



# Effects of Promotion, Product Quality, Brand Image and Price on Customer Satisfaction and Brand Switching Decision

(A Case Study on XI Cellular Card Users in Denpasar City, Bali, Indonesia)

*Komang Gede Ginantra<sup>1</sup>, Ni Putu Nina Eka Lestari<sup>2</sup>, AAN. Eddy Supriyadinata Gorda<sup>3</sup>, Gede Sri Darma<sup>4</sup>*

<sup>1</sup>Student, Magister of Management, Post Graduate Program, Pendidikan Nasional University, Denpasar, Bali, Indonesia

<sup>2,4</sup>Lecturer of Magister of Management, Post Graduate Program, Pendidikan Nasional University, Denpasar, Bali, Indonesia

<sup>3</sup>Lecturer of Magister of Public Administration, Post Graduate Program, Pendidikan Nasional University, Denpasar, Bali, Indonesia

**Abstract:** This research aims to study and determine how the effects of promotion, product quality, brand image, and price variables on customer satisfaction and brand switching variables on cellular telecommunication XL card users in Denpasar city, Bali, Indonesia. Data collection technique used questionnaires for 100 respondents living in Denpasar City and using XL cards. The data was analyzed through Structure Equation Modeling (SEM) data analysis technique with AMOS program. Results of the research show that the promotion, product quality, brand image variables affect positively on the customer satisfaction while the price variable affects negatively on the customer satisfaction. On another side, the promotion, product quality, brand image and customer satisfaction variables affect negatively on brand switching and customer satisfaction affects negatively on brand switching and price variable affects positively on the brand switching of XL card users in Denpasar city.

**Keywords:** Promotion, Quality Product, Brand Image, Satisfaction, Customers and Brand Switching

## INTRODUCTION

Currently, there is a rapid development of technology so that there are some tools or devices to be used to assist in human life. One of the technologies that has been developed in the field of telecommunication is telephone. It functions to connect one area with others. This current great rapid development of technology can change the pattern of community living in which formerly they only used communication devices in the forms of cable phone, nowadays it has been left and started to use cellular phone. Human life will be difficult if there is no communication tool.

Development of technology leads to increasingly easy and reachable access to internet-based information so that it can create added value for the community to meet their needs and life

style. This can be seen from the increasingly broad users of digital services in the community with the increased smartphone sales by 40% or 65 billion people from the total cellular phone users in Indonesia. Smartphone penetration is signed by the shift of telecommunication service use from SMS and Phone into Data/ internet service.

Currently, cellular phones do not only serve as telecommunication device, it also has a number of facilities such as video, camera, game, radio, TV and internet. Concerning cellular phone, it cannot be separated from cellular operators as the service providers of the cellular phones. In Indonesia, currently, there are many companies engaging in the field of telecommunication such as Telkomsel,



Indosat, Three (3), XL, Telkom Flexi and SmartFren.

Along by the increasing number of companies engaging in the field of telecommunication, there are increasing numbers of various facilities. So, this leads to increasingly tense competition among the companies so that it can benefit the customers because when cellular operator companies compete to offer their products, customers can select various brand options based on their needs and wise. This certainly can cause customers to switch their cellular operators at any time.

One of the companies engaging in the field of the cellular telecommunication is PT XL Axiata Ltd. or called as XL. XL is a company starting its commercial operation on 8 October 1996 and is the first private company providing cellular telephone service in Indonesia. The following will be presented the number of XL Axiata customers in 2014 until 2016 that can be seen in table 1 below:

Table 1. Number of XL Axiata Customers in 2014 until 2016

Types of services	XL Axiata customers (in thousands)		
	2014	2015	2016
Prepaid	58.053	42.395	46.172
Postpaid	377	355	306
<b>TOTAL</b>	<b>58.43</b>	<b>42.75</b>	<b>46.478</b>

Source: Annual Report of XL Axiata in 2016

Based on the table above, it is known that in 2014 until 2016, there were decreases on the number of XL customers both prepaid and postpaid by 20,45%. The decreases on number of XL Axiata above indicate unsatisfied XL customers and customers conducting brand switching to other providers.

