RESEARCH ARTICLE

The Influence of Service Quality, Relationship Marketing and Alternative Attractiveness on Customer Satisfaction and Customer Commitment and its Impact

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Manuscript Info	*Abstract*
	This study is about the switching of generation Y customer in cellular phone industry Global System of Communication Mobile. This study is based on the high customer switching number in phone operator service especially of the college students of several colleges in southern Jakarta. 6 variables that will be studied are service quality, relationship marketing, alternative attraction, customer satisfaction, customer commitment and customer switchinng. Study method used are quantitative explorative research and desriptive research method with sample measurement of 450 cellular phone customers in several universities inn southern Jakarta where the sampling method used is puurposive sampling. The data analysis technique with Sructural Equation Method (SEM) with AMOS 21 program. This study found that service quality directly influences the customer switch while if it gets through the the customer satisfaction, the influence is negative. The alternative attraction directly influences the customer switch while through the satisfaction, it has no influence and relationship marketing does not directly or indirectly to the customer switch. **

INTRODUCTION

Modern life nowadays has activities with high mobility and needs communication access wherever and whenever, in fact, it is not only the need of communication but also a fast information access. This condition has a strong relationship with the telemath sector that is one of the infrastructure industries of the economics development of a nation.

Cellular telecommunication in Indonesia is having a significant improvement so that today it has exceeded the population number of Indonesia. As a comparison, cellular mobile penetration is 129% compared with the number of population. It causes the cellular phone market in Indonesia is estimated to reach 10-15 percent in a month. (Indonesia Mobile-Market- Research.2014).

The service company must understand the need of its customers well so that they do not switch to other service company by increasing the service quality. Service qualityy can be realized through the fulfilment of customer need and wish as well as the acurate delivery to balance customer's hope and throuugh the relatinal marketing that is meant to create a long-term mutual beneficial relationship with the customers so that the customers feel satisfied and commited not to switch to other operator. However should ring an alarm bell by the company that competitors will always offer the quality of more superior service than his competitors (Alternative Attraction).

Discussion

1. Is there any influence from service quality, relationship marketing, alternative attraction toward customer satisfaction and customer commitment

2. Is there any influence from service quality, relationship marketing, alternative attraction toward customer switch
3. Is there any influence from customer satisfaction, customer commitment toward customer switch

Reference Analysis

Service Quality Concept

Service quality is the overall feature and character of a product or service that is superior and influences the abilityy to meet customer needs that are stated or implied. The company that satisfies part of the customer needs all the time is called qualified company, based on the opinion of Kim et al(2004);Bateson et al (2011:325);Kotler and Keller (2012;143) ;Fitzsimmons and Fitzsimmons (2008:108);Lovelock et al (2011:405); Zeitham et al, (2010).

In this study the writer will use the variable of service qualityy measured through the dimension of : Network quality, call quality, Mobile device, Value added service, Price structure, Convenience procedure, Customer support. The measurements show an effort that can be done by the company in order to give the qualified service to the customers so that they will not switch to use the service provide by other company.

Relationship Marketing Concept

Relationship marketing is a concept and paradigm in marketing that oriented in creating a long term value of a relation (Egan .2001; Palmer .2000, Rizan et al.2014; Hollensen.2003;Gummesson .2007:20;Suleiman et al.2014). Relationship marketing is meant to identify, develop and maintain the main factors that influence essential results in relationship and give an understanding to the cause-effect relationship happened between cause factor and outcome (Peyman et al. 2014)

Marketing strategy in cellular phone service business needs understanding on factors that can tie the relationship with customer for not switching to other operator like (1) Bonding, a part of a relationship; (2) Trust, a belief that each party will keep their promise and will never fail other party; (3) Emphaty, a dimension of a business relation that can make both sides overview a situation from other's perspective that can be meant as a way to understand one's desire and hope, and the last is (4) Reciprocity, where both sides give something that is beneficial for both of them.

