

## **A Study on Purchase Intention among Customers of Maxis Berhad**

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### **ABSTRACT**

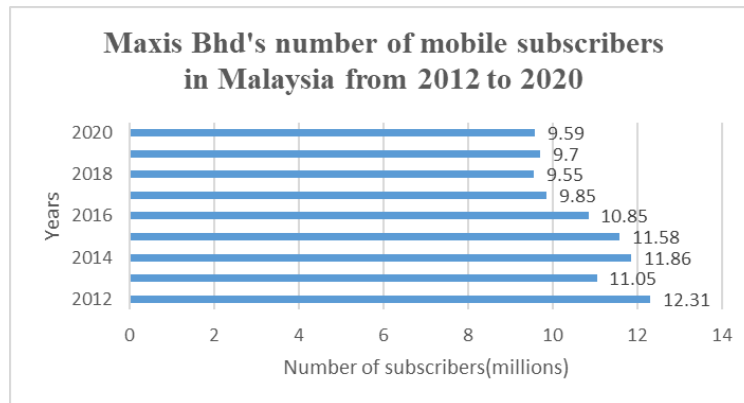
This study investigates how price, customer satisfaction, and customer loyalty affect the purchase intention among customers of Maxis Berhad. In this study, the quantitative research method was used by distributing the online questionnaire to collect data from 240 customers of Maxis Berhad in Malaysia. The study concluded that customer satisfaction and loyalty have significant positive relationships with purchase intention, whereby the price has a negative relationship with purchase intention among customers of Maxis Berhad. The findings contribute to the increase of subscribers of Maxis Berhad by improving the factors of price, customer satisfaction, and customer loyalty.

**Keywords:** Customer loyalty, Customer satisfaction, Maxis Berhad, Price, Purchase Intention, Subscriber

### **INTRODUCTION**

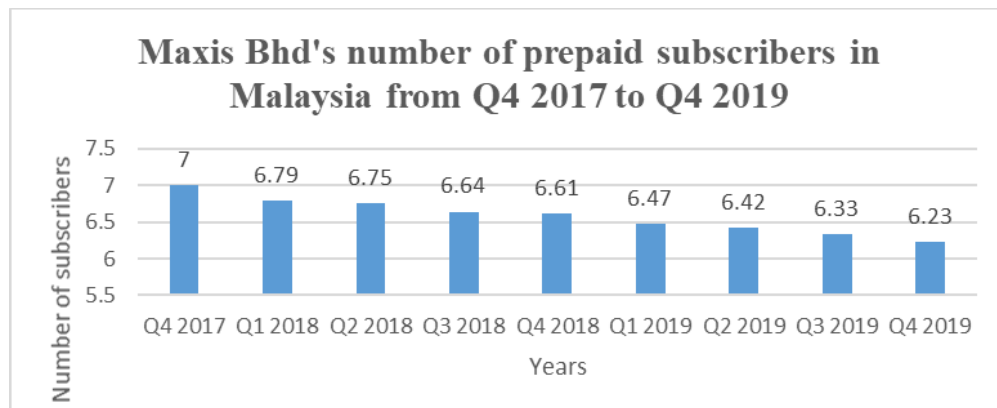
The current problem of Maxis Berhad is that the subscribers were declining from the year 2012 to the year 2020. Figure 1 illustrates the declining subscribers from 12.31 million to 9.6 million subscribers from 2012 to 2020 (Statista, 2012). This shows that the subscribers of Maxis are dropping year by year, and Joschka Muller published this on September 14, 2021.

The current problem of Maxis Berhad is that the subscribers are declining from the year 2012 to the year 2020. In figure 1, Malaysian telecommunication Maxis Berhad subscribers are dropping from 12.31 million to 9.6 million subscribers from 2012 to 2020, respectively. This shows that the subscribers of Maxis are dropping year by year, and Joschka Muller published this on September 14, 2021.



