

The Influence of Customers' Satisfaction and Switching Barriers toward Switching Intention in Online Shop

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ABSTRACT

The internet users in Indonesia is tremendously growing. This growth is caused by the proliferation of smart phones connected to the Internet. It also led to the evolution of online shopping which contributes more than 45% of the retail sales. Online trade industry became increasingly prevalent and a source of interesting research, because the users are increasingly finding it easy to shop from one site to another that provided better service. The research problems are whether the customer satisfaction and switching barriers influenced switching intention, whether the service performance and service value affected customer satisfaction, and whether switching costs and contractual lock-in affected the switching barriers. A total of 200 student respondents of Duta Wacana Christian University participated in the survey and the data collected was analyzed using SPSS. From the results, it was inferred that all the hypothesis were accepted.

Keywords: Online shop, customer satisfaction, switching barriers, switching intention, service performance, service value, switching costs, contractual lock-in, switching barriers, SEM.

INTRODUCTION:

According to Statista reports, the number of internet users in Indonesia was 104.9 million and it is predicted to surpass 139 million users by the year 2022 (Statista, 2018). However, (Sarah, 2018) mentioned that Indonesia saw 143.26 million internet users in 2017. This is 7.9 per cent increase compared to 2016, according to Indonesian Internet Service Providers Association, or APJII. According to the report titled Digital In 2017 Growth Overview, (Simon, 2017) mentioned that Indonesia is at the top in terms of growing number of internet users, thanks to smartphone technology. The rate is three times higher compared to 2016. The rise is predominantly observed as a huge opportunity for traders to get customers online and on a sustainable mode. Due to the changes in business model and the way how business works, the product prices are getting cheaper. The article further mentioned that 55 percent of the country's population was connected to internet in 2017 while Java had the highest penetration rate with 58.08 percent — followed by Sumatra (19.09 percent), Kalimantan (7.97 percent), Sulawesi (6.73 percent), Bali-Nusa Tenggara (5.63 percent) and Maluku-Papua (2.49 percent).

Along with the increased internet users, there was also the change of the numbers among online shoppers in Indonesia. In a study conducted by (Tung-Lai, Yi-Hsuan, Kai-Yun, & Wen-Chueh, 2015) , it was mentioned that nowadays customer prefer to buy products via online, especially smartphone since it allows the customer to buy products anywhere, anytime. In 2013, one billion customers worldwide bought products through online worth \$1.2 billion whereas the business side or company end i.e., B2B spent more than \$12.4 billion to purchase goods and services through mobile tools (Laudon & Traver, 2014, p. 46). It was estimated that the growth of onlineshop consumers is at least 25% every year.

A study conducted by (Martins, Hor-Meyll, & Ferreira, 2013) mentioned that the cause of the consumers' movement (switching intention) to online site is customer satisfaction and the limit to switch (switching

barriers). The other factors that influenced consumers to switch online site were being the attractive alternative and simplified process with competitive costs (Zhang, Cheung, & Lee, 2012).

It is observed that the switching intention is predominantly influenced by customer satisfaction and switching barriers. Due to the best services offered by the providers, The satisfied consumers remain loyal to those providers and it is less possible for them to go for other providers, except if there is something interesting (Moon-Koo, Myeong-Cheol, & Dong-Heon, 2004). A consumer, when switch their providers also experience certain dilemma because there are barriers in switching which are called switching barriers and among others this is the effort made to get better providers and the risks faced by the new providers.

Service performance and service value are two variables that certainly can influence customers' satisfaction (Danish, Humayon, Javaid Iqbal, Raza, & Shahid, 2018). Service performance of a provider in serving consumers would make a significant impact that could satisfy the consumers. The providers would try upto a maximum level to give their best performance in order to make the customers satisfied and loyal. Service value related to prices becomes the burden of consumers. Consumers usually evaluate money and the services and if consumers felt that the expected value is higher from what expected they feel more satisfied (Haemoun, 1999).

