

THE MOTIVATION OF SURABAYA SOCIETY ON SWITCHING MOBILE PHONE NUMBER

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Abstrak- Adanya trend pertumbuhan nomor hangus pada jumlah nomor telepon seluler mengakibatkan banyak jasa penyedia nomor telepon seluler mewaspadaikan untuk mengantisipasi masalah ini. Jurnal ini menekankan pada motivasi masyarakat Surabaya dalam berganti-ganti nomor telepon seluler. Tujuan dari jurnal ini adalah untuk menggalakan lebih dalam elemen motivasi masyarakat dalam berganti-ganti nomor telepon seluler yang mengakibatkan pertumbuhan nomor hangus di Indonesia. Informasi yang didapat dari wawancara, dianalisis berdasarkan *Vroom's expectancy theory* berdasarkan tiga elemen yang didapat. Hasilnya menunjukkan adanya harapan untuk mengganti nomor telepon disertai dengan kemudahan dalam berganti-ganti nomor telepon seluler. Hasil yang didapat dari penelitian ini dapat digunakan oleh jasa penyedia nomor telepon seluler untuk mengetahui motivasi dasar masyarakat dalam berganti – ganti nomor telepon seluler.

Kata Kunci: Motivasi, Perilaku Konsumen, Nomor Hangus, Nomor Telepon Seluler

Abstract -Trend of increasing mobile phone number churn rate makes several mobile phone number providers concern to anticipating the issue. This journal emphasizes on the motivation of Surabaya society on switching mobile phone number. The purpose of this study is to explore the people's motivation on switching mobile phone number due to increasing churn rate that's happening in Indonesia. Information from the interview are analyzed based on Vroom's expectancy theory to break down the human motivation based on the three elements. The result shows that there are basic motivations from the expectancy of people to switch their mobile phone number and it is supported by the simplicity to change mobile phone number. The knowledge from this research might be usefull for mobile phone number providers to know the basic motivation of their customer.

Keywords: Motivation, Consumer Behavior, Churn Rate, Mobile Phone Number

INTRODUCTION

Year by year, the growth of population in Indonesia is increasing rapidly. It was noted by CIA World Factbook that in year 2012 the percentage of population growth was 1.04% and resulted to over 240 million people live in Indonesia. This growth in population was contributed to the GDP for Indonesia. From year 2008 till 2011 the GDP growth rate was

increasing yearly at 3.3% each year. This fact shows that, the increasing in population will also make an increasing in consumption that refers to the GDP of Indonesia itself.

In purpose to identify the consumption level, we should take a look on the GDP of Indonesia. Base on the GDP data of Indonesia, it's a matter of fact that Indonesians are known as a country that has a consumerism behavior. This fact shows that people tend to prefer to convert their money into goods. The data from Bloomberg in 2011 shows that the consumer spending in Indonesia contributed 55% to the GDP of Indonesia.

There are two sectors that mostly contributed to the GDP of a country, which is service and manufacturer (The World Factbook CIA, 2012). Focusing on the service industry related to the telecommunication, the cellular phone user makes an increasing yearly from 2008-2013 (emarketer.com, 2013). It was noted that in 2008 the increasing of cellular phone user was 30%, in 2009 was 39%, and in 2010 was 47%, in 2011 was 65%, in 2012 was 74% and in 2013 was 84% of total population in Indonesia. This phenomenon happen because of the cellular phone itself is not categorized as a premium goods anymore (antaranews.com, 2013). There are so many preferences for customer for choosing the affordable mobile phone and also with the lowest prices available. As a consumerism country and a history that cellular phone is a premium goods, almost every Indonesian people have their own cellular phone.

