Report on:

Factors influencing customer intention to leave: A study on Orama Digital Design

Submitted by:

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LETTER OF TRANSMITTAL

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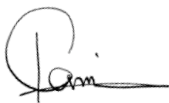
Daffodil International University

Subject: Submission of Internship Report on "Factors Influencing customer intention to leave: A case study on Orama Digital Design"

Dear Sir,

Delivering my internship report on "Factors Influencing customer intention to leave: A case study on Orama Digital Design" as a requirement for finishing my BBA program is, in fact, an honor. I am fortunate enough to work with a professional paraphrase team.

I believe that it was a fascinating experience to work and live in the banking sector and it has enriched both my knowledge and experience. I did my best to demonstrate my abilities, and this report does that. Finally, I want to express my gratitude to you for your ongoing oversight and direction as I prepared the report.

Sincerely yours,

Tanvir Ahmad

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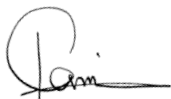
STUDENT DECLARATION

I hereby declare that the Internship Report presented here has been conducted solely by me and has not been previously submitted to any other institution for academic purposes or certification.

I, Tanvir Ahmed, ID: 193-11-901, confirm that this internship report titled "Factors Influencing customer intention to leave: A case study on Orama Digital Design" was prepared by me as a requirement for the completion of my Bachelor of Business Administration degree at Daffodil International University.

I affirm that this work does not infringe upon any existing copyrights, and no part of this report has been copied from any previous work submitted for an academic degree or any other purpose.

Furthermore, I take full responsibility to compensate for any damages that may arise from any violation of the aforementioned obligations.

Sincerely,

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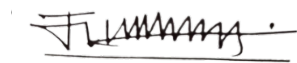Department of Business Administration
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LETTER OF ACCEPTANCE

This is to certify that the internship report entitled "Factors Influencing customer intention to leave: A case study on Orama Digital Design" is prepared by Tanvir Ahmed, ID No: # 193-11- 901, as a requirement of the BBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

Professor Dr. Tanvir Abir

Department of Business Administration

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ACKNOWLEDGEMENT

I want to acknowledge and demonstrate my appreciation to everyone who made it possible for me to end this report. I want to express my deepest gratitude to my supervisor, Dr. Tanvir Abir, for all of express my deepest gratitude to my supervisor, Dr. Tanvir Abir, for his commitment, valuable guidance, and encouragement throughout the analytical process and when I was composing my report. I also want to express my admiration to him for making an effort to evaluate and rectify all of my errors.

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EXECUTIVE SUMMARY

This study investigated the factors influencing the intention to leave Orama Digital Design, situated in New Jersey, USA.

A structured questionnaire was administered to a sample of Orama Digital Design customers, and the collected data were analyzed using statistical tools, including the Statistical Package for Social Sciences (SPSS).

The findings of the study highlighted several key factors that significantly impact the intention to leave Orama Digital Design. These factors include Customer Assurance, Price, and Service Encounter Failure. These factors played a pivotal role in analyzing the extent to which customers were inclined to leave Orama Digital Design. Customer Assurance and Service Encounter failures were identified as having the highest impact among these three factors.

By implementing these recommendations, Orama Digital Design can effectively enhance its Customer Assurance, Price, and Service Encounter Failure, meeting customer expectations and elevating customer satisfaction. Improved customer satisfaction will contribute to customer retention and generate positive word-of-mouth recommendations, attracting new customers and further expanding the Digital Marketing Industry.

CHAPTER 1

INTRODUCTION

Introduction

In the United States of America, there exists a significant level of competition in the business landscape. Many small enterprises endeavor to expand their operations through the assistance of digital marketing services. Consequently, a substantial portion of the American populace is gravitating towards digital marketing to enhance the growth of their businesses. Owing to the widespread awareness, particularly among the educated demographic, consumers have become highly discerning regarding quality and service. Consequently, they prioritize purchasing products from establishments that offer superior product quality, exemplary customer service, and a seamless shopping experience. The evolution of digital marketing since the 1990s and 2000s has profoundly transformed how brands and businesses leverage technology for their marketing endeavors. With the increasing integration of digital platforms into marketing strategies and people's shift towards digital devices over physical shopping, digital marketing campaigns have gained significant prevalence and efficiency (Zhang, Chen, 2010.).

In 2019, Orama Digital Design, based in Woodwind, New Jersey, initiated its operations. It was officially launched in 2020, coinciding with the onset of the pandemic. The primary aim of Orama Digital Design is to assist small restaurant businesses in their growth efforts through services such as online ordering, menu design, web design, SEO marketing, and various other digital solutions.

