

DETERMINANTS OF CONSUMER'S BRAND SWITCHING BEHAVIOR OF AUTOMOTIVE PRODUCTS

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ABSTRACT

This study's topic is consumer's brand switching behavior of automotive products. The title of this study is the Determinants of brand switching by consumers in purchasing automotive products. The automotive product referred here is cars. Brand plays an important role in consumer purchasing decisions. In relation to the brand, there are two possible decisions that will be taken by consumers, first possibility is the determination to keep buying the same brand; or the second possibility is to choose a brand other than what is usually consumed. This second possibility is called brand switching behavior. There are several factors that cause consumers to switch brands and the purpose of this study is to confirm these factors, namely brand image, product quality, satisfaction, e-WOM and price changes. This research is a quantitative study using a questionnaire as the main tools of data collection. Data processing will be carried out using a linear regression analysis tool using SPSS as the data processing application. The number of samples is 121 respondents using convenience sampling as the sampling technique. The results obtained are satisfaction and e-WOM has proven to have an effect on brand switching behavior among consumers of automotive products. Meanwhile, brand image, product quality and price changes did not prove to have an effect on brand switching behavior.

KEYWORDS

brand image, brand switching, e-WOM, satisfaction.

JEL CODES

M11, M14, M15, M31.

1. INTRODUCTION

Brands are generally used by consumers as a differentiator among various products and services available in the market. Kotler (2002) defines a brand as a promise from the seller to provide certain features, benefits and services to the buyer consistently. From the definition it is known that a good brand will guarantee quality and not just a symbol.

Consumers will avoid the risk of disappointment in purchasing products and services by being loyal to the same brand. If consumers have absolutely no experience in consuming certain products or services, they often prefer to buy well-known products or services with the assumption that these brands provide guarantees of satisfactory quality, performance and service (Schiffman and Kanuk, 2000). In other words, consumers will choose products or services that already have a brand image. Research by Cetin, Kuscu, Ozcam and Erdem (2016) on car owners in Turkey found the effect of brand image and satisfaction on brand loyalty. Nasir,

Sularso, Irawan and Paramu's research (2020) on brand loyalty for Honda motorbike buyers in Solo City found that brand reputation, brand satisfaction, credibility, consumer expectations and service quality had a positive effect on building trust in the brand which ultimately affected brand loyalty.

Certain reasons such as dissatisfaction with the product, better offers from competitors, lower competitors' prices, or seeking variety can cause consumers to switch brands. This behavior is referred to as brand switching behavior. Assael (1998) states that brand switching behavior usually occurs in low involvement products or services, in which consumers do not involve many factors and information in their purchases. Loprang's research (2015) found that consumers tend to switch brands when purchasing instant noodles mainly due to dissatisfaction, product quality, promotions, prices, and price changes. Instant noodles are a low involvement product, so they are prone to brand switching. Research by Juniawan and Artha Kusuma (2017) found that there were several factors that were proven to shape the behavior of switching taxi consumer brands from conventional to online, namely price, service failure, employee response and ethical issues. Existing research proves that brand switching behavior does not only occur in low involvement products. Indriyani and Pasharibu's (2020) research on the brand switching behavior of smartphone users shows that the need to seek variety, consumer dissatisfaction, e-WOM and price a significant influence on consumer's brand switching decisions. Angamuthu's research (2019) found that dissatisfaction with cars owned due to problems such as high maintenance costs led to the behavior of switching car consumer brands in India.

Cars are commonly used in Indonesia, but Indonesia is still the only assembler of automotive product brands from other countries. Eventhough Indonesia only acts as an assembler, the interest of the Indonesian people to buy cars is very high. This can be seen from the number of car sales in 2021 which were recorded at 863,348 units, up 50.3% from car sales in 2020 of 578,321 units (tempo.otomotif.co; 2022). Toyota Astra Motor occupies the top market share with 33.34%, followed by Astra Daihatsu with 18.58% and Mitsubishi Motors with 12.13% market share. Car sales in 2021 jumped compared to sales in 2020 due to the elimination of Sales Tax on Luxury Goods up to 100% (Gaikindo.or.id, 2022).

