

Pengaruh faktor push, pull, dan mooring terhadap keinginan berpindah pelanggan GSM Prabayar: studi pada kelompok generasi Y di Jakarta =  
The Influence of push, pull, and mooring factors toward prepaid GSM cards switching intention; case study of customers generation Y in Jakarta

Karima Rahmani, author

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Abstrak

Penelitian ini menguji tiga kelompok variabel dalam model Push, PNN, dan Mooring (PPM) terhadap keinginan berpindah kartu GSM Prabayar pada pelanggan generasi Y, khususnya untuk pelajar SMP kelas IX, dan pelajar SMA di Jakarta. Push effect diukur dengan kualitas, kepuasan, nilai, kepercayaan, dan persepsi harga, mooring effect diukur dengan perilaku terhadap perpindahan, dan pull effect diukur dengan ketertarikan alternatif. Berdasarkan data dari 315 konsumen generasi Y yang diolah menggunakan metode SEM, maka dapat diketahui bahwa pull effect dan mooring effect berpengaruh pada timbulnya keinginan berpindah kartu GSM Prabayar. Sedangkan push effect tidak berpengaruh pada timbulnya keinginan berpindah kartu GSM Prabayar, serta mooring effect tidak memoderasi pengaruh antara push effect dan pull effect terhadap keinginan berpindah.

.....This research examined the effect of three groups variables of Push, Pull, and Mooring (PPM) model toward switching Intention of GSM prepaid cellular card on customer generation Y, especially for junior high school students of class IX, and senior high school students in Jakarta. Push effect is measured by quality, satisfaction, value, trust, and price perception, mooring effect is measured by attitude toward switching, and pull effect is measured by alternative attractiveness. From the data of 315 consumer generation Y using SEM method, the research finds that pull effect and mooring effect have a significant effect toward the appearance of switching intention of GSM prepaid cellular card, while push effect do not seem to have effect toward the appearance of switching intention of GSM prepaid cellular card. This research also finds that mooring effect has no moderate effect toward the relationship between push effect and pull effect on switching intention.