Alternative Attractiveness Concept

In predicted customer switch, the existence of alternative attraction variable is very crucial (Zang et al. 2012). Customer switch can happen in customer's mind is there is an alternative service provider that can be his/her switch target. Before switching, customer will evaluate the quality of the alternative service provider. Alternative attraction or quality is the customer estimation to the possible satisfaction he/she can get from his/her relation with other service provider (Zang et al.2012). Alternative quality is a positive character of the other service provider (competitor) that can influence the customer intention to switch.

Alternative Attraction factor of competitor quality is a positive factor of other product that can attract consumer from other product to switch by Bansal et al, 2005 it is called Pull factor that is negative effect that attracts customer to switch to the new service provider. One of the reasons customer has consideration to switch to the substitute product is because the substitute product has more superiority than the original product.

The writer in this study will use alternative attraction dimension of the competitor that is service quality provided by the competitor that are network quality, call quality, Mobile device, Value added service, Price structure, Convenience procedure, Customer support.

Customer Satisfaction Concept

Each customer has a different level of satisfaction on the goods purchased or service experienced. Consumer perception on service quality will affect the satisfaction and dissatisfaction element caused by the gap between hope and reality happened when the consumer consumes the service, or evaluation perception from the evaluation process where the customer compares his/her expectation with the service he/she gets. So the customer will feel satisfied.

Customer satisfaction according to Lovelock.(2011); Zeithaml et al. (2009:103); Kotler et al (2010:37), Rehana et al (2012) is a level of emotion of a customer after having the product or service then comparing its performance with his/her hope where the alternative choice is at least the same with the performance or more his/her hope.

In measuring customer satisfaction, this study will use service quality performance that are Price Level. Fuctional Quality, Technical Quality and Emotional, since in cellular phone business, it is necessary to have technical quality reliability that is the reliability on its equipment and operator credibility so that the main issue of the cellular phone needs such as chatting service, data service and other additional features are suitable with

consumer's hope (Chan et al .2003;Hackl and Westlund. 2000;Kotler and Keller 2010: 177; Gronroos.2011;Zeithaml et al . 2010; Bo wong.2011)

Customer Commitment Concept

Customer commitment is a determination of two people/identities or more to bond in a formal or informal agreement to undergo a relationship Noor Azila (2012). Commitment created from the consumer trust will create a consumer will to buy again. Noor (2013). Sharma et al, (2000); Wahab, et al, (2011) Goordon F (2005); and Anie Wanjiku (2013) ; Hsu et al (2010); Gustafsson et al (2006) define that commitment is a conviction of a consumer that a continuous relationship with the producer is worth to be done. In cellular telecommunication case, customer commitment is a customer will to keep using the service (subscribe) of a service provider or cellular operator being used.

Therefore, in implementing the marketing strategy in cellular phone service business, an understanding over the factors that influence the customer commitment occurence is needed. It can be reflected by commitment variable that are effective commitment (customer emotion that believes the cellular phone operator used will always give something needed by the customers so the customers will stay loyal.), Continue commitment (an opinion from the customer that he/she will be loss if he/she leaves the phone operator used), and normative commitment (a feeling of a customer on the obligation to give input to organization) according to Bansal et al (2004); Wahab. Et al (2011); Sharma et al, (2000); Wahab, et al, (2011).

Customer Switching Behaviour Concept

Customer switching behaviour can be seen as the disconnection (dissolution, termination) between the service provider and its customer (Kim et al, 2004), or as the switching of its customer to other service provider (migration) According to Ahn et al (2006); Han et al.(2011); Habib et al (2011); Nawar (2012); Satish et al (2011); Hossain et al (2012); Zeithmal et al (2010:225) customer switching is defined as customer decision to stop purchasing and using the service. According to Kotler and Keller. (2012); Schiffman and Kanuk (2010); Nimako et al (2013); Kumaradeepan. (2012); the switching decision or disloyalty of a customer is influenced by the characteristics of the person so that to detect the customer switching, it is important to know the characteristics of the customer.