The fact of increasing in cellular phone user is also affected to the increasing in the cellular phone number user. In Indonesia, there are more than 5 cellular phone number service providers that compete to give the best service to their customer. We could classified their parent company such as Telkomsel with As and Halo number providers, Indosat with Mentari and Im3, XL, Tri and Axis. Many preferences to choose cellular phone number service providers and an easy way to subscribe with one provider makes people easily to change to one and another service providers. This phenomenon in term of changing mobile phone number to another mobile phone number cause a churn rate about 20% in 2013 (JPNN.com, 2013). From the same sources, the churn rate increased from 10% in 2010. Customers at young age (21-30 years old) usually cause these high churn rate in mobile phone number and because of this reason, many service providers wants to reduce their churn rate to maintain their customer (Detik.com, 2011).

This phenomenon makes a big question mark to find the reason of why people wants to change his/her cellular phone number to another number that may be in the same provider or another provider. From the initial analysis that have been conducted by researcher, there are several motivation in general like changing number because they look for cheaper tariff, belief about good looking number and signal quality of mobile phone number that they use. Mobile phone number for certain people could shows their identity, makes a changing in their mobile phone number will makes other people harder to find that person (teknologi.kompasiana.com, 2013). Therefore, a research to the service provides by any number providers company must be conducted. In the marketing perspective, every people have their own motivation to decide whether they choose or no to choose goods or services. It is important to know the motivation of switching mobile phone number for further understanding about the churn rate that's happening in Indonesia.

This study use expectancy theory generated by Victor Vroom in Seongsin Lee journal (2007) to describe the motivation of switching mobile phone number in Surabaya. Expectancy theory by Victor Vroom gives better understanding about the variables that construct human motivation by its elements. Through this theory, the motivation of switching mobile phone number is constructed from the customer expectation, effort and benefit that they will receive in the future. So, Vroom's expectancy theory could provide the best result to describe the human motivation by identify the variables that construct the motivation.

LITERATURE REVIEW

1. Consumer Behavior

Consumers are companies first priority to be served and to support company in the business life cycle. To maintain the relationship with consumer, a company needs to fulfill what consumer's needs and wants, and convince their targeted people that the service that offered by company are satisfying them. So, it is necessary for a company to conduct a research about their consumer's behavior in purpose to create the appropriate service for them. The company has to plan, organize, direct and control its

resources and activities in order to satisfy the targeted consumer's needs and wants (Al-Jeraisy, 2008).

The uniqueness characteristic of consumers to choose specific product or services could be classified as consumer behavior. Insight into customer decision-making process leads to a better development of an effective marketing strategy (boonlertvanich, 2009). By understanding the motives of consumer's minds construct their decision to buy product or use services, marketers could create and provide the right marketing strategy that might convince people to use the product offered by company. So, in order to get knowledge about what consumer will act, marketers need to identify factors that might influenced consumer behavior.

Consumer behavior, according to Al-Jeraisy (2008), is a pattern of behavior of consumer in searching for, using or evaluating goods, services, purchasing and ideas that they expect to satisfy their needs or wants. In other words, consumer behavior is not an activity that unpredictable or a sudden action, however, there is a pattern which resulted from previous action. Consumers just do what they previously did during long periods of time, repeating over and over the same behavior (Castro, 2006). Such as the sensitivity of price can be one of the patterns of consumer's behavior toward the changes in prices, and it gives information to a company by seeing their respond.

The analysis of consumer behavior is related with choices and how choices are formed in the mind of the consumer (Zanoli and Naspetti, 2002). Moreover, Ariowisesa (2009) stated consumer behavior is driven by many factors, externally and internally. External factors can come up from the lifestyle, social environment, internet, family etc. Culture, friends or advertising in any media such as television or internet are the example of external factors that might affect the consumer behavior. In the other hand, motivation, memory, emotion, and attitudes, are the internal factors that might influence the consumer behavior. Both external and internal factors are corelated each other directly or indirectly, which construct the consumer behavior.

2. Human Motivation Theory

Motivation is the activities of providing a motive that causes a person to take some action (Yakup and Ibrahim, 2011). Motivation refers to the processes that cause people to act as they do (Shcheglova, 2009). By knowing the consumer's motivation, marketers will be able to explain their behavior for a certain action, why they choose to services or products, or decline the offers. Anderson and Gail-Sarkane (2010) mentioned that motivation to act depends directly on their consumer behavior. Then, motivation becomes one of the most important factors to determine consumer's behavior since it has direct affection from inside. Blackwell, Miniard, and Engel (2001) in Huang (2011) journal stated that consumer motivation as individual inner will lead consumer to take more action.

