THE COMPARISON ANALYSIS OF CONSUMER COMPLAINT AND SWITCHING BEHAVIOR FROM XL TO TELKOMSEL PRODUCT IN MANADO

ANALISA PERBANDINGAN KOMPLAIN KONSUMEN DAN PERILAKU PERPINDAHAN PRODUK DARI XL KE TELKOMSEL DI KOTA MANADO

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Abstract: *Indonesia is one of the countries that experienced the most rapid growth in the mobile industry. The two examples of mobile industry are XL and Telkomsel. The objectives are to know if there is significant difference of consumer complaint and switching behavior between XL and Telkomsel. This research is a comparison type, by using quantitative method, in which use questionnaire as a tool to gather data and analysis. The hypothesis of this research is there is a significant difference of consumer complaint and switching behavior between XL and Telkomsel. The populations observed are those who are complaint and make a switching behavior between XL and Telkomsel in Manado with sample 100 respondents. This research analyzes about the compare means with independent samples T-test between XL and Telkomsel based on Technical, price/billing and miscellaneous problem.The result shows that are a mean different between XL and Telkomsel in terms of consumer complaint and switching behavior, and it are supported by level of significant.It is better for XL company management to improve the service quality for consumer, so the switching behavior can be decreased.*

Keywords: *consumer complaint, switching behavior.*

Abstrak: *Indonesia merupakan salah satu Negara yang merasakan pertumbuhan pesat dalam mobile industri. Dua contoh dari mobile industry adalah XL dan Telkomsel. Tujuan penelitian ini untuk mengetahui adanya perbedaan yang signifikan dari komplain konsumen dan perpindahan perilaku antara XL dan Telkomsel. Penelitian ini termasuk dalam tipe perbandingan, dengan menggunakan metode kuantitatif, didalamnya menggunakan kuesioner sebagai alat untuk pengumpulan data dan bahan analisis. Hipotesis penelitian adalah ada perbedaan signifikan dari komplain konsumen (tidakpuas) dan perpindahan perilaku antara XL dan Telkomsel. Populasi yang diamati adalah orang-orang yang komplain dan berpindah produk dari XL ke Telkomsel di Manado dengan sampel sebanyak 100 responden. Penelitian ini menganalisa tentang perbandingan rata-rata dengan independen sampel T-test antara XL dan Telkomsel berdasarkan teknikal, harga/tagihan, dan masalah lainnya. Hasil penelitian menunjukan terdapat perbedaan rata-rata antara XL dan Telkomsel dalam hal komplain konsumen dan terjadi perilaku perpindahan merek, dari XL ke Telkomsel secara signifikan. Sebaiknya manajemen XL meningkatkan kualitas pelayanan kepada para konsumen sehingga perilaku perpindahan produk dapat dikurangi.*

Kata Kunci: *komplain konsumen, perilaku perpindahan*

INTRODUCTION

Research Background

In the current era of globalization, the development of technology and information in the world is rapidly changing. Many things that seem impossible in the past become possible now. When this situation arises, the entrepreneuris vying to compete in the increasingly fierce competition especially in the communication world. It is because at this time, the communication is very important in everyday life.

The companies have to develop new business strategies based on customer-driven value creation to improve productivity and profitability in the new service competition [5](Grönroos, 2000). One way to gain insight into customers' value-perceptions as a basis for quality improvements and service development is to learn from their complaint and switching behavior. Another way is to focus on communication for maintaining customer relationships (Edvardsson, 1988).

Indonesia can be regarded as one of the countries that experience the most rapid growth in the mobile industry world. During the period 2006 – 2010, the growth of mobile users in Indonesia raised an average of 31.9 percent per year with a number of telecommunication providers in the world, ten operators with GSM and CDMA technologies(tribunnews.com, 2014).The two examples of mobile industry are XL and Telkomsel.

PT XL AxiataTbk (formerly PT ExcelcomindoPratamaTbk), or abbreviated XL, is a mobile telecommunications operator in Indonesia. PT XL AxiataTbk (formerly PT ExcelcomindoPratamaTbk), or abbreviated XL, is a mobile telecommunications operator in Indonesia. Telkomsel is one outstanding cellular telecommunication operator in Indonesia that provides various services, which are based on network technology GSM Dual Band (900 & 1800), GPRS, Wi-fi, EDGE, 3G, HSDPA, HSPA, around the country. Telkomsel offers its users two choices of pre-paid service, which are simPATI and Kartu As, or use post-paid service through kartuHALO product. As the customer more used the product, the more problem will found and caused customer to complaint even does a switching behavior. The consumer complaint and switching behavior could be a reference by the company provider based on the problem that arises from various aspects.

