



THE INFLUENCE OF SATISFACTION, VARIETY SEEKING, AND ALTERNATIVE ATTRACTIVENESS TO SWITCHING BEHAVIOUR THROUGH SWITCHING INTENTIONS

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Abstract

The purpose of this study was to examine the direct effect of satisfaction, variety seeking and alternative attractiveness on switching behavior through switching intentions. The population in this study are visitors to the Café Sisemoet Ungaran in May 2018. The technique of sampling used was incidental sampling with 115 respondents. The data collection included questionnaires, documentation, and path analysis as the method of the data analysis. Data analysis is done by using partial test and path analysis test with help of SPSS 21 for Windows. The results showed that satisfaction has direct effect negatively and significantly toward switching behavior, while variety seeking and attractiveness alternatives have a positive and significant direct influence on switching behavior. The results of path analysis test proved that satisfaction, variety seeking, and attractiveness alternatives have indirect effect toward switching behavior through switching intentions.

Abstrak

Tujuan dari penelitian ini adalah untuk menguji pengaruh langsung kepuasan, pencarian variasi dan daya tarik alternatif pada perilaku switching melalui niat beralih. Populasi dalam penelitian ini adalah pengunjung Café Sisemoet Ungaran pada bulan Mei 2018. Teknik pengambilan sampel yang digunakan adalah incidental sampling dengan 115 responden. Pengumpulan data termasuk kuesioner, dokumentasi dan analisis jalur sebagai metode analisis data. Analisis data dilakukan dengan menggunakan uji parsial dan uji jalur analisis dengan bantuan SPSS 21 untuk Windows. Hasil penelitian menunjukkan bahwa kepuasan memiliki efek langsung secara negatif dan signifikan terhadap perilaku switching, sedangkan variasi pencarian dan daya tarik alternatif memiliki pengaruh langsung positif dan signifikan pada switching tingkah laku. Hasil tes analisis jalur membuktikan bahwa kepuasan, pencarian variasi, dan alternatif daya tarik memiliki efek tidak langsung terhadap perilaku switching melalui niat beralih.

INTRODUCTION

Business competition in the global economic era is getting tighter. This resulted in many foreign businessmen starting to invest in Indonesia (Sakitri et al., 2017). Entrepreneurs are required to be able to meet the needs and desires of customers in order to maintain the continuity of their business. Understanding consumer behavior is a complex problem because consumers consist of several segments, lifestyles and different personalities so that marketers need comprehensive research to be able to determine consumer desires and needs so as to provide satisfaction to consumers (Rintar, 2011). A variety of product choices, either goods or services offered by producers, provide opportunities for consumers to consume with a variety of brand choices. Customer transfer behavior occurs when customers leave their initial service providers from others (Chuang & Tai, 2016).

Brand switching behavior in customers is a complex phenomenon that is influenced by behavioral, competitive and time factors (Purwani & Dharmmesta, 2002). According to Abisatya (2009), the movement of customers is a phenomenon that often occurs in various markets, especially perfect competition markets where there are various kinds of similar products at competitive prices making it easier for consumers to choose the items to be purchased. Bansal et al. (2005) also define customers switching behavior as a move made by users of a service provider to other service providers. Lin and Matilla (2006) explain that switching behavior that occurs in consumers is difficult to prevent when it has become a habit or culture. In the study of Lin and Matilla (2006) found that switching behavior in restaurant visitors in Taiwan is influenced by variety seeking and satisfaction when visiting.

In general, switching behavior is closely related to user dissatisfaction with the services provided or offered by the main service providers (Hong et al., 2009). A consumer who experiences dissatisfaction in the post-consumption period has the possibility of changing the behavior of buying decisions by looking for alternative brands in the next consumption to increase satisfaction. Han et al. (2009) explained that consumers who get satisfaction when visiting a restaurant would have the opportunity to visit again and not move to another restaurant.

