IMPLEMENTATION OF KLAUS'S CUSTOMER EXPERIENCE QUALITY CONCEPT ON INTENTION TO SWITCH NEXA INTERNET CUSTOMERS TO OTHER INTERNET PROVIDER

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ARTICLEINFO	ABSTRACT
Keywords: Customer Experience Quality, Product Experience, Outcome Focus, Peace Of Mind Switching Interntion	The development of information and communication technology business is increasing. Currently, human life is starting to shift to a life of pervasive computing, a life that places information technology as part of human life anytime and anywhere. This can be seen from the behavior of humans who are getting used to computers, the internet, and information technology. This research wants to see Switching Intention in terms of service quality and customer satisfaction. This research uses SmartPLS (Partial Least Square) to test the research hypothesis. The results of this study indicate that Peace Of Mind and Outcome Focus have a significant and positive effect on Switching Interntion. However, Customer Experience Quality, Product Experience, and Moment Of Truth are not able to have a significant effect on Switching Intention. Managerial implications in this study should improve service quality at low prices to increase customer loyalty and reduce switching intention of service users.
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1.   INTRODUCTION

The development of information and communication technology business is increasing. According to a source from the Indonesian Central Statistics Agency (BPS) for 2021, Indonesia's Information and Communication Technology Development Index (IP-TIK) recorded an increase again in 2020. The value was 5.59, an increase of around 5% from the previous year which was 5.32.

One of the information and communication technology companies is the Internet Service Provider PT Internet Mulia Untuk Negeri (NEXA). This company providing internet service facilities and digital solutions has a fairly broad customer network coverage. However, facing competition with internet service providers and other digital solutions is a challenge for PT Internet Mulia Untuk Negeri (NEXA).

Based on initial observations with Marketing of PT Internet Mulia for the Country (NEXA) in the City of Semarang, it was explained that the decrease in the number of subscribers occurred due to the impact of the Covid-19 Pandemic. This is shown by the rise of companies that have closed due to bankruptcy as a result of the Covid-19 pandemic. In addition, there are also many hotel customers who ask for fee reductions to temporarily stop subscribing because hotel occupancy has decreased significantly due to PPKM, and there are even several hotels that have closed their operational activities. With the Covid-19 Pandemic, NEXA internet subscribers have experienced a drastic decline from 2020 to 2021.

Apart from the impact of the Covid-19 Pandemic, the decline in NEXA internet subscribers was also due to switching to internet subscriptions to other providers. The reasons for customers to switch to internet subscriptions to other providers vary, ranging from choosing a cheaper provider, NEXA's fiber optic internet network which is not yet covered, to NEXA services which customers feel are not optimal.

The above phenomenon is in line with the theory of Kotler and Keller (2009: 144) which states that product and service quality, customer satisfaction, and company profitability are three things that are closely related. The higher the level of quality, the higher the level of customer satisfaction generated. The internet seems to have become a primary need for digital society. Seeing this situation, the authors are interested in conducting research on consumer behavior which is one of the basics in implementing marketing strategies to achieve goals, namely providing satisfaction to consumers, so that it is expected to lead to increased sales which result directly in increasing the market. Based on the research gap and the gap phenomenon, the researcher is interested in conducting research with the title "Implementation of the Concept of Klaus's Customer Experience Quality on Intentions to Switch Nexa Internet Customers to Other Internet Providers (Studies at PT Internet Mulia Untuk Negeri/ NEXA)".

2.   LITERATURE REVIEW

Customer Experience Quality

Customer experience is a subjective response from direct or indirect meetings between consumers and a business company which will later determine consumer loyalty to a business that has been consumed before (Choi, 2016). Meanwhile (Deshwal, 2016) states that customer experience does not only involve the experience when the consumer receives a product or service, but also plays with the mind, heart, five senses while and after consuming a product or service from a business company. Thus, a business company must provide a dramatic experience to consumers such as a theatrical performance, because experience involves emotions and feelings, therefore companies must create new innovations that can enhance consumers' emotions and feelings about a business company (Güzel, 2017).