Cars are not cheap. Even though the government removed the imposition of the Luxury Goods Tax for car purchases in 2021, car prices are still relatively high and cannot be classified as a low involvement product. Car consumers tend to be careful and seek various information before making a purchase. This information can be in the form of brands, prices, specifications and features. Car consumers make comparisons that take up to two months time before deciding to buy a particular brand of car (Purnama, 2017). Therefore, the car is categorized as a high involvement product. Research by Alman and Mirza (2013) in Saudi Arabia shows that before making a purchase, consumers will seek prior information. The study of Richins and Root-Shaffer (1987) in Assael (1998) confirms the influence of WOM communication in the form of news about cars, other people's experiences about cars on car buying decisions.

Research by Purwani and Dharmmesta (2002) who used Sambandam and Lord's Consideration model on car owners in Yogyakarta found that this model can explain brand switching behavior in high involvement products such as cars. The Sambandam and Lord (1995) model emphasizes the existence of information seeking by consumers about new brands related to experiences that have been obtained previously. Research by Purnama, Siswadi, Mujiatun, and Jufrizen (2021) regarding the brand switching behavior of car owners in Medan City found that brand image, product quality and satisfaction affect brand switching behavior. The higher the brand image, product quality and satisfaction felt by consumers, the lower the tendency of consumers to switch brands.

2. REVIEW OF LITERATURE

2.1. BRAND IMAGE

The brand is the main differentiator between the company's products and competitors' products which makes it easier for consumers to identify the company's products. Consumers who are inexperienced in consuming a product will tend to buy products that have a good brand image to avoid risks (Schiffman and Kanuk, 2000). Kotler (2012) mentioned that consumer's perception and belief created brand image. Research Cetin et al. (2016) on car owners in Turkey found the influence of brand image and consumer satisfaction on brand loyalty, which means that if the brand image is high, consumers will tend to be loyal to certain brands and reduce brand switching behavior.

2.2. SATISFACTION

Consumer satisfaction is closely related to the expectations that were built previously. Consumers will feel satisfied if the product exceeds their expectations and vice versa. Satisfaction is the result of consumer's feeling that arise after comparing the performance with expected performance, which can be led to pleasure or disappointment (Kotler and Keller; 2007). Junaidi and Dharmmesta (2002) define satisfaction as a function of how close consumer expectations of a product are to the perceived performance of the product. If product performance is lower than consumer expectations, dissatisfaction will occurred.

According to Assael (1998), satisfaction can strengthen positive attitudes towards a brand, increasing the tendency to repurchase the same brand, while dissatisfaction raises negative attitudes towards the brand and reduces the consumer's tendency to repeat buying the same brand. Or in other words, dissatisfaction has the potential to cause brand switching behavior. Angamuthu's research (2019) found that dissatisfaction with the car owned due to high maintenance costs led to brand switching behavior.

2.3. ELECTRONIC WORD OF MOUTH (E-WOM)

Word of mouth communication (WOM) is a process in which a person influences the attitudes or actions of others informally (Schiffman and Kanuk, 2000). The influence exerted in this WOM is interpersonal and informal and occurs between two or more people, and neither of them represents the company or the marketer who directly benefits from the sale. The information communicated can be positive or negative. WOM is considered to play a significant role in consumer purchasing decisions (Hennig-Thurau et al., 2004). The rapid development of the internet and social media today causes WOM to also occur electronically, referred to as electronic WOM. E-WOM can involve up to millions of people because of the characteristics of internet media which are multiple and can be accessed many times without a certain amount and period of time (Hennig-Thurau et al., 2004). A study from Alman and Mirza (2013) shows that consumers spend time surfing the internet by reading comments and reviews about the products or services and proves that these comments and reviews (e-WOM) play an important role in making purchasing decisions. Research by Jalilvand (2012) who examined WOM electronics, found that WOM electronics affect brand image and buying interest of car consumers in Iran. while Al Halbusi and Tehseen (2018) found similar results with previous studies that e-WOM has an effect on brand image and purchase intention of branded car in Malaysia.

