

Analysis of the Effect of Promotion and Dissatisfaction on Digital Wallet Brand Switching through the Need to Find Variations in Case Study on Ovo

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ABSTRACT

The growth of e-wallet users in Indonesia shows a very positive trend, the number of e-wallet users increases significantly every year. Some of the reasons Indonesians prefer to use digital payments or e-wallets are because they feel more comfortable, fast transactions, no need to carry a lot of cash and cards, easy to use, easier to track expenses, safer and more hygienic, until there are various promotions that provide benefits for users. However, amidst the growth in the number of e-wallet users in Indonesia, OVO as one of the leading digital wallets in Indonesia has experienced a downward trend until it is difficult to compete with its competitors such as Gopay and Shopeepay. This study aims to determine how the influence of promotion and dissatisfaction on brand switching through the need to seek variations of OVO e-wallet users in Jakarta. The sample used in this study amounted to 127 respondents using non-probability sampling techniques. The results showed that promotion affects brand switching, dissatisfaction affects brand switching, the need to seek variety influences brand switching, and the need to seek variety can be a mediating variable in this study.

INTRODUCTION

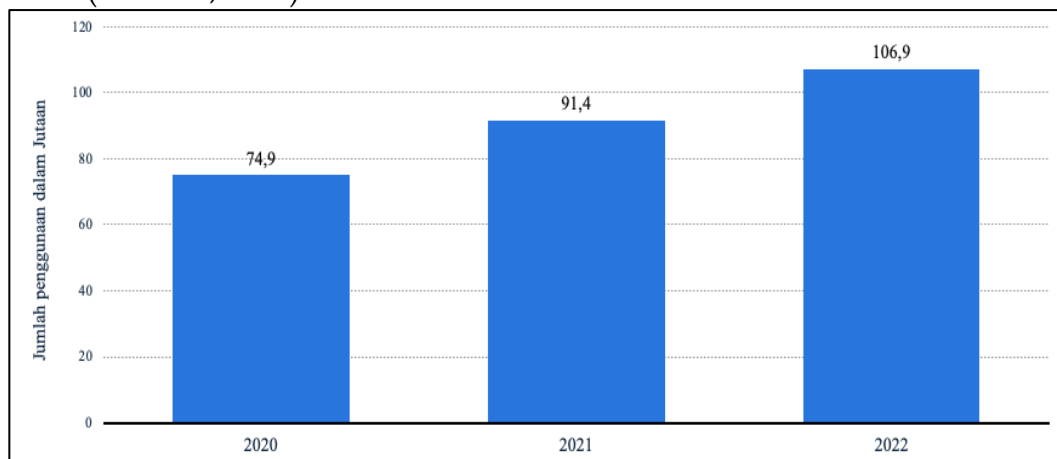
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One of the most prominent recent developments in the financial industry is financial technology (fintech), this is because fintech can bridge the gap between the financial sector and technological components that can eliminate limitations that cannot be overcome by traditional payment activities (Esawe, 2022). In the development of fintech, various types of software and applications must be designed in such a way that they can compete and complement the weaknesses of the traditional financial system. The purpose of fintech is to show a more affordable way to overcome obstacles in the financial sector and reduce the cost of its services in order to improve people's welfare (Alfawareh & Al-Kofahi, 2024).

The increasing public trust in financial services greatly influences the success of the current fintech industry. As a result, various types of fintech have emerged such as crowdfunding, micro financing, digital payment systems, market comparisons, and P2P lending services. Evidence of the increasing penetration of fintech in Indonesia can be seen from the most popular payment methods used, namely through digital payments or e-wallets. This is due to the high level of internet and smartphone penetration, so it is not surprising that both are so often used in Indonesia. In addition, the use of digital payments or e-wallets does not require a bank account or credit card to register on the platform, so Indonesians who do not have a bank account can easily use this payment method (Romero, 2024).