Basically, consumer's motivation is an inner factor within each consumer. Wohlfeil and Wheland (2004) considered that motivation becomes the result of interaction between fundamental activities and cognitive activities. Fundamental activities are based on the nature of characteristics of the human which are emotions and basic needs such as hungry. Moreover, cognitive side is resulted from goals that a person wants to be achieved. Both activities are related each other and resulted to create several motives did by consumers to take a several actions.

In cognitive side, consumers become tend to be have a goal, they will act to gather the information related to achieve those goal. The learning process related to the offering happens because of the existence of goal (Hoyer and MacInnis, 2007). In this process, consumers will act to gather all the information related to the goods or services that they want to buy, once they found what they want to buy, information that already gathered before will be processed to realize those goals. So, the cognitive approach will leads consumers decision making based on their knowledge, perception, and the needs to be fulfilled (Zanoli and Naspetti, 2002). Moreover, from goals that willing to be achieved, consumers and the products are related through information gathered, later on, a motive will occurs to encourage them to realize their goals.

In the learning activities procedure, perception toward the goods will occur. Shcheglova (2009) stated that motivation is considered as being based on a subjective assumption, subjective expected and desired goal that consumer want to achieve. So, consumers should have their reasoning whether to buy or not to buy a goods or services based on their perception about the advantage or the disadvantage impact from the goods or services that they buy for them. Yakup and Ibrahim (2011) stated that the goal structure becomes the major part of the motivation elements. Once consumers construct their perception toward goods or services, there are a goal that expected can be achieved, thus, it drives them to take action as their motivation.

3. Vroom Expectancy Theory

One of the interesting theories that related with this research in order to have a better understanding of motivation construct is Vroom's expectancy theory. Victor Vroom becomes the first theorist who introduced expectancy theory by using cognitive approach. Because it uses cognitive process, perception plays an important role in this theory (Anderson and Gaile-Sarkane, 2010).

Expectancy theory is a concept which explained to how people will be motivated to act a certain activity based on their expectation. Vroom's expectancy theory identified that the person's effort is depending on their expectation towards to the reward of the effort itself (Johnson, 2010). Expectancy, according to Lunenburg (2011), is a person's estimation of the activities that his or her effort will result to an expected performance level. Moreover, Renko and Kroeck (2011) simplify the understanding of theory expectation by stated that the actions of certain people were driven by expected return. Regarding to both statement above about expectancy theory, it means that higher the expectation of the benefit gotten, more effort will be given, and it will resulted to a better motivation force.

The expectancy theory is constructed from three elements which are expectancy, instrumentality and valence. Those elements generate result in respect of people expectation toward the probability of the rewards that might be gotten. Each values from those three elements are related which resulting the motivational force.

Expectancy variable represents the estimation of the effort given will result expected performance (Murphy, Dacin and Ford, 2004). Expectancy ranges from 0 to 1, where 0 represents that there are no chance of the effort will lead to expected performance level, and 1 represents the confidence level to achieve expected performance level.

The next element in Vroom's expectancy theory is instrumentality which is the human perception related to a specific performance should be execute in order to get the reward. Murphy, Dacin and Ford (2004) consider instrumentality as personal expectation of good performance or effort to get the benefit will give better rewards. There are instrumental range from 0 which indicates the certainty to get the outcome without having a specific performance first, and 1 value which indicates a certain action is necessary to get the expected reward as the outcome.

The third element of expectancy theory is valence. According to Lunenburg (2011), valence is the strength of an employees' preference for a reward. So, the attractiveness of the rewards will affect them whether to get it or not. The range of valence is from -1 to 1, where +1 means the reward has strong affection to influence people to achieve it, while -1 is the opposite sides, and 0 represents how an individual has no attraction to get the rewards. By combine those three elements, the motivational force will be generated. The relation between those elements is showed in figure 1 and the model that vroom proposed is showed in figure 2.

