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THE EFFECT OF SWITCHING BARRIER ON REPURCHASE INTENTION (STUDY ON FEB UNM STUDENTS WHO USE GSM IM3 OOREDOO PREPAID)

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ABSTRACT

This study aims to determine the effect of switching costs, attractiveness of alternatives, and interpersonal relationships on repurchase intention (study on FEB UNM students who use IM3 Ooredoo Prepaid GSM). This research is quantitative research. The population in this study are all active students of FEB UNM Class of 2020 who use prepaid GSM IM3 Ooredoo, using the Sampling method obtained a sample of 100 respondents. The data collection technique used is multiple linear regression analysis using Statistical Product and Service Solution (SPSS) v. 23. The results of this study indicate that switching cost (X1) partially has a positive and significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users. Attractiveness of alternative (X2) partially has a positive and significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users. Interpersonal Relationship (X3) partially has a positive and significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users. As well as switching costs (X1), attractiveness of alternatives (X2), and interpersonal relationships (X3) simultaneously have a positive and significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users

Keywords: *Switching Cost, Attractiveness Of Alternative, Interpersonal Relationship, Repurchase Intention.*

INTRODUCTION

In the current era of globalization where technology is increasingly developing, all organizations feel that business competition is also getting tougher every time. Coupled with the emergence of the Covid-19 pandemic which has had a major impact, especially on the growth of the technology and telecommunications sector, and the number of cellular users has also increased because many people are digitally literate. So that all organizations are required to continue to develop their organizations in order to survive in the midst of uncertain conditions in the business world that can change rapidly. An organization needs to adjust quickly to changes that can occur such as a structured and sustainable strategy. With the increasing growth of the telecommunications industry in Indonesia today, the competition that occurs, especially between prepaid GSM (Global System for Mobile Communications) card providers, has also become very competitive (Ariani & Desti, 2012). Although the number of cellular operator products in Indonesia has experienced many mergers with other operators until some have experienced bankruptcy because they were unable to compete.

Based on the Telecommunication Operator Market Share data in Indonesia in 2023, it is stated that Telkomsel prepaid GSM card provider controls the domestic market share in early 2023. Followed by Indosat Ooredoo/Three in second place, XL, Axiata/Axis, and Smartfren in last place. Of the 8,510 people surveyed, most respondents (47.5%) chose a mobile operator based on the strength of the signal where they live. There are also those who choose because of the price of internet packages and attractive promos (26.8%), the number they have used for a long time (18.4%), the ease of buying data packages (6.5%), and other reasons (0.8%). Large GSM-based operators such as Telkomsel, Indosat, XL, Axis continue to improve the quality of their products and services in order to survive in the midst of such competitive competition. One of the leading prepaid GSM providers in Indonesia today is prepaid GSM Indosat IM3 Ooredoo. IM3 is one of the best prepaid service providers with simple and affordable rates.

Based on the Top Brand Index data of prepaid GSM cards in Indonesia for the last three years, Simpati has always been in the first position every year, followed by Indosat IM3 in the second position. Brand index growth from 2020-2022 continues to decline except in 2023 where IM3 Ooredoo experienced an index increase of 4.2%. This happened because IM3 has gained a lot of trust and support from loyal customers, stakeholders, and the community, making IM3 now excited to start a new chapter in accelerating Indonesia's digital transformation. The new entity also has a healthy subscriber base of around 100 million. Its services are also supported by nearly 100 thousand 4G BTS throughout Indonesia. Based on data on the composition of the number of customers in terms of Indosat Ooredoo customer types in 2020-2021, the number of Indosat Ooredoo customers in 2021 as the final report of the current Indosat Ooredoo, experienced a growth of 4.4%, especially an increase in the number of prepaid customers. This occurred as customer engagement and satisfaction continued to achieve positive developments. The main driver of the Company's growth was data traffic which recorded a significant increase of 36.7% in 2021 while ARPU also increased by 7.6% to IDR 34.3 thousand. The strong growth in ARPU, data traffic and NPS of +14 points reflects that customers are enjoying the Company's experience resulting in continued growth in mobile subscriber numbers.