Product Experience

(Deshwal, 2016) said Product Experience emphasizes the need for consumers to feel that they can choose and compare from a variety of different product offerings in the form of services or goods. Product experience is a source for consumers to form trust in a product or service that helps in the process of selecting consumer purchasing decisions (Saputra, 2016). With a good product experience when consumers are faced with several different product choices, consumers will form trust to decide to make purchases of the products we offer (Susanti & Hadi, 2013).

Outcome Focus

Outcome Focus is related to customer experience which is oriented towards consumer behavior goals. Moreover, Outcome Focus is associated with decreasing consumer transaction costs by finding better and cheaper suppliers (Deshwal, 2016). Consumer behavior is generally looking for the best product choices in terms of price and looking for price reductions for each product (Aprilianto, 2016). The availability of a quality product or service at a low price will affect the consumer's experience of a service or product provider company. In making a purchasing decision for a service or product Outcome Focus can change consumer behavior in establishing trust in a service or product provider company to make a purchase (Chakhovich, 2010).

Moments Of Truth

Moment Of Truth relates to service and service selection and involves the flexibility of service providers that may or may not arise due to flexibility in dealing with customers for complex matters (Deshwal, 2016). Therefore the skills of a service provider when dealing with consumers greatly shape the consumer's experience of a service or product provider company. A service provider who can handle customer problems well will create feelings of pleasure in the minds of consumers and will lead to customer trust and customer satisfaction.

(A'ang Zusaifi, 2013) Moments of Truth can shape customer perceptions of the company because the company needs to manage it well. The Moment Of Truth sequence forms a service cycle that describes the events that a customer goes through when buying and enjoying a product or service provided by the company. The existence of this service cycle causes the company to provide the right service the first time the customer buys the product or service. This is because these events can determine the image of a company and customer perceptions have begun to form.

Peace Of Mind

Peace Of Mind is influenced by the consumer's assessment or the consumer's interaction with the service provider not only before the start of the service but also after the service is completed (Deshwal, 2016). Companies that provide services or products in providing services must be able to play on the emotions of consumers so that they have a good assessment of all the facilities or services that we provide. At the time before the service is provided, the company must be able to provide comfort in terms of information, facilities, atmosphere, atmosphere and so on. When the service is in progress, consumers are sure to enjoy the service with satisfaction without the slightest disappointment and after the service is provided, the company must provide the service as an evaluation of the service that has been received by consumers.

Switching Intentions

Switching Intention is an individual's desire or intention to switch services and is described as a signal and a customer opportunity to switch to a new service. Switching intention is the level of probability

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or certainty that the customer will switch from the current service or product provider to a new service or product provider. According to Haryanto in Wulandari (2016: 160) there are three types of intentions, namely intentions as hopes, intentions as desires, namely the desire within a person to do something and intentions as plans.

3.   METHOD

In this study, the authors used a confirmatory factor analysis (CFA) research design. Confirmatory factor analysis is a technique in which a priori, theory, and concepts are known or determined in advance which indicators are used and which variables are included in these indicators.

With CFA, it can be tested (confirmed) to what extent all items of the test actually measure/provide information about only one thing, namely what is to be measured. As an illustration, suppose there is a "verbal ability" test which consists of 20 items (items), which means "it is theorized that the 20 items all measure only one thing (factor)" namely "verbal ability". That is, if this theory is true then the "one-factor model" should "fit" the data. The one-factor model is also called a "unidimensional model", and every measuring instrument must comply with this principle. In a psychological measurement tool, all items must measure only one thing, namely the construct to be measured. If one or some of the items measure something else, it means that the item is invalid.

In this study using a path analysis model (path analysis) because between the independent variable and the dependent variable there is a mediating influence. In this study consists of five variables. Namely Customer Experience Quality, Product Experience, Outcome Focus, Moment Of Truth, Peace Of Mind and Switching Interntion.