from 2020 to 2022

Source: (2C2P, 2023)

Figure 1. E-wallet users in Indonesia

Table 1. Rating of e-wallet applications

<i>E-Wallet</i>	Google Play Store	App Store
ShopeePay	4.8	4.9
Gopay	4.6	4.7
Funds	4.6	4.8
OVO	3.9	4.1

Source: Data Processed by Researchers (2024)

Table 1 below shows the ratings obtained from the Google PlayStore and App Store applications where e-wallet application users can download and provide reviews in them. The rating on this application shows the level of customer satisfaction which is summarized in the form of points from 1.0 to 5.0. The lower the points given to the application review, the less satisfied the customer is with the application. Table 1.1 also shows that until 2024 the highest rating is owned by Shopeepay and followed by Gopay. While OVO occupies the lowest rating position in both applications with a rating of 3.9 on the Google Play Store and 4.1 on the App Store. Through this rating, it can be seen that OVO users feel dissatisfied with the features or performance they feel so that the feedback given is unsatisfactory.

The level of satisfaction significantly influences customers to use a particular e-wallet that can provide a sense of satisfaction or comfort (Esawe, 2022). A high level of satisfaction can reduce the possibility of brand switching, this causes the need for service providers to continue to improve user satisfaction (Nurcahyo et al., 2023). In addition, in his study entitled "The Effect of Consumer Dissatisfaction and the Need to Seek Variety on Brand Switching (Study of Samsung Smartphone Users in the Madiun Residency)" Yulindasari (2022) also found a correlation between customer dissatisfaction and brand switching behavior. Customers are more likely to switch to another brand or product if they are dissatisfied with the brand or product they are currently using.

Furthermore, the need to seek variety can also be a factor that causes customers to switch brands. This is because seeking variety refers to the tendency of customers to spontaneously purchase goods or services with new brands even though they are satisfied with the old brand (Wulandari & Widiartanto, 2020). Users who are bored with OVO features or services can be encouraged to try other e-wallets that offer new innovations or features. The results of a study conducted by Hardi (2021) show that OVO users often compare various products to find the one that best suits their needs. Although OVO offers various conveniences in transactions, such as top-ups without additional fees and partnerships with many merchants, if users feel that these features are not satisfactory enough or there are other e-wallets that offer greater convenience, this can encourage them to switch brands.

Previous studies by Hutauruk et al (2021) and Lestari et al (2022) both stated that sales promotions on brand switching have a positive and significant effect, this means that effective promotions can increase brand awareness and encourage consumers to try new products, thereby increasing the likelihood of brand switching. Overall, sales promotions not only attract consumers' attention but also serve as the main driver in their decision to switch brands. Switching influenced by this promotion generally occurs because the promotions carried out have significant differences and with different periods. However, there is also research that states the opposite. Research conducted by Yolanda (2022) states that sales promotions do not have a significant effect on brand switching decisions, meaning that the better the sales promotion, it does not affect consumers in brand switching decisions.

With this inconsistency, researchers have the opportunity to further research and improve the results of previous studies with better quality. The results of the study described above are interesting to be re-researched using other research subjects.

Based on this background, this study intends to conduct further studies on promotion and dissatisfaction with brand switching decisions through the need to seek variety as an intervening variable. This study was conducted using the title "Analysis of the Influence of Promotion and Dissatisfaction on Digital Wallet Brand Switching Through the Need to Seek Variety Case Study on Ovo".

LITERATURE REVIEW

Sales Promotion

It is a type of marketing communication to disseminate information about products and services and influence consumer opinion in a certain way or form so that consumers make purchases. The promotion indicators are advertising, discounts, publicity, promotions and services (Lestari et al., 2022). Gaining attention, educating, reminding, and convincing potential customers are the goals of sales promotion. As a form of persuasion, sales promotions often use various structured incentives to encourage buyers to buy products immediately or buy more overall. Businesses can acquire new consumers, persuade existing consumers to try new products, increase sales, counter competitors' promotional efforts, stimulate more impulsive purchases, and build stronger partnerships with merchants through sales promotions.

