Influence of Switching Behaviour toward National Television Consumers Satisfaction and Switching Intention in Surabaya

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Abstract: Television is a mass media that functions as a means of education, information, and entertainment. The national television quality performance is important. This study aimed to determine influence of switching behaviour toward satisfaction and switching intention among national television consumers in Surabaya. This study was used quantitative approach which used questionnaires and systematic observation behaviour. The independent variables were switching behaviour included service quality, switching cost and innovativeness while dependent variables were satisfaction and switching intention. The samples were national TV station consumers who did not watch subscription TV or cable TV with total of 200 respondents. The sample was selected used purposive sampling and met inclusion criteria included national TV station consumers, living in Surabaya, minimum age of 17 years old and did not have subscription TV or cable TV. This study was used Partial Least Square (PLS) since data did not have normally multivariate and sample size was small. The result showed service quality had significant effect toward satisfaction among national TV station consumers. Meanwhile, satisfaction, innovativeness and switching cost had negative significant effect toward switching intention among national TV station consumers in Surabaya.

Keywords: Switching behaviour, service quality, innovativeness, switching cost, switching intention

I. INTRODUCTION

Currently in Indonesia television is the most consumed media by the public. "Media consumption in Java showed that television is the main medium consumed by Indonesians (95%), followed by the internet (33%), radio (20%), newspapers (12%), tabloids (6%) and magazines (5%)" (Fatimah, 2016). Along with developments in the field of technology and communication make television offered in increasingly diverse forms, one of which is pay television. The Asian Media Partner stated that the development of the pay television industry in Indonesia has only reached 9% or around 3-4 million households out of the 40 million households that have television in Indonesia. By looking at the fact that the development of the pay television industry in Indonesia is still 9%, there is still 91% of the market share of pay television that has not yet been penetrated, so that the total customers in 2014 are predicted to reach 3-4 million customers, will continue to increase to 7.7 million customer in 2023.

The reason for the growing development of the paid television industry in Indonesia, according to Media Partner Asia's analysis, is Indonesia's economic growth of 5% -6% over the past 5 years and the growing middle class in Indonesia, which now reaches 60 million people, this could have an impact on the people's desire to get better service than before.

Good economic growth and population growth are also similar things happening in the city of Surabaya. The population of the city of Surabaya which has continued to increase since 2010 has a population of 2,771,615 people and continues to grow until in 2015 it was 2,848,583 inhabitants (Mukhlis, 2018). The increase in population in the city of Surabaya was also accompanied by a high economic growth which was marked by an increase in regional income per capita in Surabaya which grew by Rp. 25,296,780 in 2009, up to 35,000,000 in 2013. The increase in population and economy has made Surabaya city an attractive market segment for national television companies to expand their market share.

There are many consumers still remain loyal to watch national TV station. This switching habit is called switching bahaviour. Customer behaviour is psychological processes that customer carry out in recognizing their needs, identifies means to solve these needs and making purchasing decision (Shan et al., 2018). There are several variables that can influence the switching behaviour included innovativeness, loyalty, satisfaction and trust switching cost, communication and service quality (Malhotra et al., 2013).

Innovativeness is new products, services, ideas and perception among certain companies or service providers. Innovation is combination of good ideas, motivation and understand on consumer need. Meanwhile, loyalty is combination of positive consumer feedback and their repurchasing habits. The business successful depend on company ability to retain their customer and maintain customer loyalty.

Meanwhile, satisfaction is basic assessment of performance and expectations depend on the service that will be satisfied when the service is met or exceed expectation. The consumer trust also important in the organization. The companies usually develop consumer truest to enhance long term business relationship. Trust help in protect the investment relationship by stimulating cooperation between parties and increasing short-term resistance to alternatives.

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Switching cost also found influenced on switching behaviour. These cost is often objective measurement such as money but also be measured more subjectively such as time and psychological effort involved in dealing with uncertainly dealing with new service. The communication also considered condition that needed to establish a relationship. Besides, service quality have impact on switching behaviour which defined as consumer judgment on the superiority or entire company superiority. The service quality including all certain service aspects which ensure long term relationship with consumers. This study aimed to determine influence of switching behaviour toward national TV consumers satisfaction and switching intention in Surabaya.