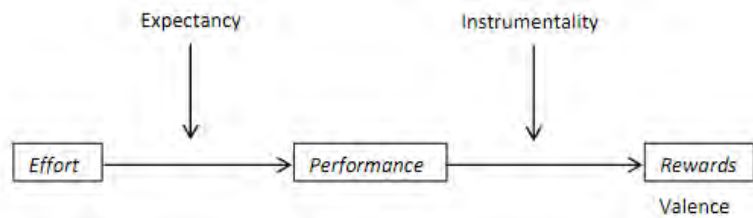


Figure 2.1
Expectancy Model
(source: Lee, 2007)

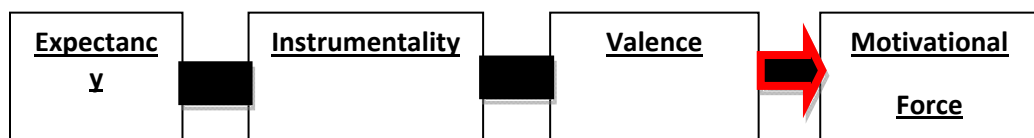


Figure 2.2

Vroom's Expectancy Theory

(Source: Lee, 2007)

Base on the model, it means that any increment in one of those elements will result a motivation to reach the expected return. In the other hand, if there's any elements that show low influenced on one or more of those elements, it will generate low motivation (Lunenburg, 2011). Moreover, since each element generates motivation, the unexpected result of motivation can be traced through its elements and identified the main reason of demotivated people. It will be easier for finding the reason of unfavorable motivation when the elements are defined.

RESEARCH METHODOLOGY

This chapter explains about the methods to gather the information needed to answer mini research questions, including the explanation about the data collection method, sampling techniques and validation to minimize bias.

Type of Research

This study is an exploratory research in qualitative approach based on the issue about the churn rate of mobile phone number service providers in Indonesia. This research will explore the motivation of purchase decision in switching mobile phone number in Surabaya society. The researcher tries to exploit the expectation of Surabaya society about why they switch their mobile phone number to another number that related to the mini research question. In this research, the researcher got assisted by informants, storekeeper.

Operational Definition

This study uses the expectancy theory to construct the people motivation on switching mobile phone number. Base on the component of Vroom's expectancy theory, the expectancy component is defined as the motives of customers' effort on switching mobile phone number will gives the expected return from the policy. To get the expectancy

elements, the author will ask informants about how they think about any mobile phone number service providers, why they change their mobile phone number, why they decided to use these mobile phone number providers, how is their first experience on changing your mobile phone number. The author expect to reveal the informants expectation of the benefit from changing his/her mobile phone number. The researcher asks the usage after they have changed their mobile phone number in order to know how informants perceive the value from the provider. The instrumentality element shows the relation of the activities, as the performance from the informants to get the expected outcome, which the benefit that customers will earn as the reward. The author will ask informants about where did they buy the mobile phone number, how they could get the promotion, and how they could ensure that they have already got what their wants. Moreover, the valence element shows the relation between the expected outcome with the exact benefit that they got. The author will ask informants about how they describe their level of satisfaction towards mobile phone number that they use. Therefore, the formula of expectancy theory applied on the motivation of switching mobile phone number is showed in figure 3. The researcher will explore the value on each element that gives the result to the motivational force and find the reason behind any values.