Research Objectives

The objectives of this research are to analyze the significant difference between:
1. XL and Telkomsel in terms of customer complaint
2. XL and Telkomsel in terms of switching behavior

THEORITICAL FRAMEWORK

Theories

Marketing

Kotler and Keller (2006:6) defined Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Customer Relationship Marketing

Customer Relationship Management is an integration of technologies and business processes used to satisfy the needs of a customer during any given interaction (Bose, 2002:1). CRM is therefore understood as a customer-oriented management approach where information systems provide information to support operational, analytical and collaborative CRM processes and thus contribute to customer profitability and retention (Winer, 2001).

Customer Complaint

Ndubisi and Ling (2007) statedBroadbridge and Marshall (1995) explain that consumer complaint behavior is a distinct process, which begins when the consumer has evaluated a consumption experience (resulting in dissatisfaction) and ends when consumer had completed all behavioral and non behavioral responses. Stephens (2000:295) stated that complaining is a post purchase process that may or may not occur when customers are disappointed.

Consumer Behavior

Consumer behavior has been defined as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts (Engel, et al., 1986).

Switching Process

Switching behavior is a consumer behavior where the behavior of the consumers differs based on the satisfactory level of the consumers with the providers or companies(Sathish et al. 2011).

Previous Researcher

Bo Edvardsson and IngerRoos(2003), Customer Complaints and Switching Behavior - A study of relationship dynamics in a telecommunication company. Dr. RehanaKouser, SaifullahQureshi, Farasat Ali Shahzad, Hassan Hasan (2012), Factors Influencing the Customer's Satisfaction and Switching Behavior in Cellular Services of Pakistan.M.Sathish,K.Santhosh Kumar, K.J.Naveen, V.Jeevanantham (2011), A study on Consumer Switching Behavior in Cellular Service Provider: A study with reference to Chennai.
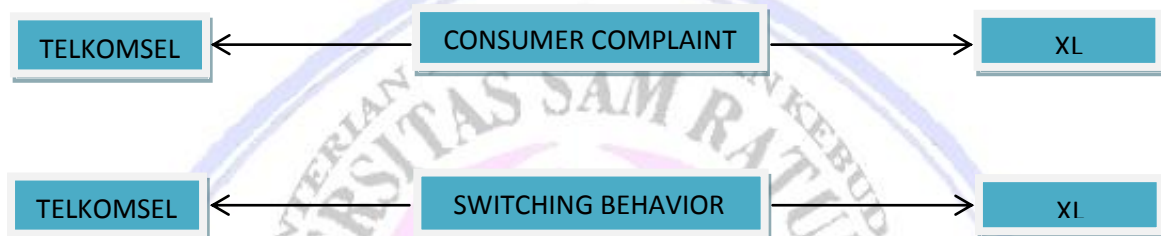
Conceptual Framework

Figure 1. Conceptual Framework
Source: data process, 2014

Hypothesis

The hypotheses of this research are:

H_1: There is a significant differenceof customer complaint between XL and Telkomsel

H_2: There is significant difference of switching behavior between XL and Telkomsel.

RESEARCH METHOD

Type of Research

This research is comparison type. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Time and Place of Research

The study was conducted in Manado.Manado is a good place to do this research and to find out the comparative of consumer complaint and switching behavior between XL and Telkomsel. Every person who is using cell phone and is either a pre- or a post-paid service user will be as the respondents and this research started fromAugust to September 2014.

Population and Sample

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population in this research is peoples in Manado. A sample is a subset of a population that comprises some members selected from it(Sekaran and Bougie, 2009). The sample of this research is taken from 100 respondentswho have made complaints and done switching behavior of XL and Telkomsel. Used random sampling to collect the data among residents and the number of sample used was 100 respondents. The rationale by choosing 100 sample because following the rules of thumb for determining sample size where sample size larger than 30 and less than 500 are appropriate for most researches.

Data Collection Method

They are two types of data: (1) Primary Data use questionnaires were distributed to Society in Manado, respectively 100 sheets. While calculating weight rating customer questionnaires using Likert scale. And (2) secondary data is method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internetabout the research and theories.