With such fierce competition, the surviving mobile operators will continue to enhance their brand strength by delivering higher quality products and services, which may lead to consumers switching to other prepaid GSM providers. To anticipate that customers do not switch to other prepaid GSM providers, at least to maintain IM3 Ooredoo's current customer growth so that it no longer decreases, it is important for companies to create barriers that will bind customers to continue using the company's products and services. These barriers are commonly known as switching barriers. Switching barriers are all factors that make it difficult for consumers to switch brands, which can influence customers to continue using the same brand provider as their previous choice (Jones et al., 2000). Currently, IM3 Ooredoo's prepaid service with its features such as IMSecure provides additional security check services of various personal data of customers in the midst of a massive increase in internet network usage. As for IM3 Ooredoo's latest feature, Pulsa Safe, IM3 Ooredoo customers can use the internet without worrying about being charged excessive credit. Some of the variables of switching barriers include, first, switching costs, which consist of customer perceptions of the time, money, and effort associated with switching certain product brands. Second, the attractiveness of alternatives, which is viewed from how many good alternatives are in the market, and finally interpersonal relationships, which are viewed from how strong the relationship is built between employees of suppliers and customers, as well as the relationship between one customer and another (Jones et al., 2003).

Switching cost is defined as the cost of terminating a relationship in terms of expectations of all losses due to stopping a relationship or moving to another alternative choice (Morgan & Hunt, 1994). Attractiveness of alternatives is the availability of alternative services that can attract customer attention. Feelings towards perceived alternatives refer to consumer assessments to get satisfaction from products available on the market (Bansal et al., 2005). According to Berry & Parasuraman (2004) interpersonal relationships are relationships that are bound between customers and employees and among other customers.

Therefore, barriers are important to build where this can be an investment whose relationship can be measured by materials such as trying to encourage and build commitment so that customers feel willing to continue the relationship by repurchasing a product. In this case, repurchase intention is a manifestation of the results of evaluating previously consumed brands. Repurchase intention is a possibility to reuse a good or service in the future (Jones et al., 2003). In the current era, students are one of the groups that are sensitive to telecommunications developments. The use of telecommunications, in this case cellular operators, will be needed by students in undergoing education to help communicate and find the information they need. The results obtained from pre-research data on 33 students of the Faculty of Economics and Business, Makassar State University using questionnaire or questionnaire data collection techniques found that the GSM cellular operator brand most widely used by students is GSM IM3 Ooredoo.

Table 1.
Data on Prepaid GSM Cellular Operator Users among Active Students of FEB UNM

Prepaid GSM Brands	Number	Percentage
IM3 Ooredoo	8	24,2%
Simpati	6	18,2%
Kartu AS	5	15,2%
XL	7	21,2%
Axis	1	3%
Three	6	18,2%
Total	33	100%

Source: Primary Data Processed, 2023

From the data above, it can be seen that the most widely used Prepaid GSM brand users of 33 active FEB UNM Class of 2020 students are IM3 Ooredoo, namely 8 users followed by XL, Simpati, Three, US Card, and Axis users in the last place. The data above can also explain that prepaid IM3 Ooredoo users are the provider of choice for students to use in supporting lecture activities and daily activities. From the explanation above, the problem formulation of this research is whether there is an effect of switching costs, attractiveness of alternatives, and interpersonal relationships partially and simultaneously on the repurchase intention (study on FEB UNM students who use GSM IM3 Ooredoo Prepaid). So this study aims to determine the effect of switching costs, attractiveness of alternatives, and interpersonal relationships partially and simultaneously on repurchase intention (study on FEB UNM students who use GSM IM3 Ooredoo Prepaid).