II. METHODOLOGY

This study was used quantitative approach which used questionnaires and systematic observation behaviour. The variables used in this study were exogenous and endogenous variables. Exogenous variables or independent variables were switching behaviour included service quality (X_1), switching cost (X_2) and innovativeness (X_3). Meanwhile, endogenous variable or dependent variables were satisfaction (Y_1) and switching intention (Y_2).

The service quality was operational definition on national television met or exceed consumer expectation. In this study, the service quality was developed based on 3 dimensions as shown in Table 1.

Table. 1 The service quality indicators

Items	Explanation
SQ_{T1}	Good equipment design in national TV shows
SQ_{T2}	Quality facilities as shown in TV shows
SQ_{T3}	TV crews have an attractive appearance (staff, hosts, etc)
SQ_{R1}	National TV station had good video quality
SQ_{R2}	National TV station had good audio quality
SQ_{R3}	National TV station rarely experience signal interference
SQ_{R4}	National TV stations rarely experienced error systems
SQ_{C1}	National TV station offered more channel choices than cable TV
SQ_{C2}	National TV station broadcast latest TV program
SQ_{C3}	National TV station shows were not broadcast in any cable TV
SQ_{C4}	National TV station had high religious shows
SQ_{C5}	National TV stations had quality newscast
SQ_{C6}	National TV station had quality sport shows
SQ_{C7}	National TV station had high informative shows

Switching cost was operationally defined as consumer perceptions on cost in switching from national TV shows to subscription TV or cable TV. Switching cost was measured by four indicators as shown in Table 2.

Table. 2 Switching cost indicators

Items	Indicators
SC_1	Switching from national TV station to subscription TV or cable TV required more money
SC_2	National TV station consumers afraid that unexpected result if switching channel to subscription TV or cable TV
SC_3	The TV consumers need to gather information on cable TV provided if switching to subscription TV or cable TV
SC_4	TV consumers need to learn on service properly if switching to subscription TV or cable TV

Innovativeness is defined as national TV consumer perceptions on TV program innovation. Innovativeness was measured based on four indicators as shown in Table 3.

Table. 3 Innovativeness indicators

Items	Indicators
I_1	National TV offered interesting shows which not broadcast on cable TV
I_2	National TV station offered interactive shows which were not broadcast in cable TV
I_3	National TV station offered innovative shows which were not broadcast in cable TV
I_4	National TV station offered contemporary shows which were not broadcast in cable TV

Satisfaction is defined as satisfaction perceived by national TV consumers on service quality provided by national Tv stations. The satisfaction was measured based on three indicators as shown in Table 4.

Table. 4 Satisfaction indicators.

Items	Indicators
S_1	TV consumers like watching shows in national TV station
S_2	TV consumers had done right thing during their choice for national TV station
S_3	TV consumers were satisfied with national TV station

Switching intention is defined as tendency of national TV consumers to switch to subscription TV or cable TV. The switching intention was measured by two indicators.

Table. 5 Switching intention indicators.

Items	Indicators
SI_1	TV consumers had intention to switch from watching national TV station to subscription TV or cable TV
SI_2	TV consumers felt sorry for not switching from national TV station to subscription TV or cable TV

The primary data was obtained from respondents through questionnaires while secondary data was obtained from literature included journals, internet articles and book. The study population were all national TV station consumers in Surabaya. The samples were national TV station consumers who did not watch subscription TV or cable TV with total of 200 respondents. The sample was selected used purposive sampling and met inclusion criteria included national TV station consumers, living in Surabaya, minimum age of 17 years old and did not have subscription TV or cable TV.

The data was collected through literature study and field study. The literature study was conducted by collected information from books, journals and other literature way which relevant to the study problem. Meanwhile, field study was conducted by distributed questionnaires to the sample which met the inclusion criteria. The statistical analysis technique was Partial Least Square (PLS). PLS was an alternative method of Structural Equation Modelling (SEM) which used to solve relationship between complex variables. This study was used PLS since data did not have normally multivariate and sample size was small. PLS was used to confirm the theory but explained whether any existing relationship between latent variables.