Meanwhile, the marketing landscape in the United States of America has established itself as highly competitive and unforgiving for newcomers. However, it also presents substantial opportunities for profitability when navigated effectively. Companies like "Orama Digital Design" have successfully expanded their businesses across the country, sharing market dominance in some regions with established digital marketing giants like Interactive Design Agency, Hydra & Scrum Launch (Riesz, 2021).

The primary objective of this study is to discern the factors influencing customers' intention to discontinue their engagement with Orama Digital Design.

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1.1 Overview of the Company

Orama Digital Design is a significant, fast-growing Digital Marketing Agency in the industry of USA. Established in 2020 a small business thinking of helping other businesses to help them grow digitally. The CEO of Orama Digital Design is Vasilos Bill. Its headquarters is in Wildwood New Jersey. Providing services in a wide range like Menu Design, Social Media Management, Web Design, Online Ordering and many more. This company is more focused on Website designs now days achieving it vital limits. Among the States it has More clients around New Jersey. It has 150 Regular Dealer Clients which are taken care of as monthly basis. (Bettman, 2021)

1.2 Research Objectives

1.2.1 General Objective:

The study's primary objective is to discern the factors influencing customers' intention to discontinue their engagement with Orama Digital Design.

1.2.2 Specific Objectives:

To ascertain the relationship between Service Encounter Failure and the intention to leave Orama Digital Design.

To determine the relationship between Customer Assurance and the intention to leave Orama Digital Design.

To establish the relationship between Price and the intention to leave Orama Digital Design.

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CHAPTER 2

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 Theoretical Framework

The study used Keaveney's (1995) model of service-switching behavior as a framework to construct a survey instrument for investigating service-switching in the child-care industry. Keaveney's model suggests that congruent expectations between service providers and consumers facilitate the maintenance of service relationships while disparate expectations can lead to switching behavior.

The model also emphasizes the importance of post-switching behavior, which refers to the actions taken by consumers after switching service providers.

The study highlights the differences in perceptions between child-care providers and consumers when attributing causes of switching and examining post-switching behavior.

The study's findings provide practical implications for child-care providers and service providers in general, suggesting the need for understanding and managing consumer expectations to prevent switching behavior.

Overall, the theoretical framework used in the study is Keaveney's model of service-switching behavior, which focuses on the role of expectations and post-switching behavior in maintaining or terminating service relationships (Graham Cuskelly, 2019)

Pricing
- High Price
- Price Increases
- Unfair Pricing
- Deceptive Pricing

Inconvenience
- Location/Hours
- Wait for Appointment
- Wait for Service

Core Service Failure
- Service Mistakes
- Billing Errors
- Service Catastrophe

Service Encounter Failures
- Uncaring
- Impolite
- Unresponsive
- Unknowledgeable

Response to Service Failure
- Negative Response
- No Response
- Reluctant Response

