

## IDENTIFYING RISK CONSIDERATION AS INTERVENING VARIABLE BETWEEN INTENTION TO SWITCH AND SWITCH BEHAVIO-THE CASE OF PULSE ROBBERIES IN INDONESIA

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### **ABSTRACT**

*The study was purported to scrutinize the reaction of customer's dissatisfaction which was resulted from no reaction of providers when pulse robberies happened. Customers had two options; the provider was still in use or went to other providers. Some considerations of switching likely appeared, such as be worry of losing contacts with friends and/or relations, and be worry of missing some important events since the second parties sent to the previous number. Further, they were very afraid of not getting contracts and/or orders they desired. A sample which consisted of 106 respondents was withdrawn through judgment and convenience technique. Those who were qualified as respondents should have hand phone (HP) and experienced pulse robberies beforehand. Data submitted by questionnaires, employing Likert scale, ranging from 1= completely disagree to 5= completely agree. An Amos 22.0 and SPSS 21.0 were exercised to analyze data. The finding shows that risk consideration didn't post as intervening variable.*

**KEYWORDS:** *Attitude, Subjective Norm, Perceived Behavioural Control, Intention to Switch, Risk Consideration, Switch Behaviour*