**Figure 1.** The Declining Subscriber of Maxis Bhd

Figure 2 shows that Malaysian telecommunication Maxis Berhad prepaid subscribers are declining from the end of 2017 to the end of 2019, from 7 million to 6.23 million. On July 4, 2020, the Malaysian Communications and Multimedia Commission (MCMC) said that it had fined five telcos for service that was not up to standard RM4.6 million. Maxis Berhad is one of the telecommunication services. MCMC is the body that regulates anything to do with communications and multimedia in the country (Mikaela, 2020).



**Figure 2.** Maxis Bhd Prepaid Subscribers

This paper aims to identify the factors for subscribers of Maxis Berhad drop. Besides, it is to identify the factors affecting the purchase intention among customers of Maxis Berhad. The independent variables are price, customer satisfaction, and customer loyalty, while the dependent variable is purchase intention.

Purchase intention is a type of decision-making related to customer desire to purchase a particular brand (Shah et al., 2012). The consumer purchase intention is a tendency to gain a product in a specific situation. Awareness, knowledge, interest, preference, persuasion, and purchase are the six phases to consider when gaining a product (Kotler & Armstrong, 2008). Through these stages, customers gain the ideal goods, resulting in customer satisfaction. Consumers would not repurchase the product if this were not the situation.

Before purchasing any items or services, buyers view price as one of the most important criteria. Price is, without a doubt, one of the most powerful aspects of consumer

impressions of purchased items. Consumer purchase decisions will be influenced by price (Beneke & Carter, 2015). The higher the price, the lower the purchasing intention, and the lower the price, the higher the purchase intention. Nevin and Houston (1980), Mitchell (2010), Kara, Rojas-Méndez, Kucukemiroglu, and Harcar (2009) emphasized that price, which represents economic expenses, is not always seen negatively by consumers; rather, it is a complex component in the purchase choice.

Customer satisfaction could affect the purchase intention of the customer massively. According to Kim, Park, and Jeong (2004), customer satisfaction refers to customer reaction to the level of satisfaction with products and services and their assessment of expectations and satisfaction. Customer satisfaction refers to how a customer assesses a company's ongoing performance (Gustafsson, Johnson, & Roos, 2005). It can help firms develop long and profitable connections with their customers (Eshghi, Haughton, & Topi, 2007).

According to customer evaluation research conducted by Jacoby and Chestnut (1978), frequent purchases are customer loyalty, Customer loyalty is easily gained when customers are satisfied (Mohd Nazri et al., 2020). Nevertheless, simply challenging to reveal the loyal behavior orientation of the formation, development, and change, more frequent repeat purchases may not be based on some preferences. However, due to the formation of conversion disorders such as legal, technical existence of the incentive, cost, and other constraints, low repeat purchases may also be due to situational factors or the effect of random factors (Storbacka, Strandvik, & Gromoos, 1995). Therefore, some scholars believe that attitude orientation is more anti-customer loyalty than purchase behavior (Gremle & Brown, 1996), and the genuinely loyal customer should repeat purchase behavior accompanied by a higher attitude orientation (Dick & Basu, 1994). From the perspective of customer buying behaviour, customer loyalty is defined as the favoured by customers for their products and services of the deep commitment and consistency to repeat purchase and patronage in the future, thus producing the same brand, to buy the same enterprise or brand series of actions, regardless of the situation and the influence of the marketing force, namely customer loyalty must meet biased not random six necessary or sufficient conditions including a behavioural response (i.e., purchase), persistence over time, decision made by a deciding group, choice of behaviour among one or more firms, and psychological process.

Based on relevant literature, price is undoubtedly one of the most critical factors affecting customer purchase intention of Maxis Berhad. According to Kotler and Armstrong (2008), consumers decide whether they should purchase a product or service rather than a price based on the evaluation process. Consumers will sacrifice their money to purchase products or services that will benefit them, regardless of how expensive or inexpensive are (Zeithaml, 1988). It has a negative relationship with purchase intention. Consumers tend to explain a price based on their subjective perception and convert them into expensive or inexpensive concepts in their memory. However, price perception is not the actual monetary price of products or services (Kashyap & Bojanic, 2000). There is a negative association between price and purchase intention (Paramasiwi, 2010). Consumers do not necessarily negatively view prices in this scenario, but rather as a complex variable of purchase intention. They assume that the price of a product indicates its quality, elegance, and status. As the perceived quality of a product improves, so does the likelihood of a buyer purchasing it.