According to Farida (2014) consumers who get satisfaction with the brand or brand purchased will make a repurchase later. Consumer

satisfaction is something that must be considered by the company because it will make a positive thing for the company. The positive behavior of consumers can be in the form of repurchases of products or services that have been felt; this means that the higher the level of customer satisfaction will increase consumer loyalty (Familiar & Maftukhah, 2015).

Customers must be satisfied because if they are not satisfied, they will leave the company and become competitors, this will cause a decrease in sales and in turn to reduce profits and even losses (Argaradian & Wahyono, 2017). According to Wingsati and Dorojatun (2017), Dissatisfaction with products or services by consumers causes consumers to move or not to buy back the same brand or brand, but consumers will switch brands.

But the level of satisfaction is actually not enough to explain the displacement that occurs, so it needs other factors to explain the transfer. Another factor that makes consumers want to switch to other products or services is variety seeking. Variety seeking is a cognitive commitment to buying a different brand for a variety of different reasons, new desires or the emergence of boredom is something that has long been consumed (Peter & Olson, 2010). Brand switching behavior that occurs as a result of variety seeking that needs attention to products that have a high category of involvement characteristics (Iriawan et al., 2010).

Simamora (2003) explained that consumers often do brand switching are included in the type of buying behavior that is variety seeking. Variety seeking has been identified as a factor that influences brand switching decisions (Keaveney & Madhavan, 2001). Because consumers are faced with a wide variety of products with different types of brands, this situation can affect consumers to try various kinds of products and brands so that consumers will not be fully loyal to a product. According to Keaveney (1996) consumers will often express satisfaction with brand goods as they use now, but still, engage in brand switching. This can happen because the search for variation is a fairly ordinary consumer motive. Consumers who have low emotional involvement in a brand will easily move to compete for brands. This tendency is often the concern of marketers for the success of the products offered (Wibowo, 2013).

Besides variety seeking other factors that influence switching behavior are attractiveness alternatives. According to Bansal et al. (2005)

attractiveness alternatives are the availability of alternative services that can attract the attention of customers. If competitors are perceived to be more attractive and satisfying, then consumers will move to services that are more attractive, more reliable, or provide higher quality. Feelings towards perceived alternatives refer to consumer judgment to get satisfaction from competing products available on the market (Bansal et al. 2005). In the process of consumer decision making, alternative attractiveness has a big influence (Pick & Eisend, 2013). This is because every customer before making a purchase on an item will compare with other brands to get the best results.

The increasing number of companies with the same product or service makes consumers more selective before buying. The choice between alternative brands needs to be considered before consumers decide to buy (Mowen & Minor, 2005). Perceived alternative attractiveness perceived as profitable indicates positive satisfaction with the services provided by the substitute brand and it is very unfavorable for the company (Jones et al., 2011). Likewise, the lack of customer awareness of the alternative attractiveness of work makes the company have to work hard so that customers still do not switch (Patterson & Smith, 2003). When consumers feel that competing companies offer better services, consumers will intend to switch will increase.

However, if there are weaknesses or shortcomings, consumers will choose not to switch. Switching intentions are the things that underlie consumers to switch to other service providers because they feel dissatisfaction with the previous service provider. According to Chuang and Yang-Fei (2016) explained that switching intentions are the tendency of customers to switch to other companies. Customers with high transfer intention tend to switch; it is not a guarantee that customers will switch in the near future (Antón et al., 2007). Bansal et al. (2005) explained that switching intentions mediate variable satisfaction, variety seeking and alternative attractiveness to variable switching behavior. In the study of Xu et al. (2017) variable switching intentions mediate the relationship between satisfaction and switching behavior. Whereas in the study of Liu et al. (2016) also explained that switching intentions mediate satisfaction variables and alternative attractiveness to variable switching behavior. The object in this study was the visitors of Cafe Sisemoet Ungaran. Café Sisemoet is one of the cafes located on Jl. Kisarino Mangunpranoto No.7 Ungaran. The problem with Sisemoet Café

is the decrease in the number of visitors in the last 4 months.

