

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam¹, Khairina AR², Ikramuddin³, M.Subhan⁴

Universitas Malikussaleh, Indonesia.

Email: khairina@unimal.ac.id¹, ikramuddin@unimal.ac.id², msubhan@unimal.ac.id³

Correspondence Author : khairina@unimal.ac.id

Received : 25 September 2025

Published : 17 November 2025

Revised : 05 October 2025

DOI : <https://doi.org/10.54443/ijset.v5i1.1322>

Accepted : 23 October 2025

Link Publish : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study aims to analyze the influence of price, product quality, consumer satisfaction, and variety seeking tendencies on brand switching decisions. A case study was conducted on 100 Tri card users at the Faculty of Economics and Business, Malikussaleh University. Data were collected through an online questionnaire and analyzed using the Partial Least Square (PLS) method. The results showed that price did not have a significant influence on brand switching decisions. This indicates that consumer perceptions of price, whether considered expensive or competitive, were not a major factor in brand switching decisions. Conversely, product quality was proven to have a positive and significant influence on brand switching decisions. Signal quality, network stability, data package durability, and service features were the dominant factors that encouraged consumers to switch to another brand. Consumer satisfaction did not have a significant influence on brand switching decisions, which means that even though consumers were quite satisfied, this did not guarantee they would remain loyal to using Tri cards. In addition, variety seeking also did not have a significant influence on brand switching decisions. Thus, brand switching decisions among Tri card users were more influenced by product quality aspects than by price, satisfaction, or the tendency to try new products.

Keywords: Price, Product Quality, Consumer Satisfaction, Tendency to Seek Variety, Brand Switching

INTRODUCTION

As the times become increasingly modern, technology is also progressing towards greater sophistication. One form of this progress is seen in the communication media that has become an inseparable part of everyday life, namely mobile phones, or what are commonly called cell phones. For mobile phone users, using a cellular card or SIM card is an essential need. The public's tendency to use more than one SIM card has caused the number of cellular service subscribers in Indonesia to exceed the population itself. Based on survey results, the number of cellular subscribers in Indonesia even exceeds the total population of 270.2 million. Referring to data from the Central Statistics Agency (BPS), the number of cellular telephone network users in 2020 was recorded at 355.6 million users, an increase of 4.2% compared to the previous year's 341.27 million users. Based on the type of payment method, 345.95 million customers (97.28%) use prepaid methods, while 9.67 million customers (2.76%) use postpaid methods.

Based on the survey results above, The number of mobile phone subscribers in Indonesia in 2022 was recorded at around **342.61 million**, experienced a decline compared to the previous period due to the purging of inactive numbers and data adjustments by operators. Entering 2023, the number of subscribers increased again to **352.16 million**, indicating a market recovery supported by growth in data service users and the expansion of 4G networks. Based on projections, the number of subscribers is expected to reach 1.5 billion by 2024. **360 million** As 5G services are being introduced in several major cities, this positive trend is predicted to continue until 2025, with estimates of around **368 million** customers, driven by more widespread internet penetration, increasingly affordable data package prices, and the increasing need for digital connectivity across various sectors.

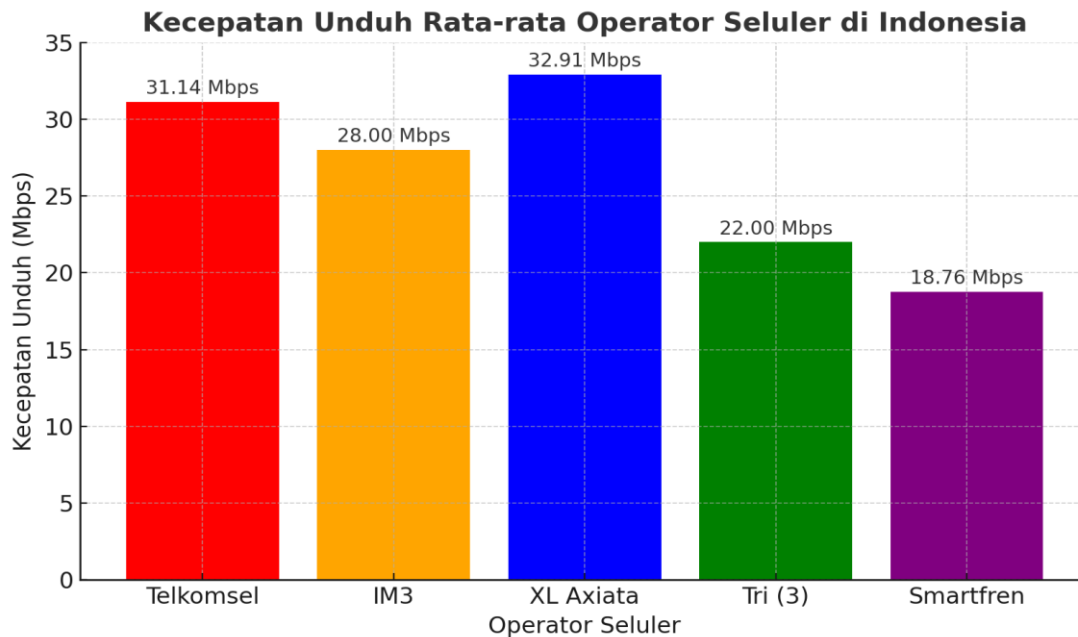


Figure 1 Internet Network Speed of Mobile Operators in Indonesia

Source: Databoks.com (2025)

Based on the latest data, Telkomsel leads as the mobile operator with the highest average download speed in Indonesia, which is around 31.14 Mbps, followed by XL Axiata which recorded 32.91 Mbps in the final quarter of 2024. IM3 is in third place with an average speed of around 28 Mbps, but excels in network stability and user experience. Operator Tri shows improved performance with a speed of around 22 Mbps, while Smartfren has an average speed of 18.76 Mbps but stands out in low latency. Overall, although Telkomsel and XL Axiata excel in the speed aspect, IM3 is able to compete through consistent service quality, while Tri and Smartfren are more focused on improving the user experience in specific segments. Telecommunication network operators operating in Indonesia include PT Telekomunikasi Seluler (Telkomsel), PT Indosat Ooredoo Tbk, PT XL Axiata Tbk, PT Hutchison 3 Indonesia, PT Smartfren Telecom Tbk, and PT Sampoerna Telekomunikasi Indonesia. For additional information, PT Indosat Ooredoo and PT Hutchison 3 Indonesia have agreed to merge and form a new entity called PT Indosat Ooredoo Hutchison Indonesia Tbk on January 4, 2022.

