

**FACTORS CONTRIBUTING TO CUSTOMER
SWITCHING BEHAVIOR ON MALAYSIA'S
TELECOMMUNICATION SERVICE PROVIDERS:
SURVEY AT KUALA TERENGGANU**

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ABSTRACT

Malaysia mobile market is one of the faster growing markets and is forecasted to reach 15 million users by 2015. The availability of a number of subscribers options for customers and different charged rates of each service provider, lead the customers to switch between service providers. The objectives of this study to investigate the factors affect customer in switching the mobile service provider and to delve into finding the most factor influence switching the service provider. The type of research used for this study is descriptive research design. The area covered under this study was Kuala Terengganu. A well-structured questionnaire was designed and administered to collect samples across Mydin Mall Kuala Terengganu. Due to high population and need for variety of respondents, Convenience Sampling was chosen. The sample size was 322. The variables considered for this study are Pricing, Convenience, Core Service Failures, Responsiveness to Service Failures, Attraction by Competitors and Intention to Switch. The findings from the study reveal that all the factors has significant affect to customer switching and Convenience being the most factor influence the customers in switching their service provider. After analysing the results of the study, the researcher recommends that the mobile service providers concentrate on increasing network stability and setting the charges rates competitively.

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