Table 1. Number of Visitor 2017

Month	Total	Increase/ Decrease	Percentage
January	1031	-	-
Februari	1082	51	5%
Maret	1129	47	4%
April	1110	-19	-2%
Mei	1136	26	2%
Juni	1118	-18	-2%
Juli	1126	8	1%
Agustus	1138	12	1%
September	1120	-18	-2%
Oktober	1039	-81	-7%
November	1003	-36	-3%
Desember	964	-39	-4%
Total	12996		

Based on Table 1, the decrease in visitor intensity began in April and June, although generally fluctuated. There is a difference between the sales results and the number of visitors in March due to purchases from different visitors. In the last 4 months, the number of visitors has always decreased.

Table 2. Data Sales of 2017

Month	Total	Increase/ Decrease	Percentage
January	17.575.500	-	-
Februari	18.673.400	1.097.900	6%
Maret	20.548.500	1.875.100	10%
April	19.941.500	-607.000	-3%
Mei	20.601.000	659.500	3%
Juni	20.238.000	-363.000	-2%
Juli	20.932.000	694.000	3%
Agustus	20.149.000	-783.000	-4%
September	20.031.000	-118.000	-1%
Oktober	19.473.000	-558.000	-3%
November	18.019.000	-1.454.000	-7%
Desember	17.351.500	-667.500	-4%
Total	233.533.400		

Based on Table 2, shows that within a year, sales from Sisemoet Café fluctuated from the be-

ginning of the year to the end of the year. In general, from January to July sales data fluctuated, but in the last 5 months, there has always been a decline in sales. This is a very important evaluation for café owners due to sales results that have decreased for 5 consecutive months.

Theoretical Basis

The PPM Migration Model of Service Switching

The PPM Migration Model of Service Switching is proposed by Bansal et al. (2005) who explore a migration model of human geography literature as a theoretical framework for understanding the behavior of switching service providers from consumers. Research conducted by Bansal et al. (2005) entitled "Migrating" to New Service Providers: Toward a Unifying Framework of Consumers Switching Behaviors, examines the behavior of switching by consumers. In this study, Bansal et al. (2005) provide a "Push-Pull-Mooring" (PPM) framework to describe the movements that occur in service users.

Push factors are factors that originate from the initial service provider, which can motivate service users to move. These push factors consist of quality (quality), satisfaction (trust), value (value), commitment (commitment) and price perception (price perceptions). Pull factors are factors that come from other service providers which are indicated as positive factors that can attract users to move. The pull factors referred to are the attractiveness of competitors (alternative attractiveness).

While mooring factors are factors that can hinder or support the transfer of users from old service providers to other service providers. These factors include attitudes towards attitude towards switching, social influences (subjective norms), switching costs, prior switching behavior and variety seeking.

Switching Behaviour

Customers switching behavior is a concept that is familiar with the marketing world because it is a consumer behavior that must be understood by the company. The concept that contradicts the concept of customers loyalty explains the switching behavior of users of a service provider to other service providers or from a brand to another brand. Said to be the opposite concept, these customers switching and customers loyalty are likened to two opposite coin sides (Siddiqui, 2011). This shows that if there are users who are loyal or loyal to a service provider or brand, then there will also be users who are not loyal or not loyal.

According to Peter and Olson (2002) brand switching is a consumer purchase pattern characterized by changes or changes from one brand to another. Customers switching behavior can also be referred to as customers exit or customers defection behavior which can be defined as the behavior of service users who leave their old service providers (Siddiqui, 2011). In general, customers switching behavior in marketing services is described as the transfer of users from their old service providers to new service providers (Siddiqui, 2011).

Bansal et al. (2005) also define customers switching behavior as a move made by users from one service provider to another. While Keaveney and Parthasarathy (2001) define customer switching behavior as a consideration of service users to use services in the same category but move or switch from one service provider to another.