The increasing number of mobile phone users in Indonesia has prompted mobile phone service providers to compete with each other by offering products with various attractive features to attract customers. Therefore, each company is required to continuously innovate and demonstrate creativity in developing new products to remain competitive in the market. The diverse features and prices offered by each telecommunications company give consumers the freedom to choose and purchase a mobile card according to their needs and preferences. This is one factor that can encourage brand switching behavior among the public.

Based on the data presented, it can be seen that Tri's mobile card has experienced a decline in the number of customers every year compared to other mobile operators. According to Dharmmesta & Handoko (2022:10), this decline is caused by internal factors, such as declining product quality, unsatisfactory service, and a lack of attractive sales promotions. Meanwhile, external factors that also influence this include changes in consumer preferences, the emergence of superior competing products, and government policies. These findings indicate that public perception of purchasing interest in the product in question has decreased, which ultimately encourages consumers to switch to other brands with similar products to meet their needs.

Brand switching is a common phenomenon in various types of markets, especially in perfectly competitive markets, where there are many similar products with competitive prices, making it easier for consumers to make varied purchases (Variety Seeking) (Diaz Abisatya, 2022). Brand switching behavior is defined as consumer behavior in changing brands for certain reasons, or it can also be interpreted as consumer vulnerability to switch to another brand (Dharmmesta, 2022:83). According to Peter & Olson (2021), Brand switching is "a change in consumer attitudes towards the products they consume to switch to another product." Therefore, Brand switching is one aspect that requires attention from companies in developing their products to suit consumer needs and desires. A more in-depth study is needed so that companies do not lose market share.

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

Various factors can influence brand switching, including product attributes, price, promotion, advertising, network coverage, lifestyle, brand image, and variety seeking. According to Hannisa Rizky Ananda (2020) in Rizal & Purwanto (2020), factors influencing brand switching include product attributes, price, and promotion. Diana Vita Lestari (2021) adds that the need for variety and the attractiveness of competitors also contribute. Nuraeni (2022) suggests that variety seeking and the level of involvement are significant factors, while Aulia Uswatun Khasanah and Rini Kuswati (2023) emphasize product quality and variety seeking. Consumer decisions to switch brands are influenced by a number of complex factors. Product quality is one of the main factors influencing brand switching. Product quality can be defined as the attributes or capabilities of a product in performing its function, which will create consumer perceptions of the product's superiority and suitability to the expected benefits they want to obtain (Arundina, Sriwidodo, & Wibowo, 2023). Consumers determine their level of satisfaction after using a product or service. If the product they use does not meet expectations, consumers tend to switch brands (Putra, 2021). Therefore, product quality plays a crucial role in purchasing decisions. If product quality does not meet consumer expectations and does not provide satisfaction, the likelihood of brand switching increases.

Besides quality, price is also an important factor in brand switching decisions. According to Kotler and Keller (2020), companies typically set prices by considering competitors' prices, whether they are more expensive, cheaper, or the same. This price difference can influence consumers' decisions to seek alternative products at a more appropriate price. If a product's price is perceived as too high and not commensurate with the quality offered, customers are likely to feel disappointed and switch to another brand. Every consumer has certain expectations regarding the product they purchase. Consumer satisfaction results from comparing expectations with reality after using the product. If these expectations are not met, dissatisfaction will arise (Kotler & Armstrong, 2022). This dissatisfaction is one of the main causes of brand switching, as consumers will seek information on more suitable alternative products (Kotler & Keller, 2020). Dissatisfied consumers will seek other alternatives that can provide a higher level of satisfaction. Consumer satisfaction reflects the extent to which a product meets expected expectations. If the promised product benefits are not met, this will lead to dissatisfaction and encourage switching to another brand (Kotler, 2020).

However, it should be noted that brand switching can still occur even if consumers express satisfaction with a product. This can be caused by consumers' desire to seek variety, especially when emotional attachment to the brand is low. In this condition, small differences between brands can be a reason to switch (Irawan, Indiyastuti, & Suliyanto, 2020). As previously explained, brand switching behavior is a complex phenomenon and is often driven by consumers' drive for diversity. Peter and Olson (2023) state that variety seeking is a natural human instinct, arising from boredom with the same product, a desire to try something new, or dissatisfaction with the product they are using. When consumers evaluate various brands, they will weigh the benefits and uses offered, and if they find a more attractive alternative, they will tend to switch (Kotler & Keller, 2023). Considering this, variety seeking behavior is common in the consumer world. Consumers with low emotional attachment to a brand are more easily motivated to switch if they perceive compelling differences between brands (Irawan, Indiyastuti, & Suliyanto, 2020). Therefore, this study used the Variety Seeking variable as a moderator influencing the relationship between price, product quality, and consumer satisfaction with brand switching.

LITERATURE REVIEW

1. Relationship between Product Quality (X1) and Brand Switching (Y)

In business, companies need to focus on the quality of the products they sell, even comparing them to competitors' products. Marketers must ensure their products are of the highest quality, as otherwise, consumers may switch to other brands perceived as superior. This opinion is supported by various studies. One study by Sulastri et al. (2020) showed that product quality and design simultaneously significantly influence the decision of students at the East Lampung Institute of Economics (STIE Lampung Timur) to switch mobile phone brands. Another study by Arundina, Sriwidodo, and Wibowo (2016) also found that unsatisfactory product quality influenced the decision of students at the Faculty of Economics, Slamet Riyadi University, Surakarta, to switch Charm sanitary napkins. Similarly, research by Januar R. Kapojos (2017) concluded that product quality is the main factor driving consumers to switch from Samsung phones.

In essence, if the product quality does not meet expectations, consumers will stop using it and move to other brands that offer better quality, variety, and sophistication.

2. Price Relationship (X2) and Brand Switching (Y)

Price has a very important role in influencing purchasing decisions, it can even encourage consumers to *Brand switching*. Therefore, companies need to offer prices that create a positive perception in the eyes of consumers.