Many marketing managers use sales promotions to maximize their sales and performance by using discount systems or price games. Promoting goods and services is a top priority for many businesses because it helps them enter new markets, build good associations with their brands, increase sales, increase product value, and differentiate themselves from competitors (Hanaysha, 2018).

Consumer Behavior

Companies strive to survive and succeed by studying customer behavior, which allows them to adapt their tactics to changing markets (Bashar et al., 2023). The study of how people and organizations seek to satisfy their wants and needs through acquiring, using, and disposing of products or services, as well as experiences is known as consumer behavior. A marketer's knowledge of customer behavior must encompass both theory and practice (Khairunnisa & Jamiat, 2021).

Consumer Dissatisfaction

The information processing involved in evaluating a brand may lead to consumer unhappiness. To determine whether a company delivers on promised benefits, consumers will look at historical and current data. Dissatisfied consumers are more likely to switch brands or stop using a product altogether (Yani et al., 2022). According to Effendi & Widyastuti (2024), customer satisfaction is defined as the relationship between expectations and perceived product performance. Dissatisfied consumers may stop purchasing a brand's products and change their preferences, leading to potential negative word-of-

mouth effects. Dissatisfied consumers may also seek ways to reduce their dissatisfaction, such as discarding the product or seeking reinforcing information.

Dissatisfaction among consumers occurs when they assess whether the marketer's performance meets their expectations or not, which can be defined as a situation where their expectations are met or exceeded. When such problems arise, customers often look for alternatives or switch to other brands that can solve their problems. Perceived complaints, discrepancies between actual and expected quality, and dissatisfaction with brand quality are three signs of consumer dissatisfaction (Septiani et al., 2020).

The Need to Seek Variety

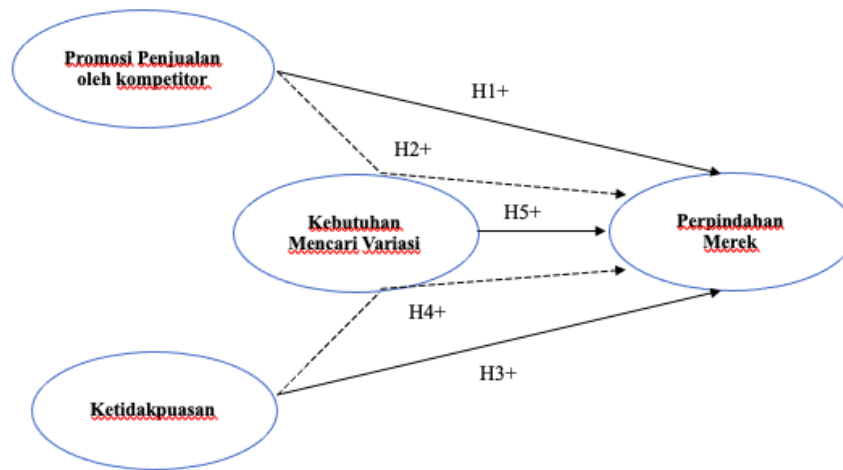
Consumer cognitive behavior in exploring various brands for various reasons such as trying new products, curiosity, or breaking away from familiar choices is a form of the need to seek variety. This need is influenced by exposure to a variety of products with diverse brands, consumers with weak brand attachment tend to seek brand diversity outside their usual choices. Those who feel bored with a product can choose a new brand to relieve their boredom (Effendi & Widyastuti, 2024). This need to seek variety is seen as a spontaneous response triggered by the availability of other products that offer better value or new experiences (Hutauruk et al., 2021).

