ABSTRACT

It is known that customer service switching is crucial for every business. The service firm should learn and realize that customer service switching effects the profitability of the firms. The purpose of this study is to understand more about the service switching of prepaid mobile phone users of AIS, DTAC and TA Orange in Bangkok. The researcher aims to study certain service switching factors and identify samples into groups. The service switching factors in this study consist of price, accessibility to location, level of core service, level of service encounter and competition.

The researcher collected 384 questionnaires from prepaid mobile phone users. The K-means cluster analysis is used to classify the samples, test the hypothesis and to pursue the research objectives.

The result of study shows samples profiles are 49% female and 50% male. The largest groups aged between 18-22, 23-28 years old. Most samples are students and business employees. The result of hypothesis testing found that mobile phone users do switch service provider. The group of factors that caused samples to switch service are five factors; namely price, accessibility to location, level of core service, level of service encounter and competition when compared service standards with other brands. Cluster analysis groups the homogeneity of samples into 3 groups. First group contains 165 samples, samples of this group may switch service provider due to level of core service, level of service encounter, competition and accessibility to location respectively. Second group contains 94 samples. Most of people switch service due to price at 14% followed by same percentage of accessibility to location and level of core service at 11%. The last group contains 125 samples. Accessibility

to location and price may cause service switching at 18% and 11%, respectively. Moreover in this group there are some samples who switch service because of level of core service and competition. This study not only can classify people who have the same characteristics into groups but also indicate what group of factors and how many percentage of samples shift between groups by using the clustering variable.

From the result, the researcher recommends some improvement for service providers. Firstly, to improve the core service as it is the heart of mobile phone service provider; also it can show the performance of service operators. Secondly, service operators should set the appropriate price for every level of customer.

In addition, further study should be made on other types of service firms such as internet service provider, courier service or car rental service to test whether the results can be generalized across firms within this type of industry.