

Analisis faktor-faktor yang mempengaruhi switching intention microsoft windows ke apple mac os sebuah studi yang mengacu pada model penelitian shin & kim 2008 = Analysis factors that effect switching intention microsoft windows to apple mac os. a study based on shin & kims model 2008

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Abstrak

**ABSTRAK**

Switching intention merupakan factor yang menyebabkan konsumen dapat kehilangan loyalitasnya terhadap suatu produk atau jasa. Dalam tesis ini dilakukan penelitian mengenai factor-faktor apa sajakah yang dapat mempengaruhi switching intention pada produk Microsoft Windows ke Apple Mac OS. Tujuan penelitian ini adalah mengetahui pengaruh customer satisfaction yang dipengaruhi oleh product quality dan perceived price dan switching barriers yang dipengaruhi oleh switching cost dan customer lock-in terhadap switching intention, juga pengaruh moderasi switching barriers terhadap hubungan customer satisfaction dan switching intention Microsoft Windows ke Apple Mac OS. Hasil penelitian tesis ini menunjukkan bahwa customer satisfaction dan switching barriers dapat mempengaruhi switching intention dan juga switching barriers dapat memoderasi hubungan antara customer satisfaction dan switching intention. Sehingga para marketers disarankan menggunakan strategi customer satisfaction dan switching barriers untuk mencegah terjadinya switching intention pada konsumennya.

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**ABSTRACT**

Switching intention is one factor that cause a costumer leaves a product or services. This thesis apply a research about what factors that effect switching intention Microsoft windows to Apple Mac Os. The goal of this research is to examine the effect of customer satisfaction effected by product quality and perceived price and switching barriers effected by switching cost and customer lock in to switching intention, also the effect of switching barriers moderate the relationship between customer satisfaction and switching intention Microsoft Windows to Apple Mac Os. The result of this thesis concludes that customer satisfaction and switching barriers have significant effect to switching intention, also switching barriers can moderate relationship between customer satisfaction and switching intention. Therefore marketers are advised to use the customer satisfaction and switching barriers strategy to avoid switching intention in their customers.