An individual characteristcs can be explained as below (1) a dislike of switching attitude, Schiffman and Kanuk (2010) state that a person's attitude to the purchasing decision influences his/her decision to buy, this attitude is associated with consumer intention to switch. (2) social influence/subjective norms, Gordon (2005) states that things related with norms become one of the obstacles or facilitator that can influence the attitude to switch**.** (3) Switching cost, traditionally, switching cost is the main factor that influences someone's tendency to switch. Switching cost is not only financial cost but also emotional cost like time, effort and ability to have consideration (Habib et al: 2011). (4) Prior switching behaviour, Nordman, (2004) states that a person's prefernce is a part of his/her history in making consumption. (5) variation in seeking, shows that a person's prefernce is also influenced by his/her tendency to seek variation (Nordman, 2004).

Study Framework

Based on concept, theory and thinking result, conceptual framework used in this study is a development from the previous study on the analysis between variable of service quality, relationship marketing, alternative attraction toward the customer satisfaction and customer commitment to customer switching behaviour, as decribed in Figure 1.1 below.
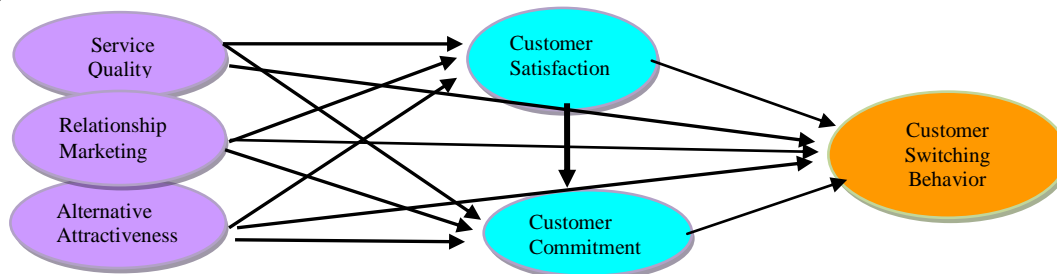
Figure 1 .Study Framework
Study Hyphotesis

This study presents customer switching model and the hypothesis that create the model. Below will be explained each of the hypothesis derived from the previous studies that become the base of hypothesis creation.

H_1: There is a significant influence between service quality and customer satisfaction on cellular phone service.

H_2: There is a significant influence between relationship marketing and customer satisfaction on operator service.

H_3: There is a significant influence between alternative attraction quality and customer satisfaction on cellular operator service.

H_4: There is a significant influence between service quality and commitment of the customer of the cellular phone operator.

H_5: There is a significant influence between relationship marketing and the commitment of cellular phone operator.

H_6: There is a significant influence between alternative attraction and commitment of cellular phone operator customer.

H_7: There is a significant influence between customer satisfaction and commitment of the cellular phone customer.

H_8: There is a significant influence between customer satisfaction and customer switching behaviour cellular phone operator.

H_9: There is a significant influence between customer commitment and customer switching behaviour on cellular phone operator.

H_{10}: There is a significant influence to custormer switching behaviour on cellular operator.

H_{11}:   There is an influence from relationship marketig to customer switching behaviour on cellular operator.

H_{12}: There is an ifluence of alternative attraction to customer switching behaviour on cellular operator service.

Study Methodology

Study design that will be used in this study is explorative Quantitative study design. The population in this study is the students of private universities in Southern of Jakarta Indonesia that become the generation (born in 1977-1997) so the minimum age is 17 years old and the maximum age is 37 years old (Do Hai.2012; Chuah et al. 2014; Hasan et al (2015); Jackson .2010; Krayeswki.2009) and have been using the cellular phone operator service for at least 6 months.

The determination of sample number for the study with complex model is suggested to use sample determination by the opinion Hair et al (2010:102). This study has 83 parameters that can be estimated, so that by using the ratio 5 respondents for 1 parameter through the calculation, it has at least 415 respondents. the respondents selection is taken by purposive sampling or judgment sampling.

Hypothesis test in this study will be in quantitative method and preceeded by the discussion. Quantitative analysis is done by using statistics to test the hypothesis that is the structural equation (SEM).