2.4. BRAND SWITCHING BEHAVIOR

Brand switching behavior is of course closely related to brand loyalty. The lower the brand loyalty, the greater the tendency for brand switching to occur. Judging from the additive and behavioral approaches, brand loyalty is related to attitudes towards tangible products, consumers will form beliefs, set likes and dislikes, and decide whether they want to buy the product or not (Purwani and Dharmmesta, 2002). Brand switching is actually a complex phenomenon influenced by various behavioral factors. Brand Switching Behavior is happened for certain reasons (Dharmmesta, 1999). Brand switching occurs because of the search for diversity by consumers.

Indriyani and Pasharibu's (2020) research on brand switching behavior by smartphone users shows that the need to seek variety, price, consumer dissatisfaction, and e-WOM have a significant influence on brand switching decisions. Research Purnama et al. (2021) regarding the brand switching behavior of car owners in Medan City found that brand image, product quality and satisfaction affect brand switching behavior. The higher the brand image, product quality and satisfaction felt by consumers, lowered the tendency of switching brand.

2.5. STATE OF ART RESEARCH

TABLE 1: STATE OF THE ART RESEARCH

No	Researcher and Publications	Title	Research Result
1	Loprang, J.V, <i>Jurnal Riset Bisnis dan Manajemen</i> , 2015 Vol 3. No. 4. pp. 332-345	Analysis of Factors Considered by Consumers in Switching Instant Noodle Brands (Study on College Students in Manado City).	Factors considered by consumers in switching instant noodle brands, namely customer dissatisfaction, product quality, promotion, variety seeking, lower prices and price changes
2	Indriyani and Pasharibu <i>Jurnal Ekobis Dewantara</i> Vol. 3, No. 2 Mei 2020. Hal. 17-27	The Influence of Seeking Variety, Consumer Dissatisfaction, Price and E-WOM on Brand Switching (Study on Samsung Galaxy Series Smartphone Users Switching to iPhone).	The need for variety, price, consumer dissatisfaction, and e-WOM have a significant influence on brand switching decisions.
3	Angamuthu, Online journal of multidisciplinary subject, vol 13 issue 1, pp 408 - 421	A study on problem with brand ownership and brand switching behavior Perception in the Combatore district	The existence of dissatisfaction with cars owned by consumers in the past has an influence on brand switching behavior
4	Purwani, K., Dharmmesta, B.S., 2020, <i>Jurnal Ekonomi dan Bisnis Indonesia</i> . Vol. 17, No. 3, 2002, 288 – 303	Switch Behavior Consumer Brand In Purchasing Automotive Products.	Brand switching behavior is caused by previous experience about product and search information via the media
5	Junaidi, S.; Dharmmesta, B.S., 2020, <i>Jurnal Ekonomi dan Bisnis Indonesia</i> . Vol. 17, No. 1, 2002, pp. 91 – 104	The Effect of Dissatisfaction Consumers, Characteristics Product Category, Dan Search Needs Variations Against Transfer Decision Brand.	Consumer dissatisfaction and consumer needs in seeking diversity influence brand switching behavior.
6	Widyasari 2008, <i>Jurnal Bisnis dan Ekonomi (JBE)</i> , September 2008, Vol 15, No 2, Hal 107 - 127	Brand Behavior Analysis Consumer Switching In Purchasing Motorcycle Products (Study on Motorcycle Consumers in the Municipality of Salatiga).	Factors proven to Influence brand switching behavior i.e. satisfaction, size consideration sets, and information search about dealer.
7	Purnama, N.I., Siswadi, Y., Mujiatun, S., Jufrizen, J 2021, <i>Jurnal Ilmiah Manajemen dan bisnis</i> , 22 (2), 151-163	Brand Behavior Models consumer switching in purchasing automotive products.	Brand image, satisfaction and product quality effect on behavior switch brands