Competition
- Found Better Service

Ethical Problems
- Cheat
- Hard Sell
- Unsafe
- Conflict of Interest

Involuntary Switching
- Customer Moved
- Provider Closed

Service Switching Behavior

Word-of-Mouth About Service Switching
- Personal Stories
- Complaining

Search for New Service
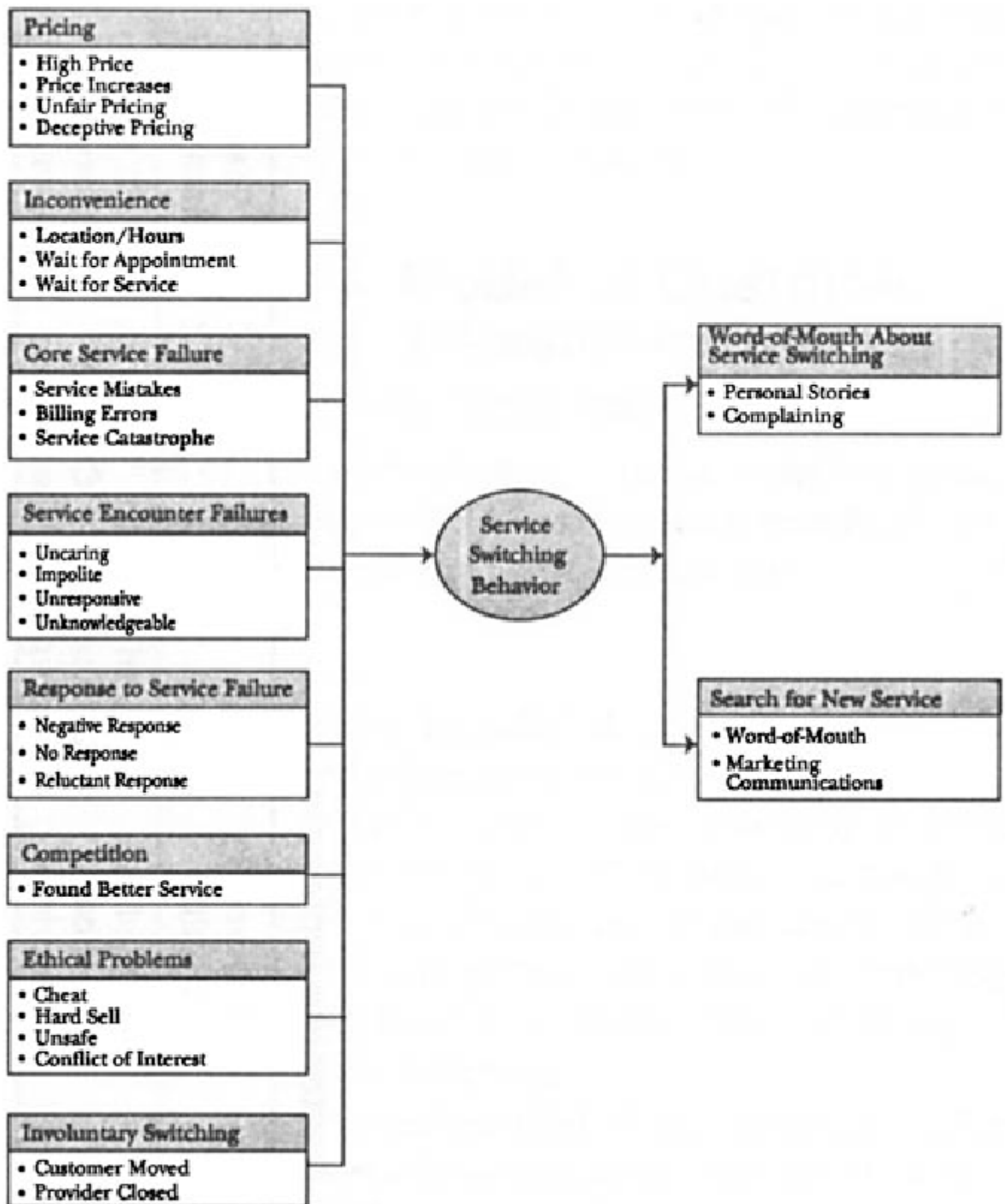- Word-of-Mouth
- Marketing Communications

Figure 1: A model of customer switching behavior

Source: (Keaveney's, 1995)

2.2 Literature Review

The Literature review aims to provide a comprehensive understanding of Customer intention to leave, often referred to as "customer churn" or "customer attrition," which has been a subject of significant interest in business and marketing. Understanding the factors influencing customers' decisions to discontinue their relationships with a brand or service is crucial for companies seeking to improve customer retention and long-term profitability. This literature review provides an overview of key findings and trends from various studies on customer intention to leave. This study shows the Factors in which customers try to switch or go to the services. customer satisfaction completely fulfills a client's expectations for specific goods and services. So, it plays an important role in the view of intention to leave if anything is lacking. Customers will be satisfied if the perceived performance meets their expectations for the level of service.

Customers become disappointed if perceived performance falls short of what they had anticipated. Service encounter failure, customer assurance and price have a relation to customer intention to leave (Owen, 2020)

The literature indicates a significant relationship between intention to leave and service performance in the digital marketing industry.

2.2.1 Service Encounter Failure

This category pertains to the nature of interactions between customers and employees of service firms, a matter directly relevant to digital marketing service providers and other service-oriented companies. Instances of service encounter failure encompass negative attitudes exhibited by service personnel, lack of responsiveness to customer complaints, unprofessional conduct when dealing with customers, and deficiencies in support provided by service providers' call centers. Compared with the results of Keaveney's (1995) study. It is noteworthy that service encounter failure ranks as the second most prevalent factor triggering customers to switch service providers in Western region. In contrast, it ranks as the second least significant factor for western customers. This discrepancy highlights the evolving economic landscape in the USA, transitioning from a planned economy to a primary focus on product quality to a market driven economy emphasizes service and product quality. In the United States, the expectations for service

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Primary focus on product quality to a market-driven economy emphasizes service and product quality. In the United States, the expectations for service quality are comparatively lower, making customers less prone than their Western counterparts to change service providers due to subpar customer service experiences.