III. RESULT AND DISCUSSION

Result

In Fig.1, description on respondent answers toward the service quality variables which consisted of 14 questions.
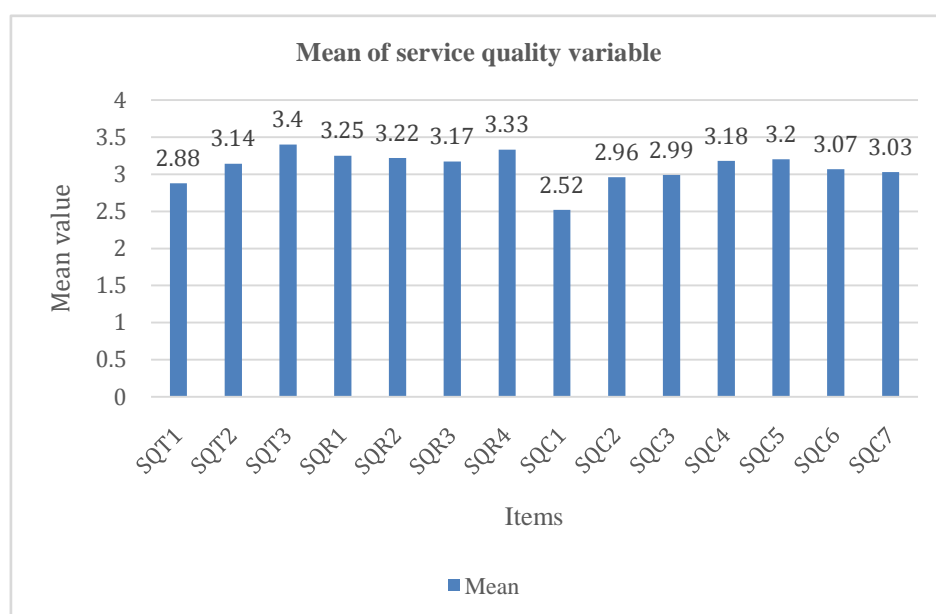

Fig.1 Mean of service quality variable.

Based on Fig.1, the service quality dimension, SQ_{T3} had highest mean value of 3.40 which fell into high category. This result showed most respondents agreed that national TV crews had an attractive appearance included their staff and host. Meanwhile, SQ_{T1} indicator had lowest mean value of 2.88 which was in quite high category. Most respondents agreed that national TV station displayed good equipment design in TV program that was aired.

Furthermore, SQ_{R4} had highest mean of 3.33 which fell in fairly high category meant that most respondents agreed that national TV services rarely experienced error systems.

In additions, SQ_{R3} indicator had lowest mean of 3.17 that in quite high category that meant most respondents also agreed that national TV station rarely experience signal interference in their services. Meanwhile, SQ_{C5} had highest mean of 3.20 which in quite high category. Based on this result, most respondents agreed that national TV services displayed quality news show. Furthermore, SQ_{C1} indicator had mean of 2.52 which categorized in low level. This result showed most respondents disagreed that national TV services offered more channel shows compared to TV subscription or cable TV.
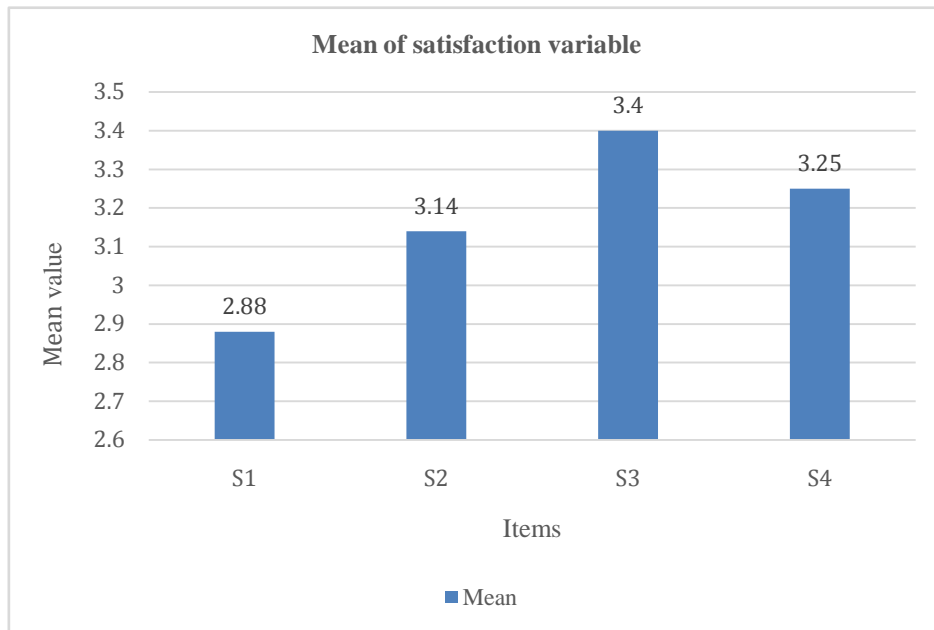