3. NEED/IMPORTANCE OF THE STUDY

This study wants to confirm the factors that cause brand switching behavior among car consumers. This research adopts research conducted by Purnama et al (2021) regarding the behavior of switching brands of car consumers in the city of Medan who found that brand image, product quality and satisfaction affect brand switching behavior. Loprang's research (2015) found that consumers tend to switch brands when purchasing instant noodles mainly due to dissatisfaction, product quality, promotions, prices, and price changes. So, this study wants to replicate these studies with modifications, namely incorporating e-WOM and price changes into the factors that cause brand switching behavior. This modification was made in view of the elimination of by the government which has the potential to cause brand switching behavior

4. STATEMENT OF THE PROBLEM

The formulation of the problem in this study is whether brand image, product quality, satisfaction, e-WOM and price changes; effect on brand switching behavior in purchasing automotive products?

5. OBJECTIVES

The aims of this research are to test empirically:

1. The effect of brand image on brand switching behavior of automotive products.
2. The effect of product quality on switching behavior of automotive product brands.
3. The effect of satisfaction on switching behavior of automotive product brands.
4. The effect of e-WOM on switching behavior of automotive product brands.
5. The effect of changes in price on switching behavior of automotive product brands.

6. HYPOTHESIS

The hypothesis in this study are as follows:

1. Ho1 = There is no significant effect between Brand Image on brand switching behavior partially
Ha1 = There is a significant effect between Product Quality on brand switching behavior partially
2. Ho2 = There is no significant effect between Product Quality on brand switching behavior partially
Ha2 = There is a significant influence between Brand Image on brand switching behavior partially
3. Ho3 = There is no significant effect between satisfaction on brand switching behavior partially
Ha3 = There is a significant influence between satisfaction and brand switching behavior partially
4. Ho4 = There is no significant effect between e-WOM on brand switching behavior partially.
Ha4 = There is a significant effect between e-WOM on brand switching behavior partially
5. Ho5 = There is no significant effect between price changes on brand switching behavior partially
Ha5 = There is a significant effect between price changes on brand switching behavior partially.

7. RESEARCH METHODOLOGY

7.1. TYPE, TIME AND PLACE OF RESEARCH

A survey method using questionnaire is conducted as the main instrument in data collection. The writer developed the questionnaire from several research articles adopted in this study. The questionnaire consists of closed and open questions. Data collection carried out in July 2022. The questionnaire sent electronically to respondents. The unit of analysis is carried out at the individual level.

7.2. POPULATION AND SAMPLE

The population of this research is all buyers of automotive products in the form of cars who have switched brands from buying a previous car, within the last three years. Selection of samples using non-probability sampling with convenience sampling technique. Convenience sampling is used to select populations based on the ease of meeting respondents (Sekaran, 2006). Based on consideration of maximum likelihood estimation, Hair et al. (2006) states that a sample size of 50 can

provide valid results, although this small sample is not recommended for research. Based on these considerations, researchers took a sample of 125 respondents. The area where the questionnaire was distributed was in West Kalimantan, Indonesia.

7.3. ANALYSIS TOOLS AND TESTING TECHNIQUES

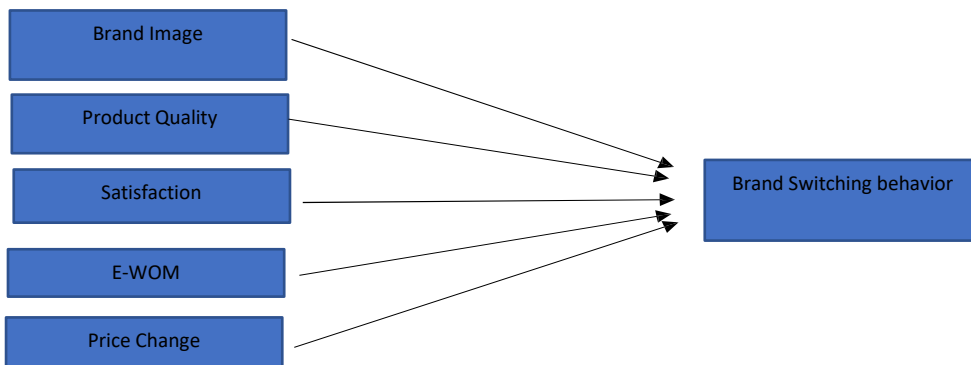
The analytical tool used in this study is multiple regression. Test was carried out in accordance with the number of hypotheses developed to obtain the determinants of automotive consumer brand switching behavior. This calculation was carried out using SPSS software.

