



8<sup>th</sup> Widyatama International Seminar on Sustainability

**Addressing Global Sustainability Challenges  
in Business and Industry  
through Technology, Governance and Culture**

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## **8th Widyatama International Seminar on Sustainability (WISS)**

### **Addressing Global Sustainability Challenges in Business and Industry through Technology, Governance and Culture**

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## Rector's Welcoming Speech

Assalamu'alaikum Warrahmatullahi Wabarakatuh

Welcome to Bandung and to 2016 WISS,

Ladies and Gentlemen, It gives me great pleasure and honor to extend to you all a very warm welcome on behalf of Widyatama University to WISS 2016 in Bandung, Indonesia.

The 2016 WISS International Seminar is celebrating its eighth commencement and Widyatama University has places the biennial event as a crucial element in its agenda: It is the manifestations of

its engagement in the development of knowledge in science and technology and molding high quality human capital, and competitive at the global level.

This year's WISS theme is "Addressing Global Sustainability Challenges in Business and Industry through Technology, Governance and Culture". It voices the concerns of the academic community at Widyatama University on the continuity and sustainability of our future. Moreover, it is the longing that the spirit of "Go Green" heralded by parties with interests in common good then be realized in the advent of well-thought collaboration and coordination from all stakeholders.

The integration of technology, transparent agenda of the stake holders, and the survival of a nation's culture has become a key asset for a better tomorrow. The three components, when comprehensively put into a concurrence, will create people with high level of sophistication: intelligence, high integrity, respect and honor in the values of their culture. Thus, we adamantly believe that through sharing of experiences in gatherings such as this conference we will be able to redefine our approach and efforts for the protection and sustainable management of our business without forgetting our future generation.

It is my hope that WISS 2016 could provide positive benefits for all of us in maintaining sustainability of our future. And to foster the spirit of sustainable innovation for individuals, businesses and communities, so that we can build a sustainable environment together.

I would also take this opportunity to convey my appreciation and gratitude to all parties who are involved in organizing this conference : Widyatama Foundation, IEEE Indonesia Section, Bank Mandiri, the Ministry of Tourism and Creative Economy, scientific committee, organizing committee and many others I am unable to individually mention. The conference will not be possible to be organized without your supports and cooperation.

Once again, welcome and enjoy the conference. I wish you a fruitful conference ahead.

Billahi Taufik Walhidayah. Wassalamu'alaikum Warrahmatullahi Wabarakatuh.

Your sincerely,

**Dr. H. Islahuzzaman, SE., M.Si., Ak., CA.**

Rector of Widyatama University



## Chair Welcoming Speech

Welcome to the 8<sup>th</sup> Widyatama International Seminar on Sustainability (WISS) 2016. It is a great pleasure for Faculty of Engineering, Widyatama University to be hosting this biannual event. WISS 2016 is a right event to declare that Widyatama University concerns about increasing quality of research especially from all Indonesian researcher. It is a great pleasure that WISS 2016 have experienced to held Pre-Seminar Workshop with 4 (four) different topics are ERP Implementation on Healthcare, LEAN in Services Company, Supply Chain Strategy in Emerging Countries and How to be a Good Book Writer, and also WISS 2016 in conjunction with Center for Sustainable Systems (CSS) Widyatama University held Sustainable Energy Panel, as a forum to share experience and engaging community for sustainable development in all emerging countries.

The main purpose of the 8<sup>th</sup> Widyatama International Seminar on Sustainability (WISS) 2016 with our selected theme “Addressing Global Sustainability Challenges in Business and Industry through Technology, Governance and Culture”, is to provide an international community to discuss and solve the problem related with sustainability in the world.

This seminar will have 1 (one) keynote speaker, 4 (four) invited speakers, and has gathered more than 120 papers from more than 10 different countries all over the world. After very strictly review process we have acceptance rate of this seminar is 68,5%. It's means that Widyatama University keep growth to increase the quality of papers in all seminar, and hopefully in WISS 2020 we can reached the acceptance rate less than 40%.

I would like to say thank you for all speakers, contributors, and participants for the generous support. I would also like to thank all members of Steering Committee and Organizing Committee of WISS 2016, and our distinguished international board of reviewers for all of their support and advice. Our thank you to all of our sponsors, supporters, exhibitors, and professional associations for the support through committed funding and any other form of help and support. We also owe our success to the full support of the Chairperson of Widyatama Foundation, Rector of Widyatama University, and all Deans of Widyatama University. Thank you to IEEE Indonesia Section that has supported WISS 2016 to be approved as IEEE Conference.