Based on its objectives, Nelloh and Liem, (2011) explained that the transfer of service users could be divided into two, namely internal switching and external switching. Internal switching is the transfer of service users that occurs but is still within the same scope of one company. This type of transfer in general still benefits the company because it is still within the same company scope even in different units. External switching is the transfer of service users to alternative service providers outside the company. It is this external switching that should get the attention of the company, because if this external movement occurs when the company will lose its customers, which in turn will endanger the sustainability of the company itself.

According to Schiffman and Kanuk (2007) there are several types of brand switching as follows. Exploratory purchase behavior is a decision to move a brand to get new experiences and a better alternative possibility. Vicarious exploration, consumers seek information about a new product or a different alternative, then try to use it. Use innovativeness; consumers have used and adopted a product by looking for newer products with higher technology such as electronic device products whose models/ functions have changed.

Satisfaction

Customer satisfaction is one of the secrets of the success of a business. While consumer dissatisfaction occurs when the performance of a product is not in accordance with the perceptions and expectations of consumers (Kotler & Keller, 2009). Many business failures occur because customers are disappointed, so they look for other alternatives to similar products or services

(Saputra, 2013). According to Kotler and Keller (2009) Satisfaction is the feeling of pleasure or disappointment of someone who arises because of comparing perceived product performance to their expectations.

According to Irawan et al. (2010) consumer satisfaction is the expectation of the messages that the seller wants to convey to be felt by the buyer. Satisfaction is a comparison between services that are understood with the expected service and as a form of customers' short-term emotional reaction to certain service performance (Panjaitan & Yuliati, 2016).

Consumer satisfaction forms the feelings that arise from the use of products or services (Setianto & Wartini, 2017). Consumer satisfaction is a condition in which consumers use a product and have achieved satisfaction so they can make a repurchase even though the product or service because the results obtained are in accordance with the expectations of consumers and if expectations are not achieved then consumers feel dissatisfied because they do not meet expectations (Munizu & Hamid, 2015). Customer satisfaction is a level where the needs, desires and expectations of customers can be fulfilled which will lead to repeat purchases or continuing loyalty (Neloh & Liem, 2011).

Fatona (2010) explains that basically customer satisfaction can be defined simply, namely a situation where customer needs, desires and expectations can be fulfilled through the products consumed. Satisfaction and dissatisfaction are important concepts that need to be understood because they can influence subsequent consumer behavior. Safitasari and Maftukhah (2017) explained that companies would act wisely by measuring customer satisfaction regularly, because of one of the keys to maintaining customers.

Permana (2013) explains that customer satisfaction will be achieved if after a customer uses a product/ service, what the customer wants and needs can be fulfilled even exceeding his expectations. While Rintar (2011) explained that customer satisfaction would be achieved if the quality of services/products that are given according to needs. However, customers who feel dissatisfied with the performance of the product will decide to switch to the hope that other products can provide the expected satisfaction (Matzel et al., 2015).

Variety Seeking

Variety seeking is the behavior of consumers to release a saturation due to low involvement in a brand or product (Thawil, 2014). Meanwhile, according to Irawan et al. (2010) variety

seeking is a tendency for consumers to seek stimulation in purchasing products through innovative product choices and variations and changing the experience of consuming a product. This behavior is characterized by a lack of information seeking an alternative or optional consideration.

Meanwhile, according to Peter and Olson (2010) variety seeking is a cognitive commitment to buy a different brand for a variety of different reasons, new desires or the emergence of boredom is something that has long been consumed. Because consumers are faced with a wide variety of products with different types of brands, this situation can affect consumers to try various kinds of products and brands so that consumers will not be fully loyal to a product.

Alternative Attractiveness

According to Bansal et al. (2005) attractiveness alternatives are the availability of alternative services that can attract the attention of customers. If competitors are perceived to be more attractive and satisfying, then consumers will move to services that are more attractive, more reliable, or provide higher quality. Meanwhile, according to Zaroh (2013) attractiveness alternatives are other service providers or alternative service providers other than the main service providers or can be said to be competitors who also provide similar services with the main service providers.