Operational Definitions and Measurement of Research Variable

Operational definitions of research variables are:

1. Technical (X_1) is the problem that related with frequency switch, line disturbances, telephone out of order, problem with the number presenter, something wrong with telephone.
2. Price/Billing (X_2) isthe problem that related with complaint about cost, question about phone bill, incorrect phone bill, phone bill too high.
3. Miscellaneous (X_3) is the problem that related with disconnection, transfer of phone number, information regarding hypersensitivity to electricity, installation of extra phone jack and dissatisfaction with the instruction regarding a new system.

Data Analysis Method

Validity and Reliability Test

To analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. Validity for each variable is good where the values are above minimum level of 0.30. Reliability test is established by testing for both consistency and stability of the answer of questions.Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. The questionnaire is reliable if the value of Cronbach'sAlpa more than 0.6 (Sekaran and Bougie, 2009:162).

Independent sample T-test

T-test compares the means of two variables. This test is done by comparing the t-value with t-table. The level of significance is 5% ($\alpha = 0.05$). If t-value is greater than t-table hypothesis is accepted.

RESULT AND DISSCUSION

Result

Compare Means Based on Consumer Complaint (technical, price/billing, miscellaneous) and Switching Behavior between XL and Telkomsel.

Table 1. Group Statistic

	Product	N	Mean	Std. Deviation	Std. Error Mean
Technical	XL	50	4.3800	.37501	.05303
	Telkomsel	50	1.8600	.33053	.04674
Price	XL	50	4.3800	.37501	.05303
	Telkomsel	50	2.9800	.38925	.05505
Miscellaneous	XL	50	4.3800	.41519	.05872
	Telkomsel	50	3.0533	.38896	.05501
Switching	XL	50	4.3800	.37501	.05303
	Telkomsel	50	2.9933	.35945	.05083

Source: SPSS 14, Year 2014

The Table 1 shows the difference between the independent sample based on group of XL and Telkomsel. Mean of this table calculates from total respondent's answers of XL and Telkomsel ($X_1 - X_2$). Samples are distributed to 100 respondents of XL and Telkomsel. For consumer complaint, it can be seen from technical, price and miscellaneous. In mean of technical,XL get 4.38 and Telkomsel get 1.86. In mean of Price,

XL get 4.38 and Telkomsel get 2.98. In mean of miscellaneous, XL get 4,38 and Telkomsel get 3.05. The last for switching, XL get 4.38 and Telkomsel get 2.99.

Independent Sample T-test for Customer Retention

Table 2. Homogeneity Test of Customer Retention

X_1		Levene's Test for Equality of Variances	
		F	Sig.
Total	Equal Variance Assumed	2.206	.141
	Equal Variance Not Assumed		

Source: SPSS 14, 2014

The Table 2Levene's Test for Equality of Variance for Technical shown that significant (sig) value that is higher than *a (0.05)* (0.141 >0.05) it is concluded obviously that both groups and categories are equal in terms of technical.

Table 3. Homogeneity Test of Customer Retention

X_2		Levene's Test for Equality of Variances	
		F	Sig.
Total	Equal Variance Assumed	.070	.792
	Equal Variance Not Assumed		

Source: SPSS 14, 2014

The Table 3Levene's Test for Equality of Variance for Price/billing shown that significant (sig) value that is higher than *a (0.05)* (0.792 >0.05) it is concluded obviously that both groups and categories are equal in terms of price.

Table 4. Homogeneity Test of Customer Retention

X_3		Levene's Test for Equality of Variances	
		F	Sig.
Total	Equal Variance Assumed	1.041	.310
	Equal Variance Not Assumed		

Source: SPSS 14, 2014

The Table 4 Levene's Test for Equality of Variance for Miscellaneous shown that significant (sig) value that is higher than *a (0.05)* (0.310>0.05) it is concluded obviously that both groups and categories are equal in terms of miscellaneous.

Table 5. Homogeneity Test of Customer Retention

X_4		Levene's Test for Equality of Variances	
		F	Sig.
Total	Equal Variance Assumed	1.553	.216
	Equal Variance Not Assumed		

Source: SPSS 14, 2014

The Table 5 Levene's Test for Equality of Variance for Switching Behavior shown that significant (sig) value that is higher than *a (0.05)* (0.216 >0.05) it is concluded obviously that both groups and categories are equal in terms of switching behavior.