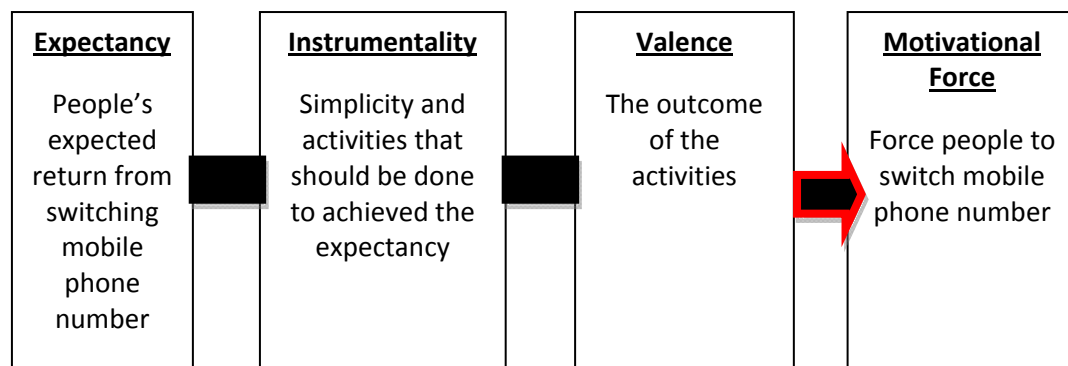


Figure 3.1

Switching Mobile Phone Number Motivation Model

(Source: Lee, 2007)

Data Collection Method

This research will use depth interview to get the information needed by the researcher. By having direct contact with the informant, the researcher expects able to gather deep information about the informant point of view to any mobile phone number provider company. Here is the guideline to conduct an interview section:

1. Preparing tools that might needed during interview. (eg: tape recorder).
2. Searching for qualified respondents.
3. Making a schedule with respondents to conduct interview section.
4. Making an interview guideline.
5. Explaining researcher's objective to respondents before the interview section.
6. Starting the interview section.
7. Collecting and creating interview transcript, analyzing and interpret with researcher's needs.

To answer the main research question, there will be several mini research questions that listed as follows:

1. How do you think about any mobile phone number service providers in Indonesia?
2. Why you change your mobile phone number?
3. How is your first experience on changing your mobile phone number?
4. How you could ensure that you have already got what your wants?
5. How do you describe your level of satisfaction towards mobile phone number that you use?

Interview

There will be 7-10 informants consist of people who ever experience in switching their mobile phone number at least 3 times. The informants also should be at least 16 until 50 years old. This study will use semi structured interviews that the questions which will be asked already been prepared before the interview, but there is also a possibility that the question will be expanded or even different questions that still related but have not prepared yet at all. This kind of interview is useful to gathering more information to answer the mini research question. The interview will be held at least 45 minutes. The answers will be written on a paper and voice-recorded to make sure there will be no misunderstanding.

Some of the questions will be asked in different sentence in order to minimize bias and clarify the consistency of the answer from the informant.

Observation

Researcher will implement nonparticipant-observer activities in order to ensure the objectivity while the information gathered. The researcher observes the activities of buying new number at the mobile phone number outlets and stores. Moreover, the researcher will take notes any information that will be given. The observation could uses voice-recorder for recording the whole conversation between the informants with the outlets representative. The informations will be filtered of which related on the research questions and compared to the interview's result.

Minimization Bias

In purpose to validate the information that already gathered, triangulation is applied by using multiple data collection methods which is from the interview and observation section. The information which already gathered from the data collection methods will be compared to the theory to ensure the reliability, similarity and consistency of the information. Therefore, if the informations are not similar, researcher will do the interview again to gather more information about the unreliability answer.

Sampling Techniques

This research use convenience sampling techniques to determine the sample. The informants were chosen when they are available, for instances they are selected from seminar, institution that is easily accessible for the researcher, public area, etc. The informant also could be people in the street that meets with researcher requirement who wants to participate and willing to be interviewed by the researcher. There will be a mandatory requirement to choose the informant like they have already change their number at least 3 times in one year, they will asked about their experience on switching mobile phone number at the first time. Therefore, the sampling techniques give some benefits to the researcher because it allows the researcher to obtain basic data and trends. This method is usually inexpensive and less time consuming for the researcher.

Data Analysis

In purpose to validate and keep the result have a reliability characteristics, data analysis strategy by Strauss and Corbin will be applied. After the researcher collect the data, the data will be processed to be analyzed by using data analysis processed strategy developed by Strauss and Corbin. The data will be processed simultaneously through 3 main phase, which is open coding, axial coding, and selective coding. The coding phase has a purpose to reveal the variables from the informant answer and relate each other the main important core variables.