H1: The price possesses a negative relationship with purchase intention among customers of Maxis Berhad.

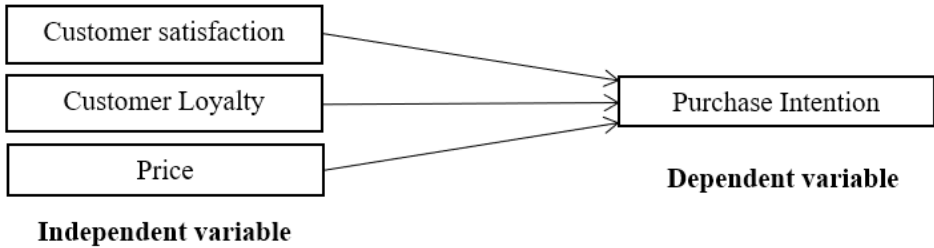
In the product and services industry, customer satisfaction is essential to be concerned with because it influences customer purchase intention (Kim, Cho, & Kim, 2019). According to Szyndlar (2021), customer satisfaction is a measure that indicates how well products or services satisfy consumer needs. A study from Dash, Kiefer, and Paul (2021) stated that brand identity and brand image significantly affect customer satisfaction and thus increasing purchase intentions. Hence, a business must be aware of and avoid underestimating the significant factor influencing customer satisfaction. The evidence is that several researchers have proved that customer satisfaction is positively related to purchase intention. For instance, Elbeltagi and Agag (2016) valued that the overall customer satisfaction is significantly linked to a desire to use the same service provider in the future. Studies from Brady, Robertson, and Cronin (2001) and Cronin, Brady, and Hult, (2000) proved that customer satisfaction significantly positively correlates with purchase intention. Therefore, hypothesis 2 is proposed as:

H2: Customer satisfaction is positively related to purchase intention.

Customer loyalty is the strength of the relationship between a physical and emotional commitment given by one's relative attitude or behavior and repeat patronage for the products or the companies. Customer loyalty is the overall spending power of the consumers for the products. On the other hand, customer loyalty is true loyalty and a solid desire to repurchase the products from the consumers rather than repeat purchasing behavior, which is actual repurchasing of the same products or brands, despite commitment (Bloemer & Kasper, 2005). The significant role of customer loyalty is ensuring the customers are happy and satisfied with the products and services provided by the companies or organizations (Aksoy et al., 2015). Customer loyalty is regarded as the critical determinant factor for customer retention. Customer retention exists when the companies fulfil or satisfy customer expectations and maintain them in the long-term relationship to guarantee long-term purchasing decisions. Customer loyalty is driven by customer retention; therefore, it is related to the increasing profits of the company. Customer loyalty comprises behavioral loyalty and emotional loyalty. This study indicated that the behavioural loyalty consumers have more emotional or feeling bond with the brand while the emotional loyalty consumers enjoy the relationship. In contrast, the emotional loyalty customer repurchases the products and engages in word-of-mouth to recommend the business to the new customers (Izogo, 2017). Thus, the hypothesis is as follows:

H3: Customer loyalty has a positive relationship with the purchase intention due to pricing.

Figure 3 illustrates the research framework.



**Figure 3.** Research Framework

## **RESEARCH METHOD**

Our quantitative technique was used together with an online questionnaire to gather responses from the target respondent. The targeted population includes all customers who have used Maxis services for at least six months. The lowest age to participate as a target respondent is at least 18 years of age and above. Data were collected by an online survey questionnaire with 18 questions using Google form. This questionnaire explores how the independent variables, customer loyalty, customer satisfaction and price, influence an increase in purchase intention among customers of Maxis Berhad.