There are several previous studies that discuss abaout switching barrier, switching cost, attractiveness of alternative, interpersonal relationship and repurchase intention, including research conducted by Ilhami & Setiadi (2020) which concluded that Switching Costs, Alternative Attractiveness and Interpersonal Relationship have a significant influence on Repurchase Intention. These results are in line with research of Maulana & Nurcholis (2023) which concluded that switching barriers have a positive and significant effect on repurchase intention. Meanwhile, the results of research conducted by Nur Annisa et al. (2019) concluded that switching barriers have no effect on repurchase intention. Based on the results of the research described above, there are differences in results, besides that the research has a different research location with student interest as the main object. different research locations with student interest as the main object. So it is important to do this research to review more specifically in terms of switching costs, attractiveness of alternatives and interpersonal relationships on the repurchase interest of FEB UNM students.

RESEARCH METHODS

The type of research used in this study is quantitative research. This research was conducted at the Faculty of Economics and Business, Makassar State University, which is located on Jalan Pendidikan I No.27, Tidung, Rappocini District, Makassar City. The population in this study are active students of the Faculty of Economics and Business, Makassar State University, Class of 2020 who use prepaid GSM IM3 Ooredoo for at least 2 years, the number of which is not known with certainty. This study uses a non-probability sampling technique with a purposive sampling approach. The sample size was determined using the Hair formula because the population size was not known with certainty. The sample in this study were 100 respondents or about 12% of the total population of students of the Faculty of Economics and Business, Makassar State University class of 2020.

The instrument in this study uses a questionnaire, which is to provide a set of written questions accompanied by answer choices. The questionnaire contains structured questions that are in accordance with the problems being studied including switching costs, attractiveness of alternatives, interpersonal relationships, and repurchase intention. Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena(Riduwan & Kuncoro, 2011). The data analysis techniques used in this study include research instrument test, multiple linear regression analysis, hypothesis testing, and the coefficient of determination.

RESULTS AND DISCUSSION

Table 2.
Research Variable Validity Test Results

Variable	*Item*	*Corrected Item Total Correlation / rcount value*	*Sig.*	*rtable*	*Criteria*
Switching Cost (X1)	X1.1.1	0,745	0,000	0,1966	Valid
	X1.1.2	0,592	0,000	0,1966	Valid
	X1.2.1	0,717	0,000	0,1966	Valid
	X1.2.2	0,719	0,000	0,1966	Valid
	X1.3.1	0,811	0,000	0,1966	Valid
	X1.3.2	0,573	0,000	0,1966	Valid
	X1.4.1	0,671	0,000	0,1966	Valid
	X1.4.2	0,766	0,000	0,1966	Valid
	X1.5.1	0,761	0,000	0,1966	Valid
	X1.5.2	0,691	0,000	0,1966	Valid
Attractiveness of Alternative (X2)	X2.1.1	0,828	0,000	0,1966	Valid
	X2.1.2	0,777	0,000	0,1966	Valid
	X2.2.1	0,736	0,000	0,1966	Valid
	X2.2.2	0,852	0,000	0,1966	Valid
	X2.3.1	0,703	0,000	0,1966	Valid
	X2.3.2	0,847	0,000	0,1966	Valid
	X2.4.1	0,836	0,000	0,1966	Valid
	X2.4.2	0,774	0,000	0,1966	Valid

Variable	***Item***	***Corrected Item Total Correlation / rcount value***	***Sig.***	***rtable***	***Criteria***
Interpersonal Relationship (X3)	X3.1.1	0,754	0,000	0,1966	Valid
	X3.1.2	0,689	0,000	0,1966	Valid
	X3.2.1	0,671	0,000	0,1966	Valid
	X3.2.2	0,375	0,000	0,1966	Valid
	X3.3.1	0,797	0,000	0,1966	Valid
	X3.3.2	0,778	0,000	0,1966	Valid
	X3.4.1	0,792	0,000	0,1966	Valid
	X3.4.2	0,780	0,000	0,1966	Valid
	X3.5.1	0,737	0,000	0,1966	Valid
	X3.5.2	0,731	0,000	0,1966	Valid
	X3.6.1	0,726	0,000	0,1966	Valid
	X3.6.2	0,737	0,000	0,1966	Valid
	X3.7.1	0,805	0,000	0,1966	Valid
	X3.7.2	0,758	0,000	0,1966	Valid
Repurchase Intenntion (Y)	Y1.1	0,784	0,000	0,1966	Valid
	Y1.2	0,732	0,000	0,1966	Valid
	Y2.1	0,717	0,000	0,1966	Valid
	Y2.2	0,668	0,000	0,1966	Valid
	Y3.1	0,814	0,000	0,1966	Valid
	Y3.2	0,789	0,000	0,1966	Valid
	Y4.1	0,768	0,000	0,1966	Valid
	Y4.2	0,699	0,000	0,1966	Valid
	Y4.3	0,727	0,000	0,1966	Valid