We wish you a pleasant and memorable stay in Bandung. Thank you and we hope to see you again in the WISS 2018.

**Dr. Oktri Mohammad Firdaus, M.T.**  
Chairman of WISS 2016



## KEYNOTE SPEAKER



### **Dr. Ir. Arief Yahya, M.Sc.**

Dr. Ir. Arief Yahya, M.Sc. is the current Minister of Tourism of Indonesia in the working cabinet of President Joko Widodo. From 2012 till his appointment to be a minister, he served as CEO in Telkom Indonesia, telecommunication state-owned enterprises in Indonesia.

## INVITED SPEAKERS



### **Prof. Dr. Ir. Kadarsah Suryadi, DEA**

Prof. Dr. Ir. Kadarsah Suryadi, DEA is Rector of Bandung Institute of Technology for the period 2015-2020.

Prof. Kadarsah Suryadi is a Professor in the Faculty of Industrial Technology, Bandung Institute of Technology, Indonesia. He received a Doctoral Degree from the University of Aix Marseille III, France in 1992. He has been involved in multiple disciplinary research in the areas of decision support system and knowledge management



### **Prof. Dr. Nirwan Idrus**

Nirwan graduated from Monash University in Melbourne, Australia with the Bachelor of Engineering (Honors), Master of Engineering Science and Doctor of Philosophy in Engineering. He had worked in senior positions in academia, government, heavy industry and management in Australia, New Zealand, Papua New Guinea, Indonesia and Malaysia. He also had been appointed as Quality Assurance Specialist in an Asian Development Bank project on engineering education development in Indonesia and by The World Bank as Accreditation Auditor of Timor Leste's universities. He was also

an Auditor with the Australian Universities Quality Agency, New Zealand Qualifications Authority and Malaysian Qualifications Agency. He has written more than 150 international conference and journal papers and 3 books on Quality Improvement in Higher Education. He is a paper reviewer for a number of international journals. He is currently a consultant in Quality and Higher Education Management.



**Mochamad Ridwan Kamil, S.T., M.UD.**

Ridwan Kamil is the current Mayor of Bandung City, Indonesia. He is a famous Indonesian architect. He is also an educator in Bandung Institute of Technology (ITB) at Architecture Department, an urban designer and a writer. After receiving his master degree in Urban Planning from University of California at Berkeley in 2001, he worked in New York, San Francisco and Hong Kong. After several years, he went back to Indonesia and started to serve as a lecturer in ITB at Department of Architecture.



**Professor Dr. Joy S. Clancy**

Department of Governance and Technology for Sustainability,  
University of Twente, The Netherlands

For 30 years, Prof. Joy's research has focused on small-scale energy systems for developing countries particularly the influence in households and small informal sector enterprise/companies (SME). Since obtaining her PhD in engineering, her research interest moved more towards social and environmental issues. In this context, Joy is also Principal Investigator for the Gender and Energy Research Programme of ENERGIA funded by the UKs Department for International Development.

# THE INFLUENCE OF SERVICE QUALITY AND SWITCHING BARRIER IN IMPROVING COSTUMER LOYALTY (Survey on XL Postpaid Costumer in Purwakarta)

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## ABSTRACT

Components of quality service in the industry telecommunication call quality, pricing structure, added value service provider, convenience in procedures and customer supported. Maintain the quality services aimed at keeping customers, other efforts can be done by creating switching barrier that arise due to the presence of switching costs, attractiveness of alternatives and interpersonal relationship. Based on the desire to know the extent of influence of service quality and switching barrier on customer loyalty XL postpaid in the Purwakarta, the authors conducted this study.

The results showed service quality and switching barrier significantly affect the customer loyalty. It can be concluded that is better service quality and high switching barrier effort is increasingly affecting the customer loyalty.

Keywords: service quality, switching barrier, customer loyalty.

