

“Price Competitiveness, Product Quality, Service Quality and Product Availability as a determinant factors on Customer Switching Behavior of used motorcycle dealership”

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



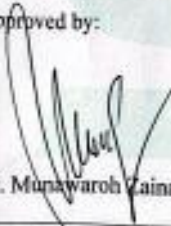
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ABSTRACT

Price Competitiveness, Product Quality, Service Quality and Product Availability as a determinant factors on Customer Switching Behavior of used motorcycle dealership

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This study examines how price competitiveness, product quality, service quality, and product availability influence customer switching behavior in the used motorcycle industry. The study focuses specifically on Cahaya Successindo Motor, a West Jakarta dealership. Increasing competition in this sector, driven by digital platforms, pricing transparency, and shifting customer expectations, poses a significant challenge to customer retention. This research aims to identify the factors that significantly influence a customer's decision to switch dealerships. This study employs a quantitative research methodology and distributed structured questionnaires to 225 customers who purchased from Cahaya Successindo Motor within the past six months. Multiple linear regression was used to analyze the data and evaluate the relationship between the independent variables and customer switching behavior. The results show that price competitiveness, service quality, and product availability positively and significantly affect customer switching behavior. However, product quality was found to have a negative but statistically insignificant effect. These results suggest that dealerships must focus on competitive pricing, responsive service, and well-managed inventory to retain customers.

Keywords: Price Competitiveness, Product Quality, Service Quality, Product Availability, Customer Switching Behavior

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DEDICATION

I dedicate this thesis to my beloved parents, my greatest strengths and sources of inspiration. Their support, patience, and belief in my dreams made this journey possible.

This work is also dedicated to every future entrepreneur and student aspiring to create value for others.



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