Effect of Student Satisfaction on Intention to Switch
(Study of the Students of Nahdlatul Ulama Sulawesi Tenggara University)

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Abstract: *This study aims to determine the satisfaction of the students of Nahdlatul Ulama University in Southeast Sulawesi towards their intention to switch or move to other universities by assessing the performance of lecturers, the performance of administrative staff and the availability of teaching and learning facilities. This research was conducted on 100 students of Southeast Sulawesi Nahdlatul Ulama University students who were randomly selected who were met at the field research at the Nahdlatul Ulama University Kendari. The data analysis tool used is multiple linear regression. The results showed that currently the Southeast Sulawesi Nahdlatul Ulama University students were satisfied with the performance of the lecturers, the availability of teaching and learning facilities, but the intention to switch students was also very high.*

I. Introduction

The importance of customers to the company has long been the focus of attention of researchers around the world because the customer is considered the goal of the company's activities, therefore the future of the company is very dependent on the customer. This phenomenon encourages companies to have to be more creative in observing and understanding consumer behavior because by understanding consumer behavior, companies can find out consumer needs, what factors influence their decisions, when and how consumers will make purchases (Yusuf, 2015). According to Kotler and Armstrong, 2012 (Yusuf, 2015) that consumer behavior is a representation of the process of individual activities starting from when he is conscious of having a need, then consumer decisions begin with a psychological process that consists of thoughts, feelings and individual behavior. The next stage consumers are faced with determining actions to meet their needs by analyzing and digesting all information they have received. Satisfaction will arise if the process exceeds expectations and vice versa the customer becomes dissatisfied if the expectations are not met.

Customer satisfaction is very important because the consequences of customer satisfaction are if customer satisfaction falls so that it becomes dissatisfied with the company, the customer becomes displeased with the company, changes in the level of customer satisfaction can change attitudes and behavior from being loyal to competitors (Bansal et al., 2005 in Yusuf, 2015). Therefore, every company really needs to know and understand what factors can make customer satisfaction levels decline so they want to switch.

Some of the results of previous studies show that customer satisfaction is a very important factor in influencing customer behavior to switch. The results of the study by Mohsan et al. (2011) shows that customer satisfaction significantly affects the customer's desire to switch because customer satisfaction that continues to decline will foster the customer's intention to switch. The results of different studies are shown by Bitner (1990), Durukan et al. (2011) with Jung and Yoon (2012) who found that customers still had a willingness to switch behavior even though customer satisfaction increased, the findings of this study showed that increasing customer satisfaction actually had a positive and significant effect on the intention to switch customers.

Based on the study of the results of the study, it was shown that the effect of customer satisfaction was not only significantly negative towards the intention to switch, but customer satisfaction could also have a positive influence on the intention to switch. Therefore this research is interesting to do because the results of previous studies still show different findings so that it is still possible to study further.

An interesting phenomenon that can be linked to the concept of customer satisfaction with the intention to switch in its buying behavior is the Nahdlatul Ulama University of Southeast Sulawesi (UNUSRA) as the youngest and new university in Southeast Sulawesi that has great potential to be able to develop and be able to compete with private universities and colleges others in Southeast Sulawesi, this is indicated by only in less than 2 years from the start of the operation of the first school year, namely in September 2015 has been able to obtain

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more than 300 students spread across 10 study programs. The magnitude of the potential certainly needs to be maintained and improved by managers and all components of the Unusra academic community, therefore it is very important to be able to understand and try to meet the needs of the market and existing students.

II. Literature Review and Research Hypothesis

2.1. Literatur Review

One important factor for companies to be able to survive in competition is to make customers satisfied because changes in the level of customer satisfaction with company performance will encourage changes in attitude and can even cause changes in customer behavior (Bansal et al., 2005). The reduced level of customer satisfaction with company performance makes customer needs less fulfilled, making it possible to cause customers to switch to other companies (Keaveney, 1995; Mittal and Lassar, 1998; Keaveney and Parthasarathy, 2001; Bowen and Chen, 2001; Anton et al., 2007 ; Mohsan et al., 2011; Han et al., 2011), because declining levels of customer satisfaction will foster the intention to switch (Mohsan et al., 2011). Customer satisfaction has a significant and negative effect on the intention to switch, this occurs because a decrease in customer satisfaction will foster the intention to switch Mohsan et al. (2011).

