

## Analysis of Factors that Influence Brand Switching on Smartphone Products

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### ABSTRACT

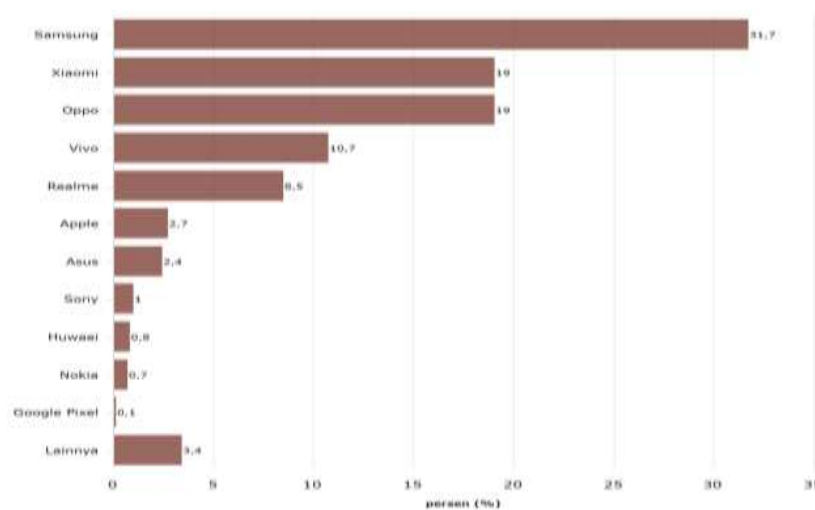
This study examines the effects of product quality, variety seeking, and advertising on brand switching in smartphone devices among students at Syiah Kuala University's Faculty of Business Economics. Using purposive sampling, 100 questionnaires were distributed, and data were analyzed through multiple linear regression using IBM SPSS Statistics 25. The findings reveal that advertising, product quality, and variety seeking significantly influence brand switching both collectively and individually. These results highlight the critical role of these factors in shaping students' switching behavior. The study provides valuable insights for marketers and smartphone manufacturers to develop effective strategies to enhance customer retention and reduce brand switching among college students. By understanding these factors, businesses can better cater to the preferences and behaviors of their target audience in the competitive smartphone market.

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## INTRODUCTION

In a business context, competition between brands and types of smartphones is increasingly competitive, making the smartphone industry experience significant growth. The increase in supporting applications for phones has made these devices smarter, allowing the management of all activities through smartphones (Danuri Muhamad, 2019). A smartphone is a mobile phone device whose functions are not only limited to phone calls or sending short messages, but also include sending emails, surfing the internet, and others (Wijaya, 2014).

Indonesia is one of the countries that actively participates in technological developments in the field of communication, especially the smartphone business (Ramaita et al., 2019). Indonesia's population of 278.69 million (Katadata, 2023) is one of the important markets in this business. Smartphone users in Indonesia also continue to grow rapidly. According to estimates by research institute Statista, the increase in smartphone users will surge until 2028. In 2023, the number of active smartphone users in Indonesia is estimated to reach 233.49 million people and continue to increase until it reaches 256.87 million people in 2026 (Statista, 2023). While on the other hand, Indonesia is also actively preparing for 5G networks that are being tested in several locations, in order to improve services for smartphone users. Making the possibility of a surge in active smartphone users can continue to grow in the future. Based on data quoted from the databox of competing smartphone brands in 2023 in Indonesia:



**Figure 1. Smartphone Market Share in Indonesia in 2023**

From Figure 1, it can be seen that Samsung is in control of the smartphone market share in Indonesia in 2023, with a share of 31.7 percent in the smartphone segment. In second place, Xiaomi is the player with a market share of about 19 percent, while Oppo is ranked third with a market share of about 19 percent. In 4th place, Vivo has a market share of around 10.7 percent followed by Real me around 8.5 percent in 5th position. In 6th position there is an apple that controls a market of around 2.7 percent. In 7th place, Asus with 2.4 percent followed by Sonny which dominates 8th place with 1 percent, then there is Huawei with 0.8

percent, Nokia 0.7 percent, Google Pixel 0.1 percent and other 3.4 percent (Databoks, 2023).