With so many brands that are similar consumers will consider choosing and trying to switch to another brand. Basically, a competitor will provide an attraction in the form of better prices or better quality compared to other brands (Mann et al., 2017). Wu (2011) explains defining alternative attractiveness as a customer estimate of the probability of satisfaction obtained when switching to other alternatives. While Liu et al. (2016) stated that attractiveness alternatives are all attacks carried out by competitors to influence consumers to move. In this case, the consumer begins to assess and compare the main major service providers with alternative service providers.

Switching Intention

Bansal et al. (2005) describe switching intention as the level of possibility or certainty that customers will move from the current service provider to a new service provider. Intention or interest is to explain the purpose of the individual to conduct various behaviors and may be considered as a special reason for belief (perceived) (Murwatingsih & Yulianto, 2017). Switching intention is the migration of one service consumer to another (Jabeen et al., 2015).

Switching intention is the signal of termination of customer relationship with the service that is currently used, namely the provider partially or completely. Partial displacement allows customers to maintain relationships with existing companies while adopting new behaviors (Wagner & Friedl, 2007). Jabeen et al. (2015) explained that consumers could switch to other services because they are influenced by the low quality of service so that consumers will no longer use these services. Besides that, satisfaction and also the many alternative options available encourage consumers to switch options to other services.

Hypothesis Development

Based on the description above, the hypothesis in this study is as follows:

- H1: Satisfaction has a negative and significant effect on switching behavior.
- H2: Variety seeking has a positive and significant effect on switching behavior.
- H3: Alternative attractiveness has a positive and significant effect on switching behavior.
- H4: Satisfaction has a negative and significant impact on switching behavior through switching intentions.
- H5: Variety seeking has a positive and significant impact on the switching behavior through switching intentions.
- H6: Alternative attractiveness has a positive and significant impact on switching behavior through switching intentions.

Based on the relationship between research variables as formulated in the hypothesis, the research model is as Figure 1.

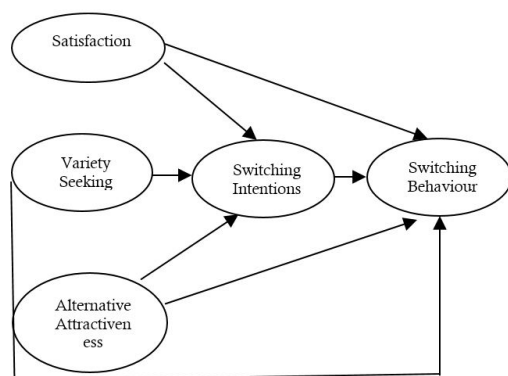


Figure 1. Research Model

METHOD

The population in this study were visitors to the Cafe Sisemoet Ungaran with a sample of

115 respondents using the iteration formula. The sampling technique in this study uses Non-probability sampling technique, which is an incidental sampling technique. The research variables used in this study include satisfaction variables, variety seeking, attractiveness alternatives as independent variables, switching intention as a mediating variable/ intervening and switching behavior as the dependent variable.

Satisfaction variables are formed by 3 indicators, namely conformity of expectations, positive word of mouth and service quality. The variable seeking variable is formed by 3 indicators, namely feeling bored, not worrying about trying different, investigating. Attractiveness alternative variables are formed by 3 indicators, namely number of alternatives, comparison and availability. Variable switching intentions are formed by 3 indicators, namely Intention to switch as hope, intention to switch as desire, intention to switch as plan. Variable switching behavior is formed by 3 indicators, namely price, habits, post-consumption dissatisfaction.

RESULT AND DISCUSSION

Validity testing by comparing the sig alpha value calculated with sig alpha table with a significance of 5%. The validity of an indicator question item can be seen in the output of sig count (2 tailed) person correlation in the total construct row. If the sig count is < sig. table, the question item is declared valid.