Fig. 2 Mean of satisfaction variable

Based on Fig., S_1 indicator had highest mean value of 3,10 which categorized in fairly high level. This result showed that most respondents agreed that satisfied on national television shows. Meanwhile, S_3 indicator had mean value of 2.86 is categorized in quite high level. Most respondents had agreed that satisfied with national TV services.
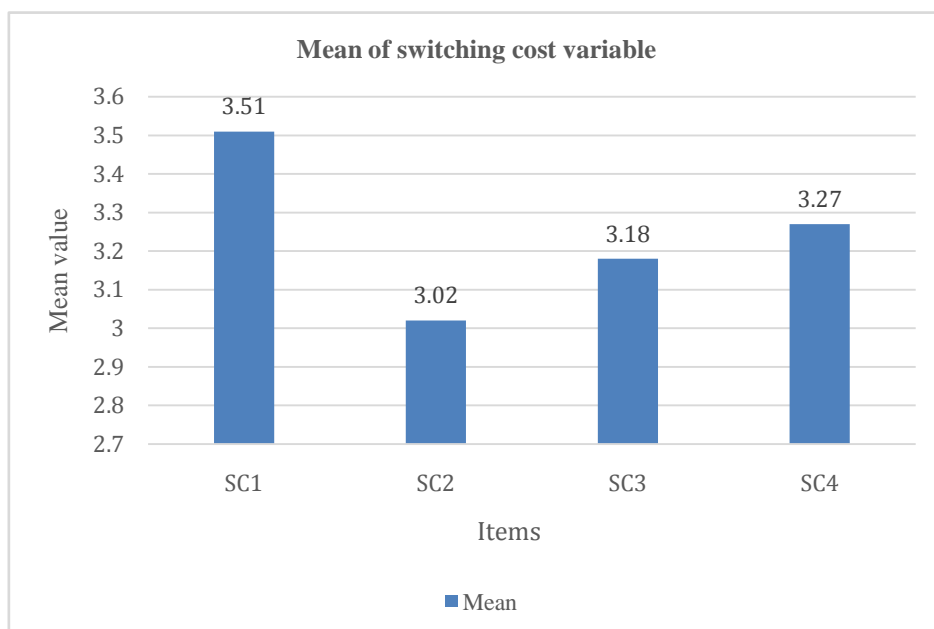

Fig. 3 Mean of switching cost variable.