Switching barriers might be influenced by switching cost and the contractual lock-in. There are three kinds of switching cost such as learning costs, transaction costs and dan contractual costs (Martins, Hor-Meyll, & Ferreira, 2013). These costs prevent consumers from early switching.

Fewer the price tags switching, more the consumers switch the providers. The contractual lock-in related with the costs expected by the customers in former transaction in which the expenses could not be retrieved again. Based on the discussion above, the research problem is formulated as whether the customer satisfaction and switching barriers influence switching intention, whether service performance and service value influence customers' satisfaction, and whether switching costs contractual lock-in influence switching barriers.

Theoretical framework and hypotheses development of switching intention:

(Bansal, Shirley, & St. James, 2005) explained switching intention as the possibility level or certainty that the customers would move from serve providers at that moment to new service providers. Many studies of customers' switching explained that the switching factors, such as quality, satisfaction, switching costs, and the interest toward alternatives, is fueled by switching intention. They further added that a number of factors influence customers' switching are segregated into three groups such as push effects, pull effects, and mooring effects.

The customers migrations are two such as internal migration and external migration (Nelloh & Liem, 2011). Internal migration is the occurrence of customers' migration within the same company scope. This kind of migration mostly still gives advantage to the company because it is still in the same company but different unit. However, external migration is the customers' migration to alternative service provider outside the company. (Haryanto & Chairy, 2007) mentioned that there are three kinds of intention such as (1) intention as hope, i.e., hopes inside someone's heart to do something, (2) intention as willingness, i.e., the willingness of someone to do something, and (3) intention as planning, i.e., the planning to do something.

Customers' satisfaction:

According to (Tjiptono, 2007, p. 349), customers' satisfaction is the emotional response toward experiences related with the purchase of products and services in case of retail or even the behavior patterns (such as shopping behavior and buyers' behavior) and market. Emotional responses are triggered by cognitive evaluation process that compares the perception or belief toward objects, acts, or certain conditions with individual values (needs or willingness).

Consumers' satisfaction is the most important part to make a business successful. Many companies stated that the main purpose of the company is to satisfy its consumers. There are many kinds of expressions, because satisfaction is something abstract which is difficult to measure. Every person has his/her own judgment towards the expected satisfaction and so the success of a company is very much determined by the consumers. For business, satisfaction is one of the dimensions of market performance. A consumers gets satisfied or may dissatisfied over the goods or services. The more someone satisfies, the less the possibility to move to other products or brands. The more dissatisfied the consumers, the higher his/her willingness to move to other products. Based on that, the improved hypothesis is as follows:

H1: Customers' satisfaction influences significantly toward switching intention.

Switching barriers:

Switching barriers can be defined as a condition in which a consumer is under dilemma because there are barriers to move ahead with another provider(Martins, Hor-Meyll, & Ferreira, 2013). The barriers faced by a consumer in terms of moving to another provider are the desire to get better provider and the possible risks from new

providers. Nowadays, a consumer can easily switch to other company or choose to use other products instead of the products preferred earlier. Various companies put effort in influencing consumers using their products through massive promotional ideas and programs. Consumers could get disadvantage or lack of the product if the product is already a used one.

Consumers put effort to gain insights about the product from mass media, electronic media, or ask directly with others who supply them with better information of pros and cons. If the information provided much benefits, the consumers would prefer those products easily to exchange the products before that had been used.

The company, on the other side, protects the consumers from moving to competitors' products. The effort put can be understood via their media promotions, sponsorship activities with positive impact to the society, or they can also reveal the products as the competitors. So, if a customer switch to other products too, the company income still be the same and even attractive for the new consumers who will use the products.

Company make efforts to give best services to the consumers so that the consumers remain loyal. Consumers face various easiness provided by the company in order to make them comfortable with their services. Higher the company's effort are, more protected the consumers will be. So the consumers' possibility to switch to the another company is less .

Hypothesis 2: switching barriers influence significantly toward switching intention.

Service Performance:

Service performance can be defined as quality function, value-added services, and customers' support (Kim, Park, & Jeong, 2004). The real impact of a company's service performance can be understood when the consumers are least interested to move to other company since once they are satisfied with the company performance, they are loyal to the company.