With so many brands dominating the Indonesian smartphone market, consumers have higher and more diverse expectations. One of the consumers who dominate the smartphone market in Indonesia is students. They are a group that is sensitive to technological advances and tend to switch mobile phone brands over time, with the aim of meeting the need for the latest technological innovations and reflecting their lifestyle (Wijaya, 2014). For students, a smartphone is not just a communication tool, but a tool to utilize additional features such as the internet, music, games, photos, videos, and many others. Many students even have two or more smartphones with different brands, although not a few of them only have one smartphone used for a long time. The economic situation of students also greatly influences their behavior in switching brands on smartphones (Putra, 2018).

Brand switching refers to the shift of customers from one brand to another (Sari, 2022). Brand switching occurs when there are significant differences between brands, and consumers do not have in-depth knowledge of existing product categories. In this situation, marketers need to highlight the special advantages of their brand to explain its added value. The onset of brand switching behavior is influenced by several factors including: Advertising (Bagh et al., 2021), Product quality (Quality product) (Hanifati & Salehudin, 2021), Variety seeking (Faishal Ardiansyah & Nuruni Ika Kusuma Wardhani, 2023). A number of studies have shown the relationship between brand switching and advertising, product quality, and variety seeking. Khasanah (2018) found that advertising factors have an impact on brand switching.

## **LITERATURE REVIEW**

### **Advertising and Brand Switching**

The use of competitor product advertisements is often considered as one of the determining factors in the process of purchasing a product. This is because if competitor advertisements are able to influence the emotional and knowledge aspects of consumers, there is a high probability of brand switching. This finding is supported by research Bagh et al., 2021; Fallonia, 2014; Sharma & Pahuja, 2020; Tariq et al., 2014; Venkateswara Raju & Prasanna Kumar, 2015; Woodham et al., 2017), which indicates a significant impact of competitor product advertising on brand switching decisions.

H<sub>1</sub>: Advertising has a positive and significant effect on brand switching

### **Product Quality and Brand Switching**

Product quality is often used as an indication in making a product purchase decision. When customers know that the quality of a product is superior to the previous product, they are more likely to switch brands. The process by which we select, organize, and analyze information to build meaningful images and logical concepts about our environment.

These findings are supported by research conducted by (Hanifati & Salehudin, 2021; Hidayat et al., 2018; Irviandra & Trinanda, 2020; Nikhashemi et al., 2017; Numanovich & Abbosxonovich, 2020; Sari, 2022) which shows that product quality has a significant impact on brand switching decisions.

H<sub>2</sub>: Product quality has a positive and significant effect on Brand switching

### Variety Seeking and Brand Switching

There are indications that the need for variety is often used as a marker in making a product purchase decision. Variety seeking refers to the practice of buying or trying different brands, motivated by motives such as the desire to try new things, curiosity, desire for novelty, or the desire to avoid boredom with familiar products. As a result, the need for diversity provides opportunities for consumers to make brand transfers. This finding is reinforced by research (Faishal Ardiansyah & Nuruni Ika Kusuma Wardhani, 2023; Justiana Astuti & Budi Santoso, 2020; Palma et al., 2021; Uturestantix et al., 2012) which confirms that the need to seek variety has a significant impact on variety seeking.

H<sub>3</sub>: Variety seeking has a positive and significant effect on Brand switching

