Abstract

Objectives - The purpose of this paper is to examine whether consumers with different personality traits exhibit different behavioral outcomes of customer-firm relationship in mobile service context in Jakarta.

Method - The analysis was based on online questionnaires and was distributed to 150 respondents who are 15 to 25 years old with no discrimination of demographic factors. The methodologies used were Cronbach’s Alpha, Confirmatory Factor Analysis, Simple Linear and Moderating Regressions and Focus Group Discussion.

Results and Conclusion- This research found out that satisfaction is an important aspect in business especially those who are implementing customer relationship marketing program since it could leads to behavioral loyalty. However, personality traits included in this study do not really concern with people’s behavioral decision to become loyal in Jakarta’s mobile service industry due to the culture and high competition.

Practical Implications – Companies in this industry should first satisfy their customers by matching the service price, network quality and network availability. They could also implement local number portability where the customers could change their network provider without changing their current mobile numbers.

Keyword – Mobile Service, Jakarta, Satisfaction, Relationship Quality, Behavioral Loyalty, Personality Traits, Relationship Marketing, Moderating, B2C