2.2.2 Customer Assurance

Customer Assurance is the primary determinant and prerequisite for determining loyalty (Rechheld et al., 2000; Chaudhuri & Holbrook, 2001; Berry, 2002). The digital era has revolutionized. T in how businesses and enterprises interact with customers has given rise to the concept of "Customer Assurance." In digital marketing agencies, Customer Assurance refers to the strategies and practices employed to ensure customers' confidence, trust, and satisfaction throughout their online interactions. This literature review delves into the multifaceted dimensions of Customer Assurance within the context of digital marketing agencies. Customer Assurance is closely intertwined with trust-building strategies. According to Research by McKnight and Choudhury (2003), establishing online trust is rooted in perceived security, privacy, and reliability, essential elements of Customer Assurance. Digital marketing agencies can ensure trust through secure online transactions, clear privacy policies, and consistent service quality. (Demerouti & Schaufeli, 2019)

2.2.3 Price

There are three components to the concept of price: objective price, perceived non-monetary

price, and sacrifice. (Zeithaml,1988). The concrete economic value (in simple terms, the money handed over for a product) is not identical to the perceived value (that is, the price as grasped and stored in the customer's mind) because customers don't always have knowledge of or retain the exact price they paid for a product. Price is important in the digital marketing industry, particularly for marketing agencies. The link between price and customer loyalty elucidates that customer satisfaction in the digital market relies on elements like website design, social media marketing, variations in pricing structures, and more. The perception of price fairness also assumes a crucial role in any transaction. The sense of justice hinges on the ratio of gain and loss sensed by both parties.

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Engaged in the transaction. From the customer's standpoint, the gain pertains to the product or service to be received, while the loss refers to the money to be paid. (Abdullah & Chua, 2019)

2.2.4 Customers Intention to leave

In today's competitive business environment, retaining customers is a fundamental objective for organizations across industries. Customer intention to leave, also known as customer churn or attrition, represents the inclination of customers to discontinue their relationship with a business or brand. Understanding the factors influencing this intention and implementing effective retention strategies is essential for long-term success (Kumar & Reinartz, 2018).

Service organizations in particular have to provide the physical and psychological organizational conditions that contribute to the retention of workers for long as possible (Asamoah et al. al., 2014), because the loss of a competent trained and qualified employee is a problem for these organizations as it adversely affects customer interaction, and the quality of service delivered. There are many reasons for the rotation of work and the departure of the service which might not be delivered properly makes them upset; they could be personal and organizational factors; the most important of which are: personality characteristics of customers, organizational policies, nature ability of company and relation between clients to perform the tasks assigned to swiftly and organized (Qazi et.al, 2015).

CHAPTER 3

HYPOYHESIS DEVELOPMENT AND CONCEPTUAL FRAMEWORK

3.1 Service Encounter Failure and Intention to Leave

The Service Encounter failure reflects a bad attitude toward customers. Compared with the results of Keaveney's (1995) study, service encounter failure is the second most common reason for switching service providers in the West. The hypothesis suggests a relationship between service encounter failures and customers' intention to leave. Service encounter failures refer to instances where customers encounter issues, dissatisfaction, or subpar experiences while interacting with a service provider or during service delivery. These failures could include poor customer service, long waiting times, product defects, miscommunication, or other factors that negatively impact the customer's experience. (Gupta & Verma, 2022)

H1: There is a positive relationship between Intention to leave and Service Encounter Failure