The cause of the emergence of a desire to seek variation according to Wulandari & Widiartanto (2020) is caused by customers who still have very distinctive motivations for the brands they use. Customers who are easily influenced by competing brands tend not to feel loyalty to one of those brands. Finding a better environment, satisfying yourself, and trying something new are the reasons customers use goods from other brands. According to the Optimal Stimulation Level (OSL) Theory, each person needs a certain level of stimulation that is appropriate to increase or decrease exploratory behavior such as seeking new variations. In general, those with higher OSL tend to seek new stimuli than those with low OSL (Belver-Delgado et al., 2020)

Brand Transfer

When consumers are prone to switching brands, this can trigger brand switching behavior. Conversely, when consumers intend to switch brands, it means that they want to buy another brand with the same product, and they hope to do so when the opportunity arises. When customers switch to another product, this usually happens because the first product is no longer suitable or because a competing brand has something better to offer. When consumers switch brands, it is detrimental to the company's reputation and image. As a result, acquiring new customers becomes more difficult or requires more costs to do so (Yani et al., 2022).

Thinking Framework or Conceptual Framework



Source: Lestari et al. (2022)

Figure 2. Conceptual framework of previous research

METHODOLOGY

This study uses quantitative research based on positivism because this type of research involves a certain population or sample and requires the use of research instruments to collect data and then analyze it to test the established hypothesis, Sugiyono (2020) argues that this is a positivist-based research method. This study uses a descriptive verification approach. By carrying out statistical calculations to verify a hypothesis that has been developed from descriptive research until data is produced that explains whether the hypothesis can be accepted or rejected is the verification approach. From here we can conclude that the purpose of the descriptive verification method is to explain the relationship between the variables studied through data collection, processing, analysis, and interpretation in hypothesis testing, as well as to describe the truth of existing facts (Sugiyono, 2020). Researchers also rely on a survey approach, namely distributing questionnaires to collect data. The process of collecting information from a sample is known as survey research (Sujarweni, 2020).

RESEARCH RESULT

Validity Test

Validity testing in this pretest was carried out using Exploratory Factor Analysis (EFA) because it can be used to evaluate or identify the latent structure of several constructs and is suitable for questionnaires with many items and complex constructs that are not yet fully understood.

Table 1. KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.894
Bartlett's Test of Sphericity	Approx. Chi-Square	519,980
	df	78
	Sig.	.000

Source: Researcher Data (2024)

Based on the results of the validity test, the Kaiser-Meyer-Olkin (KMO) value is 0.894 which is greater than 0.5 with a Bartlett Test significance of 0.000 which is less than 0.05 so that the data is considered valid and sufficient for factor analysis.

Table 2. Communalities

	<i>Initial</i>	<i>Extraction</i>
PR 1	1,000	.814
Homework 2	1,000	.780
Homework 3	1,000	.786
	<i>Initial</i>	<i>Extraction</i>
ID card 1	1,000	.793
ID card 2	1,000	.786
ID card 3	1,000	.779
ID card 4	1,000	.838
KMV 1	1,000	.913
KMV 2	1,000	.868
KMV 3	1,000	.784
PM 1	1,000	.786
PM 2	1,000	.757
PM 3	1,000	.766

Extraction Method: Principal Component Analysis

Source: Researcher Data (2024)

From the results above, it was found that the communality value for all indicators was more than 0.05, thus indicating that the item had sufficient contribution to the factor.

Respondent Characteristics

The data for this study were collected through the use of a questionnaire in Google Form format which was distributed online from November 1 to 17, 2024. The total number of respondents successfully collected was 141 respondents. However, because there were 14 respondents who were not valid for data processing, the total number of respondents processed and used for this study was 127 respondents with respondent characteristics based on the respondent's profession, age, and domicile.

Descriptive Analysis

The research data was processed using SmartPLS 4 which produced descriptive statistics, namely Mean, Median, Minimum and Maximum values. The results of the processed descriptive statistics are summarized in table 4.1 below as a reference for further understanding.