Consumers' satisfaction, because of the company's services, can impact the prices today, and the consumers feels that the thing is normal and fair because of the good service of the company (Martins, Hor-Meyll, & Ferreira, 2013). Instead of giving impact to prices, consumers also feel that the use of the company's products gives impact in individual advantage and website quality.

Consumers when buy a product, have hope on the product, and they would be ready to sacrifice some part of their belongings to get the product. The sacrifice, here, could be money, time, and effort. If consumers feel that their sacrifice is in balance with the product quality that was accepted, he/she will be satisfied. On the contrary, if the consumers feel dissatisfied, they reveal their dissatisfaction too.

Hypothesis 3: service performance influences significantly toward customers' satisfaction.

Service value:

Service value is related with consumers' sacrifice in the form of money to get products (Martins, Hor-Meyll, & Ferreira, 2013). Further, it is also understood that the sacrifice in the form of money gives indirect impact toward the consumers' satisfaction, but according to the consumers' perception, higher the price of a product, higher the impact of the product performance.

In terms of buying a product, a consumer mostly buys a product sacrifice in the form of money. They tend to compare with other products in the stated price and try to get an answer for the question, what is the advantage that they get if the chosen product is bought? Consumers do not feel dissatisfied if the sacrifice is in the form of huge money if the purchased product quality is higher if compared with the competitors. There is hope that the consumers prefer to buy a product if the product is in accordance with the consumers' hope even at above expectations. So the consumers' satisfaction will be higher whereas the sacrifice in the form of money will be lesser.

Hypothesis 4: service value influences significantly toward customers' satisfaction.

Switching Costs:

According to Martins, Hor-Meyll, & Ferreira (2013), switching cost is an effort to switch from one provider to another, in which money and psychology are involved which consumers get impacted for choosing the new providers in addition to effort and time to adapt the new company.

Martins, Hor-Meyll, & Ferreira (2013) showed other dimensions of switching costs such as continuity costs (inside was contractual lock-in costs that could hold the consumers from keep using the company's services), learning costs, and sunk costs. Switching costs occurred are used by the company to end the consumers' effort towards moving to another company because the occurring impact is really annoying. Higher the effort of the company in revealing the switching costs to the consumers, more difficult the consumers switch to the other company while buying products. Based on that condition, so this research hypothesis is revealed as follows:

Hypothesis 5: switching costs influences significantly toward switching barriers.

Contractual Lock-In:

Contractual lock-in is related with the revealed costs by customers in doing the first transaction in which the spent money cannot be retrieved back (Buschken, 2004). Contractual costs are spent for long term consumers, created by company in the competitive market recently with the purpose to give penalty directly or indirectly to the consumers who used the company’s products and in case of the consumer is no longer using the company’s product, then this penalty is applied on the consumers.

The research conducted by (Caruana, 2004) showed that higher the contractual switching costs, higher their impact toward the consumers’ loyalty for the company’s products. Another study conducted by Martins, Hor-Meyll, & Ferreira (2013) stated that there is an significant influence between contractual lock-in and switching barriers.

Hypothesis 6 : contractual lock-in influences significantly the switching barriers.

RESEARCH MODEL:

Based on theoretical formulation and preliminary research, the research model is illustrated in the figure 1.