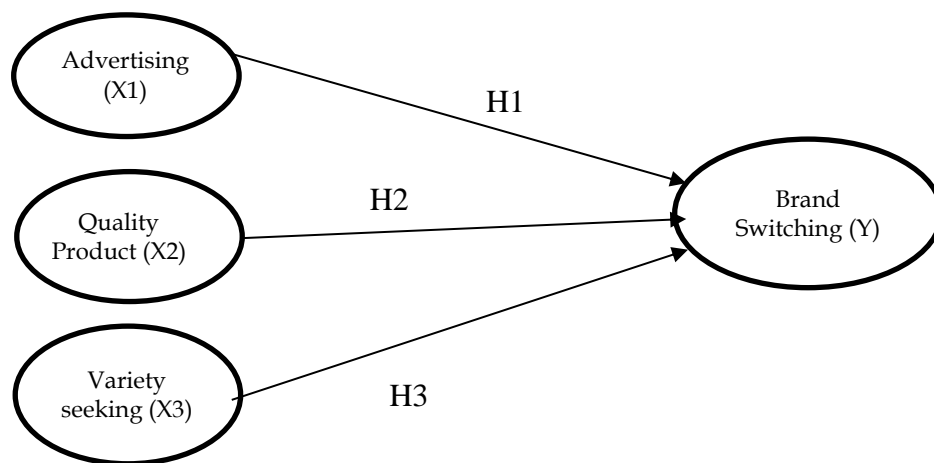


Figure 2. Conceptual Framework

## METHODOLOGY

This quantitative research aims to validate the proposed theory. The target population consisted of 4,051 students from the Faculty of Economics and Business at Syiah Kuala University. A purposeful sampling method, a type of non-probability sampling technique, was utilized. The sample size was calculated using Slovin's formula, yielding 97.99 participants, which was then rounded up to 100. Data collection was conducted through Google Forms, where respondents provided primary information. The study employed multiple linear regression analysis to examine the relationship's direction and strength between the dependent variable and two or more independent variables. The following equation model was applied in this analysis:

$$Y = \beta_1 I + \beta_2 KP + \beta_3 VS + e$$

Y is Brand Switching (dependent);  $\alpha$  (constant);  $\beta_1$  is the regression coefficient of variable X1 (Advertising);  $\beta_2$  is the regression coefficient of variable X2 (Product Quality);  $\beta_3$  is the regression coefficient of variable X3 (Variety Seeking).

**Respondent Description**

**Table 1. Respondents Gender**

Income	Frequency	Percentage
Male	31	31.0%
Female	69	69.0%
Total	100	100.0%

Source: Processed Data (2024)

It was found that there were 69 female respondents who filled out the questionnaire and 31 males.

**Table 2. Respondents Income**

Income	Number of Respondents	Percentage
<Rp 1,000,000	56	56.0%
Rp. 1,000,000 - Rp. 3,000,000	31	31.0%
Rp. 3,000,001 - Rp. 5,000,000	6	6.0%
> Rp. 5,000,000	7	7.0%
	100	100%

Source: Processed Data (2024)

It is known that respondents who earn less than 1 million are 18 to 29 years old, 56 percent, 1 to 3 million are 31 percent, 3 to 5 million are 6 percent and more than 5 million are 7 percent.

**Table 3. Brand Switching**

Brand switching	Number of Respondents	Percentage
Android to IOS	80	83.8%
IOS to Android	20	16.2%
Total	100	100.0%

Source: Processed Data (2024)

It is known that respondents who move from Android to IOS are 83.8% and IOS to Android are 16.2%.

**RESEARCH RESULT****Validity Test****Table 4. Validity Test Result**

No. Statement		Variables	Correlation Coefficient	Critical Value 5%	Ket
				(N=100)	
1	A1	<i>Brand switching</i>	0,768	0,197	Valid
2	A2		0,784		
3	A3		0,779		
4	B1	Advertisement	0,791	0,197	Valid
5	B2		0,753		
6	B3		0,793		
7	B4		0,813		
8	B5		0,916		
9	B6		0,879		
10	C1	Product Quality	0,745	0,197	Valid
11	C2		0,798		
12	C3		0,773		
13	C4		0,820		
14	C5		0,718		
15	D1	<i>Variety Seeking</i>	0,751	0,197	Valid
16	D2		0,871		
17	D3		0,807		

Source: Processed Data (2024)

It can be concluded that all variables in this study have a correlation coefficient exceeding the product moment correlation's critical value of 0.195. This indicates that all questions in the research questionnaire are valid and suitable for further analysis. As a result, each instrument item from each research variable has met the criteria for additional testing.