3.2 Customer Assurance and Intention to Leave

The hypothesis proposes that customer assurance, which refers to customers in a service provider's ability to meet their expectations and address their concerns, plays a significant role in influencing customer retention. When customers perceive that a service provider is reliable, competent, and committed to resolving their issues, they are more likely to feel secure and satisfied with their ongoing relationship with the brand. Customer assurance can be demonstrated through various means, such as clear communication, responsiveness to customer inquiries and complaints, service guarantees, warranties, and effective conflict resolution strategies. Ma, Z. (2010). When customers experience high levels of assurance, they are more likely to believe that the service provider values their patronage and is dedicated to providing a positive experience.
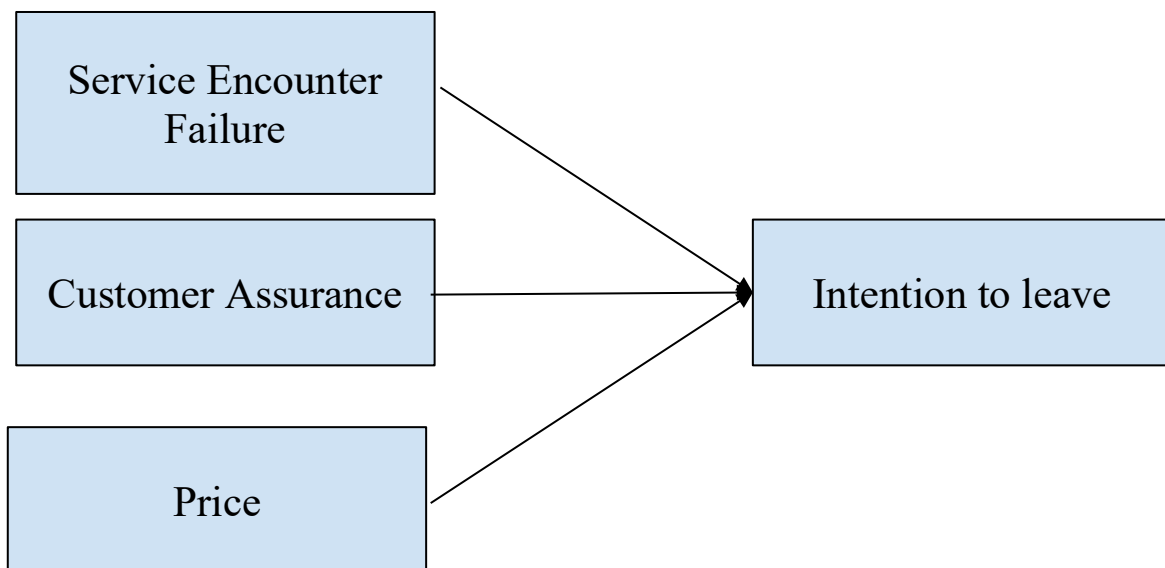
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H2: There is a positive relationship between Intention to leave and Customer Assurance

3.3 Price and Intention to Leave

Customers can be attracted or turned away by the price, which can also serve as a barometer of quality, therefore retail chains' pricing policies can have a significant impact on them. Customers are likely to demand excellent quality at a high price, or they may feel taken advantage of if the price is excessive. Similarly, shoppers can wonder if the stores can supply high-quality goods and services if the price is cheap. (Ma, 2010)

H3: There is a positive relationship between Intention to leave and Price

Figure 1 Study Framework of Factors Intention to leave of Orama Digital Design

Source-(Liang et al., 2013), (Sunaryo, 2018), (Ajibm, 2018)

Service Encounter Failure (SEF)	(Liang et al., 2013), (Riesz, P. 1978)

Customer Assurance (CA)	(Sunaryo, 2018), (Clemes, et al. 2010)
Price (PR)	(Sjibm, 2018), (Riesz, P. 1978)
Intention to Leave (IL)	(Liang et al., 2013), (Sunaryo, 2018), (ajibm, 2018)

CHAPTER 4
METHODOLOGY

4.1 Population and Sample Size

The study focused on the target demographic of the U.S. state of New Jersey, specifically for the Orama Digital Design organization. This organization serves a customer base of 108 permanent clients. Data collection was conducted through a closed-ended questionnaire. A total of 172 individuals were contracted for participation, resulting in 108 valid and usable responses. Additionally, respondents were asked about the duration of their engagement with the organization. Consequently, Table 1 provides a summary of the respondents' profiles.

4.2 Questionnaire design

The questionnaire implemented in this research has 3 latent variables with 12 indicator variables (Appendix). The five-point Likert scale, where five represent strongly agree and one indicates strongly disagree, provides the basis for all indicator variables. Each of the ranking's scales for, Customer assurance and price contains three items, while the scales for Service encounter failure have three items. Intention to leave has three items adapted from Service Encounter Failure (Liang et al., 2013), (Riesz, P. 1978), Customer Assurance Sunaryo, (2018), (Clemes, et al., 2010), (Price Sjibm, 2018), (Riesz, P. 1978), Intention to leave (Liang et al., 2013), (Sunaryo, 2018), (Ajibm, 2018)

4.3 Data Collection

The data was accumulated employing a questionnaire survey approach and a simple random sample process using a questionnaire survey approach and a simple random sample. Before collecting data, a pilot study was carried out to ensure the questionnaire was valid and comprehensible. Some wording in the questionnaire were revised to make it concise from the respondent's perspective after taking the pilot survey's recommendations. After taking the pilot

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survey's suggestions, some wording in the questionnaire was revised to make it concise from the respondent's standpoint. The study's target population was customers of Orama Digital Design.