Based on the satisfaction variable validity test, it is known that there are 9 items of statement items which are stated all valid statement items because the sig alpha value counts < 0.05 so that all question items can be used as a measure of research. Validity test for variety seeking variables is known that 9 items of statement items all meet the criteria of validity with a calculated sig alpha value < 0.05 indicating that the item is valid. Thus all question items can be used as a measuring tool in research.

Based on the validity test of attractiveness alternative variables, it is known that 9 items of question items are stated all valid statement items because the sig alpha value is < 0.05 and can be used for research measurement tools. The result of the validity of the switching intentions variable is known, there are 9 items in the question item stated that all question items are valid because the sig alpha value is < 0.05 and can be used for measuring instruments in the research.

The result of the validity of the switching behavior is known, there are 9 items in question,

it is stated that all questions are valid because the sig alpha value is < 0.05 and can be used for measuring instruments in the study.

The result of the validity of the switching behavior is known, there are 9 items in question, it is stated that all questions are valid because the sig alpha value is < 0.05 and can be used for measuring instruments in the study.

Table 3. Reliability Test Variable satisfaction, variety seeking, alternative attractiveness, switching intentions and switching behavior.

No	Variable	Cronbach Alpha	Minimum Cronbach Alpha	Criteria
1	Satisfaction	.806	.70	Reliabel
2	Variety seeking	.828	.70	Reliabel
3	Alternative Attractiveness	.917	.70	Reliabel
4	Switching Intentions	.926	.70	Reliabel
5	Switching Behaviour	.894	.70	Reliabel

Based on Table 3, the value of Cronbach's alpha each variable > 0.70 the entire research instrument is declared reliable.

Normality test aims to test whether, in the regression model, the disturbing or residual variable has a normal distribution.

Table 4. Normality Test Result

Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)	Significance Required
.836	.487	.05

Based on Table 4, the value of Asymp sig (2-tailed) is more than the required significance value of $> 5\%$. This means that the data in the study are normally distributed.

Table 5. Multicollinearity Test Result

Variable	Tolerance	VIF	Criteria
Satisfaction	.655	1.527	Free Multicol
Variety seeking	.653	1.530	Free Multicol
Alternative Attractiveness	.654	1.528	Free Multicol
Switching Intentions	.472	2.120	Free Multicol

Multicollinearity test uses the value of Tolerance and Variance inflation factor (VIF). If the Tolerance value is > 0.1 and the VIF value is < 10 , it can be said that there is no multicollinearity. In Table 3 the tolerance variable of the research variable in the regression Tolerance value > 0.1 and VIF value < 10 which can be concluded that there is no multicollinearity between variables.

Table 6. Heteroscedasticity Test

Variable	Sig count	Sig Required	Criteria
Satisfaction	.206	.05	Free Hetero
Variety Seeking	.214	.05	Free Hetero
Alternative Attractiveness	.308	.05	Free Hetero
Switching Intentions	.137	.05	Free Hetero

The SPSS output shows that all independent variables have sig values ≥ 0.05 , so the regression model does not occur heteroscedasticity.

Hypothesis Test

Partial significant test to measure the effect of independent variables on the dependent variable. The relationship of direct influence can occur if one variable affects another variable in the absence of a third variable that is an intervening variable.

The decision-making process of the hypothesis of direct effects can be known based on the comparison of the level of significance to alpha (α) of 0.05 ($\alpha = 5\%$). If the significance value is $< \alpha$ significance (α) 0.05, the hypothesis is acceptable. Table 7 and Table 8 are the results of partial significance testing results using IBM SPSS version 21.