The sampling was conducted by purposive sampling, in which only specific criteria are selected deliberately to obtain vital information that could not be obtained from other choices (Maxwell, 1996). It is often used in qualitative research because only certain information is essential to perform this study. Furthermore, this includes choosing, identifying and determining specific groups or classes of mainly knowledgeable about experiences with a circumstance of interest. Moreover, purposive sampling will be the preferred sampling to be authorized as the research technique used in the present study is the quantitative research method (Sekaran & Bougie, 2013). Purposive sampling is the most appropriate tool for this study since the respondents had to fulfill the specific requirement, which is that all consumers must have used Maxis services. We wanted to understand the experience of customers who used Maxis services. The selection criteria will be: "Have you ever used Maxis services for at least six months?" and those who answer with a "No" are excluded from the sample.

The target size of this survey was 300 Maxis services users. However, sample sizes of 200 to 300 respondents provide and offer an acceptable and suitable margin of error. Most statisticians agree that the minimum sample size for the research is 100. However, the ideal maximum sample size is about 10% as long as it does not exceed 1000 for the survey. In conclusion, a sample size of 300 is sufficient to obtain a good and accurate outcome.

In addition, we administered a five-section questionnaire, namely demographic, purchase intention, prices, customer satisfaction, and customer loyalty towards Maxis Berhad. However, four questions are allocated to express the purchase intention at Maxis Berhad, six questions are allocated to access the prices provided by Maxis Berhad, five questions are allocated to express the satisfaction toward Maxis Berhad, and three questions are allocated to express loyalty towards Maxis Berhad. All the sections, excluding demographic details, employed a 5-point Likert scale to measure responses. We have asked the respondent to specify "1" that states Strongly Disagree to "5" that states Strongly Agree with every statement or question in this questionnaire.

The primary data were collected through a questionnaire of Google form. The questionnaire was shared with the respondents through social media such as WhatsApp, Facebook, Telegram, and Instagram. The questionnaire was shared online since it is a current trend, and using Google Forms will reach more people online. Also, due to the continuation of the Covid-19 pandemic in Malaysia, face-to-face questionnaire distribution could not be carried out for health reasons. Primary data was utilized because specific information is collected directly by the person who analyzes the data



Primary data has not been manipulated or changed by individuals, and it has a higher level of validity than secondary data (Kabir, 2016).

The questionnaire was developed with demographic information about the respondents, and continued with the dependent and independent variables. The instruments was measured by a five-point Likert Scale. The questionnaire was composed of two parts. The first part consists of purchase intention, customer loyalty, customer satisfaction and price. The second part of the questionnaire was collecting the respondents' demographic. The research instruments are summarized in Table 1.

**Table 1.** Research Instrument

Variables	Items	Cronbach Alpha
Purchase intention	4	0.895
Customer Loyalty	3	0.920
Customer Satisfaction	5	0.788
Price	6	0.749

## RESULTS AND DISCUSSION

Table 2 shows that the empirical data was collected from respondents who have been Maxis users for at least six months. A total of 307 questionnaires were distributed, and 230 were returned and are valid to be used . It shows that the response rate in this study is 74.92%. The table below shows the demographic data of Maxis users. It is observed that the majority of the respondents are female (53.91%), aged between 18-25 (77.30%), Malay race (52.61%), student (72.61%), Bachelor's Degree holder (48.26%), and level of income below RM1,001 (65.65%).

**Table 2.** Respondent Profile

Demographic Variable	Category	Frequency	Percentage
Gender	Male	106	46.1
	Female	124	53.9
Age	18-25	178	77.4
	26-35	27	11.7
	36-45	16	7
	46-55	7	3
	56-65	2	0.9
Race	Chinese	71	30.9
	Malay	121	52.6
	Indian	31	13.5
	Other	7	3
Occupation	Student	167	72.6
	Employed	44	19.1
	Self-employed	13	5.7
	Unemployed	5	2.2
	Others	1	0.4

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Level of Education	Malaysia Certificate of Education (SPM)	29	12.6
	Malaysia Higher School Certificate (STPM)/Diploma/Foundation/A-level/Matriculation	81	35.2
	Bachelor's degree	111	48.3
	Master's degree	9	3.9
Level of Income	Below RM1,001	151	65.7
	RM1,001 - RM4,000	66	28.7
	RM4,001 - RM7,000	10	4.3
	RM7,001 and above	3	1.3

A demographic tool is used to investigate the measurement with the Smart PLS 3.3.2 software. The software does not need the assumptions of regularity and it is not regularly distributed for survey research.

