

Abstract

The growth of the contact center market in Indonesia 2011-2012 by 20-30%, has created fierce competition in Indonesia contact center industry. Contact center service providers are required to maintain and increase market share, particularly through an increase in spending from existing customers. This study was conducted to explore the interests of existing customers to increase spending contact center outsourcing business processes using the Perceived Risk-Benefit Business Process Outsourcing Adoption Model. Purposive sampling questionnaire distributed to people involved in the buying center. Statistical testing using structural equation modeling (Structural Equation Modeling - SEM) type Partial Least Square (PLS). Hypothesis test results, there are seven (7) variables significantly influence the intention to increase the level of business process outsourcing contact center that is perceived risk (financial risk and strategic risk) and perceived benefits (focus on core competencies, access to specialized resources and quality improvement). The influence of perceived risk proved significant with a negative coefficient of -0.223 and perceived influence proved significant benefit with a positive coefficient of 0.602. The results showed that the model of this study are included in the category of moderate ($R^2 = 0.404$). The majority of respondents perceive agree to the intention to increase the level of business process outsourcing contact center, by a factor of perceived benefit more powerful effect to the intention to increase the level of business process outsourcing contact center than perceived risk factors.