4.4 Time Dimension

A cross-sectional methodology was employed to collect the data, wherein participant information was gathered simultaneously. A Google Form was disseminated to the participants via email to facilitate data collection, beginning on September 15, 2023 and concluding on September 23, 2023

4.5 Data Analysis

The objective of data analysis (Sekaran, 2003) is to obtain a deeper understanding of the problem, assess the data's validity, and test the propositions developed for the Research. In this study, the Statistical Package for Social Science (SPSS) system computer program Version 26 was utilized to do data analysis computer program Version 26 was used to analyze data. Then, the data is evaluated.

CHAPTER 5

ANALYSIS

5.1 Demographic Profile of the Sample

The Demographic attributes of the study's Respondents are shown in Table 2: 62.2 percent were Male, 29.9 was Female, and Others was 7.5. From the collected data, we can see that More than 2 years percent of respondents is higher than the rest, which is 38.3%. This indicates that a significant proportion of respondents are long-term clients, surpassing other categories in terms of representation.

Table 1 Demographic Information of the Respondents (N=108)

Variables	Frequency (n)	Percentage (%)
Gender		
Male	67	62.2
Female	32	29.9
Others	8	7.5
How Long have you been with Us?		
More than 1 year	36	33.6
More than 2 year	41	38.3
Less than 1 year	27	25.2
More than 3 years	3	2.8

5.2 Reliability Test

Reliability, is defined a is "the consistency of a measure of a proposition measure" (Bryman and Bell, 2011) and is correlated with data stability. As multiple-item scales were employed in our data analysis, reliability was determined using statistical techniques such as Cronbach's

alpha. The Cronbach's Alpha value is the highest for Customer Assurance (α=0.822) and the lowest for Service Encounter Failure (α=0.587). Thus, the constructs are adequately consistent.

Table 2 Reliability of Variables

Variable	Reliability (Cronbach's α)	Number of Items
Service Encounter Failure	0.587	3
Customer Assurance	0.822	3
Price	0.664	3
Intention to Leave	0.825	3

5.3 Correlation Analysis

From Table 3, the variables Service Encounter Failure ($r = 0.578$), Customer Assurance ($r = 0.822$) and Price ($r = 0.664$) have a positive correlation with the dependent variable Intention to leave. Thus, H1, H2, and H3 are accepted.

Table 3 Result of tested Pearson Correlation

Hypothesis	Pearson Correlation Coefficient (*r*)	Cronbach's Alpha	Result
H1: Service Encounter Failure → Intention to leave	0.578	$0.5 > \alpha$	Positive
H2: Customer Assurance → Intention to leave	0.822	$0.8 > \alpha \geq 0.7$	Positive
H3: Price → Intention to leave	0.664	$0.6 > \alpha \geq 0.5$	Positive

5.4 Factor Analysis

Factor analysis (FA) is a statistical technique that helps find the underlying dimensions or factors that explain the relationships among a group of underlying dimensions or factors that define the relationships among complex variables or items (Field, 2018). It allows researchers to reduce the complexity of the data and identify the underlying structure. several tests are frequently conducted to perform factor analysis, including the Kaiser-Meyer-Olkin (KMO) measure, Bartlett's test of sphericity, the Rotated Component Matrix test, and the

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Communalities test. The KMO measure assesses the sampling adequacy for factor analysis. It measures the proportion of variance among the variables that underlying factors underlying aspects might cause. A KMO value of 1 indicates high sampling adequacy (Field, 2018).

5.4.1 Factor Analysis (FA)

Table A - KMO and Bartlett's Test

Measurement Scale	Result
Meritorious	.889

Based on the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy provided in Table A, which has a value of .889, it can be inferred that the proportion of variance in the variables that might be attributed to underlying factors is relatively high. This indicates that a factor analysis on the data would likely yield reliable and distinct factors characteristics.

A KMO measure close to 1.0 signifies a high level of sampling adequacy, suggesting that the variables included in the analysis are suitable for extracting meaningful factors. In this case, with a KMO measure of .889, the data appears to be well-suited for factor analysis, as there is a substantial amount of variance in the variables that factors underlying factors underlying factors can explain. Given the high KMO measure of .889, it is likely that the factor analysis will provide valuable insights into the relationships between the variables and help uncover distinct factors that explain the variance in the data. The results obtained from the research are expected to be reliable and meaningful, enabling researchers or analysts to make more informed decisions or draw accurate conclusions based on the identified factors.