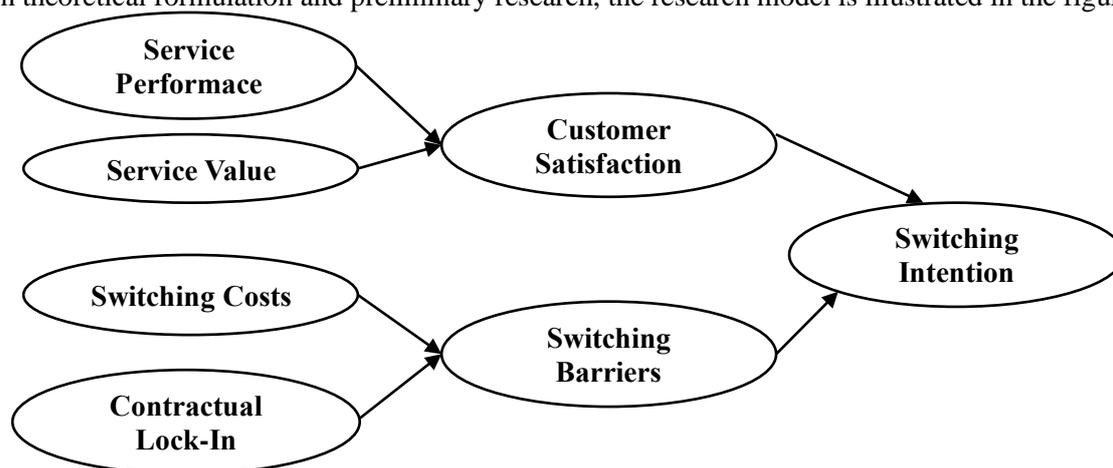


Figure 1: Research model

Source: Martins, Hor-Meyll, & Ferreira (2013)

RESEARCH METHODOLOGY:

Population and Sample Determination:

The research object used for this research is online shop company. This object was chosen because the online business got faster development and consumers in Indonesia have also experienced significant improvement in this area.

Population is the collection of total elements that are expected to be used for various needs (Cooper & Schindler, 2013). The population for this research would be all S1 university students in Duta Wacana Christian University (Universitas Kristen Duta Wacana). The researcher would no longer use the term population since the numbers are many. Due to this limitation, sampling strategy was used. Sample can be defined as the selection of several elements in population. It can be used to make a conclusion, related with the population (Cooper & Schindler, 2013).

The principle of sampling must fulfill the requirements (1) accuracy or not bias from the expected population, (2) precision denotes the data taken that can represent the populasi. (Cooper & Schindler, 2013). Meanwhile the sampling technique used for this research is purposive sampling. The additional criteria that has been set for this research is that the respondents must have bought products through online atleast twice in a year.

The number of sample used in this research would be 200 respondents. The questionnaires were distributed to all the chosen samples. According to the returned and usable questionnaire the data analysis was performed.

Data Collection:

This research uses two kinds of data such as (1) primary data in which the data is collected directly from respondents in the form of questionnaire filling, and (2) secondary data in which the data is collected from published and unpublished resources such as journal articles, theoretical frameworks, books, refereed research publications, newspaper articles, websites etc., related with research’s topic.

Questionnaire consisted of two big groups such as (1) general questions, including gender, age, study program,

and outcome per month, and (2) specific questions, consisted of the drawn variables in this research model. 1-5 Likert scale was used (very disagree until very agree). The questionnaire was distributed to the target audience and most of the questionnaire were received back with responses. The response rate was maintained through spreading the questionnaire to the most possible extent where target audience can participate in the survey.

Validity and Reliability Testing:

The validity of a tool shows how far the measurement tool can measure what must be measured (Cooper & Emory, 2013). To test the construct validity, this research uses CFA (Confirmatory Factor Analysis) because the used questionnaire in this research has been used earlier as well. So the validity has to be tested again. Based on the Conformatory Factor Analysis, the indicators of each construct must have significant loading factor toward the construct. According to (Hair, Anderson, Tatham, & Black, 2009), factor loading 0.30 is regarded as fulfillment of the minimal level, factor loading 0.40 is regarded as better and in accordance with the rule of thumb used by the researchers, and factor loading 0.50 is regarded significant. To perform validity testing, the analysis tool of Structural Equation Model (SEM) with AMOS program was used.

Instead of testing the validity, this research tested the reliability. This testing is performed with a purpose to test the indicators’ consistency used in this research. The indicators are reliable if the measurement tool shows consistent results i.e., if coefficient of Cronbach’s alpha shows bigger results or the same with 0.70 (Sekaran, 2002), Hair et al., 2009). The person who tested reliability used used SPSS program.