Also, a 2-step approach was developed to assess the model. The first assessment was used to look into the validity and reliability of the measurement model. In the measurement model, we assessed loadings, items, CR and AVE. The AVE should be superb or equal to 0.5, and the CRs are all greater than 0.7. The loadings were also acceptable, with only two loadings of assurance lower than 0.708. The loading values should be greater than or equal to 0.5, and the CRs should also be greater than or equal to 0.7.

According to Henseler et al. (2015), proposed discriminant validity was employed using the HTMT criterion. HTMT values should be  $\leq 0.85$  for more stringent tests and  $\leq 0.90$  for smoother tests. Table 3 and 4 shows that the HTMT value is  $\leq 0.85$ . Thus, it can be concluded that respondents understood that all four configurations were different. Considering these validation tests, we can see that the measurement model is valid and reliable.

**Table 3.** Measurement Model

Constructs	Items	Loading	CR	AVE
Customer Loyalty	CL1	0.902	0.928	0.812
	CL2	0.896		
	CL3	0.906		
Customer Satisfaction	CS1	0.861	0.916	0.688
	CS2	0.872		
	CS3	0.839		
	CS4	0.837		
	CS5	0.73		
Price	P1	0.875	0.935	0.784
	P4	0.891		
	P5	0.885		
	P6	0.89		
Purchase Intention	PI1	0.895		
	PI2	0.911		
	PI3	0.79		
	PI4	0.853		

**Table 4.** Discriminant Validity

Variable	1	2	3	4
Customer Loyalty				
Customer Satisfaction	0.881			
Price	0.779	0.732		
Purchase Intention	0.888	0.738	0.75	

In the structural model part, the path coefficients, the  $\beta$  standard errors, t-values, and p-values for the structural model were reported in the hypothesis testing Table 5. It shows the result of the hypothesis testing, that P-values are not good combination basis.

We assessed the effect of the three independent variables on purchase intention; the R2 was 0.652, whereby R2 adjusted was 0.648, which shows that all the three independent variables explained 65.2 % of the variance in purchase intention. Customer loyalty ( $\beta = 0.597$ ,  $p < 0.05$ ) was significantly related to purchase intention. Thus, H1 was supported. However, Customer satisfaction ( $\beta = 0.035$ ,  $p > 0.05$ ) and Price ( $\beta = -0.235$ ,  $p < 0.05$ ) were not significantly related to purchase intention. Therefore, this led to H2 and H3 were not supported.

**Table 5.** Hypothesis testing

	Original Sample	$\bar{X}$	SD	T Statistics ( O/STDEV )	P Values	BCILL	BCIUL	F-	VIF
Customer Loyalty -> Purchases Intention	0.597	0.586	0.08	7.447	0	0.442	0.755	0.335	3.065
Customer Satisfaction -> Purchases Intention	0.035	0.045	0.086	0.407	0.684	-0.116	0.215	0.001	2.755
Price -> Purchases Intention	-0.235	-0.236	0.075	3.125	0.002	-0.389	-0.094	0.076	2.082

The primary goal of this study is to look into the factors that influence Maxis Berhad's purchase intentions. The three factors of price, customer satisfaction, and customer loyalty are investigated as independent variables of customer purchase intention. The first hypothesis focused on the impact of price on customer purchase intention. We found that this hypothesis is not supported, and price has a significant and positive impact on customers' purchase intentions. Previous research has looked into the relationship between this variable and found that price has a negative impact on customer purchase intent (e.g., Zeithaml, 1988). Therefore, the results of this study are not consistent with previous studies. Some product pricing is compassionate; some product price does not affect the demand.