In summary, the high KMO measure of .889 indicates that the data is suitable for factor analysis, suggesting that this technique can be employed confidently to uncover reliable and distinct factors that explain the underlying structure of the variables in question.

Table B - Communalities

	Initial	Extraction
SEF1	1.000	.553
SEF2	1.000	.736
SEF3	1.000	.639

CA1	1.000	.726
CA2	1.000	.783
CA3	1.000	.661
PR1	1.000	.606
PR2	1.000	.842
PR3	1.000	.557
IL1	1.000	.800
IL2	1.000	.813
IL3	1.000	.793

In Table B, the realities in factor analysis indicate the amount of variance in each variable that can be attributed to the extracted factors. These commonalities are presented in two stages: initial and extraction. The initial communalities, located on the diagonal of the correlation matrix, are typically set to 1 by default. This assumption implies that all the variance within each variable will be accounted for by the extracted factors. However, the extraction communalities are the more critical figures, as they estimate the common variance associated with the identified factors. These values range between 0 and 1, with higher values indicating that the factor explains a larger proportion of the conflict in the variable.

Table C - Rotated Component Matrix

	1	2
SEF1	.743	
SEF2	.840	
SEF3		.785
CA1	.849	
CA2	.883	
CA3		.813

PR1	.774	
PR2	.913	
PR3	.708	
IL1	.880	
IL2	.900	
IL3	.866	

In Table C, the Rotated Component Matrix provides valuable insights into the associations between variables and three identified factors resulting from the factor analysis. The loadings in this matrix represent the strength of the relationships between the variables and each element. Variables with higher loadings on a particular factor indicate a stronger association with that factor, suggesting a closer connection to the underlying construct represented by that factor.

Factors 1, 2, and 3 in the matrix are characterized by variables exhibiting high loadings, indicating their substantial association with distinct underlying constructs. These factors capture different dimensions or latent constructs that explain the variance in the observed variables.

For example, let's consider Factor 1, which may include variables such as SEF 1, SEF 2, and SEF3 with high loadings. This suggests that these variables are strongly related to and contribute significantly to the construct represented by Factor 1. Similarly, Factor 2 may consist of variables like CA1, CA2, and CA3, showing high loadings strong association with this specific underlying construct. Factor 3 would contain variables with high loadings distinct from the other factors.

These distinct factors represent unique aspects or dimensions within the analyzed data set. By identifying variables with high loadings on specific factors, researchers gain valuable insights into the underlying constructs that influence the observed variables. This knowledge allows for a deeper understanding of the relationships and patterns present in the data.

In summary, in Table C, the Rotated Component Matrix reveals the associations between variables and three distinct factors resulting from the factor analysis. Higher loadings indicate stronger relationships between variables and the corresponding factors. This information helps identify the underlying constructs and provides valuable insights into the dimensions influencing the observed variables.

CHAPTER 6

FINDINGS, RECOMMENDATIONS AND CONCLUSION

6.1 Findings

The findings of this study indicate significant relationships between Service Encounter Failure, Customer Assurance and Price and their impact on customer intention to leave. This study holds great potential for contributing to the improvement of service quality of Orama Digital Design to enhance customer reliability and improve it, ultimately lead to enhanced customer satisfaction. By identifying the factors that Customers intend to leave, Orama Digital Design can gain valuable insights into customer needs and wants, enabling them to enhance the services they offer.

However, it is important to note that the present research is based on a small sample size of respondents and limited data. To obtain more accurate and reliable results, future research should consider distributing questionnaires and surveys on a larger sample size. This would help in obtaining a more comprehensive understanding of the relationships between the variables under investigation.

Additionally, it is recommended that future researchers explore other determinants that can potentially influence customer satisfaction, such as market orientation and innovation orientation. By considering these factors, a more holistic understanding of the drivers of customer intention to leave can be achieved. Digital firms must develop innovative and robust marketing programs that raise and helps.

In summary, this study highlights the significance of Service Encounter Failure, Customer Assurance and Price influence on customer intention to leave. The results offer valuable

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insights for bank managers to improve service quality and meet customer expectations. To enhance the validity of the findings, future research should expand the sample size while also considering other determinants such as market orientation and innovation orientation.