Table 5 Descriptive Analysis Results

No	Variables	Code	Mean	Median	Observed	Observed	Standard Deviation
					min	max	
1	Promotion	PR 1	3,803	4,000	1,000	5,000	1,268
		Homewor k 2	3,661	4,000	1,000	5,000	1,323
		Homewor k 3	3,724	4,000	1,000	5,000	1,240
2	Dissatisfaction	ID card 1	3,764	4,000	1,000	5,000	1,200
		ID card 2	3,772	4,000	1,000	5,000	1,192
		ID card 3	3,764	4,000	1,000	5,000	1,264
		ID card 4	3,795	4,000	1,000	5,000	1,225
3	The Need to Seek Variety (Variety Seeking)	KMV 1	3,677	4,000	1,000	5,000	1,397
		KMV 2	3,646	4,000	1,000	5,000	1,307
		KMV 3	3,748	4,000	1,000	5,000	1,216
4	Brand Switching	PM 1	3,685	4,000	1,000	5,000	1,359
		PM 2	3,677	4,000	1,000	5,000	1,222
		PM 3	3,685	4,000	1,000	5,000	1,221

Source: Researcher Data (2024)

The indicators range from 1 (indicating “strongly disagree”) to 5 (indicating “strongly agree”), as seen in table 4.1 above. The lowest indicator value is 1 and the highest is 5. However, the measurement of the middle or median value between indicators has different measurement values. The variables in the study have a median value for each indicator of 4, which indicates a very high level of suitability. The results of the descriptive statistical analysis revealed that the KMV 2 indicator on the Variety Seeking variable has the lowest mean value, which is 3,646, while the PR 1 indicator on the Promotion variable has a mean value of 3,803

Significance Test

By testing the correlation between the route diagram variables and the T value, a significance test is carried out to conduct a hypothesis testing analysis. Finding a statistically significant correlation is the best way to test a hypothesis using this strategy. According to Hair et al. (2022), a relationship is said to be significant if the P value is less than or equal to a (0.05), and insignificant if the P

value is greater than a (0.05). The following two tables below show the results of testing the research model hypothesis using the bootstrapping route coefficient.

Table 6 Results of the Hypothesis Test of the Direct Influence of the Research Model

	<i>Path Coefficient</i>	<i>T Statistics</i>	<i>P Values</i>
PR -> PM	0.266	2.286	0.011
ID card -> PM	0.447	5,533	0.000
KMV -> PM	0.265	2.267	0.012
PR -> KMV	0.586	6.345	0.000
ID card -> PM	0.374	4.109	0.000

Source: Data Processed by Researchers (2024)

Based on the table above, the following information can be obtained:

1. PromotionSales -> Brand Switching,

It can be concluded that promotion has a significant impact on brand switching with a positive connection direction indicated by a P value of 0.011 which is less than 0.05. The path coefficient also shows a positive relationship, thus the hypothesis H1(A). Assuming all other factors remain the same, this indicates that brand switching will increase by 0.266 points for every 1 point increase in promotion.

2. Dissatisfaction -> Brand Switching,

Since the path coefficient is 0.447 and the P value is 0.000 which is less than 0.05, it can be concluded that dissatisfaction has a positive effect on brand switching and accepts the hypothesis H2(A). Assuming all other factors remain the same, this means an increase in brand switching by 0.447 points for every 1 point increase in dissatisfaction.

3. Variety Seeking Need -> Brand Switching,

The results of the study indicate that there is a positive relationship between the need to seek variety and brand switching with a P value of 0.012 which is less than 0.05. Therefore, hypothesis H3 can be accepted. Assuming all other factors remain the same, this indicates that brand switching will increase by 0.265 points for every 1 point increase in the requirement to seek variety.

4. Promotion -> Need for Variety Seeking,

It can be concluded that promotion has a significant effect on the need to seek variety with a positive relationship direction, because the P value is 0.000. So, if all other factors do not change, the need to seek variety will increase by 0.586 points for every 1 point increase in the promotion score.