HYPOTHESIS TESTING TECHNIQUE:

This research used Structural Equation Model (SEM) with AMOS program. There are three reasons behind this research using SEM. Firstly, SEM can test more than one dependent variable related to each other to know the interrelation degree, in which the other analysis tools such as exploratory factor analysis, double regression analysis, and discriminant analysis cannot count the dependent variable simultaneously. SEM is the collection of statistical techniques that makes the testing of complicated relationship possible in a simultaneous time (Ferdinand, 2002). So, SEM is more advantageous compared with other analysis tools. SEM can count together the research that uses multidimensional variables as in the research models used earlier. SEM testing has measurement limitation of fit toward the model that has been tested. Meanwhile, model fit measurement has some requirements by SEM which has been tabulated in Table 1.

Table 1: Fit measurement of a model based on SEM

No	Criteria	Recommended Values
1	Chi-square (χ^2)	Expected small
2	χ^2 - significance probability	≥ 0.05
3	Relative χ^2 (CMIN/DF)	≤ 2.00
4	Goodness-of-fit index (GFI)	≥ 0.90
5	Adjusted goodness-of-fit index (AGFI)	≥ 0.80
6	Tucker-Lewis index (TLI)	≥ 0.90
6	Normed fit index (NFI)	≥ 0.90
7	Comparative fit index (CFI)	≥ 0.90
8	Root mean square error of approximation (RMSEA)	≤ 0.08

Source: Hair et al., 2009

RESULT AND DATA ANALYSIS:

Validity testing result:

Validity testing was performed using Confirmatory Factor Analysis method because the used questionnaire in this research had been used in earlier studies as well. So, in order to test the validity, it was performed again. An indicator is valid if having value or loading factor at least 0.5 (Sekaran, 2002; Hair, et al., 2009). The validity testing was performed using AMOS program.

An indicator is valid if it has a value at least 0.5, if less than that, then the score is invalid and it cannot be used in the next testing. Next, the validity testing result are tabulated in Table 2.

Table 2: Validity Testing Result

			Estimate				Estimate
SP1	<---	SP	,731	CL1	<---	CL	,779
SP2	<---	SP	,763	CL2	<---	CL	,837
SP3	<---	SP	,764	CL3	<---	CL	,798
SP4	<---	SP	,719	CS1	<---	CS	,799
SV1	<---	SV	,788	CS2	<---	CS	,739
SV2	<---	SV	,665	CS3	<---	CS	,658
SV3	<---	SV	,653	CS4	<---	CS	,746
SV4	<---	SV	,769	SB1	<---	SB	,789
SC1	<---	SC	,778	SB2	<---	SB	,883
SC2	<---	SC	,888	SB3	<---	SB	,861
SC3	<---	SC	,659	SI1	<---	SI	,806
SC4	<---	SC	,786	SI2	<---	SI	,859
				SI3	<---	SI	,715

Based on Table 2, it seems that all the research indicators have values above 0.5. Based on the result, all the indicators used in this research can be used to do the next process i.e., reliability testing and hypothesis testing

Reliability testing result:

After validity testing, reliability testing was performed. This research used reliability testing with coefficient cronbach’s alpha. The instrument is reliable if the measurement tool shows consistent result i.e., if the coefficient of cronbach’s alpha shows result higher than or the same with 0,60 (Sekaran, 2002; Hair et al., 2009). The reliability testing result is tabulated in table 3.

Table 3: Reliability testing result

Variables	Alpha values
Service performance	0.831
Service value	0.806
Customer satisfaction	0.829
switching costs	0.860
Contractual Log-in	0.845
Switching barriers	0.878
Switching intention	0.827

Table 3 shows that all the alpha values are higher than 0.6 and so it can be said that all the variables are examined in this research and has fulfilled reliability testing standard. The next step is, from all indicators that are valid and reliable, there will be respondents’ characteristics and finally the hypothesis testing.

Normalitas Assumption Evaluation:

SEM testing is very sensitive in the distributed data abnormally because it increases chi-square and encourage the bias result (Ferdinand, 2002; Hair et al., 2009). Rules of thumb is used to check if the critical value is as much as ± 2.58, it means the normal assumption can be rejected in the probability level 0.01 (Hair et al., 2009). By using AMOS program, the result of data normal testing is tabulated under Table 4.