7.4. RESEARCH DESIGN

To answer research questions, hypotheses are used so that the research conducted is to answer the existing hypotheses so that the research objectives can be known. This research design was chosen because it is in accordance with the research objectives, namely to test empirically the research questions that have been determined from the start.

The research model is as follows:

FIGURE 1. RESEARCH MODEL



Source: Adapted from Purnama et al. (2021)

8. RESULTS & DISCUSSION

8.1. RESPONDENT CHARACTERISTICS

Data collection for this study was carried out in July 2022 by distributing the questionnaire link from the Google form to potential respondents with the target of getting around 125 questionnaires that were filled in and sent back by the respondents. The number of questionnaires sent back was around 123 data but only 121 data could be processed for the next stage. The following presents the characteristics of the respondents

TABLE 2: DESCRIPTIVE CHARACTERISTICS OF RESPONDENTS

Variable	Number of	Percentages
Gender		
Mail	58	47,9%
Female	63	52,1
Total	121	100%
Old		
<30	46	38%
30 - 50	56	46,3%
> 50	19	15,7%
Total	121	100%
Occupation		
Entrepreneur	34	28,1%
Government employees	36	29,8%
Teacher	20	16,5%
Student	17	14%
Housewife	4	3,3%
Health workers	2	1,7%
Et cetera	6	4,9%
No answer	2	1,7%
Total	121	100%
Respondent's vehicle brand		
Toyota	46	38%
Honda	30	24,8%
Daihatsu	11	9,1%
Suzuki	11	9,1%
Nissan	10	8,3%
Mitsubishi	7	5,8%
Ford	2	1,6%
Et cetera	4	3,3%
Total	121	100%
First car		
First car purchase	65	53,7%
Car purchase more than one	56	46,3%
Total	121	100%
Purchasing a car of the same brand		
Purchasing a car of the same brand	20	16,5%
Purchasing a car with different brand	36	29,8%
No answer	65	53,7%
Total	121	100%

8.2. INDEKS ANALYSIS

Index analysis is useful for obtaining an assessment regarding the determination of brand switching behavior by consumers in purchasing automotive products. The questionnaire distributed in this study used a Likert scale which used an assessment score between 1-5 where a score of 1 (one) for the respondent's answer was very low (strongly disagree) and 5 (five) for the respondent's answer was very high (strongly agreed).

According to Ferdinand (2014: 231), the range of values used as the basis for determining the results of the customer rating index on the variables used in this study, are as follows.

10.00 - 40.00 = Low

40.01 - 70.00 = Moderate

70.01 - 100.00 = High

This analysis is also presented to simplify the form and amount of existing data so that it is easy to understand and assess.

TABLE 3: INDEX VALUE OF EACH INDICATOR

No	Indicator	Amount	Index	Criteria
1	Brand Image Index	375,8	75,2	High
2	Product quality Index	374,1	74,8	High
3	Satisfaction Index	360,4	72,1	High
4	e-WOM index	377,8	75,6	High
5	Price change index	371,8	74,4	High
6	Brand switching behavior index	313,2	62,6	Moderate

Source: Processed Data, 2022

8.3. RESULT OF DATA ANALYSIS

a. RESEARCH INSTRUMENT TEST

1) VALIDITY TEST

Validity testing is carried out using the correlation analysis method. Validity test is used to find out whether each question item posed to the respondent is valid or invalid. The significance value which is below 0.05 and the t count is greater than the t table shows all valid items. Vice versa, if the value shows the significance value which is above 0.05 and the t count is smaller than the t table shows that all of these items are invalid. To find out the value of t table with a significance value of 0.05 tested in two directions with 121 respondents. Degree Of Freedom (df) or degrees of freedom use the formula $df = n - 2$ ($df = 121 - 2 = 119$, $\alpha = 5\%$). Therefore, obtained t table of 0.178.

