumer's judgement about the overall excellence of superiority of a service. It means if the company have bad service quality, there will be switching behavior in consumer.

#### **4.7.3 Trust (TS) toward Switching Behavior**

Hypothesis 3 shows significant result that gives positive impact toward switching behavior as well. It can be checked by looking at T-test result of 6.197 with significant level of 0.000, which is lower than 0.05. This result of data means that the trust variable is significant or influencing switching behavior of President University student between Go-Ride and GrabBike. Serkan and Ozer (2005) stated that trust has been recognized as an important role in affecting relationship commitment and so customer loyalty. It means there will be switching behavior if the consumer does not trust with the company.

#### **4.7.4 Innovation (IN) toward Switching Behavior**

Hypothesis 4 result presented that innovation variable affect the switching behavior of respondent. It can be explained by checking T-test result of 5.295 with significant level result of 0.000, which is less than 0.05. In the other words, innovation is significant or influencing switching behavior of President University student between Go-Ride and GrabBike. Chen and Lu (2007) stated that the source of innovation steams from the company's strategies of satisfying their current

customers and keeping them loyal, but also from commerce activities and market demand. As they interact, they are customizing the offerings, making every step of the innovation process important for service innovators. Chen and Lu (2007). It means innovation is important for company because if not, there will be switching behavior in consumer.

#### **4.7.5 Switching Cost, Service Quality, Trust, Innovation toward Switching Behavior**

The last hypothesis result presented that all variables (Switching Cost, Service Quality, Trust, and Innovation) have simultaneous significant impact toward Switching Behavior. It can be seen in the data resulted from statistical analysis using SPSS version 24.0 According to the multiple regression analysis result, the significance of F value from all independent variables is 0.000, which is less than 0.05, the significance level. therefore, the researcher rejected Ho1 and accepted Ha1 where all variables are having simultaneously positive and significant influence on Switching Behavior. The marketers believe that satisfaction and loyalty are two options, which not only develop good relationships with customers but also reduce the switching behavior of customers Marshal et al, (2011). It means customer satisfaction (switching cost, service quality, trust and innovation) have positive influence on switching behavior.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Conclusion**

The existence of GrabBike recently and then became new competitor with Go-Ride has led researcher to do phenomenological research to give clear explanation and understanding regarding to the phenomena. Customer Satisfaction is one of main concern in company in order to be able compete and survive in market as the performance of company will affect the loyalty and purchasing decision of buyer which will lead to switching behavior. There are few main problems questioned to be answered in this research, they are whether all customer satisfaction variables are simultaneously significant toward customer switching behavior, and each variables of customer satisfaction are partially significant toward switching behavior. The answer of those problems can be concluded as below.

1. Switching Cost variable is positively significant toward switching behavior. In other words, switching behavior of President University student between Go-Ride and GrabBike can be influenced by Switching Cost.
2. Service Quality variable is positively significant toward switching behavior. In other words, switching behavior of President University student between Go-Ride and GrabBike can be influenced by Service Quality.
3. Trust variable is positively significant toward switching behavior. In other words, switching behavior of President University student between Go-Ride and GrabBike can be influenced by Trust.
4. Innovation variable is positively significant toward switching behavior. In other words, switching behavior of President University student between Go-Ride and GrabBike can be influenced by Innovation.
5. All variables (switching cost, service quality, trust and innovation) are simultaneously significant toward switching behavior. In other words, switching behavior of President University student between Go-Ride and GrabBike can be influenced by Customer Satisfaction.

## **5.2 Recommendation**

As the researcher has conducted the research and found the result, there are several recommendations for few parties:

### **5.2.1 For Go-Ride**

After conducting this research, the researcher's recommendation for Go-Ride is to enhancing the service quality and customer satisfaction strategy due to it is proven that switching behavior from Go-Ride into Grab Bike has occurred in President University student which is increasing the possibility of loyalty degradation level from President University Students toward Go-Ride. By creating more innovation and customer's service quality that will attract customers' attention will be great recommendation to be implemented.

### **5.2.2 For GrabBike**

As GrabBike is a new comer in Indonesia rather than Go-Ride, the researcher recommendation is similar with Go-Ride, which is to enhancing the service quality and customer satisfaction strategy by having more interesting and creative innovation which creates easiness for customer to access the application because the customers still think that the innovation is difficult based on the result of questionnaire. This is a big challenge for GrabBike to keep increasing its performance and gain more loyalty from customers. Since the switching behavior of customers does not guarantee the rising of customers' loyalty level.

### **5.2.3 For Future Research**

The recommendation for the future researcher is to develop this research by using more variables so that they can determine what kind of factors that influence the switching behavior more accurate and also to get better conclusion.

Another recommendation for future researcher is to expand the population sample in order to make the research result more accurate and the power generalization of research results can be enlarged.

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## APPENDIX 1



## APPENDIX 2

Hello!

My name is Refiandi Syahputra Irfianto, I am a student of President University Majoring in Management batch 2015. In order to find out the influence of customer satisfaction towards the switching behavior of customers on Grab Bike and Go Ride in President University students. I would like to know your opinion about the comparison customer satisfaction of Grab bike and Go Ride. This survey should only take 5-10 minutes to complete. Your data will be kept confidential and only used for research purposes. Therefore, I would like to have your help to fill in the questionnaire below. Your kind opinions are my treasures.