In Fig.3, SC_1 indicator had highest mean of 3.51 that categorized in high level. Most respondents had agreed that switched from national TV station shows to subscription TV station services or cable TV. Meanwhile, lowest mean was observed on SC_2 indicator with mean of 3.02 which in quite high category. This result showed most respondents agreed if switched from national TV station shows to subscription TV station services or cable TV caused unexpected uninterested TV programs.
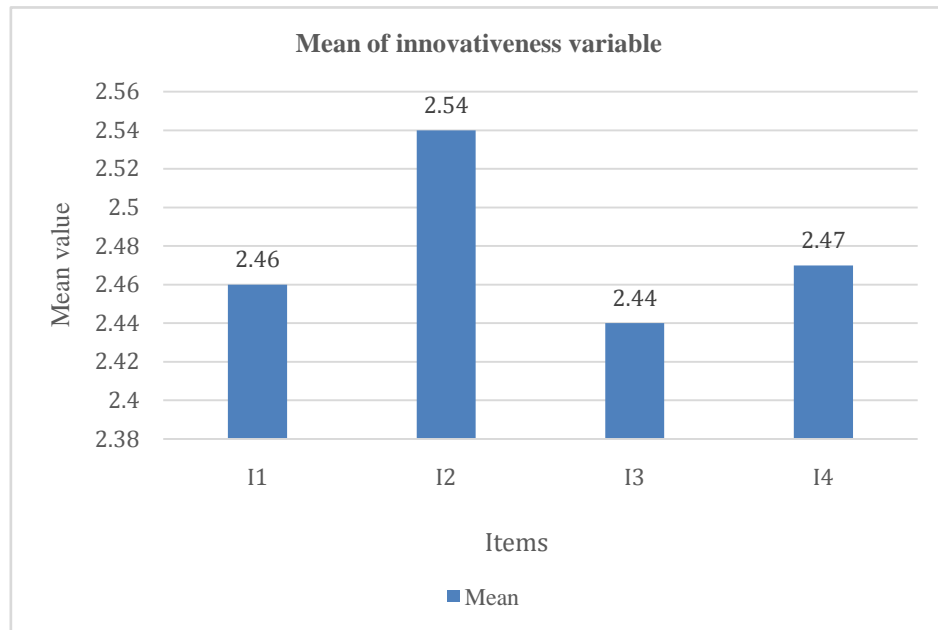
Fig. 4 Mean of innovativeness variable.

In Fig.3, I_2 indicator had highest mean of 2.54 which in low category. This result showed most respondents disagreed that national TV station services offered interactive shows that were not on aired in subscription TV or cable TV. Meanwhile, I_1 had lowest mean of 2.44 that categorized in low level. Most respondents were disagreed that national TV station offered interesting shows compared to subscription TV or cable TV.
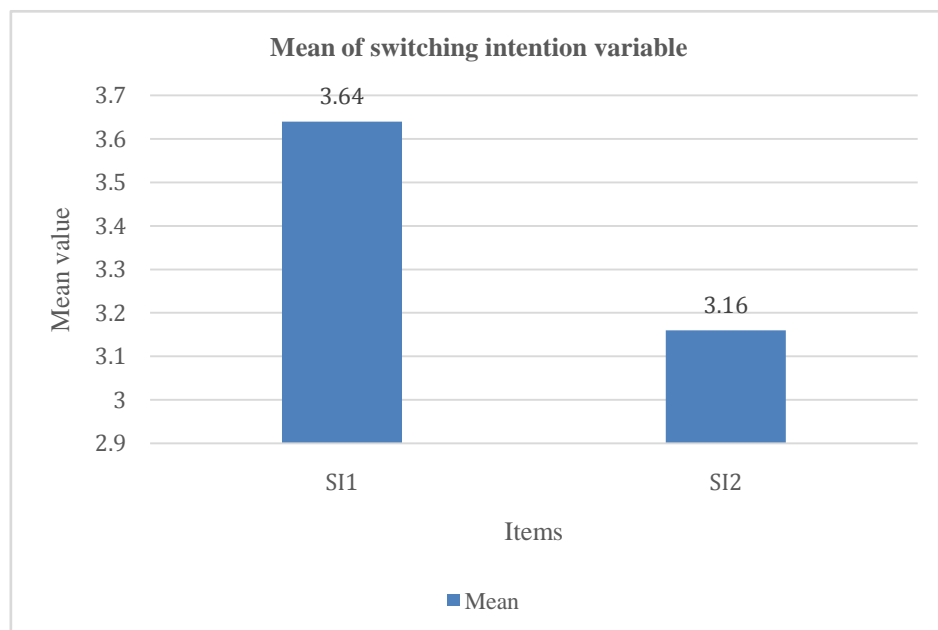

Fig. 5 Mean of switching intention variable.

Based on Fig.5, SI_1 indicator had highest mean value of 3.64 which categorized in high level. Most respondents agreed that intention to switch from national TV stations to subscription TV or cable TV. Besides, SI_2 indicator had mean of 3.16 that categorized in fairly high level. This result showed most respondents agreed that felt regret if did not switched from national TV shows to subscription TV or cable TV.