4.   RESULT AND DISCUSSION

Respondent Profile

Analysis deckriptif provide information about the profile of respondents in the study. The purpose of collecting data from the respondent's profile is to find out the demographics of people who have experience or have subscribed to NEXA internet in the city of Semarang. In identifying respondent profiles, there are several criteria including gender and length of NEXA internet subscription. The following is a description of the results from the respondent's profile:

Gender of Respondents

The following are the results of an analysis of the demographic characteristics of the gender of the respondents described in Figure 1:
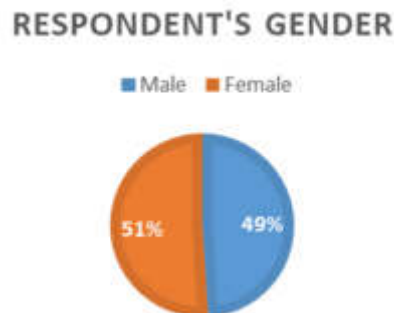

Figure 1 Gender of Respondents

From the data obtained based on the picture above, there is a difference in the number of respondents between men and women. Of the 100 total respondents, the number of respondents with female gender predominated with a total percentage of 51% or as many as 51 respondents. While male respondents have a total percentage of 49% or as many as 49 respondents

a.   NEXA internet subscription length

Below are the results of the demographic statistical analysis of the respondent's length of NEXA internet subscription which will be explained in Figure 4.2:
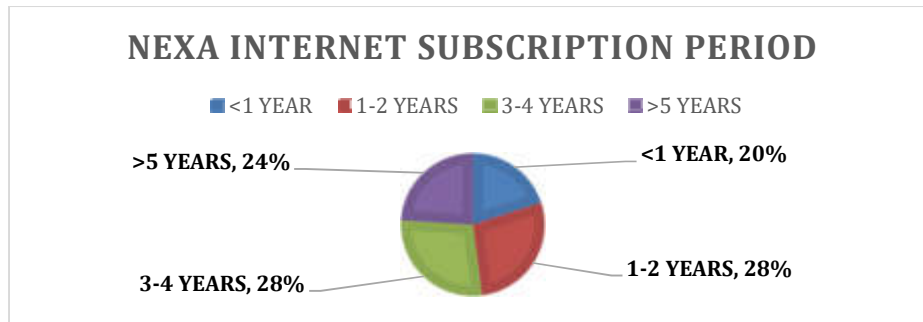
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Figure 2 Respondents' length of Internet subscription to NEXA

The data above shows that of the 100 total respondents, the group of respondents who subscribed to NEXA internet for 1-2 years and 3-4 years had the same largest number with a percentage of 28% or as many as 28 respondents. The group of respondents who have subscribed to NEXA internet for less than 1 year has a total percentage of 20% or as many as 20 respondents. Respondents with a long NEXA internet subscription of more than 5 years have a total percentage of 24% or as many as 24 respondents.

Test Data analysis
Analysis of Validity Test and Reliability Test
According to Sugiyono (2017: 125) it shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. This validity test is carried out to measure whether the data that has been obtained after the research is valid data or not, using the measuring instrument used (questionnaire). More precisely, the purpose of the validity test is that the writer wants to know whether the statements in the questionnaire are feasible or not to be used as a measuring tool which will later produce the information needed in the research.

According to Widi (2011), reliability is an index that shows the extent to which a measuring device can be trusted or relied on. So that the reliability test can be used to determine the consistency of the measuring instrument, whether the measuring instrument remains consistent if the measurement is repeated.

Retrieval of data from respondents using a questionnaire that has been compiled by Zhou et al. (2018) in their research. The questionnaire distributed to 100 respondents was distributed privately, without using any electronic media. An explanation of filling out the questionnaire is included in the questionnaire sheet to avoid misunderstanding by respondents to the statements contained in the questionnaire. The Likert scale used is in accordance with the research questionnaire used in Zhou et al.'s research. (2018).