Brand switching can be caused by some factors, one of which is promotion. High competitor

promotion provides stimulation and encourages customers for brand switching. Bad and good promotion by the company gives great impacts on customers for brand switching because the customers have less knowledge about the new offered products.

Quality is one of the keys in winning competitions among business competitors. When a company has an ability to serve high quality products, it means that the company has built one of the foundations in creating customer satisfaction. So, when costumers are satisfied then there will be lower willingness for brand switching.

Brand image is also a factor in brand switching decision behavior. If a brand has been known and then in the customers' mind, the brand has positive value, so the customers will have perception that the products have high quality and also they will be satisfied as well as there will be lower willingness to conduct brand switching.

There are many companies having no ability to handle good product price determination, though the product price is one of the important variables in the marketing, in which the product price can affect on the customers for decision making to buy a product or conduct brand switching.

Besides the factors that have been mentioned above, customer satisfaction also affects on the brand switching behavior. In meeting customer satisfaction, the company is required to determine shift of customer's needs and wise that almost change any time. An unsatisfied customer in the post consumption period has possibility to change his or her purchase decision behavior by brand switching to look for other brand alternatives.

LITERATURE STUDY

Brand

Brand is valuable since it can affect on customer selection. According to The American Marketing



*Assosiation* (in Djan and Ruvendi 2006) brand is name, term, sign, symbol, design or combinations of any things with the purpose to identify one product or service from others and differentiate it from competitors' products or services.

### Brand Switching

Petter and Olson (2014:522) expressed that “ *Brand switching is purchasing patterns characterized by a change or shift from one brand to another brand* ”.

### Customer Satisfaction

Customer satisfaction according to Kotler and Keller (2016:153) :*Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations*. It means that customers can face one of the three general satisfaction levels, namely if the performance is beyond the expectation, the customers will be disappointed but if the performance is well-adjusted to the customer expectation then the customers will be satisfied and if the performance exceeds the expectation than the customers will be very satisfied and happy.

### Promotion

The following is a definition of promotion according to Kotler and Armstrong (2012:76) “*promotion means activities that communicate the merits of the product and persuade target customers to buy it*”.

### Product Quality

The product serves an important role for the company because in the absence of the product, the company will not be able to do anything from its efforts. According to Kotler and Armstrong (2012: 283) product quality is the ability of a product in demonstrating its function, it includes overall durability, reliability, operation, and product repairs, as well as other product attributes.

### Brand Image

Simamora in Sangadji and Sopiah (2013:327) expressed that “Brand image is a series of unique association to be created or maintained by marketers. The associations state the real of the brand and what promised to the customers are.”

### Price

Price is one of the most essential elements in determining company market and profitability in affecting the decision. According to Kotler and Armstrong (2014:313) explained that price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service.

Based on the literature study, then the hypotheses to be proposed in the research are:

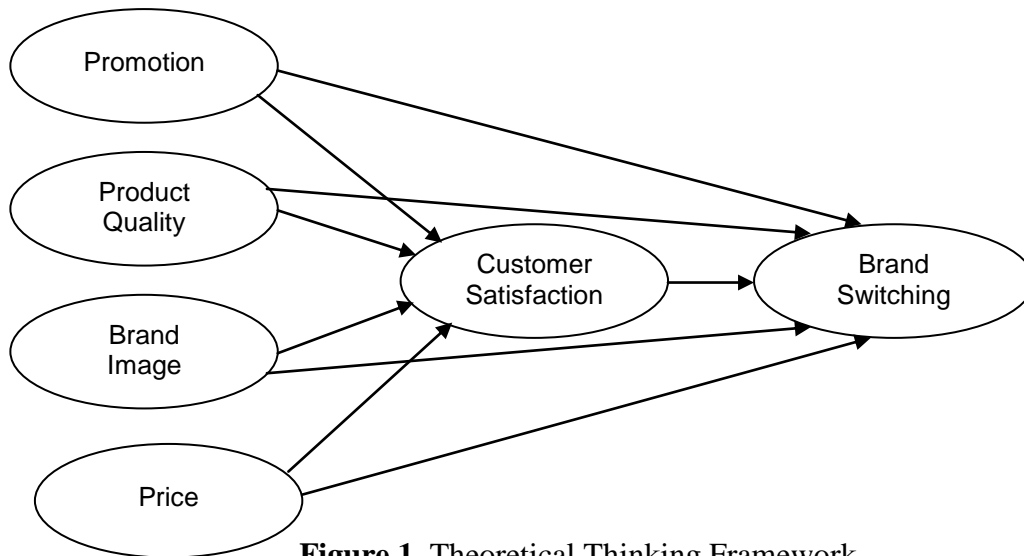
- H1 :Promotion affects positively on customer satisfaction
- H2 :Promotion affects negatively on brand switching
- H3 : Product quality affects positively on customer satisfaction
- H4: Product quality affects negatively on brand switching
- H5 :Brand Image affects positively on customer satisfaction
- H6 :Brand Image affects negatively on brand switching
- H7 : Price affects negatively on customer satisfaction
- H8 :Price affects positively on brand switching
- H9 :Customer satisfaction affects negatively on brand switching

## RESEARCH METHOD

This research was conducted in Denpasar City, Bali Province with unknown population because so far there is no accurate data that can mention number of

XL card provider customers in Denpasar City. Therefore, sampling technique used is categorized in the category of *non-probability sampling*. The number of respondents is 100 taken using the *unknown population* formula (Frendy, 2011: 53).

Data collection technique was by questionnaire distribution related research variables. Data analysis was using SEM (*Structure Equation Modeling*) assisted by AMOS 24 program.



**Figure 1.** Theoretical Thinking Framework

## RESULTS AND DISCUSSION

Based on validity test with confirmatory factor analysis in table 2 below, all of the values of

indicators used are above 0.5 so, all of the indicators used can be said to be valid.

**Table 2.** Validity test with confirmatory factor analysis

				Estimate					Estimate
PR1	<---	PR	0.95	HR2	<---	HR	0.879		
PR2	<---	PR	0.935	HR3	<---	HR	0.825		
PR3	<---	PR	0.876	KK1	<---	KK	0.761		
KP1	<---	KP	0.702	KK2	<---	KK	0.878		
KP2	<---	KP	0.776	KK3	<---	KK	0.807		
KP3	<---	KP	0.734	KK4	<---	KK	0.659		
CM1	<---	CM	0.885	KK5	<---	KK	0.572		
CM2	<---	CM	0.85	PM1	<---	PM	0.759		
CM3	<---	CM	0.955	PM2	<---	PM	0.94		
HR1	<---	HR	0.787	PM3	<---	PM	0.751		

Source: AMOS output analysis

Table 3 indicated results of reliability test that all of the variables of construct reliability test are above 0.7 and the AVE values are greater than 0.5. It means that all of the variables are reliable to be tested to further stages.