Table 6. Independent Samples T-test

				t-test for Equality of means				
	X_1	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal Variance Assumed	35.646	98	.000	2.52000	.07069	2.37971	2.66029
	Equal Variance Not Assumed	35.646	96.478	.000	2.52000	.07069	2.37968	2.66032

Source: SPSS 14, 2014

Data value Levene'stest for equality of Variance for technical is higher than *a* (0.141 >0.05), the assumption that will be utilized is "Equal Variances Assumed" in the table above the value comparison of "sig. (2-tailed)" with *a* (0.00<0.05), it means that hypothesis is accepted. In other words "there is a significant difference in consumer complaint based on technical between XL and Telkomsel".

Table 7. Independent Samples T-test

				t-test for Equality of means				
	X_2	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal Variance Assumed	18.315	98	.000	1.40000	.07644	1.24831	1.55169
	Equal Variance Not Assumed	18.315	97.864	.000	1.40000	.07644	1.24830	1.55170

Source: SPSS 14, 2014

Data value Levene'stest for equality of Variance for price/billing is higher than *a* (0.792>0.05), the assumption that will be utilized is "Equal Variances Assumed" in the table above the value comparison of "sig. (2-tailed)" with *a* (0.00<0.05), it means that hypothesis is accepted. In other words "there is a significant difference in consumer complaint based on price/billing between XL and Telkomsel".

Table 8. Independent Samples T-test

				t-test for Equality of means				
	X_3	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal Variance Assumed	16.489	98	.000	1.32667	.08046	1.16700	1.48633
	Equal Variance Not Assumed	16.489	97.586	.000	1.32667	.08046	1.16699	1.48634

Source: SPSS 14, 2014

Data value Levene'stest for equality of Variance for miscellaneous is higher than *a* (0.310 >0.05), the assumption that will be utilized is "Equal Variances Assumed" in the table above the value comparison of "sig. (2-tailed)" with *a* (0.00<0.05), it means that hypothesis is accepted. In other words "there is a significant difference in consumer complaint based on miscellaneous between XL and Telkomsel".

Table 9. Independent Samples T-test

	X_4	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal Variance Assumed	18.876	98	.000	1.32667	.07346	1.24088	1.53245
	Equal Variance Not Assumed	18.876	97.825	.000	1.32667	.07346	1.24088	1.53246

Source: SPSS 14, 2014

Data value Levene'stest for equality of Variance for switching behavior is higher than *a* (0.216>0.05), the assumption that will be utilized is "Equal Variances Assumed" in the table above the value comparison of "sig. (2-tailed)" with *a* (0.00<0.05), it means that hypothesis is accepted. In other words "there is a significant difference in switching behavior between XL and Telkomsel".

Discussion

Data analysis above shows the independent samples T-test between the group test which are XL and Telkomsel. This research analyzes about the compare means with independent samples T-test between XL and Telkomsel based on consumer complaint and switching behavior. The result shows that are a mean different between XL and Telkomsel, and its supported by level of significant. Means that XL and Telkomsel have a significantly different and based on the compare mean and t value is positive means that group 1 which are XL has more consumer complaint and caused customer to make a switching behavior than Telkomsel in terms of technical, price/billing and miscellaneous.

Kouser et al. (2012) stated that is customer's satisfaction is highly dependent on the call rates (cost). Pricing is also considered a big reason due to which the customer leaves from one service provider to another.Evardsson and Roos (2003) stated that many complaints and causes of dissatisfaction that lead to switching tend to reoccur and form a pattern. Furthermore, the pattern differs to some extent in various customers segments. In managing customer relationship profitability it is imperative to understand the similarities and differences between groups of customer in how they react in complaint and switching situations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are two constructive findings that can be concluded from the overall results in this research, which are listed as follow:
1) There is a significant difference of consumer complaint between XL and Telkomsel.
2) There is a significant difference of switching behavior between XL and Telkomsel.

Recommendations

Recommendations that can be concluded from the overall result in this research, which are listed as follow:

1) Research result finding that the technical, price / billing, and miscellaneous variable have a differences between XL and Telkomsel.Based on the independent sample T-test for provider, technical and price variable has the most influencing in consumer complaint and switching behavior of XL and Telkomsel while, the miscellaneous variable does not have strong influence.

2) XL should maintain the technical area in terms ofprovide a strong signal and extent the cover area of network.In terms of price, the company provider should set price for every used of product and service, also for fix the number that out of order affordably.

3) To reduce consumer complaint in terms of miscellaneous, XL company management should to give clear information about the provider product and service, provide additional interesting feature, and also attracting promotion of provider.

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