Based on validity test, it shows that of the 40 question item indicators used to measure the variables used in this study, there were 3 question item indicators that were declared invalid because they had a correlation value smaller than 0.178, namely KPR4, KPSS and PBM2. The remaining 37 indicators/question items were declared valid.

2) RELIABILITY TEST

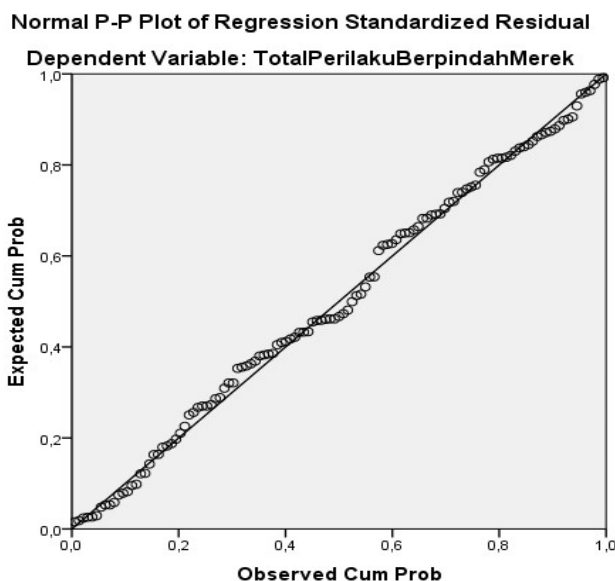
Measuring reliability in this study is to use the Cronbach Alpha formula. According to Nunnally in Ghozali (2018: 46), if the Cronbach Alpha (α) value of a variable is ≥ 0.70 then the indicators used by the variable are reliable, and vice versa if the Cronbach Alpha (α) value of a variable is ≤ 0.70 then the indicators used by these variables are not reliable. Based on the reliability results for all variables, values of Cronbach Alpha is greater than 0.7 so the conclusion is that the indicators used in this research: brand image variables, product quality, satisfaction, price changes, e-WOM and brand switching behavior can be trusted or reliable to be used as a variable measuring tool.

8.4. CLASSIC ASSUMPTION TEST

1) NORMALITY TEST

Good data is having normally distributed data. This test is carried out using a normal probability plot curve, provided that if the points on the graph spread and coincide to follow the vicinity of the diagonal line, the data used is normally distributed. The results of the normality test can be seen in Figure 2 below.

FIGURE 2: NORMALITY TEST



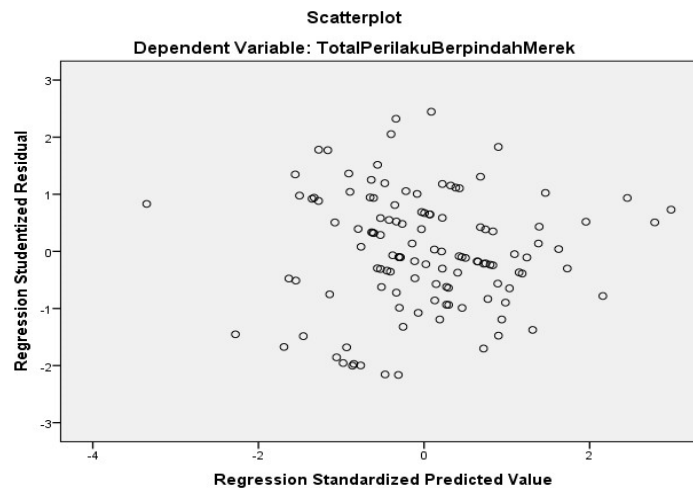
Source : SPSS Processed Data, 2022

The results of the normal probability plot curve show that the points on the graph are attached and follow the diagonal line. This can be interpreted that the data is normally distributed.