6.2 Recommendations

Based on the research findings, the following recommendations are proposed to enhance customer assurance and address service encounter failures effectively:

Enhance Customer Assurance: To mitigate the inclination to depart, Orama Digital Design must reinforce customer assurance. This can be accomplished by consistently delivering on promises, providing transparent and accurate information, and ensuring a reliable and trustworthy customer experience. Orama should also contemplate the implementation of customer feedback mechanisms to identify and address concerns promptly.

Pricing Strategies: Evaluate and refine pricing strategies to align with customer expectations and market dynamics. Consider conducting price sensitivity analyses to determine optimal pricing points that strike a balance between profitability and perceived customer value. Tailoring pricing models to different customer segments can effectively reduce the inclination to leave among price-sensitive customers.

Service Recovery: Develop robust service recovery mechanisms to promptly and efficiently address service encounter failures. Orama should empower its front-line staff with the authority and tools necessary to resolve issues immediately. Additionally, implementing a clear and easy-to-follow service recovery process can help restore customer confidence after a service failure.

Continuous Monitoring and Feedback: Establish a continuous monitoring system to track customer satisfaction, assurance levels, and inclination to leave in real-time. Utilize feedback loops, surveys, and customer interactions to gather valuable insights. Regularly analyze this data to identify patterns and trends related to customer behavior and use it to drive improvements.

Training and Empowerment: Invest in training and empowerment programs for employees to ensure they are equipped with the skills and knowledge needed to provide exceptional customer service. This can include training on conflict resolution, effective communication, and empathy, all of which can help reduce service encounter failures.

Personalization and Customization: Explore opportunities to personalize the customer experience. Leverage data analytics and technology to tailor products and services to individual customer preferences. Personalization can enhance customer assurance and reduce the likelihood of them seeking alternatives.

Competitor Analysis: Continuously monitor and analyze the strategies and offerings of competitors in the digital design industry. Understanding what competitors excel at and where they fall short can inform Orama's own strategies and help them remain competitive.

Long-Term Relationship Building: Shift the focus from short-term transactions to building enduring relationships with customers. Loyalty programs, exclusive offers, and personalized communication can foster a sense of commitment among customers, reducing their inclination to leave.

Communication and Transparency: Maintain open and transparent communication with customers. Inform them of any changes in pricing, services, or policies well in advance. Transparent communication builds trust and reduces the likelihood of misunderstandings that could lead to customer departures.

Further Research: Encourage further research into customer intention to leave in the digital design industry. Consider exploring additional variables, such as product quality, competition, or technological advancements, to gain a more comprehensive understanding of customer behavior.

These recommendations, when implemented effectively, can significantly enhance customer satisfaction and retention for Orama Digital Design.

6.3 Limitations

The study had a short duration period of time and time accrue fully potential discussions further on intention to leave, customer assurance, service encounter failure and price. And the data collection was from the United States, New jersey, based on the permanent clients Orama has, so a huge amount of sample size wasn't used for the data.

Moreover, the conceptual structure based on image 1 wasn't fully applied to the case due to time limitations.

6.4 Further Research Suggestions

Promote further investigation into customer attrition within the realm of digital design. Delve into additional variables such as product excellence, market competition, or technological advancements to acquire a more holistic comprehension of customer conduct. By incorporating these suggestions, Orama Digital Design can diligently work towards mitigating customer attrition and nurturing heightened allegiance and contentment among its client base.

6.5 Conclusion

This study investigated the factors influencing the Intention to leave Orama Digital Design. The results revealed that Price, Customer Assurance, and Service Encounter greatly positively influenced intention to leave, and its measures were appropriate for the studied group. Customer Assurance has the highest Positive reaction to create Intention to leave in Orama Digital Design and the Price as second. Hence, the findings coincided with the qualitative studies

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APPENDIX

1.Service Encounter Failure
Orama Digital Design service is not up to level
My Business is running more efficiently than before with Orama
Orama Digital Design deliver their project in quality time

2.Customer Assurance
I don't think that Orama will provide quality service.
I haven't got any confidence in Orama Digital Design
I haven't had any bad experiences with Orama Digital Design that would make me less likely to use their services in the future.

3.Price
Orama Digital Design price is too high
Compare to other organization, their price is not justified
Orama Digital Design do not give any discounts or special benefits

4.Intention to leave
I want to leave because I found new service provider, which is more beneficial for my business
Performance is not properly recognized and appraised or my business
I find narrow scope for my company to grown up in long-term relationship