Consumers often compare the price of a product with other brands to obtain benefits commensurate with their expectations. According to Dwinanto and Suasana (2020), competitive and varied prices for similar products can trigger brand switching behavior. This behavior occurs when consumers switch from one brand to another. Several studies support this statement. For example, research by Meutia (2021) shows that price increases for Oriflame products are associated with increased brand switching. Similarly, a study by Mahayu Putri and Astuti (2020) found that expensive smartphone prices significantly influence consumers who switch to other brands. In short, if companies offer competitive, varied, and affordable prices, this can prevent consumer brand switching. Conversely, if the price of a product does not match the expected benefits, consumers will not hesitate to stop using it and look for another brand that better meets their expectations.

3. Relationship between satisfaction (X3) and brand switching (Y).

Maintaining customer loyalty is paramount in marketing, and customer satisfaction is key. When purchasing a product, consumers have certain expectations. Satisfaction arises when the product's performance meets or even exceeds those expectations (Dwinanto & Suasana, 2021). According to Kotler and Keller (2021), satisfaction is the feeling of pleasure or disappointment experienced by consumers after comparing product performance to their expectations. However, satisfaction does not always guarantee consumer loyalty. Kotler and Keller's (2021) theory explains that if a product only meets expectations, consumers will be satisfied but may still switch to another brand if a better offer is available. Conversely, if a product exceeds expectations, consumers will be highly satisfied and likely to repurchase and recommend the product. If product performance falls short of expectations, consumers will be disappointed. This aligns with findings that even consumers satisfied with Samsung products can switch brands due to the attraction of variations or more attractive offers from other brands.

Other studies also support this view. Research by Karnowati et al. (2021) shows that even satisfied consumers continue to seek information about other brands, a behavior known as *Variety Seeking*, namely the desire to try various attractive offers from various brands. Other studies show a relationship between satisfaction and brand switching. Dwinanto and Suasana (2021) found that customer satisfaction had a negative and significant effect on brand switching among Samsung smartphone users. Meanwhile, Indrawati and Untarini (2021) stated that dissatisfaction had a positive effect on brand switching. This means that the higher the dissatisfaction felt due to a product not meeting expectations, the greater the likelihood of consumers switching brands. On the other hand, research by Putra (2021) found that consumer satisfaction does not always have a significant effect on smartphone brand switching among students. Overall, consumer satisfaction is highly dependent on product performance after purchase. If product performance meets or exceeds expectations, consumers will be satisfied and recommend it. However, if consumers are dissatisfied, they will tend to switch to another brand.

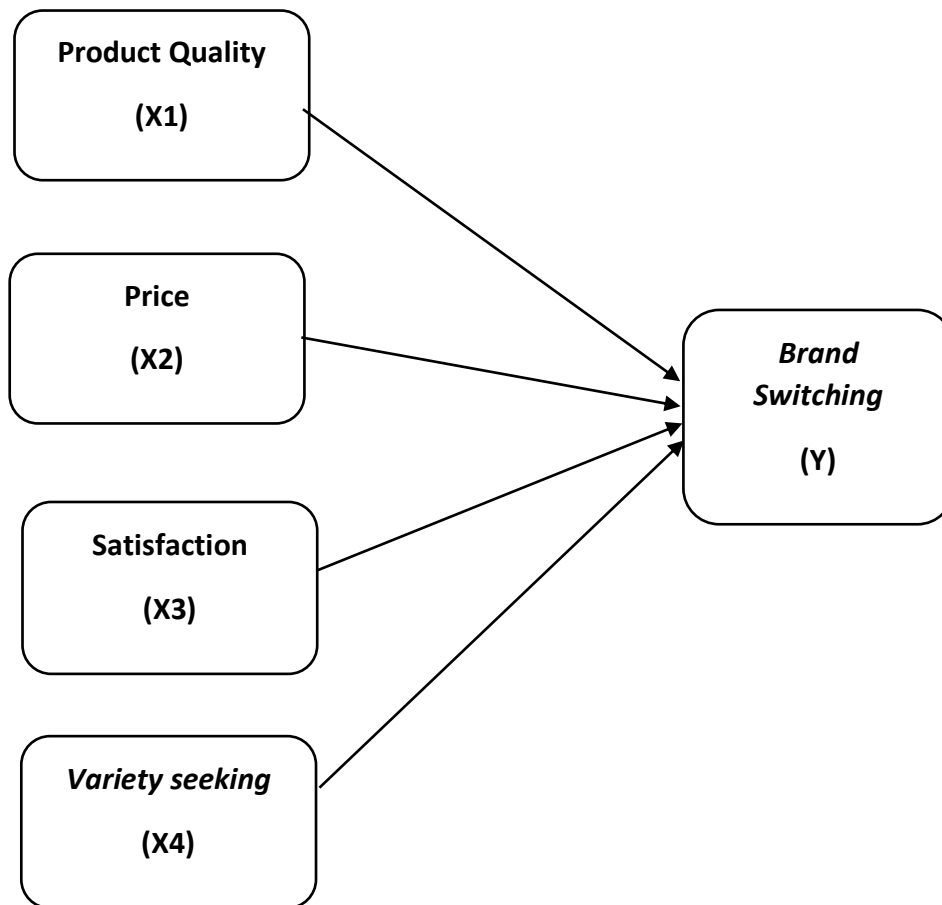
4. Relationship between Variety Seeking (X4) and Brand Switching (Y)

The rapid development of technology has flooded the smartphone market with various brands offering a variety of prices, from affordable to expensive (Pertiwi, 2021). Price serves two important functions: as an allocation tool that helps consumers make purchasing decisions to gain benefits, and as information that consumers use to learn about products. Price plays a crucial role in purchasing decisions and brand switching. If there is a more competitive and affordable price from a competing brand, consumers are more likely to switch from their previous product (Arundina, Sriwidodo, & Wibowo, 2021). This variety of price options encourages consumers to consider which product best suits their needs (Kapojos, 2021). Several studies support this. Indriani and Pasharibu (2020) showed that price influences brand switching decisions. If the price does not match consumers' perceptions, they tend to switch to another brand with a more suitable price. A study by Febiastuti and Nawarini (2021) also found that price perception has a positive and significant influence on brand switching.

Olson and Peter (2021) explain that price is the sacrifice consumers make to obtain a product or service. Therefore, consumers will compare price variations between brands, evaluating the cost and value offered. This information will influence consumer decisions about whether to remain loyal to an existing brand or switch to a new one. Thus, varying prices can motivate consumers to switch brands. When consumers are dissatisfied with the price of a product, they will seek information and compare other, more satisfying options. Ultimately, they will stop using the old product and switch to a new brand whose price better aligns with their budget and expectations.