**TABLE 1.1**  
MARKET SHARE OF THREE CELLULER  
OPERATOR IN INDONESIA 2014

| Operator  | Quartal<br>1(juta) | Quartal3<br>(juta) |
|-----------|--------------------|--------------------|
| Telkomsel | 132,7              | 139,2              |
| XL Axiata | 62,9               | 58,3               |
| Indosat   | 59,7               | 54,3               |

## CHAPTER I INTRODUCTION

### A. Background Issue

Today, cellular communication is become an important need for people. Especially cellular telecommunication based on Global system for Mobile (GSM). GSM entered to Indonesia in 1990, there are three of main actors and that were become a successfully development GSM in Indonesia. The market share from three main actors from each provider operator service cellular can see on table 1.1

XL Axiata is the second biggest operator cellular which has decreased, in Quartal 1 total of XL Axiata customer is 62,9 million customers and in quartal 3 decreased become 58,3 million customer, it was affected on number of data costumer XL Axiata in Quartal 1 amount of 32,2 million costumers and quartal 3 become 31,1 million customers. Based on data, decrease amount of XL axiata costumer not only happened nationally, it happened in Purwakarta city. Many factors are influenced costumer loyalty to company, besides always keep the good service

quality. According to Dick and Basu ( Lupiyoadi and Hamdani, 2010; 199) : factor which is influenced costumer usually focus on costumer satisfaction and switching barrier. Switching barrier is difficulty level to switch another service provider which encountered costumer who is not satisfied with service that they got or refer to financial problem, social, psychology which costumer felt when switching to new service provider. Switch barrier is caused by switchover cost, alternative attraction and personnel correlation.

## B.PROBLEM FORMULA

1. How the image quality of the XL postpaid services in Purwakarta
2. How the image of switching barrier XL postpaid in Purwakarta
3. How the image of loyalty customer XL postpaid in Purwakarta
4. How big influence of service quality to customer loyalty XL postpaid in Purwakarta
5. How big influence of switching barrier to customer loyalty XL postpaid in Purwakarta
6. How big influence of service quality and switching barrier as simultan to customer loyalty XL postpaid in Purwakarta

## CHAPTER II STUDY LIBRARY

### A.STUDY LIBRARY

#### 1. Service quality

Parasuraman (Lupiyoadi, 2010: 180) said that “service quality is an attitude form which is achieved after comparing expectation with performance that is obtained”.

Kotler and Keller (2012: 396) said that there are five dominant factors or determine service quality, abbreviated as TERRA that are ”tangible, empaty responsiveness,

reliability, assurance.

Kim, Gerpot et al, Lee, Lee and Freick (Kim et al, 2004: 149), said that indicators which are often used particularly to measure telecommunication service quality, there are “call quality, pricing structure, mobile device, value added service, convenience in procedures and customer support”.

#### 2. Switching Barrier

Dick and Basu (Lupiyoadi and Hamdani, 2010: 199) “*the switching barrier to the difficulty of switching to another provider that is encountered by a customer who is dissatisfied with the exiting service, or to the financial, social and psychological burden felt by a customer when switching to a new carrier. Therefore, the switching barrier, the more cutomer is force to remain with his or her exiting carrier.*

According to Fornel (Kim at al, 2004: 149) said that switching barrier is caused by *switching cost, attractiveness of alternatives and interpersonal relationship.*

#### 3. Loyalty

Pearson (Akbar and Parvez, 2009: 27) defined that “*customer loyalty as the mind set of the customers who hold favorable attitudes toward a company, commit to repurchase the company’s product/service and recommend*”.

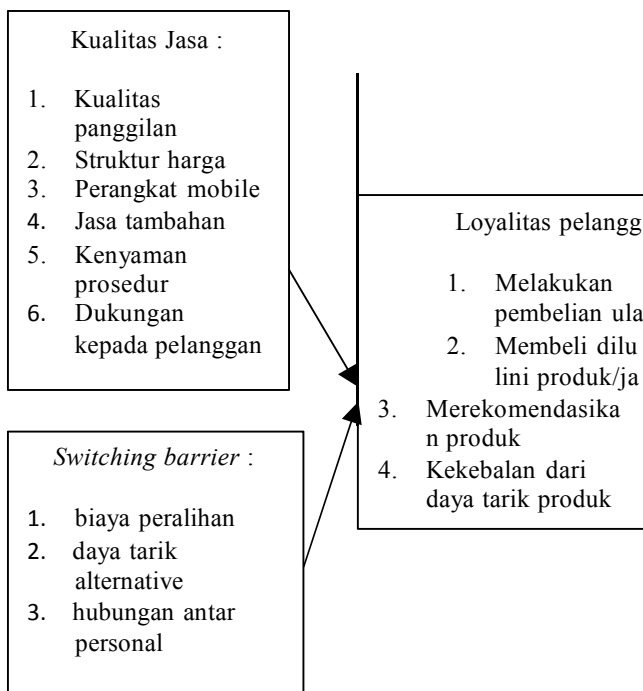
Kotler and Keller (2012: 163) said that customer is very satisfied usually is keep loyal for a long period, buying again when company launching a new product and regenerate old product, discussed the good things about company and its product to people, not to pay too much attention of brand competitor and not too sensitive in pricing, offered product idea or service to the company, and services cost which is cheaper than customer because the transactions become a routine.