5. Dissatisfaction -> Need for Variety Seeking,

There is a positive relationship between dissatisfaction and the need to seek variety as indicated by a P value of 0.000 which is less than 0.05 and a path coefficient of 0.374. Keeping all other factors the same, this indicates that there will be an increase in the demand to seek variety of 0.374 points for every 1 point increase in dissatisfaction.

Table 7 Results of Indirect Effect Hypothesis Test Research Model

	<i>Original Sample (O)</i>	<i>T Statistics</i>	<i>P Values</i>
PR -> KMV -> PM	0.155	2.173	0.015
KTP -> KMV -> PM	0.099	1,844	0.033

Source: Data Processed by Researchers (2024)

Based on the table above, the following information can be obtained:

1. Promotion-> Need for Variety Seeking ->Brand Switching,

With a path coefficient of 0.155 and a P value of 0.015 which is less than 0.05, it can be concluded that promotion indirectly positively influences brand switching through the need to seek variety. Therefore, hypothesis H1(B) can be accepted. Assuming all other factors remain the same, this indicates that there will be an increase in brand switching of 0.155 points of need to seek variety for every 1 point increase in promotion.

2. Dissatisfaction -> Need for Variety Seeking ->Brand Switching,

The results of the study indicate that there is a positive relationship between dissatisfaction and brand switching through the need to seek variety, this is supported by a P value of 0.033 which is smaller than 0.05 and a path coefficient of 0.099. Therefore, the hypothesis H2(B) is accepted. This shows that if all things are equal, a 1-point increase in dissatisfaction will cause a 0.099-point increase in brand switching due to the need to seek variety.

DISCUSSION

The influence of sales promotions by competitors on brand switching of OVO e-wallet users

In the context of the OVO digital wallet, the hypothesis test findings in table 4.11 show that the promotion factor has a significant influence on brand switching. This finding supports the hypothesis H1 which states that sales promotions by competitors have a positive and significant effect on OVO users' brand switching through the need to seek variety. Therefore, high or low quality competitor promotions will have an impact on the decision of OVO e-wallet users to switch brands.

The findings of this study support the statements by Lestari et al. (2022) and Hutauruk et al. (2021) which show that promotions have a significant impact on brand switching. Sales promotions aim to increase brand recognition, provide important information and influence users in one way or another, in order to gain attention, educate, remind and convince potential customers. According to Zahra et al. (2021), companies can achieve many things through promotions. They can attract new consumers, get them to try new products, increase spending and counter competitors' promotional efforts to increase impulse buying and even work closer with merchants.

Promotion is a type of persuasion that often uses structured incentives to encourage buyers to buy a product immediately or buy more goods overall. Many companies focus on the promotional aspect to develop and penetrate new markets, build a positive brand image, increase sales and add value to products or services and differentiate themselves from competitors (Hanaysha, 2018).

Based on the factor loading value, it is known that the first indicator (PR1), namely "I use cashback from e-wallets other than OVO, has the highest value of 0.948 compared to other indicators. This shows that cashback is a dominant factor in promotions, in other words, users choose e-wallets that provide more cashback. Some forms of cashback provided by e-wallets today are Gopay Coins provided by Gopay and ShopeeCoins provided by ShopeePay.

Cashback is a dominant factor that users are interested in because cashback allows users to save when making transactions by getting back some of the money transacted. In addition, cashback provides flexibility for users to use it in various types of future transactions, such as Gopay Coins which can be used for transactions through Tokopedia e-commerce, ride-hailing transactions or online transportation, namely GoRide or GoCar through the Gojek platform.

Referring to the demographics of respondents who are dominated by the 17-27 year old age group (47.2%) with the majority of employees as their profession (67.7%), promotions, especially cashback, are an important factor considering that the age group is the age of fresh graduates or those who have just entered the workforce who do not yet have economic stability, so they really take into account the economic value or economic benefits obtained when using a digital wallet.