The second hypothesis was that customer satisfaction affects customer purchase intention. This hypothesis was not supported, and customer satisfaction had a relatively insignificant and negative impact on customer purchase intention. Previous research has looked into the relationship between this variable and found that customer satisfaction has a positive impact on customer purchase intention (e.g., Kim et al., 2019). As a result, the findings of this study differ from those of previous studies. Moreover, the negative



relationship between customer satisfaction and purchase intention to switch brands implies that the higher the satisfaction levels of customers, the lower the willingness customers to switch to other brands of mobile services.

The third hypothesis was the impact of customer loyalty on customer purchase intention. Hypothesis 3 was supported. This study proves that customer loyalty is significantly positively related to purchase intention. It can be aligned with a previous study from Malik, Ghafoor, and Iqbal (2013), indicating that strengthening brand awareness and brand loyalty can enhance purchase intentions. Furthermore, a study from Chi, Yeh, and Yang (2009) also proves that brand loyalty will positively affect customer purchase intention. Customer loyalty is significant to the customer purchase intention because customers satisfy the expectations, and the company can maintain them in the long-term relationship with customers to guarantee long-term purchasing decisions (Chi et al., 2009). They also revealed that brand loyalty mediates brand awareness and purchase intention. Thus, Maxis Berhad is suggested to increase customer loyalty by implementing several strategies and result in an increase in customer's purchasing the product and services of Maxis Berhad.

All findings of this present research are significant because the direct effect of the independent variables, price, customer satisfaction, and customer loyalty, is essential to increase the purchase intention of customers of Maxis Berhad. Thus, the results of this study could be beneficial to Maxis Berhad because they can understand the independent variables that influence purchase intention. Hence, price, customer satisfaction, and customer loyalty are strong indicators in determining the customer repurchase frequency towards the Maxis Berhad. In addition, the Maxis entrepreneur could be implemented the strategies and planning to maintain customer retention by reducing the price, increasing customer satisfaction and customer loyalty tends to significantly bring a positive impact on the success of Maxis Berhad. As a result, this present research indicates that the Maxis entrepreneur plays a vital role in developing effective organizational strategies to maintain the business performance, increase the profits, and achieve the competitive advantages of Maxis Berhad due to the increased purchase intention among customers.

## **CONCLUSION**

This present research has identified and investigated price, customer satisfaction, and customer loyalty as the independent variables that influence the purchase intention among customers of Maxis Berhad. In this present research, the independent variable, the price, was analyzed that purchase intention has a significant negative relationship with the purchase intention of customers of Maxis Berhad. However, the independent variables, customer satisfaction and customer loyalty, have a positive relationship with customer purchase intention. From the regression analysis, hypothesis 1 is not supported where the price is positively related to the purchase intention. Hypothesis 2 is not supported where customer satisfaction is negatively related to purchase intention. Hypothesis 3 is supported where customer loyalty is positively related to purchase intention. Hence, this present research was produced to increase the subscribers and purchase intention of Maxis Berhad by improving the factors: price, customer satisfaction, and customer loyalty. The three independent variables significantly enhance the business growth and increase the profits of Maxis Berhad and subsequently lead to an increase in the purchase intention among customers of Maxis Berhad.

As with most studies, the current study's design is subject to limitations. Firstly, the results collected by online questionnaires are uncertain. Once the respondents do not genuinely reflect the reality, the questionnaire survey results may not be objective or false. Therefore, to obtain more accurate results in the future, future research needs to enhance the rigor of questionnaire surveys to avoid and reduce the occurrence of this situation. Secondly, the survey scope of target participants has certain limitations due to the online questionnaire. Some interviewees may fail to participate in the survey because they cannot utilize Google questionnaires. To get more accurate results, future studies should involve more respondents. Third, because the five-point Likert Scale is an item-summative score representing one's degree of approval, it cannot further describe their attitudinal structure differences. Therefore, further research should further reinforce the investigation of attitudinal and structural differences.

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