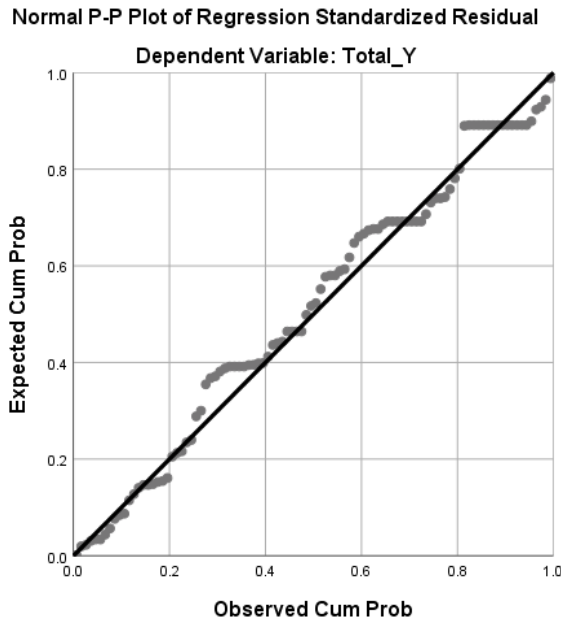
**Reliability Test****Table 5. Reliability Test**

No.	Variables	Number of Items	Cronbach's Alpha		Description
			Count	Standard	
1	<i>Brand switching</i>	3	0,664	0,600	Reliable
2	Advertisement	6	0,906	0,600	Reliable
3	Product Quality	5	0,824	0,600	Reliable
4	<i>Variety Seeking</i>	3	0,740	0,600	Reliable

Source: Processed Data (2024)

The Cronbach's Alpha values from the previous table are 0.664, 0.906, 0.824, and 0.740, in that order. Because each question item included in the research variables has a Cronbach's Alpha value greater than 0.100, all of them are considered reliable. Nur (2016).

### Normality Test



**Figure 2. Probability Plot Normality Test Results**

Source: Processed Data (2024)

The findings of the normality test in Figure 2 show that the data has a normal distribution because it is distributed around the diagonal line and towards it. Thus, the regression model of this study fulfills the assumption of normality. If the data does not show a diagonal line pattern, then the data can be considered not normally distributed.

**Table 6. Normality Test Results**

<i>Unstandardized Residuals</i>	
Asymp, Sig. (2-tailed)	0.068

Source: Processed Data (2024)

The regression has a normal distribution, as indicated by the significance value of 0.068 (higher than 0.05) obtained from the normality test using the K-S test in Table 4.6. This indicates that the data collected does not contain extreme values that are too high or too low. This finding also indicates that the sample and data entry procedures used in this study are error-free (Sarjono, H. & Julianita, 2011).

### Heteroscedasticity Test

**Table 7. Heteroscedasticity Test Results**

Variables	Significant Value		Description
	Count	Standard	
Advertisement	0,785	0,05	Homoscedasticity
Product Quality	0.062	0,05	Homoscedasticity
<i>Variety Seeking</i>	0,991	0,05	Homoscedasticity

Source: Processed Data (2024)

The findings of the heteroscedasticity test show that each variable has a significance value greater than 0.05. Therefore, this research model does not indicate the presence of heteroscedasticity.

**Multicollinearity Test**

**Table 8. Multicollinearity Test Results**

Free Variable	Tolerance	VIF	Description
Advertising	0.522	1.916	Free from Multicollinearity
Product Quality	0.348	2.873	Free from Multicollinearity
<i>Variety Seeking</i>	0.347	2.878	Free from Multicollinearity

Source: Processed Data (2024)

The table shows that the independent variables do not exhibit any correlation, as all tolerance values are above 0.10. Additionally, the Variance Inflation Factor (VIF) for each independent variable is calculated to be below 10. Based on these findings, it can be concluded that the regression model in this study does not indicate multicollinearity among the independent variables (Ghozali, 2018).

**Table 9. Mean, Standard Deviation, and Correlation**

Variables	Mean	Standard Deviation	1	2	3
I	4,22	0,1065	1		
KS	4,44	0,1202	0,387	1	
VS	4,33	0,0435	0,448	0,646	1

Source: Processed Data (2024)

Displays the mean (average value) of the research variables, which ranges from 4.22 to 4.44 with a data spread level between 0.0435 to 0.1202. The variable that has the largest mean value among the three visible and has a positive trend is the variable related to product quality. In contrast, there is a very large level of variation in respondents' responses to the product quality variable when compared to the other variables, as it is the variable that has the largest data spread. Furthermore, the correlation values between the variables are shown in the table above; varying from 0.387 to 0.646.