Conceptual Framework

Figure 2.1 Conceptual Framework



Hypothesis

- H1: Product quality (X1) has a negative and significant effect on Brand switching decision (Y).
- H2: Price (X2) has a positive and significant effect on the decision to move brand (Y).
- H3: Consumer satisfaction (X3) has a negative and significant effect on brand switching decisions (Y).
- H4: *Variety Seeking*(X4) has a positive and significant influence on brand switching decisions (Y).

METHOD

In accordance with the chosen research title, the object of the study is all Management students of the Faculty of Economics & Business, Malikussaleh University who use Tri cellular cards. The location of this research is at Malikussaleh University, Lhokseumawe City, Aceh. Population is a generalization area consisting of subjects or objects that have certain qualities and characteristics determined by the research to be studied and then drawn conclusions (Arikunto, 2023). The population in this study is all Management students of Unimal. Students who have used Tri cards at least three times, where the number is not known for certain. The sample is part of the number and characteristics possessed by the population. The population has a large number so the researcher uses a sample from that population. According to Arikunto (2021), what is meant by a sample is a portion of the number and characteristics possessed by the population. The sample taken in this study was Unimal Management students who use Tri cellular cards. The sampling method used in this study is a non-probability sampling method, because the population studied is infinite (a population whose number and identity of population members are unknown). In addition, sampling was also carried out by accidental sampling. Accidental sampling is a technique for taking respondents as samples if people who happen to be, that is, anyone who happens to meet the researcher can be used as a sample if the person who happens to be met is suitable as a data source. Based on the formula, the maximum limit value is taken, namely 10. This study has 17 statement items, so the size or number of samples for this study is $10 \times 17 = 170$ respondents. Data collection techniques in this study are: Questionnaires are a data collection technique by providing or distributing a list of statements to respondents with the hope of providing responses based on these

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

statements (Ghozali, 2020). The list of questions given to Unimal students who use Bukalapak with the intention that the person is willing to provide responses according to the researcher's request. The questionnaire is in the form of written question data distributed to respondents to provide the following answers: 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.

RESULTS AND DISCUSSION

Normality Test Results

Table 1 Normality Test Results

Tests of Normality			
	Shapiro-Wilk		
	Statistics	df	Sig.
Standardized Residual	.980	100	.130

Source:processed by researchers, 2025.

Based on Table 1, using the Shapiro–Wilk test, a significance value (Sig.) of 0.130 was determined based on the results of the residual normality test. This value exceeds the 0.05 significance level. This implies that the residuals of the regression model in this study are normally distributed. Thus, the assumption of normality, a prerequisite for multiple linear regression analysis, has been met.

Autocorrelation Test Results

Based on the autocorrelation test using SPSS 25, the following results were obtained:

Table 2 Autocorrelation Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.917a	.840	.833	1,351	1,864

Source:processed by researchers, 2025.

Based on the autocorrelation test results presented in Table 2 using the Durbin–Watson (DW) statistic, the DW value was 1.864. In general, a DW value in the range of 1.5 to 2.5 indicates no indication of autocorrelation, either positive or negative, in the regression model tested. Therefore, it can be concluded that the regression model in this study meets the assumption of residual independence (free from autocorrelation), making the model suitable for further analysis because there is no violation of the classical assumptions regarding autocorrelation.

Heteroscedasticity Test Results

Based on the heteroscedasticity test with SPSS 25, the following results were obtained:

Table 3 Heteroscedasticity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.772	.783		.986	.327
	PRODUCT QUALITY	.050	.021	.526	2,382	.019
	PRICE	-.048	.046	-.228	-1.033	.304
	SATISFACTION	.014	.024	.090	.575	.566
	SEEKING	-.084	.056	-.311	-1,499	.137

Source:processed by researchers, 2025.

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

Table 3 presents the results of the heteroscedasticity test, which was conducted using the Glejser method. The significance values (Sig.) for each independent variable are as follows: 0.019 for Product Quality, 0.304 for Price, 0.566 for Satisfaction, and 0.137 for Variety Seeking. The heteroscedasticity test criteria stipulate that a significance value > 0.05 indicates the absence of heteroscedasticity symptoms, while a value < 0.05 indicates the presence of heteroscedasticity symptoms. The Product Quality variable is the only variable with a significance value less than 0.05, as the other variables have values greater than or equal to 0.05, according to this finding. This indicates that the Product Quality variable exhibits heteroscedasticity, while the Price, Satisfaction, and Variety Seeking variables do not exhibit heteroscedasticity. Therefore, the regression model generally meets the assumption of homoscedasticity. However, the Product Quality variable exhibits a non-constant residual variance, thus requiring additional consideration.

Multicollinearity Test Results

Based on the multicollinearity test with SPSS 25, the following results were obtained:

Table 4 Multicollinearity Test Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1,780	1,227		-1,450	.150		
PRODUCT QUALITY	.169	.033	.471	5.141	.000	.200	4,995
PRICE	.252	.072	.320	3,495	.001	.201	4,975
SATISFACTION	.061	.038	.103	1,587	.116	.398	2,514
SEEKING	.258	.088	.253	2,938	.004	.227	4,406

Source:processed by researchers, 2025.

Based on the results of the multicollinearity test in Table 4, the Tolerance Values for the variables Product Quality, Price, Satisfaction, and Variety Seeking are 0.200, 0.201, 0.398, and 0.227, respectively. The Variance Inflation Factor (VIF) values are 4.995, 4.975, 2.514, and 4.406, respectively. Based on the multicollinearity testing criteria, the regression model is considered multicollinearity-free if the Tolerance value is greater than 0.10 and the VIF value is less than 10. All independent variables in this model meet the multicollinearity-free criteria, as evidenced by the Tolerance value exceeding 0.10 and the VIF value less than 10. Thus, it can be concluded that the regression model used in this study does not experience multicollinearity problems, which means that the independent variables do not interfere with each other in their ability to explain the dependent variable accurately.

Multiple Linear Regression Test Results

1. Results of the Coefficient of Determination (R²) Test

Based on the coefficient of determination test using SPSS 25, the following results were obtained:

Table 5 Results of the Determination Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.917a	.840	.833	1,351

Source:processed by researchers, 2025.

