

UNIVERSITI TEKNOLOGI MARA

TECHNICAL REPORT

**DETERMINATION FACTORS INFLUENCE
BRAND SWITCHING TOWARDS MOBILE
TELECOMMUNICATION SERVICE USING
LOGISTIC REGRESSION APPROACH**

P61S19

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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ABSTRACT

This research aims to determine the factors influence brand switching towards mobile telecommunication services and to validate the results of the factor influenced brand switching towards telecommunication services among students of UiTM Negeri Sembilan, Seremban Campus. The data required for the study was obtained through a self-administered questionnaire that was distributed in UiTM Negeri Sembilan, Seremban Campus. By using the stratified sampling formula, 186 students of UiTM Negeri Sembilan, Seremban Campus were selected as the respondents. The researchers included five factors which are the customer services, service failures, price, customer satisfactions and inconvenience that may influence for brand switching. Logistic regression analysis method was used to analyse and interprets the data using SPSS Software and the method showed that the customers' satisfaction level and the inconveniency of the products influenced the brand switching behaviour of the respondents. Forward stepwise logistic regression analysis was used to validate the results of first objective using SPSS Software and it indicates that the method showed that the customers' satisfaction level was the factors that influenced the brand switching behaviour of the respondents. More specifically, the satisfaction level of the respondents had a greater influence on the respondents' behaviour to brand switch. Furthermore, the price, customer services, service failures were, insignificantly to the UiTM Negeri Sembilan, Seremban Campus student's behaviour to brand switch. The findings of this study provide an insight to the mobile telecommunication service providers to control the factors which play important roles in maintaining the loyalty of the mobile telecommunication service subscribers and to retain them on their mobile telecommunication services.