Tabel 4: Assesment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
SI3	1,000	5,000	,051	,292	-,572	-1,650
SI2	1,000	5,000	-,160	-,924	-,189	-,547
SI1	1,000	5,000	,032	,188	,161	,466
SB3	1,000	5,000	,135	,782	-,824	-2,380
SB2	1,000	5,000	-,026	-,147	-,850	-2,454
SB1	1,000	5,000	-,095	-,548	-,888	-2,562
CS4	1,000	5,000	-,878	-1,070	1,430	2,127
CS3	2,000	5,000	-,303	-1,749	,073	,212
CS2	2,000	5,000	-,692	-3,998	,366	1,056
CS1	1,000	5,000	-,916	-1,286	1,700	1,907
CL3	1,000	5,000	-,004	-,021	-,496	-1,433
CL2	1,000	5,000	,089	,515	-,337	-,974
CL1	1,000	5,000	-,501	-2,895	-,560	-1,618
SC4	1,000	5,000	-,258	-1,490	-,326	-,941
SC3	1,000	5,000	,066	,382	-,085	-,245
SC2	1,000	5,000	-,182	-1,052	-,733	-2,115
SC1	1,000	5,000	-,159	-,918	-,716	-2,068
SV4	1,000	5,000	-,393	-2,268	-,127	-,366
SV3	1,000	5,000	-,104	-,602	-,076	-,218
SV2	1,000	5,000	-,265	-1,527	,076	,220
SV1	1,000	5,000	-,716	-1,133	1,174	1,389
SP4	1,000	5,000	-,464	-2,680	,627	1,810
SP3	2,000	5,000	-,514	-2,966	,193	,557
SP2	1,000	5,000	-,735	-1,242	1,176	1,395
SP1	1,000	5,000	-1,020	-1,892	1,674	1,834
Multivariate					169,012	22,526

Based on table 4, it was understood that all the variables used in the research has CR value under ± 2.58 . From the results, it can be concluded that all the variables used in this research fulfill normal criteria or in other words, the data used is normal.

Goodness of Fit criteria evaluation:

SEM analysis cannot be the single statistical testing tool to test the model appropriateness level. Therefore several indexes are used as the appropriateness indicators together such as χ^2 – Chi-Square, RMSEA, GFI, AGFI, TLI, CFI, dan NFI. The result of criteria counting of goodness of fit from the estimated model is presented in Table 5.

Tabel 5: Goodness of Fit Model

Goodness of fit index	Critical Value	Indexes	Notes
χ^2 -Chi-Square	Small is expected	549.478	
χ^2 -Significance probability	≥ 0.05	0.05	Good
Relative χ^2 (CMIN/DF)	≤ 2.00	2.089	Moderat
GFI	≥ 0.90	0.922	Good
AGFI	≥ 0.80	0.881	Good
TLI	≥ 0.90	0.984	Good
CFI	≥ 0.90	0.998	Good
NFI	≥ 0.90	0.924	Good
RMSEA	≤ 0.08	0.074	Good

The value as much as $\chi^2=549.478$, with significance level 0.05 in the model can be accepted statistically because it results in goodness of fit in every criterion as required. Meanwhile for the other indexes of goodness of fit, they show that the measurement model shows good appropriateness value to measure the influence between variables used in this research.

Causal relationship evaluation:

As mentioned before, this research uses SEM analysis tool (structural equation model) because the research model is on stages and so the usual regression cannot be used. Hypothesis testing was performed using AMOS program with the model testing seen in the figure 2.