**Table 3.** Reliability test with construct reliability and average variance extracted (AVE)

	Estimate	Construct Reliability	AVE		Estimate	Construct Reliability	AVE
PR1 <-- PR	0.95			KK1 <-- KK	0.761		
PR2 <-- PR	0.935	0,944	0,848	KK2 <-- KK	0.878		
PR3 <-- PR	0.876			KK3 <-- KK	0.807	0,858	0,553
KP1 <-- KP	0.702			KK4 <-- KK	0.659		
KP2 <-- KP	0.776	0,782	0,545	KK5 <-- KK	0.572		
KP3 <-- KP	0.734						
CM1 <-- CM	0.885			PM1 <-- PM	0.759		
CM2 <-- CM	0.85	0,926	0,806				
CM3 <-- CM	0.955			PM2 <-- PM	0.94	0,860	0,675
HR1 <-- HR	0.787						
HR2 <-- HR	0.879	0,870	0,691	PM3 <-- PM	0.751		
HR3 <-- HR	0.825						

Source: AMOS output analysis

Note : PR=Promotion, HR=Price, KP=Product Quality, CM=Brand Image, PP=Brand Switching

**Table 4.** Regression Weights

Variables		S.E.	C.R.	P
Customer satisfaction	← Promotion	0.079	2.464	0.014
Customer satisfaction	← Product quality	0.273	4.455	***
Customer satisfaction	← Price	0.103	-0.273	0.785
Customer satisfaction	← Brand image	0.092	2.883	0.004
Brand Switching	← Customer Satisfaction	0.173	-1.22	0.222
Brand Switching	← Promotion	0.075	-4.459	***
Brand Switching	← Price	0.084	2.674	0.007
Brand Switching	← Brand image	0.078	-0.272	0.786
Brand Switching	← Product quality	0.283	-0.605	0.545

Source: AMOS output analysis

Based on table 4, results of the analysis can be explained as follow:

1. Effects of the promotion on the customer satisfaction has CR value = 2,464 > 2,000 and probability by 0,014 < 0,05 showing that the effects of the promotion on the customer satisfaction are positive and significant. This

result is supporting to the previous study by Khuluq *et al.*, (2016) found tht promotion is effect on customer satisfaction.

2. Effects of the promotion on the brand switching has CR value = -4,459 < 2,000 and probability by \*\*\* < 0,05 showing that the effects of the



- promotion on the brand switching are negative positive and significant.
3. Effects of the product quality on the customer satisfaction has CR value CR = 4,455 > 2,000 and *probability* by \*\*\* < 0,05 showing that the effects of the product quality on the customer satisfaction are positive and significant.
  4. Effects of the product quality on the brand switching has CR value = -0,605 < 2,000 and *probability* by 0,545 > 0,05 showing that the effects of the product quality variable on the brand switching are negative and insignificant. This result is supporting to Zainudin and Soestyo (2014), indicate that the promotion and dissatisfaction positive significant effect on brand switching mobile phones Nokia. While the quality of the products has a significant negative effect on brand switching of Nokia mobile phone.
  5. Effects of the brand image on the customer satisfaction has CR value = 2,883 > 2,000 and *probability* by 0,004 < 0,05 showing that the effects of the brand image variable on the customer satisfaction are positive and significant. This result is supporting to Thakur and Singh (2012), Tu, Mei Wang and Hsiao-Chien Chang (2012), their study shown that three brand image benefit namely functional, social and appearance enhance has positively and significantly related to customer satisfaction and loyalty intention and two benefit namely experiential and symbolic has no significant impact on customer satisfaction and loyalty intention on the other hand result indicate that there is a positive relationship between customer satisfaction and loyalty intention.
  6. Effects of the brand image on the brand switching has CR value = 0,772 < 2,000 and *probability* by 0,786 > 0,05 showing that the effects of the brand image on the brand switching are negative and insignificant.
  7. Effects of the price on the customer satisfaction has CR value = -0,273 < 2,000 and *probability* by 0,785 > 0,05 showing that the effects of the price on the customer satisfaction are negative and insignificant.
  8. Effects of the price on the brand switching has CR value = 2,674 > 2,000 and *probability* by 0,007 < 0,05 showing that the effects of the price variable on the brand switching are positive and significant.
  9. Effects of the customer satisfaction on the brand switching has CR value = -1,22 < 2,000 and *probability* by 0,222 > 0,05 showing that the effects of the customer satisfaction on the brand switching are negative and insignificant. This result is supporting to Shukla (2004), his study emphasises that marketers will have to keep a constant eye to understand the usage pattern associated with their products and the satisfaction derived out of it and also at how customers involve themselves with the product to lessen the brand switching behaviour among their customers.