Based on literature and empirical studies above, the conceptual framework proposed in this study is as follows:

Figure 2.1 Conceptual Framework
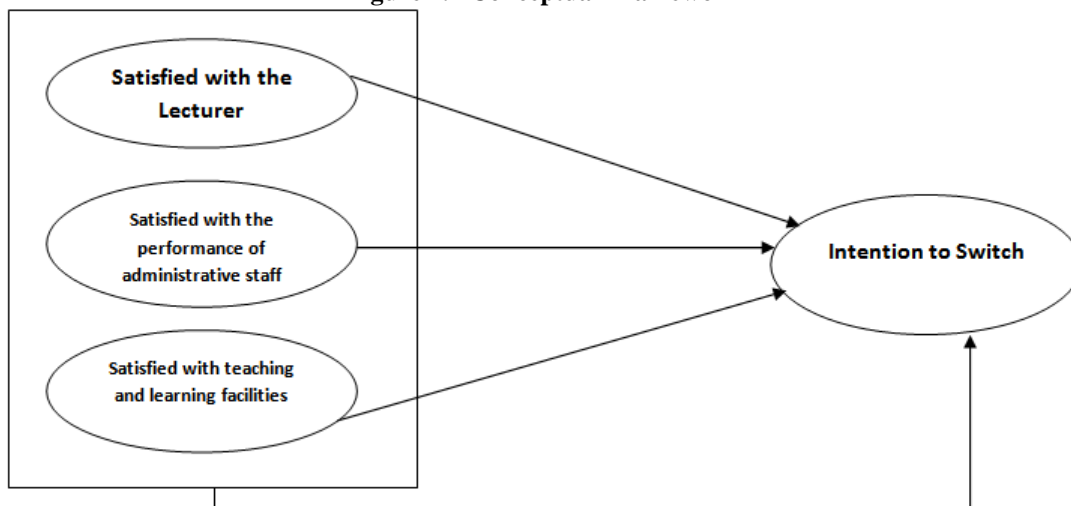
2.2. Research Hypothesis

The influence of customer satisfaction variables on customer loyalty according to service marketing theory is positive, and the relationship with switching intent is negative, but in empirical tests it describes different findings. Referring to the literature review and empirical studies, the research hypotheses proposed in this study are as follows:

H1: Student satisfaction on lecturer performance, administrative staff performance, and availability of teaching and learning facilities simultaneously have a negative and significant effect on their intention to switch

H2: Student satisfaction on lecturer performance has a negative and significant effect on his intention to switch

H3: Student satisfaction on administrative staff performance has a negative and significant effect on their intention to switch

H4: Student satisfaction on the availability of teaching and learning facilities has a negative and significant effect on their intention to switch?

III. Research methods

The design of this study uses an explanatory research approach with data collection carried out simultaneously in one stage (one shot study) or in a cross-section through questionnaires. The population in this study were all students of the Nahdlatul Ulama University in Southeast Sulawesi. The size of the sample is determined by referring to Augusty Ferdinand (2006) that determining the number of samples can use an approach that is as much as a minimum of 5 times the number of indicators used so that in this study the sample size was set at 5 x 13 = 65. Sample adequacy is set = 100.

This study uses data analysis methods consisting of two groups, namely descriptive statistical analysis and multiple linear regression analysis. The purpose of using descriptive analysis in research is to provide an

empirical description of the choice statement and frequency distribution of respondents from the data that has been collected. The descriptive measure is giving numbers in the form of numbers, averages, and percentages. According to Solimun (2010) regression analysis states the form of relationships and the influence of independent variables on non-independent variables. The form of the relationship is expressed in a significant regression equation model, such as the following equation.

