

**Analisis pengaruh customer satisfaction, switching cost, dan attractiveness of alternatives terhadap switching intention konsumen telepon genggam berbasis non-android = Analysis of the influence of customer satisfaction, switching cost, and attractiveness of alternatives towards switching intention on non-android mobile phone user**

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**Abstrak**

Penelitian ini membahas mengenai faktor-faktor yang mempengaruhi switching intention pengguna telepon genggam, khususnya konsumen yang belum menggunakan telepon genggam berbasis Android. Penelitian ini menggunakan Sturctural Equation Model untuk menginvestigasi hubungan antara image, customer expectation, perceived quality, dan perceived value terhadap customer satisfaction, dan dilanjutkan dengan hubungan antara customer satisfaction switching cost, dan attractiveness of alternatives terhadap perilaku konsumen untuk berpindah (switching intention). Penelitian ini menunjukkan bahwa image, dan perceived quality memiliki hubungan positif terhadap customer satisfaction. Customer expectation memiliki hubungan negatif terhadap customer satisfaction, sedangkan perceived value tidak memiliki hubungan yang signifikan terhadap customer satisfaction. Sementara itu, customer satisfaction dan switching cost tidak memiliki hubungan yang signifikan terhadap switching intention, sedangkan attractiveness of alternatives memiliki hubungan positif terhadap switching intention.

.....This research investigates determinants of switching intention on mobile phone user, especially from customer that is not using Android mobile pohone. This research implements Structural Equation Model to investigates relationships between image, customer expectation, perceived quality, dan perceived value with customer satisfaction. Furthermore, another relationships are investigated between customer satisfaction, switching cost, dan attractiveness of alternativess towards switching intention. The result suggests that image and perceived quality have positive correlation with customer satisfaction, while customer expectation has negatif correlation with customer satisfaction, and perceived value has no significant correlation with customer satisfaction. Meanwhile, customer satisfaction and switching cost has no significant correlation with switching intention, and in the other hand attractiveness of alternativess have positive correlation with switching cost.