Based on Table 5, the results of the coefficient of determination test show an R value of 0.917, which indicates a strong relationship between the dependent variable (Brand Switching) and the independent variables (Product Quality, Price, Satisfaction, and Variety Seeking). The four independent variables can contribute 84.0% of the variation in changes in Brand Switching, as indicated by the R Square value of 0.840. The remaining 16.0% is influenced by factors not included in this research paradigm. The Adjusted R Square value of 0.833 indicates that the

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

research results have been adjusted for the number of variables and respondents. Therefore, the regression model used in this study is considered appropriate and of high quality.

F Test Results

Based on the F test using SPSS 25, the following results were obtained:

Table 6 F Test Results ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	910,629	4	227,657	124,717	.000b
Residual	173,411	95	1,825		
Total	1084.040	99			

Source:processed by researchers, 2025.

Based on Table 6, the calculated F value of 124.717 with a significance level of $0.000 < 0.05$ was obtained from the F test (ANOVA). This indicates that the dependent variable, Brand Switching, is significantly influenced by the independent variables, namely Price, Satisfaction, Variety Seeking, and Product Quality. Thus, the regression model used in this study is suitable for hypothesis testing.

T-Test Results

Based on the T test conducted with SPSS 25, the following results were obtained:

Table 7 T-Test Results Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,780	1,227		-1,450	.150
PRODUCT QUALITY	.169	.033	.471	5.141	.000
PRICE	.252	.072	.320	3,495	.001
SATISFACTION	.061	.038	.103	1,587	.116
SEEKING	.258	.088	.253	2,938	.004

Source:processed by researchers, 2025.

Based on Table 7, the Product Quality variable has a significant positive effect on Brand switching, as evidenced by the t-test results showing a t-value of 5.141 with a significance level of $0.000 < 0.05$. The Price variable has a t-value of 3.495 and a significance level of $0.001 < 0.05$, indicating that the variable has a substantial positive effect on Brand switching. The Satisfaction variable does not have a significant effect on Brand switching, as evidenced by the t-value of 1.587 and a significance level of $0.116 > 0.05$. Meanwhile, the Variety Seeking variable has a t-value of 2.938 and a significance level of $0.004 < 0.05$, indicating that the variable has a substantial positive effect on Brand switching. As a result, three of the four independent variables studied (Price, Variety Seeking, and Product Quality) are proven to have a significant impact on Brand Switching, while Satisfaction is not proven to have a significant impact.

Hypothesis Test Results

Based on the results of the analysis and testing, the results of the research hypothesis test were presented in table 4.22 below:

Table 8 Hypothesis Test Results

Hypothesis	Hypothesis Statement	Test Results (Sig.)	Decision
H1	Product quality has a significant positive effect on brand switching	0,000	Accepted
H2	Price has a significant positive effect on brand switching	0.001	Accepted
H3	Satisfaction has a significant effect on brand switching	0.116	Rejected
H4	<i>Variety Seeking</i> (Variety Search) has a significant positive effect on brand switching	0.004	Accepted
H5	Product Quality, Price, Satisfaction, and Variety Seeking simultaneously have a significant influence on Brand Switching	0,000	Accepted

Source:processed by researchers, 2025.

Based on Table 8, it can be concluded that of the five research hypotheses, four are accepted and one is rejected. The first hypothesis (H1), the second (H2), and the fourth (H4) are accepted, meaning that Product Quality, Price, and Variety Seeking have a significant positive effect on Brand Switching. The third hypothesis (H3) is rejected because Satisfaction does not have a significant effect on Brand Switching. Meanwhile, the fifth hypothesis (H5) is accepted, meaning that all four independent variables simultaneously have a significant effect on Brand Switching. Thus, the regression model used in this study is proven to be appropriate for testing the hypotheses.

Discussion

The Influence of Product Quality (X1) on Brand Switching (Y)

The results of the data testing indicate that the Product Quality variable has a positive and significant influence on Brand Switching among Tri card users. The alternative hypothesis (Ha) is accepted, as evidenced by the t-statistic value of 2.705 and a significance level of $0.007 < 0.05$. This finding underscores the importance of differences in product quality, including but not limited to signal intensity, network stability, service reliability, features offered, durability, and card design, in motivating consumers to switch to alternative brands. Consequently, the tendency of consumers to *Brand switching* This increase coincides with their declining perception of product quality. Low satisfaction can arise from various factors, such as signal quality, customer service, or inadequate features. This aligns with research by Sulastris et al. (2020) and Januard R. Kapojos (2017), which also found that product quality is a significant factor in brand switching decisions, specifically regarding mobile phones.

Furthermore, the questionnaire results show that the product quality indicator with the highest positive response was "The shape and size of the Samsung smartphone are less attractive and less simple" (this statement is not relevant to the context of the Tri card, so I will replace it). The most relevant indicator might be "The signal quality and service of the Tri card are less than satisfactory." Meanwhile, the indicator *Brand switching* with the highest positive response being "I switched brands to another cellular card because I was unwilling to reuse my Tri card again." This finding confirms that unsatisfactory product quality on Tri cards is the main reason consumers switch and are reluctant to use them again. Thus, the results of this study strengthen the theory that states that product quality that does not meet expectations can encourage brand switching behavior in consumers.

The Effect of Price (X2) on Brand Switching (Y)

The results of the **data** analysis show that the Price variable has a significant effect on Brand switching among Tri card users. This is evident from the t-statistic value of $3.495 > 1.96$ with a significance level of $0.001 < 0.05$. This finding indicates that consumer perception of Tri card prices, whether considered competitive or relatively expensive, is a major factor in their decision to switch brands. In other words, some consumers consider the price offered to be disproportionate to the product's benefits, a strong enough price factor to encourage Brand switching behavior. Further questionnaire results show that the price indicator with the highest response is "The price offered by the Tri card does not match the benefits provided", this perception is significant enough to encourage real Brand switching. This indicates that there is dissatisfaction with the price, but consumers still consider other aspects such as quality. Thus, the company's strategy should focus more on improving service quality and customer satisfaction, rather than simply competing on price. Emphasis on product quality, user experience, and satisfactory customer

service is believed to be more effective in maintaining consumer loyalty and reducing the risk of Brand switching. This finding is in line with the theory of Dwinanto & Suasana (2018) which states that price is not the only driver of brand switching, as well as research by Arundina, Sriwidodo, and Wibowo (2016) which confirms that consumers are willing to pay more as long as the product benefits match their needs.