Source: Primary data processed using SPSS V.23, 2024

Based on the results of validity testing in table 2, it shows that all questionnaire items of switching cost variables, attractiveness of alternatives, interpersonal relationships, and repurchase intention are valid criteria. This is evidenced by the rcount value obtained on each item is greater than the rtable value of 0.1966.

Table 3.
Reliability Test Results of Research Variables

No	**Variable**	**Cronbach's Alpha**	**Criteria**
1	*Switching Cost*	0,884	Reliable
2	*Attractiveness of Alternative*	0,915	Reliable
3	*Interpersonal Relationship*	0,928	Reliable
4	*Repurchase Intention*	0,893	Reliable

Source: Primary data processed using SPSS V.23, 2024

Based on the reliability test results in the table above, it shows that all switching cost variables, attractiveness of alternatives, interpersonal relationships, and repurchase intention produce a Cronbach's Alpha value greater than 0.600. So it can be concluded that all variable measuring items from the questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

Multiple linear regression analysis is an analysis of the relationship between two or more independent variables and one dependent variable in this case aims to determine the effect of switching costs (X1), attractiveness of alternatives (X2), and interpersonal relationships (X3) on repurchase intention (Y) GSM IM3 Ooredoo prepaid. The multiple regression statistical analysis formula used is as follows $Y = \alpha + b1\ X1 + b2\ X2 + b3\ X3 + e$. A good regression model is one that meets the classical assumption requirements, among others, all data are normally distributed (normality test), free from multicollinearity symptoms (multicollinearity test by looking at the Tolerance value and VIF value), and there is no heteroscedasticity (heteroscedasticity test by looking at the scatterplots graph).

Table 4.
Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficents	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,586	1,306		1.980	.051
Switching Cost (X1)	.222	.050	.275	4.218	.000
Attractiveness of Alternative (X2)	.638	.068	.601	9.354	.000
Intrpersonal Relationship (X3)	.080	.030	.134	2.662	.009

Source: Primary data processed using SPSS V.23, 2024

Based on the results of the multiple linear regression analysis test above, the multiple linear regression equation and its explanation are obtained as follow $Y = 2.586 + 0.222\ X1 + 0.638\ X2 + 0.080\ X3$

1) The constant value is positive, this indicates that if there is a value in the switching cost variable (X1), attractiveness of alternatives (X2), and interpersenolal relationship (X3), which means that the independent variable is equal to 0 or constant, then repurchase intention will increase by 2.586.
2) The regression coefficient of the switching cost variable (X1) is positive at 0.222. This shows that switching cost has an influence on repurchase intention in FEB UNM students who use prepaid GSM IM3 Ooredoo. This means that if the switching cost is implemented properly, it will increase the repurchase intention of prepaid GSM IM3 Ooredoo by 0.222.
3) The regression coefficient of the attractiveness of alternative variable (X2) is positive at 0.638. This shows that attractiveness of alternative has an influence on repurchase intention in FEB UNM students who use prepaid GSM IM3 Ooredoo. This means that if the attractiveness of alternative is implemented properly, it will increase the repurchase intention of prepaid GSM IM3 Ooredoo by 0.638.
4) The regression coefficient of the interpersonal relationship variable (X3) has a positive value of 0.080. This shows that interpersonal relationship has an influence on repurchase intention in FEB UNM students who use prepaid GSM IM3 Ooredoo. This means that if the interpersonal relationship is implemented properly, it will increase the repurchase intention of prepaid GSM IM3 Ooredoo by 0.080.