The determination coefficient was represented in Table 6

Table. 6 R square result

Variable	R-square	Explanation
Switching intention	0.167	Weak
Satisfaction	0.491	Moderate

Based on Table 1, switching intention had determination coefficient of 16.73%.

This result indicated that 16.73% of switching intention variation had been explained by switching behaviour variables while 83.27% was explained by other variables. Meanwhile, determination coefficient of satisfaction was 49.14% which explained by service quality and remaining of 50.86% were explained by other variable out of analysis model.

Table. 7 Parameter coefficient.

Hypothesis	Original sample	Explanation
Innovativeness → switching intention	-0.204	Negative
Satisfaction → switching intention	-0.223	Negative
Service quality → satisfaction	0.701	Positive
Switching cost → switching intention	-0.101	Negative

In Table 7, service quality had positive influence on satisfaction with parameter coefficient value of 0.70. This result showed better service quality had influenced satisfaction. Meanwhile, satisfaction had negative influence on switching intention with parameter coefficient of -2.22. This result indicated that high satisfaction lead decrement in switching intention.

Furthermore, switching cost had negative influenced on switching intention with parameter coefficient value of -0.10. This result showed increased in switching cost had impact on decreased on switching intention. The innovativeness had negative influence toward switching intention with parameter coefficient value of -0.20. The result showed better innovativeness had impact on decreased switching intention.

Discussion

The results showed that service quality had a mean value that was quite high level, indicated that most respondents had a fairly good assessment of all services provided by national television stations. The respondents had good impression regarded the service providers efficiency. Descriptive statistics also showed that satisfaction had a high mean value which meant that most respondents had a fairly good perception of services quality that matched their expectations. Respondents had a fairly positive assessment in their experience for national television stations services.

Good facilities and equipment in national TV station also helped in increased TV consumers pleasure included TV crews attractive appearance. The respondents claimed the TV shows availability and channel variety also increased their satisfaction for national TV stations. The signal stability, quality with image and sound are guaranteed also increased TV consumer satisfaction.

Besides, the result showed that service quality had positive influence toward satisfaction with parameter coefficient of 0.70. This indicator proved that better service quality helped in increased satisfaction among the consumers. Hossain (2012) found five service quality dimension included tangibles, responsiveness, assurance, reliability and empathy had significant influence toward tourist satisfaction in visiting Cox's Bazar in Bangladesh. Özer, et al. (2013) found positive relationship between mobile service quality and satisfaction among Turkish university students. Felix (2017) also found a significant and positive influence between service quality and customer satisfaction in selected banks in Rwanda.

Meanwhile, TV consumers satisfaction had negative influence toward TV switching intention. Although, most respondent were satisfied with national TV services but their satisfaction had significant influence on switching intention which moved from national TV stations to subscription TV or cable TV. High customer satisfaction with current TV services had reduced their tendency to move to new TV stations. Saleh et al., (2015) found negative correlation between mobile service customer satisfaction toward brand switching intention in Saudi Arabia.

Furthermore, the result also showed that switching cost had negative influence toward switching intention. The switching cost is considered as monetary expenses and non-monetary cost correlated with switching from one service provider to another (Walt, 2015). Khoiriyah et al., (2018) found switching cost had significant negative influence on switching intention among small medium enterprises (SMEs) in Indonesia. In additions, the switching cost also impact on customer loyalty. Higher contractual switching costs, stronger customer cognitive loyalty (Martin, et al., 2013). In this study, absence of switching cost on switching intention caused national TV station consumers felt less concerned with costs and effort that must be incurred if switched their service to subscription TV or cable TV.

Besides, innovativeness variable had negative influence toward switching intention among national TV station consumers. In this study, the consumers claimed that national TV shows were less attractive, interactive, innovative and contemporary. Thus, most consumers had switching from national TV station shows to subscription TV or cable TV. The innovativeness also had impact on consumer purchase intention in additional service purchasing and lead consumers decision in switching services.

IV. CONCLUSION

In conclusions, the service quality had significant influence toward satisfaction among national TV station consumers. Meanwhile, satisfaction, innovativeness and switching cost had negative significant influence toward switching intention among national TV station consumers in Surabaya. The study is recommended to cover all service quality dimensions in television services and investigate the switching intention on national TV station consumers to other entertainment platform such as NetFlix and youtube.

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