

CHAPTER V

CLOSING

5.1 Research Conclusion

This research conducted to investigate the factors that influence switching intention of Telkomsel prepaid mobile internet among generation Z. This research used quantitative approach along with hypothesis test, where there is 4 hypothesis developed in this research, namely, the influence of price, dissatisfaction, alternative attractiveness, and switching cost on switching intention. The total respondent is 161 obtained through the questionnaires distribution using google form through social media. Furthermore, the data in this research were analyzed and proceed using Microsoft Excel and IBM SPSS 25.

In the previous chapter, the result has been discussed after the hypothesis test conducted. The following are the conclusions of the research conducted according the data analyzed and discussion in the previous chapter:

1. Price does not significantly influence switching intention of Telkomsel prepaid mobile internet. Price alone is not sufficient in driving users to switch their provider. This suggest that Generation Z continue to be Telkomsel user although the price considered high as long as it is worth the exchange value.

2. Dissatisfaction has a positive and significant influence on switching intention of Telkomsel prepaid mobile internet. This means the more Generation Z feel dissatisfied on providers, the more they tend to develop switching intention.

3. Alternative Attractiveness has a positive and significant influence on switching intention of Telkomsel prepaid mobile internet. This means that the more users perceived competing alternatives as attractive, the more they develop switching intention. Accordingly, Telkomsel's competitor is already succeed in attracting Generation Z to switch from their current providers.

4. Switching Cost has a negative and significant influence on switching intention of Telkomsel prepaid mobile internet. This suggest that Generation Z perceived switching internet mobile provider as barrier, switching cost hinders developing and pushing Generation Z to do the actual switch.

5.2 Research Implication

The result of this research expected to have implication and can expand the knowledge in marketing field in terms of consumer behavior, especially in telecommunication sector, it also can be implemented by another parties. The following is the implications of this research:

A. Theoretical Implications

This research provides contribution of reference and basis for a better understanding of consumer behavior underlying factors that influence and contribute to switching intention in the context of Telkomsel prepaid mobile internet among Generation Z users as it serves as basic necessities and essential in daily life. This helps enriches the literature review by understanding the influence of predictors; price, dissatisfaction, alternative attractiveness on switching intention in appropriate context. The findings of this researched contribute to strengthen the

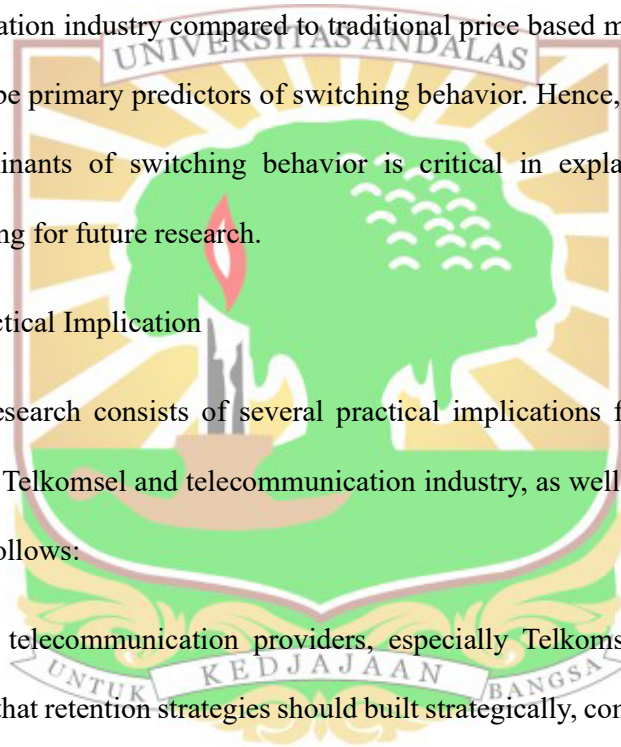
theory existed, especially in the field of consumer behavior, by demonstrating switching intention is affected by multiple factors rather than a single predictor.

The research results reveal that dissatisfaction and alternative attractiveness positively and significantly influence switching intention, switching cost negatively and significantly influence switching intention, meanwhile price does stand as significant effect. It indicates the complexity of consumer switching behavior in telecommunication industry compared to traditional price based model industry as it assumed to be primary predictors of switching behavior. Hence, research related to the determinants of switching behavior is critical in explaining consumer decision-making for future research.