Table 5.
Partial Test (t Test) Results

Model	*Unstandardized Coefficients* B	Std. Error	*Standardized Coefficents* Beta	*t*	**Sig.**
1 (Constant)	2,586	1,306		1.980	.051
Switching Cost (X1)	.222	.050	.275	4.218	.000
Attractiveness of Alternative (X2)	.638	.068	.601	9.354	.000
Intrpersonal Relationship (X3)	.080	.030	.134	2.662	.009

Source: Primary data processed using SPSS V.23, 2024

Based on table 5, it is known that the significance value for the effect of the Switching Cost variable on Repurchase Intention is 0.000 <0.05 and the t value is 4.218> t table 1.984, so it can be concluded that there is a significant influence between the Switching Cost variable on Repurchase Intention. The significance value for the effect of the Attractiveness of Alternative variable on Repurchase Intention is 0.000 <0.05 and the t value is 9.354> t table 1.984, so it can be concluded that there is a significant influence between the Attractiveness of Alternative variable on Repurchase Intention. The significance value for the effect of the Interpersonal Relationship variable on Repurchase Intention is 0.009 <0.05 and the t value is 2.662> t table 1.984, so it can be concluded that there is a significant influence between the Interpersonal Relationship variable on Repurchase Intention.

Simultaneous test (F test) is used to test the effect together or simultaneously between independent variables consisting of switching cost variables, attractiveness of alternatives, and interpersonal relationships on the dependent variable, namely repurchase intention. The decision-making criteria in the simultaneous test (F test) are if Fcount> Ftable then the independent variable simultaneously has a significant effect on the dependent variable. Ftabel is determined with Sig. 0.05 where df = n-k-1 or df = 100-3-1 = 96 so that the Ftabel value is 2.70.

Table 6.
Simultaneous Test Results (F Test)

Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1 Regression	1092,863	3	364,288	190,959	0,000[b]
Residual	183,137	96	1,908		
Total	1276,000	99			

Source: Primary data processed using SPSS V.23, 2024

Based on the table of simultaneous test results (F test) above, the value of Fcount (190.959)> Ftable (2.70) is obtained with a significance value (Sig.) 0.00 <0.05, then H0 is rejected and H4 is accepted. From this it can be concluded that switching costs, attractiveness of alternatives, and interpersonal relationships have a significant effect on the repurchase intention of Prepaid IM3 Ooredoo GSM users.

The coefficient of determination is used to determine and predict how much the contribution of the influence of the independent variables consisting of product quality variables and price variables explains the dependent variable, namely customer satisfaction. To obtain the results of the coefficient of determination analysis, SPSS 23.0 was used. The requirement that must be met in order to interpret the coefficient of determination is that the results of the F test in multiple linear regression analysis are significant, where there is a simultaneous or joint influence of the independent variables on the dependent variable. The results of the coefficient of determination test are as follows:

Table 7.
Test Results of the Coefficient of Determination R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925[a]	.856	.852	1,38119

Source: Primary data processed using SPSS V.23, 2024

Based on the results of the coefficient of determination test in the table above, it is obtained that:

1) The R value is 0.925 or 92.5%. This shows that the relationship between switching costs, attractiveness of alternatives, and interpersonal relationships to repurchase intention of Prepaid IM3 Ooredoo GSM users is 92.5%.
2) The Adjusted R square value is 0.856 or 85.6%. This shows that 85.6% of switching costs, attractiveness of alternatives, and interpersonal relationships contribute to the repurchase intention of Prepaid IM3 Ooredoo GSM users. While the rest, namely 100% - 85.6% = 14.4%, is influenced by other variables or variables other than switching costs, attractiveness of alternatives, and interpersonal relationships in this study.