**Table 5.** Goodness of Fit after modification

Criteria	Model results before modification	Model results after modification	Critical value	Conclusion
Chi-Square	242,282	169,752	Expected to be small`	Better
Prob	0,000	0,087	≥ 0,05	Good
RMSEA	0,075	0,041	≤ 0,08	Good



GFI	0,800	0,860	$\geq 0,90$	Better
AGFI	0,728	0,798	$\geq 0,90$	Better
CMIN/DF	1,563	1,163	$\leq 2,00$	Good
TLI	0,921	0,977	$\geq 0,95$	Good
CFI	0,935	0,982	$\geq 0,95$	Good

Source: AMOS output analysis

According to Solimun (2006), it is stated if there are one or two criteria of goodness of fit that has met the model, then it is said to be good. Looking at Table 5 of Goodness of Fit, it shows that the modified model shows an improvement to a better direction. This indicates that both statistically and theoretically, the built models can explain and define the constructs of brand displacement as described in the definition of research variables.

## CONCLUSION

Based on results of the discussion above, it can be drawn the conclusion as follow:

1. The promotion has positive and significant effects directly on the satisfaction of XL card user customers in Denpasar city.
2. The promotion has negative and significant effects directly on the brand switching of XL card users in Denpasar city.
3. The product quality has positive and significant effects directly on the satisfaction of XL card user customers in Denpasar city.
4. The product quality has negative effects directly on the brand switching of XL card user customers in Denpasar city but the effects are insignificant.
5. The brand image has positive and significant effects directly on the satisfaction of XL card user customers in Denpasar city.
6. The brand image has negative effects directly on the brand switching of XL card

user customers in Denpasar city but the effects are insignificant.

7. The price has negative effects directly on the satisfaction of XL card user customers in Denpasar city but the effects are insignificant.
8. The price has positive and significant effects directly on the brand switching of XL card user customers in Denpasar city.
9. The customer satisfaction has negative effects directly on the brand switching of XL card user customers in Denpasar city but the effects are insignificant.

## RECOMMENDATIONS

Based on the above conclusions then there are some recommendations that can be proposed, namely, first, the company is expected to always increase the intensity of promotion both from social media and on other media; second, the company should must always keep innovating with the latest technology in order to keep displaying high quality products that will affect on the image so that there will be always positive brand image owned by the company. In addition, the company must continue to maintain the low price program, which offers cheaper price than any competitors; this will encourage consumers to try (buy) or keep using XL cards. Given the results of this study, it indicates that the price variable has the greatest direct effect than any other variables on the brand switching.



## RESEARCH IMPLICATION

From this research that has been done to the XL card user in Denpasar city, it can deliver business implication namely if the company conduct proper promotion, product quality, positive brand image and proper pricing, then these will increase XL card user satisfaction level. Besides, to maintain the customers so that they will keep using XL card, the company should pay attention to any factors that can make create customer satisfaction and do not conduct any brand switching. The result also imply that marketing manager should focus on the brand image to win the customer satisfaction in order to make the customer loyal about their product and service.

## FURTHER RESEARCH

Any further research is expected to develop and study on research model with other variables having greater effects on the customer satisfaction and any factors encouraging brand switching.

