

FACTORS CONTRIBUTING TO CUSTOMER'S
INTENTION TO SWITCH PUBLIC SERVICE PROVIDER :
CASE OF UNIVERSITI TEKNOLOGI MARA
UTEM KUALA TERENGGANU

NUR SYAZWANI BINTI COE NIZAN

ROSLI BEN YUSOF

YUSMUNIZAM BEN MOHD YUSOF

BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONORS)

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NUR SYAZWANI BINTI CHE NIZAN (2010914655)

ROSLI BIN YUSOF (2010541535)

YUSRINIZAM BIN MOHD YUSOF (2010977177)

Faculty of Business Management
Universiti Teknologi Mara UiTM Terengganu , Dungun Campus

ABSTRACT

The purpose of this research conduct is to analyse the relationship between pricing, core service failure, attraction by competitors, switching cost and technological change towards customer's intention to switch their mobile service provider. The objective of this research is to identify factor that make student of Uitm Terengganu, Campus Kuala Terengganu wants to switch their mobile service provider. The researcher have distributed about 320 questionnaire to students of Uitm Terengganu, Campus Kuala Terengganu in order to collect the required data to be analyse in the research.

The research the finding showed that from all the variables that have been tested; technological changes is the most prominent factor that contribute to customer intention to switch because feedback from the questionnaire shows that there are lot of student switch or have the intention to switch because they want the latest technologies.

ACKNOWLEDGEMENT

Foremost,

In the name of ALLAH, The Beneficent, The Merciful, Praise be to ALLAH, Lord of the World, The Beneficent, The Merciful, Owner of the Day of Judgment; Thee (alone) we worship; Thee (alone) we ask for help, Show us the straight path, The path of those Thou hast favored: not (the path) of those who earn thine anger nor of those who go astray.

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