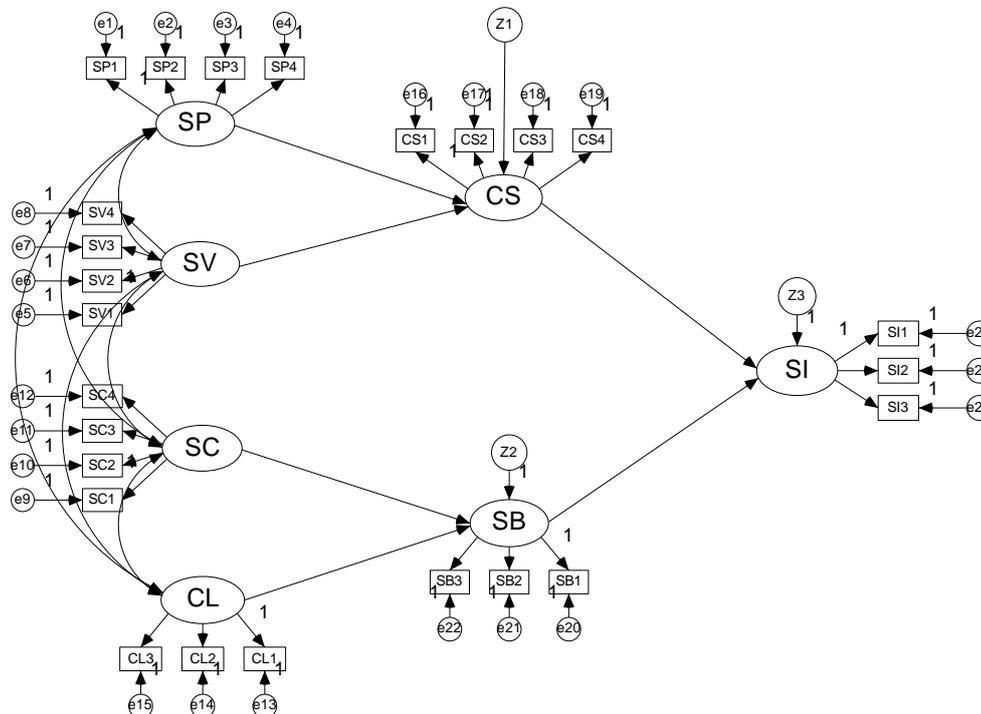


Figure 2: Hypotheses Testing

After goodness of fit criterion was fulfilled in the estimated structural model, the causal relationship can be analyzed in the model. The causal relationship is significant if the estimation parameter value of both the constructs have C.R. value higher or the same with ± 1.96 with significance level 0.05 (5%) or C.R. value higher or the same with ± 2.56 for significance level as much as 0.01 (1%); meanwhile if the C.R. value is fewer than 1.96, the causal relationship is weak (Suryanto, Sugiyanto, & Sugiarti, 2002). Based on the criterion in the next discussion, related causal relationship was analyzed in accordance with the research hypotheses as formulated in the former chapter. The counting result of regression weight in the model is presented in Table 6.

Table 6: Structural Equation Model – Regression Weights

Notes	CR
Service Performance (SP) → Customer Satisfaction (CS)	5.946 *
Service Value (SV) → Customer Satisfaction (CS)	3.204 *
Switching Costs (SC) → Switching Barriers (SB)	4.464 *
Contractual Log-in (CL) → Switching Barriers (SB)	7.032 *
Customer Satisfaction (CS) → Switching Intention (SI)	-3.394 *
Switching Barriers (SB) → Switching Intention (SI)	-2.000 **

Note: * significancy in 0.01
 ** significancy in level 0.05

DISCUSSION:

A discussion regarding the analyses and the research question is presented herewith from each influence between variables tested in this research.

I Influence of customer satisfaction toward switching intention:

Table 6. shows that the CR value of influence of customer satisfaction toward switching intention shows as much as -3.394. CR value above 1.96 shows strong influence and so it can be said that customer satisfaction has the significant influence toward switching intention. Hypothesis 1 states that customer satisfaction influences significantly towards switching intention and this hypothesis can be supported.

A user feels that the services of online shopping provider will be more satisfying, so the possibility of the users to switch to the other providers will be lesser, although there is no guarantee that more satisfied is someone toward the service, the more loyal he/she toward the providers; it can also happen that the users may move to other providers to look for other alternatives or there is another attractive product.

In this research, the fact is, the more satisfied the users toward the online sale providers are, the lesser will be the willingness of the users to move to the other provider.