Table 7. Statistical Result Satisfaction, Variety Seeking and Alternative Attractiveness toward Switching Intentions

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	23.200	2.960		7.838	.000
Satisfaction	-.195	.044	-.329	-4.443	.000
Variety Seeking	.234	.054	.321	4.303	.000
Alternative Attractiveness	.224	.061	.281	3.697	.000

Table 8. Statistical Result Satisfaction, Variety Seeking, Alternative Attractiveness and Switching Intentions toward Switching Behaviour

Model	Coefficients			T	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
(Constant)	11.722	1.802		6.504	.000
Satisfaction	-.053	.023	-.116	-2.285	.024
Variety Seeking	.103	.029	.183	3.596	.000
Alternative Attractiveness	.144	.031	.185	3.641	.000
Switching Intention	.457	.046	.589	9.862	.000

Path Analysis

Ghozali (2011) suggests that to test intervening variables, path analysis method is used. In the analysis of the path model, a path model must first be created to test whether there is a mediating role. To measure the presence or absence of mediating or intervening effects using the path coefficient ratio. Path coefficients are calculated by making two structural equations, the regression equations that show hypothesized relationships (Ghozali, 2011).

Based on the results of the analysis in the table above, the regression equation in this study is as follows:

$$Y_1 = -0.195 X_1 + 0.234 X_2 + 0.224 X_3 + 0.687$$

$$Y_2 = -0.053 X_1 + 0.103 X_2 + 0.114 X_3 + 0.457$$

$$Y_3 = 0.430$$

Table 9. Path Analysis Test

No	Variable	Influence	Switching Intentions	Switching Behaviour
1	Satisfaction	Directly	-.195	-.053
		Indirect		-.089
		Total		-.142
2	Variety Seeking	Directly	.234	.103
		Indirect		.107
		Total		.210
3	Alternative Attractiveness	Directly	.224	.114
		Indirect		.102
		Total		.216

The Influence of Satisfaction Toward Switching Behavior

Based on data analysis in the research that has been done, found the results of the T-test

which shows that the variable satisfaction has a negative and significant effect on the switching behavior of 0.024. This proves that the factors that influence satisfaction such as conformity of expectations, quality of service and positive word of mouth have an influence on the transfer of consumers.

Mohsan et al. (2016) argue that when consumer satisfaction increases, the transfer of consumers to other services will decrease. This is also reinforced by the results of research conducted by Romadhon (2013), namely consumer satisfaction has a significant and negative effect on consumer movement. However, this research is different from the results of the research from Widyatmoyo (2010) which states that consumer satisfaction has no significant effect on the transfer of consumers.

Romadhon (2013) explained that increased consumer satisfaction could reduce the transfer of services by consumers because they get what they want. Irawan et al. (2010) argue that consumers who are satisfied with product performance will be loyal to the product and have the opportunity to buy it again.

The Influence of Variety Seeking Toward Switching Behavior

Based on data analysis in the study, found the results of the T-test which shows that the variable search variables have a positive and significant effect on the transfer of consumers that is 0.000. This shows that indicators of boredom, not worrying about trying others and increasing consumer investigations will also increase the movement of visitors to Cafe Sisemoet. Visitors who are starting to feel bored with Cafe Sisemoet, so they search for other cafe variations that are able to provide more satisfaction. Some consumers begin to feel bored with the situation at Cafe Sisemoet because of the lack of facilities to make consumers become disloyal.

Consumers consider that the lack of innovation from this cafe makes visitors feel bored, so they choose to visit other cafes. This is reinforced by research conducted by Gusmandara and Hayu (2013) that variety-seeking has a positive and significant influence on switching behavior.

The Influence of Alternative Attractiveness Toward Switching Behavior

Based on data analysis in this study, found the results of the T-test which shows that the variable attractiveness of competitors has a positive and significant effect on the transfer of consumers that is 0.000. This means that the better the

quality of other cafes, the greater the chances of visitors at Cafe Sisemoet to move to other cafes. Where customers will prefer other cafes with better quality compared to Cafe Sisemoet .

The results of this study are similar to those found in research conducted by Liu et al. (2016) where there is a significant relationship between the attractiveness of competitors and the movement of consumers. However, this research is contrary to the research of Wibowo (2013) which proves that the attractiveness of competitors has a positive effect but is not significant because many consumers are satisfied with the services currently in use so that they do not transfer services.