Table 1 Results of Data Analysis

Variabel		FL	A	CR	AVE
Customer Experience Quality			0.851	0.910	0.770
CXQ2	I think NEXA is the best Internet Service Provider in Semarang City	0.708			
CXQ3	NEXA internet promotion according to the actual situation.	0.995			
Product Experience			0.792	0.878	0.706
PE 1	I can choose from NEXA internet products and services	0.691			
PE 2	I can compare NEXA's internet products and services with those of other internet providers	0.769			
PE 3	I can compare NEXA's selection of internet products and services	0.959			
Outcome Focus			0.876	0.923	0.801
OU 1	I will be back to subscribe to NEXA internet	0.778			
OU 2	NEXA provides a good internet service solution	0.792			
OU 3	I prefer to subscribe to NEXA internet again than other internet providers	0.944			

OU 4	NEXA staff can understand my needs	0.841			
Moment's Of Truth			0.875	0.909	0.667
MT 1	NEXA employees are flexible in responding to my needs	0.864			
MT 3	I feel safe while subscribing to NEXA internet	0.773			
MT 4	NEXA employees have good skills.	0.764			
MT 5	NEXA employees are alert when I need help or when there are problems.	0.92			
Peace Of Mind			0.850	0.898	0.689
PM 1	I have confidence in the skills of NEXA employees.	0.9			
PM 2	The whole process for subscribing to NEXA internet is easy.	0.724			
PM 3	Previous experience influenced me to continue to subscribe to NEXA internet.	0.823			
PM 4	Previous experience helped me know about the internet	0.79			
Switching Intention			0.832	0.833	0.012
SW 1	I will use NEXA internet again in a new place	0.982			
SW 2	I am more comfortable when visiting places that use NEXA internet	0.907			
SW 3	I would recommend NEXA internet	0.849			
SW 4	I will always use NEXA internet	0.905			

After doing the analysis, the results obtained in table 4.9 show that the factor loadings of each indicator are above 0.6. For α, CR and AVE of each variable are also above the limits that have been set. Thus, factor loadings, Cronbach's Alpha, Composite Reliabilities and Average Variance Extracted for each variable from the data above have fulfilled the validity and reliability requirements. So, it can be concluded that the construct indicators obtained are valid and reliable so that the data testing process can proceed to the next stage.

Hypothesis Testing
Path Analysis Test

Path analysis is an analysis that links the independent, intervening and dependent variables which form a pattern of relationship between variables indicated by arrows from one variable to another (Widi, 2018). The purpose of using path analysis in this study is to prove the hypothesis regarding the effect of the independent variables on the dependent variable. This research was assisted by the SmartPLS 4 computer program.

This path analysis uses a two-lane structural model, where there will be two structural equations, namely the first equation from the influence of the variables Customer Experience Quality (CXQ), Product Experience (PE), Outcome Focus (OU), Moment's Of Truth (MT), Peace Of Mind (PM) and Switching Intention (SW). From the results of the analysis using SmartPLS 4, the form of path analysis is obtained and to facilitate path analysis by translating the research hypotheses into images. The picture is as follows :
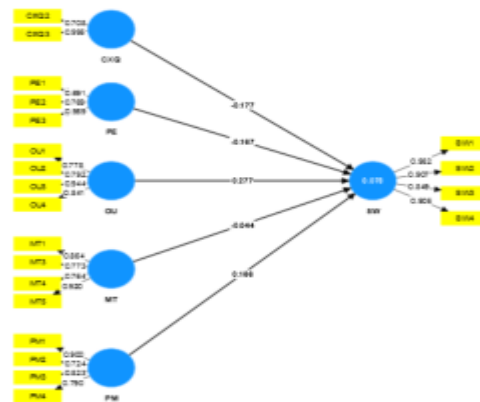

Figure 3 Output Results of the PLS Model

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Table 2 Path Analysis Results

	Original Sample	Sample Mean	Standard Deviation	T Statstic	P Values
CXQ -> SW	-0.027	-0.027	0.129	0.206	0.837
MT -> CXQ	0.270	0.268	0.118	2.286	0.022
OU -> CXQ	0.464	0.457	0.101	4.602	0.000
PM -> CXQ	-0.066	-0.049	0.114	0.580	0.562
PE -> CXQ	0.185	0.182	0.089	2.084	0.037

From the results of the output analysis using SmartPLs above, it can be seen the direct influence of each variable which is described below.