Influence of switching barriers toward switching intention:

Table 6 shows CR value as much as -2.000 which influence switching barriers and switching intention. The number as much as -2.000 shows the significance influence although in the belief level is 5%. From that condition the second hypothesis i.e., switching barriers, influencing significantly toward switching intention can be supported.

A user when doing the purchase via online will face the activities related with the rules in a web. These rules make the users feel certain bond with the web and if not doing transaction, this becomes the barrier for the users. The higher the barrier for the users are, the lesser the users' willingness to move to other providers will be, to do online transaction.

Influence of service performance toward customer satisfaction:

The result of data processing shows that the CR value influences service performance toward customer satisfaction as much as 5.946; it shows that there is a strong influence. From the results, the third hypotheses states that the service performance influences significantly toward customer satisfaction can be supported.

The providers' performance in online shopping tries to achieve the higher standard; it is the first valuable modal so the users feel that the accessed site has given information and easy to get the necessary information. The provider's service performance is very supportive to raise the users' satisfaction who have access to service providers. The result of this research shows that higher the service performance of online sale site, more it will have impact in consumers' satisfaction. On the other hand, if the service performance is lesser, the consumers satisfaction will be lesser too.

Influence of service value toward customers' satisfaction:

In table 6, it was mentioned that the influence of service value toward customer satisfaction is as much as 3.204; it means that there is a strong relationship. This result supports hypotheses 4 i.e., service value influences significantly toward customers' satisfaction.

Service values related to this research are prices and costs that must be given by users to perform transaction in an online shopping site. Users in transaction must pay attention to the prices of the purchase products. Whether this site offers cheaper or more competitive prices when compared to other site which denotes that more satisfied the users with the services given by the site are, lesser the switching intention will be. The effort done by the providers of online sale site is to give the best service for the users; one of them is offering the cheapest one so the users will be more satisfied.

Influence of switching cost toward switching barriers:

The result of statistical data processing shows that CR value influences switching cost and switching barriers as much as 4.464 i.e., there is very strong influence between switching cost toward switching barriers. From the result, hypothesis 5 stating switching costs influence significantly toward switching barriers can be supported.

The users who search online site are believed to have spent time to search necessary products, compared one product to the others with the same types, whether in the same area or different area. Once the users know how to search the products that are satisfying, his/her willingness to search in another site becomes lesser or else

he/she has to learn again how the new site works. The higher the time that is spent by the users to find the good quality products in a site, the more the users will be restricted in moving to the other online sale site because the time needed for the other site will be higher.

Influence of contractual log-in toward switching barriers:

Table 6 shows the strong influence between contractual log-in and switching barriers due to the CR value as much as 7.032. From that result, hypotheses 6 which states that contractual lock-in has the significant value toward switching barriers can be supported.

Every time the users do online purchase transaction, he/she has to fill a number of forms with whether personal or general data. The more the forms that have to be fulfilled for the transaction safety, higher the users' willingness to move to the other site, because they would have to experience the same thing. So it is better for them if still using the sale site previous used, due to the laziness to fill the forms prepared by the site.

CONCLUSION AND SUGGESTION:

Based on data analysis findings, so it can be concluded:

1. All the hypotheses are supported
2. The presented hypotheses are
 - a. Customer satisfaction and switching barriers influence significantly toward switching intention.
 - b. Service performance and service value influence significantly toward customer satisfaction.
 - c. Switching costs and contractual lock-in influence significantly toward switching barriers.

LIMITATIONS AND RECOMMENDATIONS:

Regarding the limitations of the study, the study was conducted with a very limited number of samples confined to a specific organizational setting. Further, the results cannot be generalized for entire Indonesia since the sample size is lesser. With the exclusion criteria being very broad, the future studies must focus on narrowing down the exclusion criteria. Related with this research development, the complete variables have been researched, so there are a number of the appropriate variables to put into the continuation research if using the research model above. Meanwhile, the variables are (1) trust, (2) perceived usefulness, dan (3) perceived ease of use.

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