B. Practical Implication

This research consists of several practical implications for stakeholders, particularly in Telkomsel and telecommunication industry, as well to Generation Z explained as follows:

1. For telecommunication providers, especially Telkomsel, the findings result implies that retention strategies should built strategically, combining all those factors to keep user retention and stop the switching to merely an intention, not furthermore. Although users agree to the degree that Telkomsel is expensive, but it does not significantly influence the switching intention. Hence, focusing solely on price considerations may not the ideal long-term marketing strategy. Telkomsel should focusing more on additional value creation by aligning the mobile internet packages with user needs, coping strategy to competitor deals with equivalent value



program then made into attractive campaign, this not means only cheaper offer, but additional value that able to attract users such as the length of program, other beenfits, etc. so users will not feel the distant gap compared to other providers who offers merely on price. Telkomsel could also leveraging its fighting brand more, By.U as one of the corporate's brands, for users who are price sensitive.

Telkomsel's service and its quality improvement should be prioritized, as dissatisfaction significantly increases the possibility of switching intention. Telkomsel encouraged to strengthen its network reability, expand the coverage, consistency of internet speed, and improve service performed, especially fast handling in fixing disruptions to users with high internet usage within a highly demanding area and time. Conducting research and regularly collecting feedback of user experience, then fixing the issues within affected location rapidly during the distrupctions, and continuously monitoring network performance to reduce dissatisfaction and improve user experience.

The strong driver of alternative attractiveness shows the success of competitor offerings place serious threat in Telkomsel context, especially for Generation Z that explorer and open in trying new brands. Telecommunication providers should actively monitor market trends and competitors movement, particularly those who are targeting Generation Z with competitive deals, flexible packages, and attractive promotions. As for Telkomsel may consider developing customized packages for students, loyalty promotion for the long-term users, and designing promotional program that provide tangible or experience benefits. Strengthening the awareness of the campaign program by communicating it through

offline and digital platforms is needed to be done rapidly to ensure users will get well-known and familiar to the program.

In addition, Telkomsel should do thoroughly advanced user profiling to scan and detect the potential switchers or those who already switch to substitutes more often such as those whom usage or average revenue is decreased in basis to prevent the final switch intention. In aiming to prevent this, personalized offerings to users may could reduce the appeal of alternative providers. Furthermore, Telkomsel could promotes and direct By.U as its fighting brand to them rather than let them move to another company.

Although switching cost hinders switching intention, relying on this as a barrier alone is not adequate, especially for Generation Z users who does not feel it is a heavy thing to do and feel relatively fine to switch, as Generation Z is explorer in terms trying new things and testing brands. Providers can focus on improving psychological attachment through a simple and familiar digital experience, as well as offering services that are relevant to user daily needs, so that remaining with Telkomsel is perceived as more convenient than switching to another provider.. Performing consistent reliable service experiences also important to maintain user retention to strengthen the switching cost effect to hinder users developing switching intention.

2. For Generation Z users, this provides insight into how price, dissatisfaction, alternative attractiveness, and switching cost shapes switching intention. The awareness of the predictors in developing switching intention can

help Generation Z evaluate switching behavior in a rational way, not merely on service providers, but across all the aspects. Generation Z should consider many aspects before making switching decision, so it does not go as impulsive activity. Generation Z should focus on assessing the actual needs, the long-term service quality, and the usage to prevent the temptation of promotional offers or short-time benefits that in the end only waste of money. By realizing and learning about consumption behavior, Generation Z users can be well-informed and make a better decision, in this context, especially on selecting and evaluating their needs on mobile internet service providers.

5.3 Research Limitation

1. This research only focus on Telkomsel pre-paid user, not including another type of Telkomsel product, which is post-paid and By.U user, so this research can not be generalized to another Telkomsel product or another internet provider.
2. This research only examines the behavior of Generation Z as the user, who have different characteristics and preferences compared to other age groups such as millennial and generation alpha.
3. This research limited to 4 independent variable, namely: Price, Dissatisfaction, Alternative Attractiveness, and Switching Cost. It only examines the relationship of 4 hypothesis formulated and reduce the complexity of another possibilities.

4. This research uses online questionnaires distribution online without direct interviews with respondents, so there is limitation in gaining and exploring deeper insight from various users, such as gender dominates by female, etc.
5. Data collection is cross sectional, so it only reflects the current condition by the time of this research conducted and does not reflect change in a long term.

5.4 Research Suggestion

1. Future research can conduct comprehensive or comparing analysis regarding Telkomsel internet cellular product to other internet providers.
2. Future research can expand the scope of respondent, not limited to Generation Z, but to Millennials or Generation Alpha as the most potential and contributing age groups to internet after Generation Z.
3. Future research can conduct extension of this research by adding more variable such as brand trust, subjective norms, etc. for better understanding of what drives switching intention of certain brand.
4. Future research hoped can increase the data sources, it could be focusing on conducting research in one specific place, such as West Sumatera, to conduct offline questionnaires distribution or the number of respondents could be increased as well to get more accurate and varied result in order to have a better quality of answers and gaining sharper analysis.
5. Future research can use longitudinal study methods to observe how user perspectives of the brand and switching intention evolve a longer period of time, so it would reflect change.