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Information :

Y = Intention to Switch

a = Constant

b1, b2, b3 = regression coefficient

X1 = Student satisfaction on lecturer performance

X2 = Student satisfaction on administrative staff performance

X3 = Student satisfaction on the availability of teaching and learning facilities

e = error

IV. Research Results and Discussion

4.1 Description of the characteristics of respondents

The description of the characteristics of the respondents was intended to find out an overview of the profile or characteristics of the students of Southeast Sulawesi Nahdlatul Ulama University which included: sex, age, occupation and length of study time taken. The characteristics of respondents are shown in full in Table 4.1 as follows:

Table 4.1 Characteristics of Respondents

No	Characteristics of Respondents		Frekwensi (person)	Percentase (%)
1	Sex	Man	62	62.00
		Woman	38	38.00
		total	100	100 %
2	Age	< 30	63	63.00
		31 -40	28	28.00
		> 40	9	9.00
		total	100	100 %
3	Education	Unemployment	63	63.00
		PNS (Civil Servent)	5	5.00
		Private Employees	21	21.00
		Entrepreneur	11	11.00
		total	100	100 %
4	Duration of Study That Has Been Taken	< 1 Year (2 semesters)	57	57.00
		1 – 2 Year (3–4 Semesters)	23	23.00
		>2 Year (5-6 semesters)	20	20.00
		total	100	100 %

Source: Primary data processed, 2018

Based on Table 4.1, it can be seen that the respondents of this study were mostly male, which was 62% while women were 38%. Based on the age of the majority of respondents there were <30 years old as many as 63% while those aged 31-40 years were 28%, while age> 40 years and under were 9%. The results of this study illustrate that the students of Nahdlatul Ulama University who were respondents to this study were dominated by male students, this condition occurs because when data collection is done by students who study a lot are engineering faculty students while others are spread over several other students who are relatively few in number.

In respondents with characteristics based on education, the highest number of respondents are students who have not worked, that is equal to 63%, who have worked as much as 37%. Students who have worked are dominated by students who work as private employees as much as 21% and self-employed by 11%. Interesting data from the characteristics of respondents in this study indicate that there are students of Nahdlatul Ulama University who work as civil servants, namely as many as 5 people. Characteristics of respondents based on this work indicate that Nahdlatul Ulama University in addition to having students who are quite varied if viewed from their work background, this means that the Nahdlatul Ulama University of Southeast Sulawesi currently has considerable trust from the community as a university that has a good image and potential who can be relied upon to create alumni who are able to compete with other university alumni both in Kendari City and in Indonesia.

Characteristics of respondents based on the duration of the study taken showed that the students of Nahdlatul Ulama University who were respondents to this study were dominated by students who had not had 1

year of study, which was 57%, followed by students who had studied for almost 2 years or while studying in the semester 4 as many as 23%, and the last is students who have taken lectures at Nahdlatul Ulama University for almost 3 years or study in semester 6 as many as 20%. This data shows that the number of students accepted and enrolled in the Nahdlatul Ulama University each year shows an increase which means that there has been an increase in public trust in the Southeast Sulawesi Nahdlatul Ulama University by choosing as a place to continue their studies.

1.1. Description of The Research variable

Descriptive analysis for research variables aims to interpret the meaning of each research variable, indicator variables and items of research statements based on frequency distribution, percentage and mean (mean) of respondents' answers. The variables analyzed in this study consisted of: student satisfaction with lecturer performance, (X1), student satisfaction with administrative staff performance (X2), student satisfaction with teaching and learning facilities (X3) and intention to switch (Y) Description of each indicator and variable described as follows.

Student satisfaction on lecturer performance consisted of three items, namely the performance of Unusra lecturers exceeding expectations (X1.1.), Pleased with the Unusra lecturer learning model (X1.2), overall satisfied with the performance of Unusra lecturers (X1.3):

Table 4.2. Student Satisfaction With Lecturer Performance

Indikator Variabel	Item (Butir)	Frekwensi (f) and Persentase (%)										Mean	
		SS (5)		S (4)		N (3)		TS (2)		STS (1)		Item	Indikator
		f	%	f	%	f	%	f	%	f	%		
Satisfied with the Lecturer	X1.1	31	31.00	61	61.00	8	8.00	0	0.00	0	0.00	4.23	4.23
	X1.2	30	30.00	65	65.00	5	5.00	0	0.00	0	0.00	4.22	
	X1.3	26	26.00	66	66.00	8	8.00	0	0.00	0	0.00	4.25	
Rerata Persentase		29.00		64.00		7.00		0.00		0.00		4.23	
Satisfied with the Lecturer (X1)													

Source: Primary data processed, 2018

Based on the description of the data presented in Table 4.2, the mean value of the student satisfaction variable on lecturer performance is 4.23 which can be interpreted as meaning that respondents are generally satisfied with the performance of the lecturer. If you look at it as a whole, as many as 93% of respondents have high satisfaction and only 7% of respondents give unspoken answers whether they are satisfied or not. Average percentage data shows that in general Unusra students are satisfied with the performance of the lecturers who teach in Unusra.