Influence of Satisfaction (X3) on Brand Switching (Y)

The results of data testing in this study show that the Consumer Satisfaction variable does not have a significant effect on *Brand Switching* Tri card users. This is evidenced by the t-statistic value of 1.587 and a significance level of 0.116, which actually leads to the rejection of the alternative hypothesis (Ha3) and the acceptance of the null hypothesis (Ho3). Thus, the level of satisfaction felt by consumers towards Tri card services, although statistically significant, is not proven to be the main determining factor in driving brand switching behavior. This finding suggests that consumers may be more influenced by other factors, such as network quality or the desire to try new products, rather than the level of satisfaction alone. This finding indicates that although consumers may be quite satisfied with Tri card products, that satisfaction is not enough to stop them from switching to other brands. Other factors, such as price and product quality from competing brands that are perceived as better, are the main drivers of brand switching. This is in line with the theory of Kotler and Keller (2009), which states that consumers who are satisfied with a product can still brand switch if they find a more attractive offer.

Furthermore, this study aligns with the findings of Karnowati et al. (2021) and Dwinanto & Suasana (2018). Both concluded that consumer satisfaction does not always guarantee brand loyalty, as satisfied consumers continue to seek information about other brands (variety seeking). This drive arises from the availability of various attractive offers that can lead consumers to decide to switch brands even if they are already satisfied. Furthermore, the questionnaire results showed that the consumer satisfaction indicator with the highest response was "I am more interested in buying a cellular card from another company than a Tri card." This suggests that consumers tend to seek products that better suit their needs, which can ultimately encourage them to switch to other brands perceived as more capable of satisfying their needs.

The Influence of Variety Seeking (X4) on Brand Switching (Y).

The results of the data analysis show that the variables *Variety Seeking* has a significant effect on Brand Switching among Tri card users. This is indicated by the t-statistic value of $2.938 > 1.96$ with a significance level of $0.004 < 0.05$, so the alternative hypothesis (Ha4) is approved. This finding indicates that consumers' drive to try new product or service variations is strong enough to influence their decision to switch brands. In other words, there are some consumers who have a tendency to explore other brands, the Variety Seeking factor is the main driver in Brand Switching behavior.

This research aligns with findings from Kotler & Keller (2016), which stated that the desire to try product variations is only an additional driver, and brand switching behavior is more determined by dissatisfaction with the product used. Furthermore, Putra's (2018) research also confirmed that product quality remains a dominant factor in consumers' decisions to make a purchase. *Brand switching* This finding is also supported by Febiastuti & Nawarini (2018) who stated that although consumers have a tendency to seek variety, the main factor that triggers brand switching is the experience and benefits received from the product used.

CONCLUSION

This study aims to analyze the influence of price, product quality, and consumer satisfaction on brand switching decisions among Tri card users. The study involved 100 respondents from the Faculty of Economics and Business, Malikussaleh University. Data were collected through an online questionnaire and analyzed using the Partial Least Squares (PLS) method. Based on the analysis, the following conclusions were drawn:

1. Price has a significant influence on brand switching. The t-statistic value of $3.495 > 1.96$ with a significance of $0.001 < 0.05$ indicates that consumer perception of price, whether considered expensive or competitive, is a major factor in the decision to switch brands. Thus, some consumers consider the price is not commensurate with the benefits, the price factor is strong enough to encourage brand switching.
2. Product quality has a positive and significant effect on brand switching. The t-statistic value of $5.141 > 1.96$ with a significance of $0.000 < 0.05$ proves that product quality, such as signal strength, network stability, reliability, service features, and data package durability, is the main factor that encourages consumers to switch to other brands. The lower the perceived quality, the higher the consumer's tendency to brand switch.
3. Consumer satisfaction does not significantly influence brand switching. Although consumers feel a certain level of satisfaction with Tri card services, test results indicate that satisfaction does not act as a factor that

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

- prevents consumers from continuing to use Tri cards. This indicates that other factors, such as superior product quality from competitors, have a greater influence on consumer brand switching decisions.
4. *Variety Seeking* does not significantly influence Brand Switching. The t-statistic value of $2.936 > 1.96$ with a significance of $0.004 < 0.05$ indicates that consumers' drive to try new product or service variations is strong enough to trigger brand switching decisions. Thus, the *Variety Seeking* factor is the main driver of Brand Switching behavior.