Testing the Direct Effect of Customer Experience Quality (CXQ) Variables with Switching Intention (SW)

The magnitude of the parameter coefficient for the CXQ variable on SW is -0.027, which means that there is a negative influence of CXQ on SW. Based on calculations using PLS SEM, where the results of the CXQ estimation coefficient test on SW the result is -0.027 with a calculated t value of 0.129 and a standard deviation of 0.206. Then the p value is $0.837 > 0.05$ so accept H1 or which means there is no direct influence between Customer Experience Quality (CXQ) and Switching Intention (SW).

Testing the Direct Effect of the Moment Of Truth (MT) Variable with Customer Experience Quality (CXQ)

The magnitude of the parameter coefficient for the MT variable on CXQ is 0.270 which means that there is a positive effect of MT on CXQ or it can be interpreted that the higher the MT value, the CXQ will also increase. An increase of one MT unit will increase CXQ by 27.0%. Based on calculations using bootstrap or resampling, where the results of the MT estimation coefficient test on CXQ bootstrap results are 0.268 with a t-value of 2.286 and a standard deviation of 0.118. Then the p value is $0.022 < 0.05$ so accept H2 or which means there is a direct influence between Moment Of Truth (MT) on Customer Experience Quality (CXQ)

Testing the Direct Effect of Outcome Focus (OU) Variables with Customer Experience Quality (CXQ)

The magnitude of the parameter coefficient for the OU variable on CXQ is 0.464 which means that there is a positive effect of MT on CXQ or it can be interpreted that the higher the OU value, the CXQ will also increase. An increase of one unit of OU will increase CXQ by 46.4%. Based on calculations using bootstrap or resampling, where the results of the OU estimation coefficient test on CXQ bootstrap results are 0.457 with a calculated t value of 4.602 and a standard deviation of 0.101. Then the p value is $0.000 < 0.05$ so accept H3 or which means there is a direct influence between Outcome Focus (OU) on Customer Experience Quality (CXQ).

Testing the Direct Influence of Peace Of Mind (PM) Variable with Customer Experience Quality (CXQ)

The magnitude of the parameter coefficient for the PM variable on CXQ is -0.066 which means that there is a negative effect of PM on CXQ. Based on calculations using PLS SEM, where the results of the PM estimation coefficient test on CXQ are -0.049 with a t-value of 0.580 and a standard deviation of 0.114. Then the p value is $0.562 > 0.05$ so accept H4 or which means there is no direct influence between Peace Of Mind (PM) and Customer Experience Quality (CXQ).

Testing the Direct Effect of Product Experience (PE) Variables with Customer Experience Quality (CXQ)

The magnitude of the parameter coefficient for the PE variable on CXQ is 0.185 which means that there is a positive effect of PE on CXQ or it can be interpreted that the higher the PE value, the CXQ will also increase. An increase in one PE unit will increase CXQ by 18.5%. Based on calculations using bootstrap or resampling, where the results of the PE estimation coefficient test on CXQ bootstrap results are 0.182 with a t-value of 2.084 and a standard deviation of 0.089. Then the p value is $0.037 < 0.05$ so accept H5 or which means there is a direct influence between Product Experience (PE) on Customer Experience Quality (CXQ).

Test t

According to Kharisma et al., (2019), the t test in hypothesis testing can also be referred to as partial or individual testing. This test is carried out to determine individually or partially the effect of the independent variables on the dependent variable. The condition for accepting the hypothesis is if the p-value is <0.05 and has a positive beta coefficient. The results of the individual parameter significance test can be seen as follows:

Table 3. Mean, STDEV, T-Values, P-Value

	Original Sample	Sample Mean	Standar Deviation	T Statistic	P Values
CXQ2 <- CXQ	0.708	0.701	0.368	1.922	0.029
CXQ 3<- CXQ	0.995	0.795	0.336	2.961	0.002
MT1 <- MT	0.864	0.717	0.263	3.289	0.002
MT 3<- MT	0.773	0.631	0.313	2.471	0.008
MT 4<- MT	0.764	0.644	0.338	2.261	0.013
MT 5<- MT	0.92	0.751	0.268	3.435	0
OU1 <- OU	0.778	0.723	0.219	3.555	0
OU 2<- OU	0.792	0.727	0.274	2.895	0.002
OU 3<- OU	0.944	0.753	0.282	3.35	0.001
OU 4<- OU	0.841	0.709	0.276	3.048	0.001
PE1 <- PE	0.691	0.631	0.323	2.142	0.017
PE2 <- PE	0.769	0.724	0.261	2.947	0.002
PE3 <- PE	0.959	0.705	0.309	3.108	0.001
PM1 <- PM	0.9	0.793	0.204	4.411	0
PM2 <- PM	0.724	0.646	0.257	2.82	0.003
PM3 <- PM	0.823	0.699	0.272	3.027	0.002
PM4 <- PM	0.79	0.652	0.3	2.63	0.005
SW1 <- SW	0.982	0.979	0.004	244.53	0
SW2 <- SW	0.902	0.911	0.013	69.548	0
SW3 <- SW	0.849	0.86	0.028	30.268	0
SW4 <- SW	0.905	0.895	0.022	41.609	0

Discussion
Instrument Test
From the output results in table 4.9, the outer loading value in the statement for the Customer Experience Quality (CXQ) variable is each more than 0.5, which can be concluded that the statement items in the Customer Experience Quality (CXQ) variable are valid. In addition, in table 4.9 the Cronbahc's alpha parameter value for the Customer Experience Quality (CXQ) variable is 0.851, which can be concluded that the item statement on the Customer Experience Quality (CXQ) variable is reliable.

From the output results in table 4.9, the outer loading value in the statement for the Product Experience (PE) variable is each more than 0.5, which can be concluded that the statement items in the Product Experience (PE) variable are valid. In addition, in table 4.9 the value of the Cronbahc's alpha parameter for the Product Experience (PE) variable is 0.792, which can be concluded that the statement items on the Product Experience (PE) variable are reliable.

From the output results in table 4.9, it is obtained that the outer loading value in the statement for the Outcome Focus (OU) variable is each more than 0.5, which can be concluded that the statement items on the Outcome Focus (OU) variable are valid. In addition, in table 4.9 the value of Cronbahc's alpha parameter for the Outcome Focus (OU) variable is 0.778 which can be concluded that the statement items on the Outcome Focus (OU) variable are reliable.

From the output results in table 4.9, it is obtained that the outer loading value in the statement for the Moment Of Truth (MT) variable is each more than 0.5, which can be concluded that the statement items in the Moment Of Truth (MT) variable are valid. In addition, in table 4.9 the Cronbahc's alpha parameter value of the Moment Of Truth (MT) variable is 0.875 which can be concluded that the item statement on the Moment Of Truth (MT) variable is reliable.

Hypothesis testing
Indirect Effect of Customer Experience Quality (CXQ) Variable with Switching Intention (SW)

Customer Experience Quality is an assessment that is felt by consumers about the superiority or superiority of the experience obtained by consumers. Customer Experience does not only involve the experience when a consumer receives a product or service, but also engages the mind, heart, and five senses while and after consuming a product or service from a business company. Thus, a business company must provide a dramatic experience to consumers such as a theatrical performance, because experience involves emotions and feelings, therefore companies must create new innovations that can increase consumer emotions and feelings for a business company.

Test results for the direct influence of the Customer Experience Quality (CXQ) variable with Switching Intention (SW) which has been carried out, based on the output results in table 4.10, a p-value of 0.837 is obtained which can be said that a p-value of more than 0.05 means Customer Experience Quality has a negative and significant effect on Switching Intention, this means that the higher the Customer Experience Quality, the lower the Switching Intention of consumers. The results of this study are in line with research conducted by Muthmainah and Muhammad Cholil (2019) showing that customer experience has an effect on switching intention.

The Direct Effect of the Moment Of Truth (MT) Variable on Customer Experience Quality (CXQ)

Moment Of Truth is the various opportunities/meeting interactions that occur between the company and the customer where at that time the customer will experience and provide an assessment of the company's services.