Student satisfaction with administrative staff performance consisted of three items, namely the performance of Unusra administrative staff exceeded expectations (X2.1.), Pleased with Unusra administrative staff services (X2.2), overall satisfied with the performance of Unusra administrative staff (X2.3)

Table 4.3. Student Satisfaction with Administrative Staff Performance

Indikator Variabel	Item (Butir)	Frekwensi (f) dan Persentase (%)										Rerata (Mean)	
		SS (5)		S (4)		N (3)		TS (2)		STS (1)		Item	Indikator
		f	%	f	%	f	%	f	%	f	%		
Kepusan pada Staf	X2.1	31	31.00	63	63.00	6	6.00	0	0.00	0	0.00	4.23	4.22
	X2.2	25	25.00	68	68.00	7	7.00	0	0.00	0	0.00	4.22	
	X2.3	20	20.00	75	75.00	5	5.00	0	0.00	0	0.00	4.25	
Rerata Persentase		25.33		68.67		6.00		0.00		0.00		4.23	
Variabel Kepusan pada Staf Administrasi (X2)													

Source: Primary data processed, 2018

Based on the description of the data presented in Table 4.3, the mean value of the variable student satisfaction on the performance of administrative staff is 4.23 which can be interpreted as meaning that respondents are generally satisfied with the performance of administrative staff. If you look at it as a whole, as many as 93% of respondents have high satisfaction and only 7% of respondents give unspoken answers whether they are satisfied or not. Average percentage data shows that in general Unusra students are satisfied with the performance of administrative staff working in Unusra.

Student satisfaction with the availability of facilities and infrastructure consists of three items, namely the availability of Unusra teaching and learning facilities exceeding expectations (X3.1), happy with the availability of Unusra teaching and learning facilities (X3.2), overall satisfied with the availability of Unusra teaching and learning facilities (X3 .3)

4.4. Table Student Satisfaction with the Availability of Facilities and Infrastructure

Indikator Variabel	Item (Butir)	Frekwensi (f) dan Persentase (%)										Rerata (Mean)	
		SS (5)		S (4)		N (3)		TS (2)		STS (1)		Item	Indikator
		f	%	f	%	f	%	f	%	f	%		
Kepusan pada Sarana	X3.1	24	24.00	71	71.00	5	5.00	0	0.00	0	0.00	4.38	
	X3.2	26	26.00	67	67.00	7	7.00	0	0.00	0	0.00	4.37	4.37
	X3.3	6	6.00	87	87.00	7	7.00	0	0.00	0	0.00	4.35	
Rerata Persentase		18.67		75.00		6.33		0.00		0.00			
Variabel Ketersediaan Sarana dan Prasarana (X3)												4.37	

Source: Primary data processed, 2018

Based on the description of the data presented in Table 4.4, the mean value of the variables of student satisfaction on the availability of facilities and infrastructure is 4.23 which can be interpreted as meaning that respondents are generally satisfied with the availability of facilities and infrastructure. If you look at it as a whole, as many as 93.67% of respondents have high satisfaction and only 6.33% of respondents give an unclear answer whether they are satisfied or not. Average percentage data shows that in general Unusra students are satisfied with the availability of facilities and infrastructure in Unusra.

