

INTISARI

Penelitian ini bertujuan untuk menggambarkan *customer service switching behavior* pada Provider Layanan Blackberry di Surabaya. Jenis penelitian yang digunakan adalah penelitian deskriptif dengan variabel *pricing, inconvenience, core service failures, service encounter failures, employee response to service failures, attraction by competitors, ethical problems* dan *involuntary switching and seldom-mentioned incidents*; sumber data adalah sumber data primer, yang diperoleh dari hasil survei melalui penyebaran kuisioner kepada pengguna layanan Blackberry; target dan karakteristik populasi yang digunakan adalah pengguna layanan Blackberry yang pernah *switching* ke provider layanan Blackberry merk lain, pria atau wanita, minimal pendidikan SMA, bertempat tinggal di Surabaya, pengguna layanan Blackberry di Surabaya yang memiliki 1 provider layanan Blackberry dan yang pernah *switching* sekali ke provider layanan Blackberry lain.

Penelitian ini menggunakan pengolahan data berupa distribusi frekuensi, presentase diagram kue (pie), Diagram Batang. Jumlah sampel yang ditetapkan dalam penelitian ini adalah 140 responden dan tehnik pengambilan sampel yang digunakan adalah *non probabilistic sampling*.

Dari hasil penelitian menunjukkan bahwa Jumlah responden yang terbanyak yang melakukan perpindahan ke provider layanan Blackberry yang lain adalah perpindahan dari layanan Blackberry Indosat pindah ke XL sebanyak 30 responden (21,43%). Kemudian Telkomsel pindah ke XL sebanyak 29 responden (20,71%). XL pindah ke Telkomsel sebanyak 21 responden (15%). XL pindah ke Axis sebanyak 20 responden (14,29%). Axis pindah ke XL sebanyak 15 responden (10,71%). XL pindah ke Indosat sebanyak 9 responden (6,43%). Indosat pindah ke Axis dan Axis pindah ke Telkomsel sebanyak 3 responden (2,14%). Indosat pindah ke Telkomsel sebanyak 1 responden (0,71%).

Kata kunci *Customer service switching behavior*

ABSTRACT

This research has as a purpose for explained customer service switching behavior for Blackberry service provider in Surabaya. Research used is descriptive research with variable pricing, inconvenience, core service failures, service encounter failures, employee response to service failures, attraction by competitors, ethical problems and involuntary switching and seldom-mentioned incidents; data source is primary data which is get from survey results by questionnaire distribution to users of Blackberry service; man or women, minimal education SMA, lived in Surabaya, Blackberry service user that have use 1 Blackberry service and have ever switching to other Blackberry Service in Surabaya.

This research used method frequency distribution, percentage diagram pie, rod Diagrams. Total sample which has chosen is 140 respondent and technique sample used is non probabilistic sampling.

The result showed that the largest number of respondents who did transfer to other Blackberry service providers is moving from service Blackberry XL Indosat moved into as many as 30 respondents (21.43%). Telkomsel then moved to XL as much as 29 respondents (20.71%). XL moved to Telkomsel was 21 respondents (15%). XL moved to Axis as much as 20 respondents (14.29%). Axis moved to XL as much as 15 respondents (10.71%). XL Indosat moved into as many as nine respondents (6, 43%). Indosat moved to Axis and Axis to Telkomsel to move as many as three respondents (2, 14). Telkomsel, Indosat moved into as many as 1 respondent (0.71%).

Keyword *Customer service switching behavior*