2) HETEROSCEDASTICITY TEST

A good regression model is homoscedasticity and there is no heteroscedasticity. Detection of whether there is heteroscedasticity is by looking at the scatterplot graph, if the graph forms a special pattern then the model has heteroscedasticity. However, if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, means heteroscedasticity is not occur. The detail of heteroscedasticity test result can be seen in Figure 3 below.

FIGURE 3: HETEROSCEDASTISITY TEST



Source : SPSS Processed Data, 2022

The scatterplot graph shows that the points on the graph do not form a clear pattern, where the dots spread above and below the number 0 on the Y axis so that the graph cannot be read clearly. Based on these results it can be said that there is no heteroscedasticity.

3) MULTICOLLINEARITY TEST

To find out whether there is a correlation between independent variables, multicollinearity testing is used. By looking at collinearity statistics, we can detect the absence of multicollinearity, with the provision that if tolerance value of each independent variable > 0.1 and the variance inflation value or VIF value of each independent variable is < 10 then multicollinearity didn't happen. The results show that between the independent variables, all multicollinearity does not occur.

8.5. HYPOTHESIS TESTING

1. PARTIAL HYPOTHESIS TESTING (T TEST)

The t test was carried out to find out how much influence one independent variable individually had in explaining the dependent variable. The detail results of the t test shown by Table 4.

TABLE 4: T TEST RESULT

No	Variable	T count	T Table	Sig
1	Brand Image (X1)	-1,222	1,979	0,224
2	Product Quality (X2)	0,593	1,979	0,554
3	Satisfaction (X3)	-3,233	1,979	0,002
4	e-WOM (X4)	2,833	1,979	0,005
5	Price Change (X5)	1,445	1,979	0,151

Source: SPSS Processed Data, 2022

Based on above table, the following understanding can be formulated.

1). TESTING THE BRAND IMAGE HYPOTHESIS ON BRAND SWITCHING BEHAVIOR

The test results with SPSS for the Brand Image variable (X1) show that t count = -1.222 and t table = 1.979, which means that t count is smaller than T table, namely -1.222 < 1.979 with a significance of 0.224 > 0.05. The significant value above indicates that brand image has a negative and insignificant effect on brand switching behavior. This means that Ho is accepted and Ha is rejected. So the hypothesis which states that there is a significant influence of brand image on brand switching behavior is partially rejected.

Research Cetin et al. (2016) on car owners in Turkey found that there was an effect of brand image and consumer satisfaction on brand loyalty, which means that if the brand image is high, consumers will tend to be loyal to certain brands and reduce brand switching behavior. This is what seems to have happened in this study, because based on the index value of the brand image previously mentioned, namely 75.2, which is in the high category, so in this study the influence of brand image was not proven. This is because the value of the brand image index is high so that respondents tend to have brand loyalty, namely being loyal to the first car brand.

2) TESTING THE PRODUCT QUALITY HYPOTHESIS ON BRAND SWITCHING BEHAVIOR

The test results with SPSS for the Product Quality variable (X2) show the value of t count = 0.593 and t table = 1.979 which means that t count is smaller than t table, namely 0.593 < 1.979 with a significance of 0.554 > 0.05. The significant value above indicates that Product Quality has a positive but not significant influence on Brand Switching Behavior. This means, Ho is accepted and Ha is rejected. So, the hypothesis which states that there is a significant effect of product quality on brand switching behavior is partially rejected.

This result contradicts research by Purnama et al. (2021) regarding the brand switching behavior of car owners in Medan City who found that brand image, product quality and satisfaction affect brand switching behavior. The lower the brand image, product quality and satisfaction, the consumer will tend to switch brands. In this study, the product quality index value was high, and this could be the reason why this second hypothesis was not accepted.