Thank you.

-

Halo!

Nama saya Refiandi Syahputra Irfianto, saya adalah mahasiswa President University, Jurusan Manajemen batch 2015. Untuk mengetahui pengaruh kepuasan pelanggan terhadap perilaku beralih pelanggan di Grab Bike dan Go Ride di mahasiswa President University. Saya ingin tahu tentang perbandingan kepuasan pelanggan dari Grab Bike dan Go Ride. Survei ini hanya membutuhkan waktu 5-10 menit untuk diselesaikan. Data anda akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Oleh karena itu, saya ingin anda mengisi kuesioner di bawah ini. Jawaban anda sangat berharga untuk saya.

Terimakasih.

Filtering Question			
1	Are you ever using Go-ride and GrabBike?	Yes	No

Demographics Question					
1	Gender	Male		Female	
2	Batch	2015	2016	2017	2018
3	Faculty	Business	Computer Science	Engineering	Humanities

## Questionnaire

Please fill the questionnaire below based on your opinion with the scale number.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

No	Description	Scale				
		1	2	3	4	5
<b>Switching Cost</b>						
1	I think the cost I spent on GrabBike is cheaper than Go-Ride.					
2	I think the cost that I spent on GrabBike is more efficient than Go-Ride.					
3	GrabBike provides affordable price.					
4	I am willing to give a tip to the GrabBike driver.					
5	I don't want to pay any cost to move from GoRide to Grabbike.					
<b>Service Quality</b>						
1	GrabBike provides good quality service.					
2	GrabBike drivers tend to be more friendly.					
3	GrabBike drivers tend to be more responsive.					
4	GrabBike drivers drive more safely.					
5	GrabBike drivers do not drive recklessly.					
6	GrabBike drivers always give driving equipment for the passenger.					
7	Services that provided by GrabBike driver and customer service are very good.					
8	GrabBike driver tend to be easy to contacted.					
9	GrabBike application is easy to use.					
10	GrabBike application has better additional feature than Go-Ride.					



<b>Trust</b>						
1	I feel safer if I use GrabBike.					
2	I do not find any criminality and any fraud that performed by GrabBike driver or grab bike customer service.					
3	I believe GrabBike is responsible for every service that they provide.					
4	I believe and I feel pleased when I use GrabBike.					
5	I tend to believe in GrabBike more than Go-Ride.					
<b>Innovation</b>						
1	I can find the innovation given by GrabBike in Go-Ride.					
2	Innovation that provided by GrabBike is profitable and make ease for me.					
3	I find many innovations on GrabBike.					
4	I like the innovation that given by GrabBike.					
5	GrabBike innovation is making me more difficult to use it rather than before.					
<b>Switching Behavior</b>						
1	I prefer to choose GrabBike because of the fee that I pay for GrabBike is cheaper than Go-Ride.					
2	GrabBike driver is easier to find rather than Go-Ride driver.					
3	I prefer to choose GrabBike because of the service quality that provided by GrabBike is better than Go-Ride.					
4	I tend to choose GrabBike rather than Go-Ride because GrabBike is more trustworthy and safer.					
5	GrabBike driver and customer services is better than Go-Ride.					
6	I tend to choose GrabBike service because of the innovation that provided is more profitable and more satisfying.					
7	Advertisement and promotion from GrabBike grab my attention.					