Liu et al. (2016) explained that the number of competitors from existing services makes it difficult for consumers to survive on one service. Mannan et al., (2017) stated that other services that are able to provide good quality services would make consumers move from old services to new services. While Wibowo (2013) states that the number of competitors from services will not make consumers move because of the high loyalty of consumers because consumers are satisfied with what is used today.

The Influence of Satisfaction Toward Switching Behavior Through Switching Intentions

Based on the results of the study, it was found that switching intentions were able to mediate the effect of satisfaction on switching behavior. This is evidenced by the path coefficient of the direct effect of satisfaction on the switching behavior of -0.053, while the total indirect effect is -0.142. This means the total indirect path coefficient > direct path coefficient. That is, the effect of satisfaction on the transfer of consumers will be stronger if mediated by the intention to move consumers.

The results of this study are in line with what was previously discovered by Xu et al. (2017) and also Bansal et al. (2005). Xu et al. (2017) explain that increased consumer satisfaction will reduce the intention to move from consumers so as to reduce the transfer of services from consumers. Whereas Bansal et al. (2005) explain that the intention to move from a low consumer due to high satisfaction and will reduce the movement of consumers in the services used at this time.

The Influence of Variety Seeking Toward Switching Behavior Through Switching Intentions

Based on the results of the study, it was found that switching intentions were able to mediate the effect of variety seeking on switching be-

havior. This is evidenced by the path coefficient of variety seeking a direct effect on the switching behavior of 0.103, while the total indirect effect is 0.210. This means the total indirect path coefficient > direct path coefficient. That is, the effect of the search for variations by consumers on the transfer of consumers will be stronger if mediated by the intention to move by consumers.

The results of this study are in line with what was found by Bansal et al., (2005) found that variety-seeking indirectly influences switching behavior, through switching intentions variables. Bansal et al. (2005) explained that consumers with high variety seekers would increase their intention to switch high and will later increase the transfer of services. Lin and Mattila (2006) stated that consumers with seekers vary due to the culture that exists in their place of residence so that it can affect the movement of restaurant visitors.

The Influence of Alternative Attractiveness Toward Switching Behavior Through Switching Intentions

Based on the results of the study, it was found that switching intentions were able to mediate the effect of attractiveness alternatives on switching behavior. This is evidenced by the value of the attractiveness alternative direct influence path coefficient of the switching behavior of 0.114, while the total indirect effect is 0.216. This means the total indirect path coefficient > direct path coefficient. That is, the influence of the competitor's attractiveness to the transfer of consumers will be stronger if mediated by the intention to move from the consumer.

The results of this study are in line with the research conducted by Liu et al. (2016) they found that alternative attractiveness will quickly stimulate consumers to immediately switch to other services. Liu et al. (2016) explained that the number of services that appear to make consumers would be curious to try these services so as to increase the intention to move services from consumers and in the end, the consumer will move due to very high transfer intention.

Mannan et al. (2017) explained that other alternatives to the main services at this time would always emerge to attack existing main services. With so many good competitors, consumers will move to services that are better than the services currently used.

CONCLUSION AND RECOMMENDATION

First ,satisfaction has a negative and significant influence on switching behavior while va-

riety seeking and attractiveness alternatives have a positive and significant influence on switching behavior. The third conclusion is switching intentions capable of mediating the effect of satisfaction, variety seeking and alternative attractiveness on switching behavior.

The first recommendation, in this study, is limited to only using variables that have been widely researched so that it is recommended for further researchers to conduct research outside of the independent variables that have been used in this study, for example switching costs, trusts and commitments to better understand consumer movements towards a product and service.

Secondly, for the company to always make efforts to reduce customer movements, by increasing visitor satisfaction and also providing innovations in accordance with customer desires so that visitors do not have the desire to move to other, more interesting cafes. Because the current competition is getting tighter.

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