Test results for the direct influence of the Moment Of Truth (MT) variable with Customer Experience Quality (CXQ) which has been carried out, based on the output results in table 4.10, a p-value of 0.022 is obtained, which can be said that a p-value of less than 0.05 means Moment Of Truth has a positive and significant effect on Customer Experience Quality, this means that the higher the Moment Of Truth, the higher the value of Customer Experience Quality for consumers. The results of this study are in line with research conducted by Khan (2015) which states that Moment Of Truth has a significant positive effect on customer satisfaction.

The Direct Effect of Outcome Focus (OU) Variables on Customer Experience Quality (CXQ)

Outcome Focus is related to customer experience which is oriented towards consumer behavior goals. In addition, Outcome Focus is associated with reducing consumer transaction costs by finding better and cheaper suppliers. Consumer behavior is generally looking for the best product choices in terms of price and looking for a price reduction for each product. The availability of a quality product or service at a low price will affect the consumer's experience of a service or product provider company.

Test results for the direct influence of the Outcome Focus (OU) variable with Customer Experience Quality (CXQ) that have been carried out, based on the output results in table 4.10, a p-value of 0.000 is obtained, which can be said that a p-value of less than 0.05 means Outcome Focus (OU) has a positive and significant effect on Customer Experience Quality, this means that the higher the Outcome Focus (OU), the higher the value of Customer Experience Quality for consumers. The results of this study are in line with research conducted by Khan (2015) which states that Outcome Focus has a significant positive effect on customer satisfaction.

Indirect Effect of Peace Of Mind (PM) Variable on Customer Experience Quality (CXQ)

Peace Of Mind is influenced by the consumer's assessment or the consumer's interaction with the service provider not only before the start of the service but also after the service is finished. Companies that provide services or products in providing services must be able to play on the emotions of consumers so that they have a good assessment of all the facilities or services that we provide. At the time before the service is provided, the company must be able to provide comfort in terms of information, facilities, atmosphere, atmosphere and so on. When the service is in progress, consumers are sure to enjoy the service with satisfaction without the slightest disappointment and after the service is provided, the company must provide the service as an evaluation of the service that has been received by consumers.

The results of testing the indirect effect of the Peace Of Mind (PM) variable with Customer Experience Quality (CXQ) which has been carried out, based on the output results in table 4.10 obtained a p-value of 0.562 which can be said that a p-value of more than 0.05 means Peace Of Mind (PM) has a negative and significant effect on Customer Experience Quality (CXQ), this means that the higher the Peace Of Mind (PM), the lower the Customer Experience Quality (CXQ) for consumers. The results of this study are not in line with research conducted by Khan (2015) which states that Peace Of Mind has a significant positive effect on customer satisfaction.

Direct Influence of Product Experience (PE) Variable with Customer Experience Quality (CXQ)

Product Experience emphasizes the need for consumers to feel that they can choose and compare from a variety of different product offerings in the form of services or goods. Product experience is a source for consumers to form trust in a product or service that helps in the process of selecting consumer purchasing decisions

The test results for the direct influence of the Product Experience (PE) variable with Customer Experience Quality (CXQ) that have been carried out, based on the output results in table 4.10, obtained a p-value of 0.037 which can be said that a p-value of less than 0.05 means Product Experience (PE) has a positive and significant effect on Customer Experience Quality, this means that the higher the Product Experience (PE), the higher the value of Customer Experience Quality for consumers. The results of this study are in line with research conducted by Khan (2015) which states that Product Experience has a significant positive effect on customer satisfaction.

5.   CONCLUSION

The test results related to the level of Switching Intention at Internet Service Provider NEXA, namely that there is an influence of Quality of Customer Experience on Switching Intention through Moment Of Truth, Outcome Focus and Product Experience. Overall, the researcher concludes that the level of Switching Intention in Internet Service Provider NEXA will be low if it is influenced by affordable prices, adequate service quality, and the existence of several product choices. If this is maximized, it is alleged that the level of satisfaction will increase and Switching Intention at NEXA will also decrease.

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