Result Analysis

Simultaneous test process is used to test the measuring model that involves all study variables. Latent variable score (LVS) gained in Confirmatory Factor Analysis, each laten variable is used in study model

1. From the result of calculation and analysis as shown in Figure 2 to all variable, it is done model test, the next step is the examination of measuring model by looking at goodness of fit model. Based on the estimation result of model fitness size above, it can be explained that model is claimed to be good fit if it is mopre than GoF measurement that is poor fit since more than GoF that are poor fit so measuring model of structural is suit the data
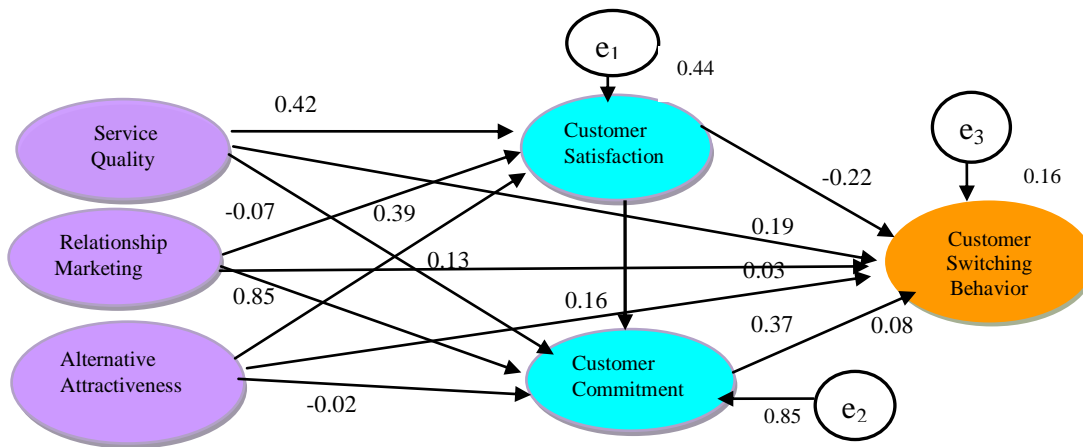
Figure 2. Structural Model of Study Result
Good of Fit : Chi-square= 11.933. Degrees of freedom = 2.Probability level = .003
Source: Output SEM Amos.21

2. The test is done to some hypothesis proposed. Hypothesis test is done by using t value with significancy value of 0.05. t-value is a Critical ratio value (CR) on Regression Weight. If the value of CR ≥ 1.967 or probability value (P) ≤ 0.05 then Ho is denied, Ha accpeted. Below can be seen from table1.1

Table 1.Hypothesis Calculation Result

	Hypothesis statement	CR	P value	R^2	α= 0.05 $t_{0.05}$=1.96	Remarks
Ha1	Service quality influences the customer satisfaction	9.130	0.00	0.1849	Significant	Ho. Reject Ha1. Accept
Ha2	Relationship marketing influences satisfaction	5.745	0.00	0.1521	Significant	Ho .Reject Ha2. Accept
Ha3	Alternative attraction influences customer satisfaction	1.944	**0.052**	0.017	Not Significant	**H0.** Accept Ha3 .Reject
Ha4	Quality influences commitment	- 2.493	0.013	0.0049	Significant	Ho. Reject Ha4. Accept
Ha5	Relationship marketing influences customer commitment	23.212	0.00	0.7225	Significant	Ho Reject Ha5.Accept
Ha6	Alternative attraction influences customer commitment	-0.525	**0.60**	0.0004	**Not significant**	Ho. Accept Ha6. Reject
Ha7	Satisfaction influences customer commitment	5.061	0.00	0.0256	Significant	Ho. Reject Ha7. Accept
Ha8	Satisfaction influences customer switching behaviour	-2.798	0.005	0.048	Significant	Ho.Reject Ha8. Accept
Ha9	Commitment influences customer switching behaviour	1.132	**0.258**	0.005	Not significant	**Ho.** Accept Ha9. Reject
Ha10	Service quality influences customer switching behaviour	2.828	0.005	0.0361	SIgnificant	Ho .Reject Ha10. Accept
Ha11	Relationship marketing influences customer switching behaviour	0.171	**0.864**	0.0006	Not Significant	Ho. Accept Ha11.Reject
Ha12	Alternative attraction influences customer switching behaviour	4.481	0.000	0.1444	Significant	H0.Reject Ha12. Accept

Source: Data Processing Result 2014

 From the result of hypothesis test using SEM.Amos.21, it has result that of 12 hypotheses determined, only 8 hypotheses are proved (Ha_1, Ha_2, Ha_4, Ha_5, Ha_7, Ha_8, Ha_{10}, Ha_{12}), while 4 hyphotheses are not proved (Ha_3, Ha_6, Ha_9, Ha_{11}).