**Multiple Linear Regression Test**

**Table 10. Multiple Linear Regression Test Results**

Model	Coefficient	t <sub>Value</sub>	Sig
Advertisement	0,463	4,001	0,021
Product Quality	0,427	0,427	0,000
<i>Variety Seeking</i>	-0,349	-0,349	0,016

Source: Processed Data (2024)

Based on the results of the regression equation, the findings of the study are as follows:

- a. The regression coefficient for advertising indicates a positive correlation between the advertising variable and brand switching, where each increase in advertising contributes to a 0.463 rise in brand switching.
- b. A regression coefficient of 0.427 demonstrates that the Product Quality variable positively affects brand switching, implying that an increase in Product Quality by 0.427 results in a corresponding rise in brand switching.
- c. The regression coefficient for variety seeking reveals a negative relationship between the variety seeking variable and brand switching, indicating that each increase in variety seeking reduces brand switching by -0.349.

### Hypothesis Test

#### Coefficient of Determination ( $r^2$ )

**Table 11. Coefficient of Determination Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,575	0,330	0,309	1,403

Source: Processed Data (2024)

The level of relationship (correlation) between advertising variables (X1), product quality (X2), and variety seeking (X3) with brand switching (Y) is positive with a relationship of 57.5%, as explained by the correlation coefficient R of 0.575. The contribution of advertising factors (X1), product quality (X2), and variety seeking (X3) to the influence of brand switching (Y) is explained by the adjusted R Square value of 0.309 or 0.5%.

### Partial Test (t Test)

**Table 12. Partial Test Results**

Model	t <sub>Value</sub>	Sig
Advertisement	4,001	0,021
Product Quality	3,014	0,000
Variety Seeking	-2,463	0,016

Source: Processed Data (2024)

- a. The advertising factor's partial influence on brand switching Based on a comparison of the regression coefficient value and the standard error, the t-value for the effect of the advertising variable is 4.001 at the limit of significant probability value of 0.021. At a five percent significance level and df of 97, the t-table value is 1.985. The computation's results demonstrate that the computed t value exceeds the t table value, allowing for the acceptance of the alternative hypothesis (Ha) and the rejection of the null hypothesis (Ho). This suggests that advertising (X1) influences brand switching (Y) in a significant but constrained way.

- b. A partial influence of the Product Quality factor on brand switching is indicated by the estimated t-value for the effect of the Product Quality variable: Using the regression coefficient value and standard error as comparison points, the computed t-value for the effect of the Product Quality variable is 3.014 at the probability value limit of significance of 0.000. Nonetheless, at a five percent significance level and df 97, the t-table value is 1.985. The computation results demonstrate that the computed t-value is greater than the t-table value, allowing for the acceptance of the alternative hypothesis (Ha) and the rejection of the null hypothesis (Ho), suggesting that product quality (X2) has a considerable, if partial, impact on brand switching.
- c. The calculated t-value for the effect of the Variety Seeking variable is -2.463 at the probability value limit of significance of 0.016, and the t-table value at df 97 and the 5 percent significant level is 1.985, which is ascertained by comparing the value of the regression coefficient with the standard error. The alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected based on the computation's results, which indicate that t is less than the t-table value. This demonstrates that brand switching is significantly influenced by variety seeking (X3) at a lower level.

**Simultaneous Test (F Test)**

**Table 13. Simultaneous Test Results**

MODEL	F	Sig
Regression	15,785	0,000

Source: Processed Data (2024)

The F-statistic value, calculated by dividing the Mean Square of the residuals by the Mean Square of the regression, yields a result of 15.785 with a significance probability limit of 0.000. Since the significance value is less than 0.05, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted. Therefore, it can be concluded that Variety Seeking (X3), Product Quality (X2), and Advertising (X1) collectively have a significant impact on Brand Switching (Y).