## APPENDIX 3

SC1	SC2	SC3	SC4	SC5	AVG SC	TOTALSC	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6	SQ7	SQ8	SQ9	SQ10	AVG SQ	TOTALS
5	5	5	5	5	5	25	5	5	5	5	5	5	5	5	5	5	5	50
5	5	5	5	3	4,6	23	4	3	3	2	2	2	4	3	4	4	3,1	31
4	4	4	4	4	4	20	4	4	4	4	3	5	4	4	4	4	4	40
4	4	5	4	3	4	20	5	4	4	5	4	3	4	2	3	3	3,7	37
4	5	4	4	2	3,8	19	4	3	4	3	3	4	4	4	5	1	3,5	35
5	5	3	5	3	4,2	21	4	3	3	3	3	4	3	3	4	3	3,3	33
3	3	5	2	4	3,4	17	4	5	4	4	5	4	4	4	4	4	4,2	42
2	5	4	1	5	3,4	17	3	3	4	3	5	5	4	5	4	4	4	40
5	4	5	5	4	4,6	23	5	4	4	5	4	4	4	5	4	4	4,3	43
4	5	5	5	5	4,8	24	5	4	4	5	5	5	5	5	5	4	4,7	47
3	3	3	3	2	2,8	14	4	4	4	3	3	4	4	4	4	4	3,8	38
4	4	3	4	4	3,8	19	4	4	4	4	5	4	4	3	5	4	4,1	41
5	5	5	3	3	4,2	21	5	4	4	4	5	4	4	5	4	4	4,3	43
4	4	4	5	1	3,6	18	3	3	3	3	3	5	3	4	4	3	3,4	34
3	3	3	4	3	3,2	16	3	3	4	3	3	3	3	2	2	1	2,7	27
3	3	3	3	3	3	15	3	3	3	3	4	3	4	4	4	4	3,5	35
3	4	4	3	5	3,8	19	4	4	4	4	4	3	4	4	5	4	4	40
3	3	4	4	2	3,2	16	5	4	4	3	5	4	4	5	4	5	4,3	43
5	5	5	5	5	5	25	5	3	5	5	5	5	5	5	5	5	4,8	48
4	4	2	1	5	3,2	16	3	3	3	2	4	4	4	3	4	1	3,1	31
5	5	5	5	3	4,6	23	4	4	4	4	4	4	4	5	5	5	4,3	43
4	3	4	3	4	3,6	18	2	3	3	3	3	3	3	3	3	2	2,8	28
4	4	4	4	4	4	20	3	3	3	3	3	2	2	4	4	4	3,1	31
5	5	4	4	5	4,6	23	5	3	1	4	3	1	4	1	5	2	2,9	29
4	4	3	4	4	3,8	19	4	3	4	4	4	5	5	4	4	4	4,1	41
5	5	5	5	3	4,6	23	5	3	3	3	3	4	4	4	4	4	3,7	37
5	5	5	5	5	5	25	5	3	5	4	4	5	5	5	5	5	4,6	46
4	4	4	3	4	3,8	19	4	4	4	4	4	4	4	4	4	4	4	40
4	4	5	4	5	4,4	22	4	5	4	5	4	5	4	5	4	5	4,5	45
4	4	4	2	3	3,4	17	4	3	3	3	3	3	4	3	4	4	3,4	34
4	3	4	4	4	3,8	19	4	3	4	4	4	4	5	4	4	3	3,9	39
1	2	4	4	5	3,2	16	3	3	3	3	4	5	4	4	4	1	3,4	34

5	4	5	4	5	4,6	23	5	4	5	4	5	4	5	4	5	4	4,5	45
5	4	5	4	5	4,6	23	5	4	5	4	5	4	5	4	5	4	4,5	45
3	3	3	3	4	3,2	16	3	2	2	3	3	3	2	3	3	3	2,7	27
4	3	3	3	3	3,2	16	3	2	3	3	3	4	2	2	3	2	2,7	27
3	3	3	3	3	3	15	3	3	3	3	3	3	3	3	3	3	3	30
4	4	3	5	3	3,8	19	4	2	3	3	2	4	3	2	4	3	3	30
3	3	3	3	3	3	15	4	3	3	3	4	5	3	4	4	4	3,7	37
5	5	5	4	5	4,8	24	4	3	3	3	3	4	4	4	4	4	3,6	36
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3	2	4	4	5	3,6	18	4	4	4	3	4	4	4	4	5	2	3,8	38
4	4	4	5	3	4	20	4	4	4	4	4	4	4	5	5	3	4,1	41
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4	5	5	5	4	4,6	23	5	4	4	5	5	4	5	5	4	5	4,6	46
3	4	4	4	2	3,4	17	4	4	4	4	5	5	5	5	5	4	4,5	45
4	4	5	3	3	3,8	19	3	3	2	3	3	3	3	3	4	4	3,1	31
5	4	4	3	3	3,8	19	4	4	3	4	5	5	5	3	5	1	3,9	39
3	3	4	4	4	3,6	18	2	3	3	3	4	3	4	3	3	3	3,1	31
3	4	3	2	4	3,2	16	4	3	2	3	3	2	3	3	4	2	2,9	29
5	5	4	5	3	4,4	22	2	5	1	4	4	5	2	1	1	1	2,6	26
4	4	4	4	4	4	20	3	4	4	4	4	3	4	4	4	4	3,8	38
3	4	4	4	3	3,6	18	3	3	3	3	2	3	3	3	4	2	2,9	29
3	3	4	3	2	3	15	3	3	3	3	3	4	3	4	4	3	3,3	33
2	2	2	3	4	2,6	13	4	3	3	3	3	3	3	3	4	2	3,1	31
5	5	5	4	1	4	20	5	5	5	5	5	5	5	5	5	5	5	50
3	3	3	4	3	3,2	16	3	4	4	3	4	3	4	3	4	4	3,6	36
4	4	5	2	3	3,6	18	4	2	3	3	3	3	3	3	4	3	3,1	31
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5	5	5	4	3	4,4	22	4	2	2	2	2	2	4	4	4	2	2,8	28
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4	5	4	4	4	4,2	21	5	5	4	4	4	4	3	3	4	4	4	40
3	3	4	3	1	2,8	14	4	3	3	3	3	3	4	3	4	1	3,1	31
4	5	4	5	4	4,4	22	4	5	4	5	5	4	5	4	5	4	4,5	45
5	5	5	5	5	5	25	5	5	5	5	5	5	5	5	5	5	5	50
4	3	4	3	2	3,2	16	3	4	3	4	4	4	4	4	4	2	3,6	36
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SB1	SB2	SB3	SB4	SB5	SB6	SB7	AVG SB	TOTALSB
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