The influence of sales promotions by competitors on brand switching of OVO e-wallet users through the need to seek variety

Based on the data in table 4.12, the need to seek variety has a significant impact on the relationship between brand switching and OVO digital wallet sales promotion. The demand for variety can be seen as a mediator between promotion and brand switching. Therefore, the H2 hypothesis can be accepted which states that sales promotion by competitors has a positive and significant effect on OVO users' brand switching through the need to seek variety.

Chuah et al. (2017) found that consumer behavior is largely influenced by their desire to seek variety and the appeal of alternatives, which is in line with the findings of this study. Finding the type of customers who are more likely to seek variety is crucial for service providers. Because variety-seeking buyers are highly sales-conscious. Regular special promotions (such as discounts, and gift offers) are the best way for service providers to attract variety-seeking customers.

The influence of customer dissatisfaction on brand switching of OVO e-wallet users

Based on the results of the research that has been conducted, it was found that dissatisfaction has a significant influence on brand switching of OVO digital wallet users. This result can be interpreted that high or low dissatisfaction will affect the switching of OVO digital wallet brands, so that the hypothesis H3, namely dissatisfaction has a positive and significant effect on switching OVO digital wallet brands, is accepted.

The results of this study are in line with the results of research by Indriani et al (2020) and Hutauruk et al (2021), that dissatisfaction has an effect on brand switching, the more dissatisfied consumers are with a product, the more they will switch. Similar research results were also found by Effendi et al (2024) in their

research related to Netflix Streaming Service, where the results showed that increasing consumer dissatisfaction with Netflix streaming services was related to an increase in customers switching to other streaming platforms. Repeated satisfaction felt by customers after purchasing or using a product is a factor in the ability of a product brand to be accepted again, while customer dissatisfaction occurs because the brand or product's ability cannot meet customer expectations. This causes dissatisfaction that can make customers choose to use other brands or products.

Based on the results of data processing, it shows that the fourth indicator in the dissatisfaction variable (KTP 4), namely I will not use the OVO e-wallet again, has the largest factor loading value. This can be interpreted that when an e-wallet cannot meet user expectations, it will cause users to stop using the e-wallet service or product. User dissatisfaction with e-wallets is caused by various factors, including service quality, technical problems, administrative costs, limited features, security, and lack of incentives. E-wallet service providers need to pay attention to user feedback to improve service quality and satisfy customer needs in order to remain competitive in the market. In the midst of high levels of urban mobility, users need an e-wallet that can provide inclusive services by providing functions and features that are broad enough so that users do not feel limited and user needs can be met.

Referring to the demographics of respondents who are heavily dominated by Gen Z and Gen Y, it is important for digital wallets to be able to meet expectations so as to eliminate user dissatisfaction. Gen Z and Gen Y as digital natives have their own demands on digital products, they want applications that have features that can meet their needs or in other words superapps that can provide services that meet their needs.

The influence of customer dissatisfaction on brand switching of OVO e-wallet users through the need to seek variety

Table 4.12 presents the research findings showing that unhappiness has a significant effect on brand switching due to the demand for variety. This finding suggests that consumers are more likely to switch brands when they are dissatisfied with their current OVO digital wallet experience, which in turn increases their desire to seek alternatives. We can accept hypothesis H4, which states that dissatisfaction has a positive and substantial effect on brand switching through the need to seek variety, because the variable desire to seek variety can mediate (intervene) between dissatisfaction and brand switching.

