

## ABSTRACT

Mobile Service Provider (MSP) is a company that offers transmission services to users of wireless devices such as smartphones and tablet PCs through radio frequency signals, or RF, rather than end-to-end wired communication. In this 21<sup>st</sup> century that we live in currently, mobile devices, or mostly mobile phones and smartphones, are tools that have been a part of people's lives for a long time and provide many great uses, such as communicating with others, looking for information on the world wide web, and even doing mundane things such as making plans, reminders, managing documents, and etc. As Gen Z is the generation that grew up and spent their whole lives assisted by technology, it has become a huge part of their lives as users of mobile service providers.

The aim / objectives of this study are to examine the attitudes and beliefs of the gen Z towards mobile service providers as Generational theory presumes that generational cohorts develop similar attitudes and beliefs with regard to their market behaviours, and to analyse the factors which influences gen z consumer loyalty towards Mobile Service Provider.

The phenomena in this study were explored using quantitative methods. The questionnaire items used in this research are 39 items, with received response of 402. The variables used in this research are: Performance/Quality Value, Price/Value for Money, Emotional Value, Relational Value, and Customization Value, Customer Satisfaction, Switching Cost, and Alternative Attractiveness. This research uses the non-probability sampling method quota sampling.

The results of this study shows that perceived values do affect satisfaction positively, and also, from the research, it can be said that satisfaction and loyalty are mediated and moderated by and through both alternative attractiveness and switching cost.

The suggestions for future research are to develop the research results found in this study so further research can be carried out, and if possible, add more factors which impact satisfaction and loyalty aside from the variables used by the author in this research.

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**Keywords:** Customer satisfaction, Customer loyalty, Switching cost, Alternative attractiveness, Gen Z.