The intention to switch in this study is the response of students after using Unusra services and then the desire to switch to another college arises. The intention of switching (switching intention) in this study was measured based on the items used by Yusuf (2015) which were adjusted to the object of research, which included; Want to switch to another college that has better lecturers (Y1.1), Want to switch to a college that offers better administrative services (Y1.2), Want to switch to a college that has a more complete teaching and learning tool (Y1.3), and consider switching to another college (Y1.4)

4.5. Table Intention to Switch

Indikator Variabel	Item (Butir)	Frekwensi (f) dan Persentase (%)										Mean	
		SS (5)		S (4)		N (3)		TS (2)		STS (1)		Item	Indikator
		f	%	f	%	f	%	f	%	f	%		
Intention to Switch	Y1.1	31	31.00	63	63.00	6	6.00	0	0.00	0	0.00	4.38	
	Y1.2	25	25.00	68	68.00	7	7.00	0	0.00	0	0.00	4.35	4.30
	Y1.3	20	20.00	75	75.00	5	5.00	0	0.00	0	0.00	4.25	
	Y1.4	24	24.00	71	71.00	5	5.00	0	0.00	0	0.00	4.23	
Rerata Persentase		25.00		69.25		5.75		0.00		0.00			
Variable Intention to Switch (X3)												4.30	

Source: Primary data processed, 2018

Based on the description of the data presented in Table 4.5, it was obtained that the mean value of the student switch intention variable was 4.30 which can be interpreted that in general respondents had a high intention to switch.

4.5. Multiple Regression Analysis Results

Multiple linear regression analysis in this study was conducted to be able to answer the proposed hypothesis, namely the influence of independent variables on the dependent variable both simultaneously and partially carried out by multiple linear regression analysis. A summary of the results of the calculation of multiple linear regression analysis in this study can be seen in Table 4.6 as follows:

Table 4.6. Summary of Results of Multiple Linear Regression Analysis

No	Variabel Bebas	Koefisien regresi (β)	t_{hitung}	t_{Sig}
1.	Satisfaction With Lecturer	-0,094	-2,745	0,007
2.	Satisfaction With Staff	0,895	30,224	0,000
3.	Satisfaction With Infrastructure	0,225	6,938	0,000

R	= 0,975
R Square (R^2)	= 0,951
F_{hitung}	= 616.034
F_{sig}	= 0,000
Standar Error	= .35406

Source: Primary data processed, 2018

Based on the results of multiple linear regression analysis shown in Table 4.6 above, these results can be explained as follows:
1. R value of 0.975 or 97.5 percent indicates that the correlation between variable employee characteristics, social interactions and organizational environment characteristics with job satisfaction is very strong, this is because the resulting R value is close to 1 or above 0.50.

2. The coefficient of determination (R2) of 0.951 shows that 95.1 percent of the variation in the variable dependent on job satisfaction is explained or explained by the independent variable; employee characteristics, social interactions and organizational characteristics of the organization. The value of 0.049 or 4.9 percent is explained by other variables not included in the model.

After the data is analyzed, the regression equation model is obtained as follows:

$$Y = -0{,}094\ X_1 + 0{,}895\ X_2 + 0{,}225\ X_3$$

Referring to Table 4.6 and the above equation, it can be interpreted as follows:
1. Regression coefficient for satisfaction variable on lecturer performance (X1) of -0.094 indicates a negative or unidirectional influence from satisfaction variable on lecturer performance (X1) on switching intention variable (Y). These results indicate that the more satisfied the students are on the performance of the lecturer it will be followed by a decrease in the intention to switch students.
2. Regression coefficients for satisfaction variables on adm staff performance (X2) of 0.895 indicate a positive or direct influence from the satisfaction variable on adm staff performance (X2) on switching intention variables (Y). These results indicate that the more satisfied students are at the adm staff performance, the more students want to switch.
3. The regression coefficient for the organizational environment characteristic variable (X3) of 0.225 indicates a positive and unidirectional influence from the satisfaction variable on the availability of infrastructure (X3) on the switch intention variable (Y). These results indicate that the better the availability of infrastructure facilities in Unusra, the more students want to switch.