The findings of this study corroborate those of Chuah et al. (2017), whose study asked, "Why do satisfied customers defect?" The findings of "A Closer Look at the Simultaneous Impact of Switching Barriers and Inducements on Customer Loyalty" suggest that consumers are less likely to seek alternatives and accept offers of other products or services when they are satisfied with their current experience. As a result, they are less likely to switch brands and more likely to stick with what they know and believe. Conversely, when satisfaction is low, switching to another service provider is likely to result in better overall satisfaction. Consumers in highly competitive markets are more likely to switch

brands or service providers because they desire variety and have an incentive to do so.

The influence of the need to seek variety on brand switching of OVO e-wallet users

Referring to the results of table 4.11, it shows that there is a significant influence with a positive relationship direction between the need to seek variety and brand switching of OVO digital wallets. These results can be interpreted that the higher the need for variety, the higher the brand switching of OVO digital wallet users, and vice versa, the lower the need for variety, the lower the brand switching of OVO digital wallets, so that the hypothesis H3, namely the need to seek variety has a positive and significant effect on brand switching, can be accepted.

The results of this study are in line with research conducted by Effendi et al (2024) on brand switching on Netflix streaming service, that higher levels of consumer variety-seeking behavior in streaming services are associated with increased brand switching from Netflix to alternative streaming services. Similar results were also found in the results of Khimuray et al's (2023) study regarding customer's decision in brand switching of Disney Hotstar, showing that users switched to Disney+ Hotstar Video on Demand (VOD) based on the aim of seeking variety in watching movies. Users have a desire to watch many types and genres of films that are broadcast on the VOD service that operates.

Based on the factor loading value, it can be seen that the second indicator in the variable of need to seek variation (KMV 2) has the highest value compared to the values of other indicators. Indicator KMV 2 is curiosity, the user's curiosity about other products. This shows that curiosity or curiosity is a dominant factor for e-wallet users in meeting the need to seek variation. This is in accordance with the characteristics of respondents who are dominated by Gen Y and Gen Z who have high curiosity, who always want to explore.

Curiosity and curiosity drive e-wallet users to explore the various options available in the market. Factors such as product innovation, competition, user experience, promotions, and security greatly influence users' decisions in exploring e-wallets. E-wallet service providers need to understand this behavior in order to meet consumer needs and stay competitive in an increasingly competitive market.

CONCLUSIONS AND RECOMMENDATIONS

In this section, the author attempts to provide answers to research questions and explain the achievement of research objectives.

First, regarding the first topic, namely how the sales promotion variable by competitors affects brand switching, research and data processing show that promotions may have a large and beneficial impact. OVO e-wallet users are more likely to switch brands when competitors carry out more extensive promotions, and conversely when competitors carry out fewer promotions, OVO users are less likely to switch brands. In addition, about how promotion variables affect brand switching through the need for variety. Promotion has a large and beneficial impact on brand switching through the need to seek variety according

to the findings of the study and data processing. From promotion to brand switching, the need for variety may play a mediating or intervening role.

To answer the second question, regarding how customer dissatisfaction affects brand switching, the results of the study show that customer dissatisfaction significantly affects brand switching with a positive relationship. This means that the higher the dissatisfaction, the higher the brand switching carried out by OVO e-wallet users. Likewise, the lower the dissatisfaction, the lower the brand switching of OVO users. Then the variable of the need to seek variety can also be a mediating or intervening variable from dissatisfaction to brand switching. Because there is a significant and positive influence of dissatisfaction on brand switching through the need to seek variety.

To answer the third question, regarding how the need to seek variety affects brand switching, the results of the study show that the need to seek variety has a significant and positive influence on brand switching of OVO users. The higher the level of need to seek variety, the higher the brand switching carried out by OVO users. Likewise, the lower the need to seek variety, the lower the brand switching of OVO users.

ADVANCED RESEARCH

Future research can consider various other variables related to brand switching, and is expected to be able to conduct further exploration of brand switching behavior through various approaches such as comparative studies, for example between regions and between cultures, future research is also expected to examine various existing digital wallets. By completing the various limitations found in this study, future research is expected to provide a deeper and more comprehensive understanding.

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