**DISCUSSION**

**Effect of Advertising, Product Quality, and Variety Seeking on Brand switching**

The F-statistic, calculated by dividing the regression Mean Square by the residual Mean Square, yielded a value of 15.785 with a significance probability limit of 0.000. Meanwhile, at a 5% significance level and degrees of freedom (df) of 96, the F-table value is 1.985. Since the F-statistic (15.785) exceeds the F-table value (1.985), it can be concluded that the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected. This indicates that Advertising (I), Product Quality (KS), and Variety Seeking (VS) collectively influence Brand Switching (Y).

Based on the SPSS output, the Adjusted R Square value is 0.309, signifying that Advertising (I), Product Quality (KS), and Variety Seeking (VS) account for 30.9% of the variation in Brand Switching (Y). The remaining 69.1% (residual value) is attributed to other variables not included in this research.

### **Effect of Advertising on Brand switching**

By comparing the regression coefficient value with the standard error, the calculated t-value for the influence of the Advertising variable is 4.001, with a significance probability limit of 0.000. At a 5% significance level and df of 97, the t-table value is 1.985. Since the calculated t-value exceeds the t-table value, it is concluded that the alternative hypothesis (Ha) is accepted while the null hypothesis (Ho) is rejected. This demonstrates that Advertising (I) has a significant partial effect on Brand Switching (Y).

The use of competitor product advertisements is often considered as one of the determining factors in the process of purchasing a product. This is because if competitor advertisements are able to influence the emotional and knowledge aspects of consumers, there is a high probability of brand switching. This finding is supported by research (Author, 2020; Bagh et al., 2021; Fallonia, 2014; Sharma & Pahuja, 2020; Tariq et al., 2014; Venkateswara Raju & Prasanna Kumar, 2015; Woodham et al., 2017), which indicates a significant impact of competitor product advertising on brand switching decisions. In this study, indicator 3 has a higher level of consistency and reliability in measurement, so the results are more reliable. Compared to other indicators.

### **Effect of Product Quality on Brand switching**

Based on the comparison between the regression coefficient value and the standard error, the calculated t-value for the effect of the Product Quality variable is 3.014, with a significance probability limit of 0.003. At a 5% significance level and degrees of freedom (df) of 97, the t-table value is 1.985. The calculation results indicate that the t-value exceeds the t-table value. Therefore, it can be concluded that the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected. This confirms that Product Quality (KS) has a significant partial influence on Brand Switching (Y).

Product quality is often used as an indication in making purchasing decisions for a product. When customers know that the quality of a product is superior to the previous product, they are more likely to switch brands. The process by which we select, organize, and analyze information to build meaningful images and logical concepts about our environment.

These findings are supported by research conducted by (Hanifati & Salehudin, 2021; Hidayat et al., 2018; Irvianandra & Trinanda, 2020; Nikhashemi et al., 2017; Numanovich & Abbosxonovich, 2020; Sari, 2022) which shows that product quality has a significant impact on brand switching decisions. In this study, indicator 1 is more relevant to the variable or concept being studied, thus providing more meaningful information than previous studies.

### **Effect of Variety Seeking on Brand switching**

By comparing the regression coefficient value with the standard error, the calculated t-value for the impact of the Variety Seeking variable is (-2.463) with a significance probability limit of 0.016. At a 5% significance level and degrees of freedom (df) of 97, the t-table value is 1.985. The calculation results reveal that the calculated t-value is smaller than the t-table value. Based on this, it can be concluded that the alternative hypothesis ( $H_a$ ) is accepted, while the null hypothesis ( $H_o$ ) is rejected. This indicates that Variety Seeking (VS) has a significant partial influence on Brand Switching.

There are indications that the need for variety is often used as a marker in making a product purchase decision. Variety seeking refers to the practice of buying or trying different brands, which is motivated by motives such as the desire to try new things, curiosity, desire for novelty, or the desire to avoid boredom with familiar products. As a result, the need for diversity provides opportunities for consumers to make brand transfers.