## REFERENCES

1. Abarajithan. 2010. *The Study of Customer Switching Behaviour toward Carbonated Soft Drink Market*.19517 (80) : 1-9
2. Abistya, Diaz. 2009. *Competitive Advertising* serta Dampaknya pada Perilaku *Brandswitching* Konsumen. *Jurnal Bisnis Dan Manajemen*.Vol. X, No. 1 hal 1-16.
3. Adare, dkk., 2014, Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Kepuasan Pelanggan Kartu Prabayar Telkomsel. *Jurnal EMBA*, Vol.2 No.3. September 2014, Hal. 1237-1245.ISSN 2303-1174.
4. Aditya Rizky dan Setyo Pantawis, 2011 dengan judul Pengaruh citra dan sikap merek terhadap ekuitas merek. *Dinamika Sosial Ekonomi* Volume 7 Nomor 2 Edisi November 2011.
5. Armstrong, Kotler 2015, "*Marketing an Introducing Prentice Hall twelfth edition*", England : Pearson Education, Inc
6. Augusty, Ferdinand. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
7. Buchari Alma. 2011. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung : Penerbit Alfabeta.
8. Caesar, Andreas. 2016. *Jurnal Bisnis dan Riset Manajemen. Pengaruh Kualitas Produk Terhadap Loyalitas Pelanggan dengan Kepuasan Sebagai Variabel Intervening*. Vol. 5. No. 5.
9. Candra, Johan. 2014. Pengaruh Faktor Promosi, Kualitas Produk, dan Ketidakpuasan terhadap Perpindahan Merek. *Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Surabaya .Jurnal Ilmu Manajemen*. Vol 2, No.3, Juli 2014.
10. Danang Darunanto (2016), Pengaruh Harga dan Kualitas Pelayanan terhadap Kepuasan Pelanggan PT. DMS TOUR AND TRAVEL. *Jurnal Manajemen Bisnis Transportasi dan Logistik* Vol.2 No.2.
11. Dharmmesta, Basu Swastha., Handoko, T. Hani. 2014. *Manajemen Pemasaran Analisis Perilaku Konsumen*. Edisi Pertama. BPFE, Yogyakarta.
12. Djan, Ismulyana dan Ramlan Ruvendi. 2006. *Prediksi Perpindahan Penggunaan Merek Handphone di Kalangan Mahasiswa (Studi Kasus pada Mahasiswa STIE*





- Binaniaga) . Jurnal Ilmiah Binaniaga , Vol.02 , No.1, hal. 1-13
13. Emiri, Dedi.2011. “Analisis Pengaruh Citra Merek, Ketersediaan Produk, Harga, Dan Coverage Terhadap BrandSwitching “. Jurnal Tesis Universitas Diponegoro
14. Ermayanti, Dwi. (2006). Pengaruh Periklanan, Perubahan Harga dan Ketidakpuasan Konsumen Terhadap Keputusan Perpindahan Merek pada Konsumen Shampo Sunsilk di Surabaya. Jurnal Eksekutif. Volume 3 ( No 2), halaman 97 – 104
15. Ervina Kusuma Wardani. (2012). Pengaruh Atribut Produk, Harga, Kebutuhan Mencari Variasi (*variety seeking*) dan Ketidakpuasan Konsumen Terhadap Keputusan Perpindahan Merek dari *smartphone BlackBerry* ke *smartphone Samsung*. Fakultas Ekonomi Universitas Purworejo.
16. Fandy Tjiptono, 2007, Strategi Pemasaran. Edisi ke dua, penerbit Andi, Yogyakarta.
17. Ferdinand, Augusty. 2014. Metode Penelitian Manajemen. Semarang: Universitas Diponegoro.
18. Ginting, Nembah F. Hartimbul. 2012. Manajemen Pemasaran. Cetakan 2. Yrama Widya. Bandung.
19. Gunawan, Fransiskus, 2014. Pengaruh Persepsi Merek dan Kepercayaan konsumen atas produk terhadap *BrandSwitching* atas produk *Smartphone* (BlackBerry) pada Mahasiswa UNP. Jurnal manajemen UNP Vol 2, No 01 (2013)
20. Hawkins, D.I., dan Mothersbaugh, D.L. (2016) *Consumer Behavior: Building Marketing Strategy.11th edition*. McGraw-Hill, Irwin
21. Khan et al. 2012. ”*Determinants of Customer Satisfaction in Fast Food Industry*”. *International Journal of Management and Strategy*. Vol.3.
22. Khuluq. Ahsanul, dkk. 2016. *Effect Of Price, Facilities And Quality Of Service Loyalty And Satisfaction Of Visitors Visitors As Intervening Variable Gardenia In Sport Center In Semarang*, *Journal of Manajement* Vol. 02, Maret 2016, Fakultas Ekonomi dan Bisnis Universitas Pandanaran Semarang
23. Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management 15. Pearson Education, Inc.*
24. Kotler, Philip. & Gary Armstrong. 2014. *Principle Of Marketing, 15th edition*. New Jersey: Pearson Prentice Hall.
25. Nurulia Khairani, 2011. “Analisis Pengaruh Citra Merek, Ketidakpuasan Konsumen, Iklan, Word Of Mouth, dan Karakteristik Kategori Produk Terhadap Keputusan Berpindah Merek pada Sabun Pembersih Wajah”. Skripsi Fakultas Ekonomi UNDIP
26. Oktariko, Tristiana. 2011. Analisis Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Keputusan Berpindah Merk pada Konsumen Pembalut Wanita Kortex di Semarang. Universitas Diponegoro.  
Eprint undip.ac.id/28735/1/skripsi04.pdf/ 15 September 2017
27. Rao, A. R., & Bergen, M. E. (1992). “*Price premium variations as a consequence of buyers' lack of information*”. *The Journal of Consumer Research*, Vol. 19 No. 3, pp. 412-423.
28. Sangadji, E.M., dan Sopiah. 2013. Prilaku Konsumen: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian. Yogyakarta: Penerbit Andi.