3. Direct, indirect Influence and Total Influence
Table 2. Direct Indirect Influence and Total Influence

Influence	Direct	Indirect	Total
Service Quality ---> Customer Switching	3,61 %	-	-
Service quality-->**Satisfaction**--> Customer Switching	-	**9,46%**	**13,07%**
Service quality->**Commitment**-> Customer Switching	-	0,56%	4,17%
Service quality-->**Satisfaction-->customer switching commitment**	-	**0.055%**	**4,1%**
Influence	**Direct**	**Indirect**	**Total**
Relationship marketing->Customer switching	0,09%		
Relationship marketing **Customer satisfaction**-> Customer switching		-8.5%	-8.59%
Relationship marketig->**Commitmet**--> Customer switching		**6,8%**	**6,89%**
Relationship marketing->**Customer satisfaction-->Commitmet** -->Customer switching		1,34%	**1,43%**
Alternative attraction->Customer switching	14,44%		
Alternative attraction->**Satisfaction**->Customer switching		2,86%	**17,3%**
Alternative attraction->**Commitment**-> Customer switching		0,16%	14.6%
Alternative attraction->**Satisfaction**->**Commitment** ->Customer switching		0.17%	14,61%
Satisfaction->Customer switching	4,6 %		
Satisfaction **- Commitment->**Customer switching		2.56 %	7.16%

Source : Data Processing Result

From the table above it can be explained that exogen variables which are Service Quality, Relationship Marketing, Alternative Attraction directly, indirectly influence endogen variable that is switching customer:
The influence of variable service quality , relationship marketing , and the of alternatives attractiveness to displacement customers through customer satisfaction is getting smaller , and therefore the satisfaction of an intervening variable that can minimize customer migration

1. The influence of service quality, relationship marketing, and alternative attractiveness to customer switching behavior through intervening variable customer satisfaction is less, It shows that customer satisfaction can minimize the switching of customer to other operator.
2. The influence of customer satisfaction through intervening variable customer commitment is less than direct satisfaction to customer switching. It shows that customer commitment can minimize the switching of customer to other operator.

Managerial Implication

Based on the study result above, it is acknowledged that this time the quality of cellular telecommunication service provider has not been able to fulfil the hope of its customers yet so that the influence to the satisfaction is (43%), similar with the relationship marketing that has relatively low influence (39%), as the result, customers still look for operator service that can fulfil their hope which is shown in the fact that they have more than one card. According to Zeithaml and Bitner, (2010) customer tends to feel satisfied on the service of the provider that has done various ways for the needs of its customers.

This study shows that customer commitment is built ecase of the flece from sevice qalit ad relationship marketing. Of both, relatioship marketing has the most influence 85 % , while service quality has weaker influence only about 7 %. Therefore, the customer switching issue becomes an important thing that needs to be observed seriously by the cellular operator in Indonesia. Cellular telecommunication company needs to think the strategies to be able to anticipate the customer switching problem.

In cellular telecommunication service provider industr in Indonesia, they must be smart to look for the difference that can be considered as the benefit than competitor. So the users of generation can directly compare it with other operator. It can be the special feature or the superior of the phone operator, for instance, technology innovation that suits the trend in telecommunication technology, the simplicity in using the service, the fare of telecommunication service, and cstomer service ceter, always develop new features by looking at the features available in market and often used by customers, phone operator is demanded to be proactive, quick respond and anticipative in handling the customer complain matter.

Customer switching can be avoided by an organization, if cellular phone operator can improve the customer satisfaction. Customer satisfaction will be increased if cellular operator can fix service quality continuously and apply relationship marketing that can increase customer emotional satisfaction.

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