Open Coding

This is the basic phase for the researcher to identifying, categorizing, describing, and naming the phenomena that found after did the interview and observation section. The researcher need to giving some notes regarding to informant's important answer. The researcher also categorizing the adjectives and adverbs to expand the researcher question that might direct the answer to the researcher objective during the interview section. After the researcher got an answered in a sheet, the researcher will analyze the general thinking of informant answer, then it will goes to phase 2.

Axial Coding

In this phase, the researcher who already categorizing the answer of informants, will relate each other variable with a deductive and inductive thinking to see the causal relationship in it. The researcher will have a big picture of motive, effort, and expectancy of the informant to switch their mobile phone number. The researcher should not to be confidence and believe about the informants understanding related to the causal relationship. The researcher should realize that it is only a small part to complete the final understanding of causes that makes people do the phenomenon.

Selective Coding

In this phase, the researcher should decide to choose one category as the core category. The core category has an important role to be related to all other categories. The core category will make the researcher easier to get the storyline to reveal the motives of

informants did the phenomenon. In other words, the core categories will be the main driver that will affect the storyline of all the informants answer.

INTEPRETATION AND CONCEPTUALIZATION

Intepretation

The objective of this research is to explore about the motivation of people Surabaya for changing mobile phone number based on Victor Vroom Expectancy theory in Seongsin Lee (2007). This research use expectancy, instrumentality and valence that already gathered from the data collection.

Expectancy

From the informants expectancy, author's could cathegorize 4 based expectancy which is, expectancy to have a good looking number, expectancy to have a good signal strength number, expectancy to have an affordable internet package, and expectancy to get an affordable cost for phone calls. This expectation motivates all of the informants to change their mobile phone number continuously.

Instrumentality

All of the informants could change their mobile phone number easily because they could found many new numbers and starter pack around. It means that the easier to get the number that they could buy, the higher the opportunities for them to change their mobile phone number. Informants also showed an effort to realizing their expectation.

Valence

All of the informants show a satisfaction from changing their mobile phone number. Therefore, they could realize their expectation and get the benefit after changing their mobile phone number. Because they got the benefit after changing their mobile phone number, it will increase the possibilities to change into another number again.

Conceptualization

Based on the selective coding result, all of the informants show their expectation to change mobile phone number. Therefore the expectation will become their motivation to change their mobile phone number. Some informants have an expectation to get a certain

criteria of good looking numbers, it actually comes up because of an influence from their family belief. Good looking number, which is their belief, might give them luck and successful life. With a strong belief about luck and success life, informants could be more motivated to find a new good looking number. People who continuously change their number also believe that good looking number might give him a prestige. They will feel pride if someone says that he or she has a good looking number. Therefore, informants who expect to get an internet package promotion also has several reasons behind. Informants are depending on internet connection to be active at social media, browsing, and using an email. They use the internet connection everyday and it will decrease their internet quota rapidly. Moreover, there are no mobile phone number providers which offer an unlimited internet access to fulfilling what customers want and it will cause customers to buy internet quota. In this case, mobile phone number providers usually offer cheaper cost to have a new number with some internet quota rather than refill its existing number with internet quota. People who change their mobile phone number because they need good signal strength might have correlated to be dependent person to their mobile phone. They might use their phone for activities that need signal like phone calls, SMS, and internet. Moreover, people might be dependent with their mobile phone because a signal is the basic factors that influence a mobile phone features. They usually also have an expectation to get internet promotion or for phone calls and SMS package promotion. People who have a reason to have affordable cost for calls and SMS usually use those functions for business activities. They call their relatives everyday and it might cost them a lot. People with such expectations are usually very dependent to their mobile phone features and they will continuously change their mobile phone number until they finally find a certain level of satisfaction and benefit. But, when those levels of satisfaction decreased, they might find another way by changing their mobile phone number again.