Based on the table of partial test results (t test) above, the tcount value (4.218)> t table (1.984) is obtained with a significance value (Sig.) 0.00 <0.05, then H0 is rejected and H1 is accepted, which means that switching cost partially has a significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users. This means that the better the switching cost of GSM IM3 Ooredoo Prepaid, it will make users choose to make repeat purchases. The test results can be strengthened by the coefficient value obtained by the switching cost variable of a positive value of 0.222. This means that if the switching cost is applied properly, it will increase the repurchase intention of prepaid GSM IM3 Ooredoo users by 22.2%. Based on the results of the description analysis of the switching cost variable, it is found that prepaid GSM IM3 Ooredoo has succeeded in creating alternative services needed by consumers. This must be maintained by prepaid GSM IM3 Ooredoo so that there is no reason for consumers to switch because of alternative services that do not match consumer desires. The results of this study are also in accordance with the theory put forward by Morgan & Hunt (1994) which states that Switching cost is defined as the cost of terminating the relationship in terms of expectations of all losses due to stopping a relationship or moving to another alternative choice. And in line with research conducted by Wibowo (2013), it states that the switching cost variable has a positive and significant effect on repurchase intention.

Based on the table of partial test results (t test) above, the tcount value (9.354)> t table (1.984) is obtained with a significance value (Sig.) 0.00 <0.05, then H0 is rejected and H2 is accepted, which means that the attractiveness of alternatives partially has a significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users. This means that the better the attractiveness of alternatives from GSM IM3 Ooredoo Prepaid, it will make users choose to make repeat purchases. The test results can be strengthened by the coefficient value obtained by the attractiveness of alternative variable of a positive value of 0.638. This means that if the attractiveness of alternative is implemented properly, it will increase the repurchase intention of prepaid GSM IM3 Ooredoo users by 63.8%. The results of this study are also in accordance with the theory put forward by Mowen & Minor (2002) which reveals that the Attractiveness of alternatives is an alternative that can improve services and will not be easily imitated by other competitors. Likewise, when there are few healthy alternatives or the benefits of product attributes are low, the level of likelihood to continue consuming is also low. This is done because customers often reduce the risk that they have estimated too large. And in line with research conducted by Wibowo (2013), it states that the attractiveness of alternative variables has a positive and significant effect on repurchase intention.

Based on the table of partial test results (t test) above, the tcount value (2.662)> ttable (1.984) is obtained with a significance value (Sig.) 0.00 <0.05, then H0 is rejected and H3 is accepted, which means that interpersonal relationship partially has a significant effect on the repurchase intention of Prepaid GSM IM3 Ooredoo users. This means that the better the interpersonal relationship of GSM IM3 Ooredoo Prepaid will make users choose to make repeat purchases. The test results can be strengthened by the coefficient value obtained by the interpersonal relationship variable e of a positive value of 0.080. This means that if the interpersonal relationship is well implemented, it will increase the repurchase intention of prepaid GSM IM3 Ooredoo users by 8.0%. The results of this study are also in accordance with the theory put forward by Rusbult et al. (1986) interpersonal relationship is a relationship that refers to the personal bond developed between a customer and an employee. In this case interpersonal relationships are important in providing a high status of the bond being built. An individual is more likely to build relationships with groups that have strong relationships. And in line with research conducted by Wibowo (2013) states that interpersonal relationship variables have a positive and significant effect on repurchase intention.

CONCLUSION

Based on the formulation of the problems that have been proposed and the data analysis that has been carried out, as well as the discussion previously stated, the conclusions are obtained Switching cost (X1), Attractiveness of Alternative (X2), and Interpersonal Relationship (X3) variables partially and simultaneously have a positive and significant effect on repurchase intention in FEB UNM students who use prepaid GSM IM3 Ooredoo. This means that the better the switching cost, attractiveness of alternatives, and interpersonalrelationship will increase the repurchase intention of prepaid GSM IM3 Ooredoo users. The variable Atrractiveness of alternative (X2) partially has the most significant effect on repurchase intention on FEB UNM students who use prepaid GSM IM3 Ooredoo compared to switching cost variables and interpersonal relationship variables.

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