3) TESTING OF SATISFACTION WITH BRAND SWITCHING BEHAVIOR

The results of testing with SPSS for the Satisfaction variable (X3) show t count = -3.233 and t table = 1.979 which means that t count is greater than t table, namely -3.233 > 1.979 with a significance of 0.002 < 0.05. The significant value above indicates that satisfaction has a negative and significant influence on brand switching behavior. This means that Ho is rejected and Ha is accepted, which means the hypothesis which states that there is a significant effect of satisfaction on brand switching behavior is partially accepted. This means that the higher the satisfaction score, the lower the tendency to switch brands and conversely, the lower the satisfaction score (which means dissatisfaction), the higher the tendency to switch brands.

This study's result are in line with the research of Indriyani and Pasaribu (2020), research by Angamuthu (2019), Junaidi and Dharmmesta (2002), Widyasari (2008) and Purnami et al. (2021) that satisfaction/dissatisfaction influences the decision to switch brands.

4) TESTING THE E-WOM HYPOTHESIS ON BRAND SWITCHING BEHAVIOR

The results of testing with SPSS for the e-WOM variable (X4) show t count = 2.833 and t table = 1.979 which means that t count is greater than t table, namely 2.833 > 1.979 with a significance of 0.005 < 0.05. The significant value above indicates that e-WOM has a positive and significant influence on brand switching behavior. So it means that Ho is rejected and Ha is accepted. Therefore, hypothesis which states that there is a significant effect of e-WOM on brand switching behavior is partially accepted.

This research has the similar research results conducted by Purwani and Dharmmesta (2020) and Widyasari (2008) that information seeking through the media influences brand switching behavior

5) TESTING THE PRICE CHANGE HYPOTHESIS ON BRAND SWITCHING BEHAVIOR

The results of testing with SPSS for the Price Change variable (X5) show t count = 1.445 and t table = 1.979 which means that t count is smaller than t table, namely $1.445 < 1.979$ with a significance of $0.151 > 0.05$. The significant value above indicates that price changes have a positive but not significant effect on switching behavior. This result means that H_0 is accepted and H_a is rejected. So, the hypothesis which states that there is a significant effect of price changes on brand switching behavior is partially rejected.

These results contradict the research of Indriyani and Pasaribu (2020) which found that price influences the decision to switch brands. This could be due to automotive products whose quality is considered good, even though there are other automotive products that experience significant price changes, it still will not result in a brand change.

9. FINDINGS

The results of this study found that brand image has a negative and insignificant effect on brand switching behavior, product quality has a positive but not significant effect on brand switching behavior, satisfaction has a negative and significant influence on brand switching behavior, e-WOM has a positive influence and significant to brand switching behavior, and price changes have a positive but insignificant effect on brand switching behavior.

10. RECOMMENDATIONS/SUGGESTIONS

Based on findings, brand switching behavior on cars consumer mostly caused by satisfaction and e-WOM. That's why marketer or business owner should emphasize the product and service which can fulfill consumers needs to earn consumers satisfaction and positive word of mouth.

11. CONCLUSIONS

Based on previous section, the conclusions are as follows:

1. Brand image is proved having a negative and insignificant effect on brand switching behavior.
2. Product Quality is proved having a positive but insignificant effect on Brand Switching Behavior.
3. Satisfaction is proved having a negative and significant effect on brand switching behavior.
4. E-WOM is proved having a positive and significant influence on Brand Switching Behavior.
5. Price changes is proved having a positive but not significant effect on switching behavior

12. LIMITATIONS

This study has data on the identity of respondents, namely regarding the behavior of switching brands carried out by some respondents (differences between the first car brand and the car currently owned) but these differences have not been used as the basis for separating the calculations and data processing in order to obtain more accurate results.

13. SCOPE FOR FURTHER RESEARCH

Future research should use all respondents who have demonstrated brand switching behavior so that there is uniformity in the data obtained.

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