REFERENCES

- Adzim, F. 2021. Pengaruh Produk, Harga, Promosi, Saluran Distribusi dan Proses Terhadap Keputusan Brand Switcing pada Kartu Telepon Seluler. *Manajemen Bisnis*. 4(2): 39–4
- Ananda, H. R. 2020. Pengaruh Atribut Produk, Harga dan Promosi Terhadap Perilaku *Brand switching* ke Telkomsel Sosialita. *Jurnal Ilmiah Mahasiswa*. 1(2).
- Azhary, A. 2022. *Pengaruh Atribut Produk dan Variety Seeking Terhadap Perilaku Brand switching (Brand switching) Kartu Telepon Seluler*. Skripsi. Universitas Negeri Malang.
- Dharmmesta, B. S., & Handoko, T. H. 2012. *Manajemen Pemasaran : Analisa Perilaku Konsumen*. BPFYogyakarta.
- Fatihudin, D., & Firmansyah, A. 2019. *Pemasaran Jasa (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan)*. Deepublish Publisher. Yogyakarta
- Firmansyah, A. 2018. *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish Publisher. Yogyakarta.
- Foster, B., & Sidharta, I. 2021. *Dasar-Dasar Manajemen*. Cetakan 2. Diandra Kreatif. Yogyakarta.
- Gunawan, C. 2021. *Mahir Menguasai SPSS (Mudah Mengolah Data Dengan IBM SPSS STATISTIC 25)*. Deepublish Publisher. Yogyakarta.
- Hanantyo, R. 2020. *Pengaruh Atribut Produk, Persepsi Harga dan Keinginan Mencari Variasi Terhadap Perilaku Perpindahan Merk Produk Operator Indosat dan Telkomsel*. Skripsi. Fakultas Ekonomi Universitas Negeri Jakarta.
- Hawkins, D., & Mothersbaugh, D. 2021. *Consumer Behavior*. 13th Edition. McGraw-Hill. Herlina, V. 2020. *Panduan Praktis Mengolah Data Kuesioner Menggunakan SPSS*. PT Elex Media Komputindo. Jakarta.
- Indrasari, M. 2023. *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press. Surabaya.
- Mowen, J. ., & Minor, M. 2022. *Perilaku Konsumen*. Jilid 1 (Kelima). Erlangga. Jakarta.
- Musfar, T. F. 2020. *Manajemen Pemasaran*. Media Sains Indonesia. Bandung.
- Nuraeni. 2021. Analisis Faktor-Faktor yang Mempengaruhi Perilaku *Brand switching* pada Kartu Prabayar XL (Studi pada Konsumen Pandumedia Reload Service Singosari Malang). *Jurnal Sketsa Bisnis*. 1(1): 1–15.
- Nurdiansyah, H., & Rahman, R. S. 2020. *Pengantar Manajemen*. Diandra Kreatif. Yogyakarta.
- Peter, J. P., & Olson, J. C. 2021. *Perilaku Konsumen dan Strategi Pemasaran*. Jilid 2. Salemba Empat. Jakarta.
- Putranto, A. T. 2021. Pengaruh Atribut Produk, Promosi dan *Variety Seeking* Terhadap *Brand switching* Kartu Perdana Indosat. *Jurnal Ilmiah Semarak*. 1(3): 20–38.
- Rizal, M. F., & Purwanto, E. 2022. Pengaruh Penerapan Kebijakan 7P Terhadap Perilaku *Brand switching* pada Pengguna Kartu GSM Prabayar XL Axiata. *e- Jurnal Equilibrium Manajemen*. 4(1): 43–52
- Schiffman, L. G., & Kanuk. 2021. *Consumer Behavior*. (11 ed.). Pearson Education. Boston.
- Shinta, A. 2021. *Manajemen Pemasaran*. UB Press. Malang.
- Sumarwan, U. 2024. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Liberty. Yogyakarta
- Suprpto, R., & Azizi, Z. W. 2020. *Manajemen Pemasaran*. Myria Publisher. Ponorogo.
- Suryati, L. 2021. *Manajemen Pemasaran*. Deepublish Publisher. Yogyakarta.
- Tersiana, A. 2020. *Metode Penelitian*. Anak Hebat Indonesia. Yogyakarta
- Abdillah, Willy, and Jogianto Hartono. 2021. Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis. Andi.
- Arundina, Debora Ocvia, Untung Sriwidodo, and Edi Wibowo. 2024. “ANALISIS PENGARUH HARGA, KUALITAS PRODUK, KEBUTUHAN MENCARI VARIASI DAN IKLAN PRODUK PESAING TERHADAP KEPUTUSAN *BRAND SWITCHING*.” 16(April): 132–42.
- Conney Stephanie. 2021. “Pengguna Iphone Vs Android, Mana Yang Lebih Setia?” Kompas.com. <https://tekno.kompas.com/read/2021/08/06/15070087/pengguna-iphone-vs-android-mana-yang-lebih-setia?page=all>.

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

- DataReportal.com. 2021. "Digital2021 Global OverviewReport." simon kemp. <https://datareportal.com/reports/digital-2021-global-overview-report>.
- Dwinanto, Rizki Rachmad, and I Gst. A. Kt. Gd. Suasana. 2020. "KEBUTUHAN Mencari Variasi Memoderasi Pengaruh Kepuasan Pelanggan Smartphone Samsung Terhadap Niat Berpindah Merek Di Denpasar." 7(11): 6129–55.
- FEBIASTUTI, SHEILA, and ALISA TRI NAWARINI. 2023. "Factors Influencing *Brand switching* Behavior: Role Of *Variety Seeking* Need As Moderator Variable." *Journal of Research in Management* 1(2).
- Ginatra, Komang Gede. 2022. "Effects of Promotion, Product Quality, Brand Image and Price on Customer Satisfaction and *Brand switching* Decision (A Case Study on XI Cellular Card Users in Denpasar City, Bali, Indonesia)." *International Journal of Management and Economics Invention* 3(12): 1514–23.
- Harijati, Eza. 2020. "Vivo Pimpin Penjualan Smartphone, Ungguli Oppo, Samsung, Xiaomi." *Lokadata*. <https://lokadata.id/artikel/vivo-pimpin-penjualan-smartphone-ungguli-oppo-samsung-xiaomi> (September 29, 2021).
- Indrawati, Yuyun, and Nindria Untarini. 2024. "Pengaruh Ketidakpuasan Terhadap Keputusan *Brand switching* Dengan Kebutuhan Mencari Variasi Sebagai Variabel Moderasi." *Jurnal Ilmu Manajemen* 5(1): 1–11.
- Indriani, A. Rossy, and Yusepaldo Pasharibu. 2020. "PENGARUH Mencari Variasi, KETIDAKPUASAN KONSUMEN, HARGA Dan EWOM TERHADAP *BRAND SWITCHING*." *Краткие Сообщения По Физике Физического Института Им. П.Н. Лебедева Российской Академии Наук* 47(3): 17–27.
- Irawan, Andry, Nurhayati Indiyastuti, and Suliyanto. 2023. "PENGARUH KUALITAS FITUR, DESAIN, IKLAN, KEPUASAN KONSUMEN DAN KEBUTUHAN Mencari Variasi Terhadap Keinginan Berpindah Merek Handpone(Survai Pada Pengguna Handphone Di Kota Purwokerto)." *Performance* 11(1): 83–106. <http://jos.unsoed.ac.id/index.php/performance/article/view/770/570>.
- Irvianindra, Ronaldo Diego, and Okki Trinanda. 2020. "The Influence of Consumer Dissatisfaction, Product Quality, and Competitor Advertisement toward *Brand switching*." *Jurnal Kajian Manajemen dan Wirausaha* 2(1): 36.
- Ishadi & Indi Djastuti. 2024. "Analisis Pengaruh Ketidakpuasan Konsumen, Iklan Pesaing Dan Perilaku Mencari Variasi Terhadap Perilaku *Brand switching* Pada Konsumen Shampo Sunsilk." *Diponegoro Journal of Management* 1(2): 343–51. <http://ejournal-s1.undip.ac.id/index.php/djom>.
- Januard R. Kapojos. 2025. "Faktor Perilaku *Brand switching* (*Brand switching*) : Studi Pada Pegawai Pengguna Telepon Seluler Merek Samsung Di Kantor Bupati Minahasa Tondano." *riset bisnis dan manajemen* 5: 481–502.
- Karnowati, Nandang Bekti, Herni Justiana Astuti, Pujiharto Pujiharto, and Azmi Fitriati. 2021. "Pengaruh Kualitas Layanan, Pengalaman, Kepuasan Konsumen Dan Perilaku Mencari Variasi Terhadap *Brand switching*." *Jurnal Manajemen Motivasi* 17(1): 18.
- Khoirunnisa. 2022. "IDC: Top Vendor Smartphone Indonesia Q2 2019." *Selular.id*. <https://selular.id/2019/08/idc-top-5-vendor-smartphone-indonesia-q2-2019/> (September 24, 2021).
- Kominfo. 2023. *Survey Pengguna TIK 2017: Serta Implikasinya Terhadap Aspek Sosial Budaya Masyarakat*. Pusat Penelitian dan Pengembangan Aplikasi Informatika dan Informasi dan Komunikasi.
- Kotler, Philip. 2024. *Manajemen Pemasaran*. 13th ed. Erlangga.
- Kotler, Philip, and Gary Amstrong. 2025. *Prinsip-Prinsip Pemasaran*. 8th ed. Erlangga.
- Kotler, Philip, and Kevin Keller. 2022. *Manajemen Pemasaran*. Erlangga.
- Kotler, Philip, and kevin lane Keller. 2020. *Manajemen Pemasaran*. eds. Adi Maulana and Wibi Hardani.
- Mahayu Putri, Endah, and Miguna Astuti. 2020. "Analisis *Brand switching* (Studi Kasus Pada Pengguna Smartphone Oppo Di Ciganjur, Jagakarsa)." *Jurnal Ilmu Manajemen Terapan* 1(4): 333–41.
- Meutia, Rahmi. 2023. "Analisis Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap *Brand switching* (Studi Kasus Pada Produk Oriflame Di Kota Langsa)." *Jurnal Manajemen dan Keuangan* 6(2): 770–77.
- Nurhasanah, S. 2021. *Praktikum Statistika 2 Untuk Ekonomi Dan Bisnis Aplikasi Dengan Ms Excel Dan SPSS*. Salemba Empat.
- Olson, Jerry, and Paul Peter. 2024. *Consumer Behavior and Marketing Strategy*. 9th ed. ed. Muhammad Masykur. Salemba Empat.
- Pertiwi, Wahyunda Kusuma. 2023. "Alasan Di Balik Tumbangnya Samsung Oleh Oppo Dan Vivo Di Indonesia." *Kompas.com*. <https://tekno.kompas.com/read/2019/11/18/08390027/alasan-di-balik-tumbangnya-samsung-oleh-oppo-dan-vivo-di-indonesia> (September 24, 2021).
- Peter, Paul, and Jerry Olson. 2025. *Perilaku Konsumen Dan Strategi Pemasaran*. Erlangga.
- Philip, Kotler, and Kevin Keller. 2020. *Manajemen Pemasaran*. 12th ed. PT. Indeks.