V. Discussion

Based on the results of multiple linear regression analysis that has been done to determine the effect of satisfaction on the performance of lecturers, satisfaction on the performance of administrative staff and satisfaction with the availability of infrastructure on the intention to switch Unusra students either simultaneously or partially, two hypotheses are accepted and two hypotheses are rejected. the test results are described as follows

The Influence of Satisfaction on Lecturer Performance, Satisfaction on the Performance of Administrative Staff and Satisfaction in the Availability of Infrastructure Towards the Intention to Switch Unusra Students

The results of hypothesis testing indicate that simultaneously the variable satisfaction on the performance of the lecturer, satisfaction with the performance of administrative staff and satisfaction with the availability of infrastructure has a strong influence on the increase in reducing the desire of students to switch to other universities. This finding can be explained that the more satisfied students are on the performance of lecturers, the more satisfied students are towards the performance of administrative staff and the more satisfied students are in the availability of facilities and infrastructure, the lower the students' desire to move to other universities.

The findings of this study are in line with the opinions of Han and Ryu (2006) and Spreng et al. (1996) which states that customer satisfaction is an important marketing concept for companies in meeting the needs and desires of customers, because it greatly influences the life cycle of the company where to maintain the number of students to choose Unusra as its place of life, the concept of customer satisfaction consists of student satisfaction with performance lecturers, on the performance of administrative staff and student satisfaction on the availability of facilities and infrastructure have been carried out with optimal efforts by Unusra where overall students feel satisfied both on the performance of Unusra lecturers, on administrative staff and on the availability of facilities and infrastructure in Unusra.

The findings of this study are also reinforced by the views of Oliver (1980) and Kotler & Armstrong (2012: 13) which state that customers will be satisfied if their expectations for the product or service can be fulfilled or what customers expect according to the performance of the product or service after do consumption, and customers will feel very satisfied and very happy when the performance of a product or service is felt to be more than what is expected by the customer. The results of this study indicate that the performance of Unusra lecturers, the performance of Unusra administrative staff and the availability of facilities and facilities to support the teaching and learning process in Unusra are appropriate and there are even some that exceed the expectations of students such as lecturers who teach in Unusra. study programs even Unusra has lecturers who have been professors. Likewise with the performance of administrative staff in providing services to students where the availability of attendance lists are ready before the lecture begins, the speed in processing student administrative needs is relatively fast, while the availability of facilities and infrastructure even exceeds student expectations where within three years Unusra has began building a new campus building in order to improve service to students.

The empirical facts that support the findings of this study are the findings of the research findings of Mohsan et al. (2011) who found that customer satisfaction had a negative and significant effect on intention to switch, Mohsan et al (2011) stated that a decrease in customer satisfaction would foster the intention to switch as well as an increase in customer satisfaction would suppress the customer's desire to switch. The results of this study prove that increasing student satisfaction on lecturer performance, administrative staff performance and availability of facilities and infrastructure have an important role in reducing the desire of students to switch to other universities

The Influence of Satisfaction on Lecturer Performance Against Intention to Switch Unusra Students

The results of this study indicate that satisfaction with the performance of lecturers is very important and is an important determinant to be considered in reducing the desire of students to switch to other universities. The findings of this study explain that the performance of lecturers who exceed the expectations of students, are pleased with the lecturer learning model and overall satisfied students on the performance of Unusra lecturers is a consideration for students not to switch to other universities.

The results of this study reinforce the opinion of Oliver (1980) which states that basically customers before making a purchase have hope for the products and services to be purchased. Confirmation occurs after the purchase has been made and the product or service has been used where the performance of the product or service will be compared to the customer's expectations. If the performance is in line with expectations it means confirmation occurs, while disconfirmation occurs when there is a difference between expectations and performance. Customer dissatisfaction caused by negative disconfirmation from the comparison between customer expectations and product or service performance while positive confirmation or discounting will make customers satisfied. The consequences of the level of customer satisfaction have two directions, namely if the service performance matches and even more than the customer's expectations it will result in repeat purchases and recommended to other prospective customers (customer loyalty), but if service performance is lacking or does not meet customer expectations, the consequence is losing customers (customer will switch)

The findings of this study indicate that the more satisfied students are in lecturer performance, the more satisfied students are in the teaching learning model and overall students are satisfied with the performance of lecturers, the lower the desire of students to switch to other colleges.

The results of this study reinforce the fact that increasing customer satisfaction is effective to reduce customer intention to switch, this is in line with the results of the study of Mohsan et al. (2011) which shows that customer satisfaction has a negative relationship with the intention to switch.

