

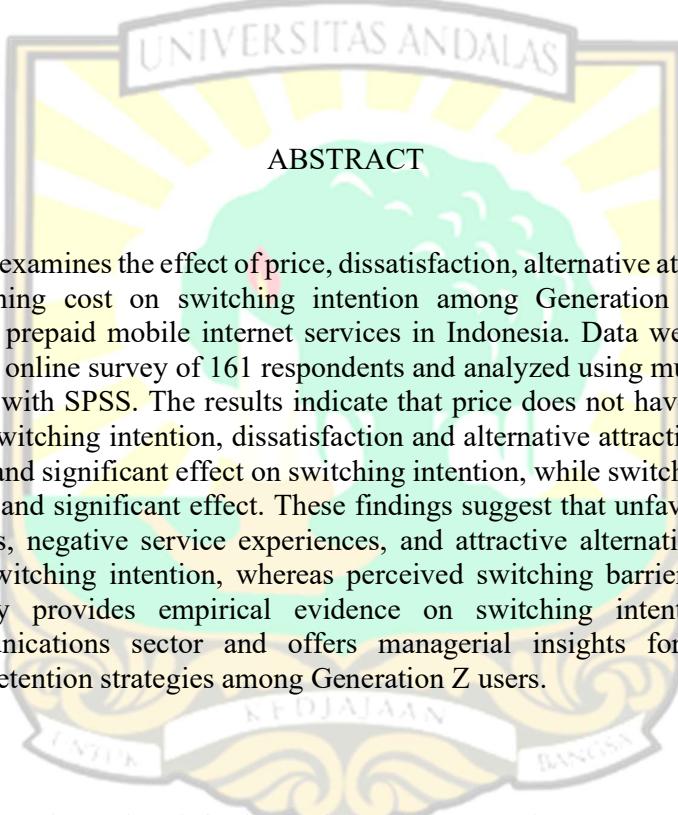
**INTERNATIONAL MANAGEMENT STUDY PROGRAM  
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**ANALYSIS OF FACTORS INFLUENCING SWITCHING INTENTION  
AMONG GENERATION Z USERS OF TELKOMSEL MOBILE  
INTERNET SERVICES**

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**ABSTRACT**

This study examines the effect of price, dissatisfaction, alternative attractiveness, and switching cost on switching intention among Generation Z users of Telkomsel prepaid mobile internet services in Indonesia. Data were collected through an online survey of 161 respondents and analyzed using multiple linear regression with SPSS. The results indicate that price does not have significant effect on switching intention, dissatisfaction and alternative attractiveness have a positive and significant effect on switching intention, while switching cost has a negative and significant effect. These findings suggest that unfavorable price perceptions, negative service experiences, and attractive alternative offerings increase switching intention, whereas perceived switching barriers reduce it. This study provides empirical evidence on switching intention in the telecommunications sector and offers managerial insights for improving customer retention strategies among Generation Z users.

**Keywords:** Price, Dissatisfaction, Alternative Attractiveness, Switching Cost, Switching Intention

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