This finding is reinforced by research (Faishal Ardiansyah et al., 2023; Justiana Astuti & Budi Santoso, 2020; Palma et al., 2021; Uturestantix et al., 2012) which confirms that the need to seek variety has a significant impact on variety Seeking. In this study, indicator 3 provides a more accurate measurement and is in accordance with the research objectives which examine the impact of seeking variety on brand changes on smartphones.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the data analysis that has been carried out, it can be concluded as follows:

1. Simultaneous Effect of Independent Variables on Brand Switching. Advertising Variables (I), Product Quality (KS), and Variety Seeking (VS) together have a significant influence on Brand Switching (Y) with a calculated F value of 15.785 which is greater than the F table of 1.985 at a significant level of 5 percent. Adjusted R Square of 0.309 indicates that 30.9% of Brand Switching variations can be explained by these three variables, while the rest (69.1%) is influenced by other factors outside this study.
2. The Effect of Advertising on Brand Switching. Partially, the Advertising variable has a significant effect on Brand Switching with a t value of 4.001 which is greater than t table 1.985. This finding indicates that advertisements, especially those from competing products, are able to influence consumer emotions and knowledge, thereby encouraging brand switching.
3. The Effect of Product Quality on Brand Switching. Partially, the Product Quality variable has a significant effect on Brand Switching with a calculated t value of 3.014 which is greater than the t table 1.985. This shows that customers tend to switch brands if the quality of alternative products is better than the products used before.

4. The Effect of Variety Seeking on Brand Switching. Partially, the Variety Seeking variable also has a significant effect on Brand Switching with a calculated t value of -2.463 which is smaller than the t table of 1.985, but still significant at the probability level of 0.016. This shows that the need for variety, such as the desire to try new things or avoid boredom, encourages consumers to switch to other brands.

Companies are advised to increase the effectiveness of advertising strategies to attract the attention of consumers, especially those who use competing products. Ads designed with an emotional and educational approach can have a significant impact on consumers' decision to switch brands. In addition, the utilization of digital media that is creative and relevant to the target market is also important to ensure that advertising messages are well received by the audience. To maintain competitiveness, improving product quality is a top priority. Manufacturers need to continue to innovate in creating products that have competitive advantages, such as better features, attractive designs, and higher durability. Products that meet consumer needs will increase the company's chances of retaining existing customers while attracting new ones.

In the face of consumers who have a variety-seeking tendency, companies can take advantage of this opportunity by offering product variations or new features. Strategies such as launching limited editions, providing design innovations, or creating unique experiences through promotions can help attract the attention of consumers who tend to want to try new things. These efforts can not only reduce the risk of losing customers, but also encourage brand loyalty. Given that there are 69.1% other factors that influence brand switching beyond the variables of advertising, product quality, and variety seeking, further research is needed to identify these factors. In-depth research on aspects such as price, brand loyalty, and the influence of social media can provide more comprehensive insights for companies to develop more effective marketing strategies.

In addition to attracting new consumers, companies also need to focus on efforts to increase customer loyalty. Loyalty programs, improved customer service, and personalized interactions with consumers can help build long-term relationships. In this way, companies are not only able to maintain market share, but also create a community of customers who are loyal to the brand.

#### **ADVANCED RESEARCH**

Every research has limitations, including this study. One of the main limitations is that the scope of the independent variables is limited to advertising, product quality, and variety seeking, which can only explain 30.9% of the variation in brand switching. This suggests that there are 69.1% other factors not included in the study, such as price, brand loyalty, social media influence, or consumer psychological factors. Further research is recommended to explore these factors to provide a more thorough understanding of the brand switching phenomenon.

In addition, this study only uses a quantitative approach with data collected through surveys. This approach tends to be limited in exploring the deeper aspects that influence consumer behavior. Future research can utilize mixed methods to combine quantitative data with in-depth interviews or case studies, so as to provide a more holistic picture of consumer decisions to switch brands. This study was also limited to a specific sample which may not fully represent the wider population. Therefore, future research should use a larger and more diverse sample from various demographics, such as geographic regions or age groups, to improve the generalizability of the findings. In addition to expanding the scope of variables and methodological approaches, future research could also adopt a longitudinal perspective to understand the dynamics of brand switching over a period of time. This approach can provide insights into how factors such as advertising, product quality or the need for variety influence consumers on an ongoing basis in their buying cycle.

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