Griffin (2002: 51) said that there are four characteristics

loyal customer, consist of “*makes regular repeat purchase, purchase across product and service lines, refers others, and demonstrates an immunity to the full of the company*”).

**B. 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, switching barriers and loyalty in figure 2.1



**figure 2.1**  
**Study Framework**

**CHAPTER III RESEARCH METHODOLOGY**

**A. Validity Test And Relabilities**

Based on test result variable of service quality, switching barrier and customer loyalty, each of them is obtained coefficient alpha = 0.834, 0.817 and 0.775, meanwhile table value r in  $\alpha = 0.05$  and  $df = n - 2 = 0,361$ . Therefore, value account r is bigger than value table r. So that variable instrument of service quality (X1), switching

barrier (X2) and loyalty (Y) is reliable.

**B. DATA ANALYSIS**

**1. Technique of Descriptive Analysis**

Descriptive analysis is analysis which is used to analyze data by describing data that already collected and without meant to be made a conclusion in generalization. (Arikunto, 2010: 353)

**2. Path Analysis**

According to Ating and Sambas (2006: 262), calculated path coefficient with smallest quadrant methods we know in regression analysis. This calculation was did remembering path analysis is structural recursive model

**3. Hypothesis Test**

**a. To examine lane coefficient**

Test criteria: Rejected Ho if value account bigger than table t value ( $t_o > t_{table}$ )

**b. Examine lane coefficient togetherness**

Test criteria: Rejected Ho if value account F bigger than f table value ( $f_o > f_{table}$ )

**c. To examine big differences influenced each variable ecsogenous to endogenous variable.**

Test criteria: Rejected Ho if account t bigger than t table value ( $t_o > t_{table}$ ).

**CHAPTER IV RESULT AND STUDY**

**A. Descriptive Analysis**

Based on result that is obtained in field can conclude, variable of service quality is in supporting sub variable to the customer, lower score in pricing structure. This matter indicates call quality that XL perceived postpaid is good because postpaid customer more sensitive in service, there is how the support of XL cellular operator to customer such as convenience to delivered complaint, warmth of staff when customer delivered complaint and fastness of cellular provider respond any complaint, customer XL postpaid in Purwakarta are not too much considered

pricing structure because of XL provider cellular cheaper than another provider, Service quality which is given by cellular provider to customer XL postpaid in Purwakarta as much 60, 55%.

In switching barrier variable there is sub variable interpersonal relationship and lower score in variable sub alternative fascination, this matter indicates that customer XL postpaid switching barrier is caused postpaid in Purwakarta as much 63, 46%.

**B. Path Analysis**

**TABLE 4.1**

**PATH COEFFICIENT**

DIRECT INFLUENCE, INDIRECT INFLUENCE TOTAL INFLUENCE AND INFLUENCE WITH SERVICE QUALITY AND SWITCHING BARRIER HAD INFLUENCED TO CUSTOMER LOYALTY XL POSTPAID

| Variable  | Path Coefficient | Influence |          |       | Mutual influence<br>(R <sup>2</sup> Total) |
|-----------|------------------|-----------|----------|-------|--|
|           |                  | Direct    | Indirect | Total |  |
| X1        | 0,189            | 3,5 %     | 6, 14%   | 4, 1% | -  |
| X2        | 0,337            | 11,4%     | 6, 14 %  | 12%   | -  |
| Y         | 0,741            | 74,1%     | -        | -     | -  |
| X1 dan X2 | -                | -         | -        | -     | 0,259 = 25,9%                              |

**Influence of Service Quality (X1) and Switching Barrier (X2) to Customer loyalty XL postpaid in Purwakarta (Y)**

Based on path coefficient is stated as standardized coefficient or beta value in output coefficient, is seen that influenced of service quality to customer loyalty XL postpaid in Purwakarta, is valued positive influenced 0,035 or 3,5 %.