29. Shukla, P. 2004, "Effect of Product Usage, Satisfaction, and Involvement on Brand Switching Behavior. *Asia Pacific Journal of Marketing and Logistic*, Vol. 16 No. 4, 247-258.
30. Solimun. 2002, *Multivariate Analysis Structural Equation Modelling (SEM)* Lisrel dan Amos. Fakultas MIPA, Universitas Brawijaya.
31. Sugiyono. 2014 *Metode Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif dan R&D*. Bandung : Alfabeta.
32. Sulistyaningsih, Dara. 2014. Pengaruh Ketidakpuasan Konsumen, Harga Produk dan iklan pesaing Terhadap Keputusan Perpindahan Merek (Survey Pada Pengguna Produk Pasta Gigi di Purworejo).
33. Sumani. (2008). "Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Kartu Prabayar IM3". Vol. 5. Hal. 36. Jember
34. Suzy, Widyasari. 2008. Analisis perilaku *Brand Switching* Konsumen Dalam Pembelian Produk Sepeda Motor. *Jurnal Bisnis dan Ekonomi (JBE)*. Vol.15, No 2.
35. Thakur, Sandra & Singh, A. P. (2012). *Brand Image Customer Satisfaction and Loyalty Intention: A Study In The Context Of Cosmetic Product Among The People Of Central India*. *International Journal of Multidisciplinary Management Studies*, 2(5), 37-50.
36. Tu, Yu -Te, Ch,n-Mei Wang, and Hsiao-Chien Chang. 2012. *Corporate Brand Image and Customer Satisfaction on Loyalty An Empirical Study of Starbucks Coffee in Taiwan*. *Journal of Social and Development Sciences* Vol. 3, No. 1, pp. 24-32.
37. [www.telkom.co.id](http://www.telkom.co.id)
38. [www.xl.co.id](http://www.xl.co.id)
39. Zainudin, Yusup dan Yoyok Soestyo, (2014), Pengaruh Kualitas Produk, Dan Ketidakpuasan Terhadap Perpindahan Merek, *Jurnal Ilmu Manajemen* Volume 2 Nomor 3 Juli 2014 Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Surabaya.