The findings of this study are different from the findings of the study by Durukan et al. (2011) with Jung and Yoon (2012) which prove that customer satisfaction has a positive effect on the intention to switch by stating that even though customer satisfaction increases but the increase is not able to prevent customers who have decided to switch

The Influence of Satisfaction on the Performance of Administrative Staff Against Intention to Switch Unusra Students

The customer's intention to switch is defined as the level of possibility or certainty of the customer to switch transactions from the current service provider to a competitor (Dekimpe et al., 1997; Bansal et al., 2005). This definition shows the behavior of customers who use products or services to their service providers and then disconnect and move to competitors for certain reasons.

The results of this study indicate that satisfaction with the performance of administrative staff has a significant and positive effect on students' intention to switch to other universities. The findings of this study are very contrary to the opinion of Gerrard and Cunningham (2000) who found that switching banks has a very strong relationship with discomfort, service failure, and price. Factors that influence customer behavior to switch are: price, reputation, response to service failure, service quality, customer satisfaction, product service, customer commitment, demographic characteristics, effective advertising competition, involuntary switching, distance, the cost of switching.

Based on information that was obtained from discussions with several respondents, one of the strong reasons that led to more satisfied students towards the performance of administrative staff, the higher the students 'desire to switch was caused more by the students' fear of improving the quality of administrative services followed by increased tuition fees in Unusra , this result is also in accordance with the characteristics of the respondents which indicate that generally students are people who have not worked and have relatively limited economic capabilities.

The findings of this study contradict the findings of the study by Mohsan et al. (2011) which proved that the decrease in the level of customer satisfaction will foster customer intention to switch and increase customer satisfaction will reduce the customer's desire to switch.

The results of this study are in line with the research findings of Durukan et al. (2011) with Jung and Yoon (2012) who find customer satisfaction has a positive and significant effect on the intention to switch by

stating that increasing customer satisfaction does not always reduce the intention to switch customers, even satisfied customers keep doing the behavior to switch

The Influence of Satisfaction on the Availability of Facilities and Infrastructure Against Intention to Switch Unusra Students

The findings of this study indicate that student satisfaction with the availability of facilities and infrastructure to support teaching in unusra has a positive and significant effect on Unusra students' switching intentions, this finding can be explained that the more satisfied students are in the availability of facilities and infrastructure that are indicated by the availability of infrastructure. , students satisfied on facilities and infrastructure and overall students satisfied with the availability of facilities and infrastructure will increasingly make students want to switch to other higher education.

The findings of this study that show that satisfaction with the availability of facilities and infrastructure will encourage the desire of students to switch to other universities, this finding contradicts the opinion of Gerrard and Cunningham (2000) who found that switching banks has a very strong relationship with customer discomfort and dissatisfaction with Bank services.

The results of this study when viewed on the respondent characteristic data indicate that generally students who are respondents to this study are people who are still unemployed and certainly have limited funds so students are very sensitive to change. Based on information that was obtained from discussions with several respondents, one of the strong reasons that led to more satisfied students towards the performance of administrative staff, the higher the students 'desire to switch was caused more by the students' fear of improving the quality of administrative services followed by increased tuition fees in Unusra.

The findings of this study support the research findings of Durukan et al. (2011) with Jung and Yoon (2012) who find customer satisfaction has a positive and significant effect on the intention to switch by stating that increasing customer satisfaction does not always reduce the intention to switch customers, even satisfied customers keep doing the behavior to switch

The findings of this study contradict the findings of the study by Mohsan et al. (2011) which proved that the decrease in the level of customer satisfaction will foster customer intention to switch and increase customer satisfaction will reduce the customer's desire to switch.

VI. Research Limitations

The limitations referred to in this study are:

1. Limitations of this study in the ability to analyze where student satisfaction is a very important factor in reducing the intention to switch students but has not been able to explain in depth in this study. Therefore researchers recommend for future research to add or link this research model to individual characteristics.
2. This research was conducted to examine Yusuf's model (2015) but did not test the overall model where Yusuf's model (2015) developed a model of customer satisfaction relations with customer loyalty and intention to switch customers, but this study was limited to customer satisfaction and intention to switch. Therefore it will be very useful if future research is to test Joseph's full model (2015).

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