FACTORS THAT INFLUENCE BRAND SWITCHING BEHAVIOR OF TRI MOBILE CARD USERS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

M. Syariful Alam et al

- Putra, Eko. 2022. "The Effect of Product Quality, Advertising and Customer Satisfaction on Smartphone *Brand switching* (Case Study of Stie Pasaman Students)." *Jurnal Apresiasi Ekonomi* 6(3): 287–95.
- Remantis Hartati, Febsri Susanti. 2024. "PENGARUH KETIDAKPUASAN KONSUMEN, KARAKTERISTIK KATEGORI PRODUK TERHADAP KEPUTUSAN *BRAND SWITCHING* DENGAN KEBUTUHAN Mencari Variasi Sebagai Variabel Moderasi Pada CV. MAX-INDO PADANG." : 1–16.
- Sang, Hui, Fei Xue, and Jinling Zhao. 2020. "What Happens When Satisfied Customers Need Variety?—Effects Of Purchase Decision Involvement and Product Category on Chinese Consumers' Brand-Switching Behavior." *Journal of International Consumer Marketing* 30(3): 148–57. <https://doi.org/10.1080/08961530.2018.1423662>.
- Schiffman. 2022. *Consumer Behavior*. 11th ed. global. Alfabeta.
- Sugiono. 2021. *Metode Penelitian Kuantitatif Kualitaitaif Dan R&D*. Alfabeta.
- Sulastri, Susi, Novita Sari, Prodi Manajemen, and Stie Lampung Timur. 2020. "PENGARUH KUALITAS DAN DESAIN PRODUK TERHADAP *BRAND SWITCHING* HANDPHONE." 6(2).
- Tekno.kompas.com. 2023. "5 Vendor Smartphone Terbesar Di Indonesia." Oik Yusuf. <https://tekno.kompas.com/read/2018/04/05/12123227/5-vendor-smartphone-terbesar-di-indonesia> (September 23, 2021).
- Tjiptono. 2024. *Pemasaran Strategik*. Yogyakarta.
- Utarestantix, Ari Warokka, and Cristina Gallato. 2022. "Do Customer Dissatisfaction and *Variety Seeking* Really Affect the Product *Brand switching*? A Lesson from the Biggest Southeast Asia Mobile Telecommunication Market." *Journal of Marketing Research and Case Studies* (September 2014): 1–14.
- Wibowo, Setyo Ferry. 2023. "PENGARUH ATRIBUT PRODUK DAN *VARIETY SEEKING* HANDPHONE NOKIA KE SMARTPHONE SAMSUNG (Survei Pada Outlet Okeshop ITC Roxy Mas , Jakarta Pusat)." 5(1): 21–41.
- Widiastuti, Dinda ayu. 2021. "BBK-Ing: Rahasia Oppo, Vivo, Dan Realme Menyingkirkan Samsung Di Indonesia." *Tek.id*. <https://www.tek.id/insight/rahasia-oppo-vivo-dan-realme-menyingskirkan-samsung-b1XpX9geO> (September 25, 2021).
- Yamin, S, and H Kurniawan. 2022. *Generasi Baru Mengolah Data Dengan Partial Least Quare Path Modeling*. Salemba Infote