If we correlated with the concept, the easier to find what people are looking for, it will more motivate them to get what they are expected. This research also shows the same behavior with the concept, all informants feel a simplicity to get what they are expected. Moreover, even if they should give some effort to get what they want, they will do it because people are having an expectancy to achieve outcomes (dependency to use mobile

phone features) and to fulfill their expectancy of psychological needs like pride to have a good looking number. People also needs to make sure that they have got the outcome, mobile phone number providers support these argument with the simplicity to know the outcome. They provides several way to checks the internet quota, cost for phone calls. Informants also are not worried to continuously change their number because they have more than one mobile phone. They have their primary number to do business activity, and another phone to change the mobile phone number. There are many mobile phone number providers that's directly offer their product in public area. They made some booth at public area like at bazaar, malls, etc. and try to attract new user. This kind of method makes people who didn't think to buy new mobile phone number, becomes attracted to the benefit offered by the providers. Moreover, people also didn't need to go to mobile phone number store to find certain package. The facts also show that the benefit offered by mobile phone number providers is interesting for customer. Informants feels satisfied after they change their mobile phone number. They also could get what they have expected before. This simplicity will influence people to buy new mobile phone number and motivate people to get the outcome by changing their mobile phone number.

SUMMARY AND FURTHER RESEARCH RECOMMENDATIONS

Findings

Based on the research to explore the motivation of changing mobile phone number in Surabaya society, researcher already gathered the summary as follows:

1. There are 4 based expectancy to continuously change mobile phone number, which is:
 - a. Expectancy to have a good looking number. People believe that certain characteristics of number might give him luck and successful life. This phenomenon happen because of their family belief. People also want to gain prestige among the society. They want other people to adore him because of they own a good looking number.
 - b. Expectancy to have a good signal strength mobile phone number. People need a good signal strength to keep in touch with their family, relatives, and

friends. They use it to make a phone calls, SMS, and internet which are a mobile phone features. People who decided to change their mobile phone number because of this reason might have a high dependency with their mobile phone, because signal becomes the basic factors to execute mobile phone features.

- c. Expectancy to have an internet package promotion. People usually change their mobile phone number because they were run out of internet data quota. Mobile phone number providers provide a brand new number included an internet quota with cheaper price rather than top up their existing mobile phone number. It makes people tend to choose to buy new number.
- d. Expectancy to have a phone calls and SMS package promotion. People with this reasoning usually use their mobile phone for calling and texting messages a lot. They become sensitive and cares about the cost of those features.

2. The simplicity to get what people expected also influence people to change their mobile phone number. Almost all informants said that it was easy to get what they expect. Mobile phone number providers also try to offer directly to public area. People also wants to give effort to get it. This fact shows that people have a desire to realize their expected return. Therefore, effort will increase the opportunities of people to change their mobile phone number. With an expected return and effort, people will actualize and maximize their resource to realize their motivation to change their mobile phone number.
3. For the valence instruments, people are satisfied after they have changed their mobile phone number. They could realize what they have expected before. Mobile phone number service providers also could fulfill what customer wants by giving interesting promotion for internet, phone calls, and also about the good looking number. Moreover, if the expected outcome meets with the exact benefit, informants could be motivated to perform some activities which is switching their mobile phone number.

Further Research Recommendation

Based on the entire discussion and analysis that had been done from chapter I until IV, the researcher found several facts that motivates people in Surabaya to change their mobile phone number. People have several expectancies, efforts, exact benefit that they have got and several factors from the mobile phone number providers to attract their customers to change their old mobile phone number into a brand new mobile phone number.

Because of there is a limitation for the researcher, here is some recommendation for future research and for mobile phone service providers:

1. Future research could use broader research area, for instance not only in Surabaya but also other 4 big city in Indonesia
2. Future research might use the same topics and object, but the researcher may compare with different theoretical concept to improve this research results.
3. Future research might use the same objects but different research design, such as the causal relationship for switching mobile phone number.

Mobile Phone Number Service Provider Recommendation

1. Mobile phone number service providers should offer affordable internet package for customer who already use their number for a long time.
2. Mobile phone number service providers should improve the quality of signal for mobile network. Perhaps by improve their BTS quality.

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