Based on path coefficient stated as standardized coefficient or Beta value on output coefficient, seen that influence of switching barrier to customer loyalty XL postpaid in Purwakarta, is valued positive and influenced

as much 0,114 or 11,4%.

Based on path coefficient or Beta value on output coefficient, is seen that influence of service quality and switching barrier, is value as stimulant is influenced directly to customer loyalty XL postpaid in Purwakarta as much 0,259 or 25,9 %.

**CHAPTER V CONCLUSION AND SUGGESTION**

**A. CONCLUSION**

Service quality that is be perceived by customer XL postpaid in Purwakarta is enough, consist of variable sub clearness call, pricing structure, value added service, convenience procedure and supported to customer. Respondent valuation that is higher in variable sub is supported to customer and lowest variable in variable sub is pricing structure. Switching barrier is be perceived customer XL postpaid in Purwakarta is valued medium, variable switching barrier which consist of variable sub switching cost, alternative fascination, and interpersonal relationship. Respondent valuation that is higher in variable sub is interpersonal relationship and lowest valuation in variable sub is alternative fascination.

Customer loyalty XL postpaid in Purwakarta generally is valued medium, which consist of variable sub makes regular repeat purchase, purchase across product and service lines, refers other and demonstrates immunity to the full of the competition. Respondent valuation which is dominant in variable sub is makes repeat purchase and lowest valuation in variable sub is purchase across product and service lines.

Influence of service quality to customer loyalty XL postpaid in sub province is lower and influenced significantly so that hypothesis of service quality is influenced significantly to customer loyalty XL postpaid is proven.

Influence of switching barrier to customer loyalty XL postpaid in Purwakarta is had lower influenced and

significantly, so that switching barrier is influenced significantly to customer loyalty XL postpaid in Purwakarta is proven.

In simultaneous, influence of service quality and switching barrier is had influenced high enough and significantly to customer loyalty XL postpaid in Purwakarta, so that hypothesis of service quality and switching barrier is influenced significantly to customer loyalty XL postpaid in Purwakarta is proven.

## B. SUGGESTION

Service quality in variable sub pricing structure had a lowest score, therefore it need the attention cellular provider by fixed pricing structure, could be conducted by giving variety of package price to XL cellular provider for postpaid type, the package which is given is package 50 thousand rupiah, package 150 and 300 thousand rupiah, three variety of this packets still be perceived not fulfill desire of the customer, provider XL postpaid should be give packets by dividing packet to become several class, for example for lower packets, medium and high with nominal which is seen differences, such as started from packets 100 rupiah, 300 rupiah and 500 thousand rupiah, because if cheaper packets at the first felt 50 thousand is be perceived to the customer XL postpaid are felt must be deficient and for 300 packets become highest packets is still too small, this matter is supported by invent research payment which is deposited to XL center and the other place of payment majority is above 500.000 thousand rupiah, then for short message rate that is higher compared with telephone rate, XL should be equate shshort message and telephone rates.

Switching barrier in variable sub alternatives fascination, had a lowest score, therefore this matter should be get attention from XL provider, which is stated in the research of alternative fascination refers to reputation, image and service quality which is expected superior or more suitable if compared with another service provider.

Therefore, cellular XL provider must be increasing reputation, image and service quality of cellular provider, the way to increase service quality is already stated, one of which is fixed pricing structure, to increase reputation and image XL can be conducted by communicate company to society, especially customer XL, with the event that is conducted to get closer between XL and the society especially the customer. Besides that, can conducted social event that is expected can be influenced in reputation and image of XL cellular provider as one of biggest cellular provider in Indonesia. Recommendation is related to customer loyalty. Variable sub purchase across product and service lines had a score of questionnaire result with a lowest score if compared with the other variable sub. This matter is need more attention from XL cellular provider by promotion to lini another product not only as one big and leading service provider telecommunication in Indonesia, XL which is offered another product and service telecommunication like conversation, SMS, but give a service based on data and the other additional service.

Recommendation related to the influence of lowest service quality to loyalty customer XL postpaid so that operator cellular XL postpaid increasing service quality better by increasing value added service for customer, added procedure convenience and increasing supported to the customer.

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