ABSTRACT

In a rapid development of banking industry and high competition, a bank should know the way to maintain the loyalty of the customers. In Indonesia, there are many banks grow up and many chance for customer to switch easily. Nowadays many bank offer a lot of attractive variation which are interesting for the customers.

For this reason, to anticipate this phenomena, based on the research there are two factor (push and mooring) which influence the switching intention. Push factor consist of satisfaction and mooring factor consist of variety seeking, infrequent switching behavior, and subjective norm. As banks do before to give their customer such a satisfaction, there are other important things which known as mooring factor. This factor has a strong influence in switching intention of customers’ bank.

This research discuss the role of Push-Pull-Mooring (PPM) variable to the switching intention in customers’ bank

To determine the direct relationship between PPM variable and switching intention, multiple regression and correlation is used. Whereas to determine the significance of the relationship Pearson Rank Correlation Coefficient method is used.

Keyword: Push-Pull-Mooring (PPM), switching intention