

TABLE OF CONTENT

| | |
|---|-----|
| DECLARATION | i |
| ACKNOWLEDGMENT | ii |
| ABSTRACT | iii |
| TABLE OF CONTENT | iv |
| LIST OF FIGURES | vi |
| LIST OF TABLES | vii |
| CHAPTER 1 | 1 |
| 1.1 Company Profile of PT. XL Axiata..... | 1 |
| 1.1.1 Vision and Mission | 1 |
| 1.1.2 PT. XL Axiata Logo | 2 |
| 1.1 Research Background..... | 2 |
| 1.2 Problem Statement | 11 |
| 1.3 Problem Formulation..... | 12 |
| 1.4 Research Purpose | 12 |
| 1.5 Significance of Research | 13 |
| 1.6 Systematics of Writing..... | 13 |
| CHAPTER II..... | 14 |
| 2.1 Literature Review..... | 14 |
| 2.1.1 Switching Barrier | 14 |
| 2.1.2 Loyalty | 17 |
| 2.1.3 The effect of Switching Barriers towards Loyalty..... | 18 |
| 2.2 Previous Study | 20 |
| 2.2.1 International Journal | 20 |
| 2.2.2 National Journal | 22 |
| 2.3 Theoretical Framework..... | 24 |
| 2.4 Research Hypotheses | 25 |
| CHAPTER III | 26 |
| 3.1 Research Characteristic..... | 26 |
| 3.2 Data Collection Tool..... | 27 |
| 3.3 Research Stage | 33 |
| 3.4 Population and Sampling | 33 |
| 3.4.1 Population | 33 |
| 3.4.2 Sample..... | 33 |

| | |
|--|----|
| 3.5 Data Collection and Data Source | 35 |
| 3.5.1 Data Collection Technique..... | 35 |
| 3.5.2 Data Type and Resource | 35 |
| 3.6 Data Validity and Reliability | 36 |
| 3.6.1 Validity Test..... | 36 |
| 3.6.2 Reliability Test..... | 38 |
| 3.7 Data Analysis Technique | 39 |
| 3.7.7 Descriptive Analysis | 39 |
| 3.7.2 Structural Equation Model with Partial Least Square..... | 40 |
| 3.8 Hypothesis Testing..... | 42 |
| CHAPTER IV | 44 |
| 4.1 Respondent Characteristics | 44 |
| 4.1.1 Respondent Characteristic by Age | 44 |
| 4.1.2 Respondent Characteristics by Gender | 44 |
| 4.1.3 Respondent Characteristics by Occupation..... | 45 |
| 4.1.4 Respondent Characteristics by Academic | 46 |
| 4.2 Research Result..... | 46 |
| 4.2.1 Descriptive analysis result | 46 |
| 4.2.2 Outer Model Testing..... | 51 |
| 4.2.3 Inner Model Testing..... | 56 |
| CHAPTER V | 60 |
| 5.1 Conclusion | 60 |
| 5.2 Suggestions..... | 60 |
| 5.2.1 Theoretical Aspect | 60 |
| 5.2.2 Practical Aspect..... | 61 |
| REFERENCES..... | 62 |