The Impact of Customer Satisfaction on Switching Behavior Among Online Transportation Customers: The Moderating Role of Attraction of Alternatives in Purwokerto

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ABSTRACT

This study analyze the impact of customer satisfaction on switching behavior among online transportation users in Purwokerto, focusing on the role of alternative attraction as a moderating variable. Switching behavior occurs when customers choose to leave their current service and move to another, even though they are satisfied with the services they previously received. This phenomenon raises important questions about the factors influencing customers' decisions to switch, particularly the role of customer satisfaction and the attraction of other alternatives. This study employs a quantitative research design. The population in this study consists of users of online transportation services in Purwokerto. To ensure representativeness, the sample was selected using non-probability sampling methods, specifically purposive sampling. The primary data for this research was collected through questionnaires distributed. Data collected from the survey was analyzed using the following techniques are descriptive statistics, validity and reliability testing, multiple linier regression analysis and moderated regression analysis to examine moderating effect. Through this study, it is hoped that online transportation service providers can gain insights into formulating more effective strategies to retain customers by understanding the dual influence of customer satisfaction and alternative attractions on switching behavior. The results concluded that customer satisfaction have a negative relationship between switching behavior, and attraction of alternatives can moderate the relationship between customer satisfaction with switching behavior such that higher attraction weakens the negative effect of satisfaction on switching behavior among online transportation in Purwokerto.

Keywords: Customer Satisfaction, Switching Behavior, Attraction of Alternatives, Transportation.

1. Introduction

The rapid development of online transportation services has significantly transformed the transportation industry, especially in regions like Purwokerto. The presence of online transportation services offers an easier, faster, and more efficient alternative compared to conventional transportation. However, despite the rapid growth of this industry, service

providers face a major challenge: customer switching behavior. The growing importance of customer-to-customer interaction has stirred up vigorous debates on its influences on customers' service experiences and strategies to manage customer-to-customer interactions (Hua, 2016).

Some literature has discussed the relationship between satisfaction, dissatisfaction, loyalty, or switching behavior. Research conducted by Chuah et al. (2017), Gajendra (2017), and Hassan et al. (2017) revealed that satisfaction felt by consumers can make consumers remain loyal, while dissatisfaction can cause a decrease in consumer loyalty levels (Yen, 2010), even switching to other marketers (Bhatnagar et al., 2019; Piha and Avlonitis, 2015) or can be called switching behavior. Switching behavior is a big problem for marketers because it can cause losses. For some reason, consumers choose to leave the current marketer and switch to another marketer who is considered capable of providing what consumers want. According to Keaveney (1995), switching behavior occurs when consumers leave a service provider to switch to a new service provider, causing the service provider to lose profits and bear the costs of acquiring new customers.

Switching behavior is interesting because some previous studies have shown inconsistent results. Research by Rowley (2000), García & Curras (2019), and Singh (2019) have shown that switching behavior is an exciting topic to study cause some previous studies have shown inconsistent results. Balderjahn & Hüttel (2019) showed that even if consumers are satisfied, it does not guarantee that they will continue to do business with marketers. Consumers can move to other service providers who can provide more than they expect. Meanwhile, Hino (2017) and White & Yanamandram (2007) revealed that dissatisfied consumers still have a loyal attitude toward service providers. Even research conducted by Lu et al. (2012) and Sun et al. (2017) found that consumers who feel dissatisfied can have the intention to use the same application. Therefore, digging deeper to understand the relationship between satisfaction/ dissatisfaction and switching behavior is necessary. Switching behavior occurs when customers choose to leave their current service and move to another, even though they are satisfied with the services they previously received. This phenomenon raises important questions about the factors influencing customers' decisions to switch, particularly the role of customer satisfaction and the attraction of other alternatives.

Several theories are relevant to understanding this phenomenon, including the Expectation-Confirmation Theory, the Push-Pull-Mooring Framework, and the Comparison Level for Alternatives concept. Based on these theories, it is assumed that customer satisfaction negatively affects switching behavior, where higher satisfaction reduces the tendency to switch. However, the attractiveness of available alternatives may moderate this relationship, where more attractive alternatives are likely to weaken the influence of customer satisfaction on the decision to stay with the same service.

This study aims to analyze the impact of customer satisfaction on switching behavior among online transportation users in Purwokerto, focusing on the role of alternative attraction as a moderating variable. Through this study, it is hoped that online transportation service providers can gain insights into formulating more effective strategies to retain customers by understanding the dual influence of customer satisfaction

and alternative attractions on switching behavior.

Based on the background above, the problems to be addressed in this study are Analyze the influence of customer satisfaction on the switching behavior of online transportation customers in Purwokerto and Assess the role of alternative attraction as a moderating variable in the relationship between customer satisfaction and switching behavior.

Benefits from this research is adds to the literature and understanding of how customer satisfaction and the attraction of alternatives influence switching behavior in the context of online transportation services. It provides insights for online transportation service providers to formulate more effective strategies to enhance customer satisfaction and loyalty, and reduce the tendency to switch to other services.

2. Literature Review

2.1 *Customer Satisfaction*

Customer satisfaction is a crucial determinant in maintaining customer loyalty and reducing the likelihood of switching to alternative services. It is defined as the customer's fulfillment response, which arises when the performance of a service or product meets or exceeds their expectations (Oliver, 1980). The Expectation-Confirmation Theory (ECT) is one of the primary theories used to understand how customer satisfaction is formed. ECT suggests that customers form satisfaction judgments by comparing their expectations prior to receiving the service with the actual performance of the service. If the service meets or exceeds their expectations, the customer will likely be satisfied (Bhattacherjee, 2001).

In the context of online transportation services, customer satisfaction can be influenced by several factors, including service quality, price, convenience, and the overall customer experience. When customers are satisfied with these aspects, they are less likely to switch to other service providers.

2.2 *Switching Behavior*

Consumer switching occurs from a product or service to a competitor's product or service. Understanding customer switching behavior is critical for marketers regarding a company's costs and profitability (Li and Ku, 2018). Switching behavior can result in losing future revenues from switching customers, so marketers incur losses. Marketers also must bear additional costs of acquiring new customers, such as account set-up and promotional costs, which are five times the cost of customer retention (Keaveney, 1995).

Switching behavior refers to the act of a customer discontinuing the use of one service provider in favor of another. This behavior is a significant concern for service providers, as retaining customers is typically less costly than acquiring new ones. The Push-Pull-Mooring (PPM) framework is commonly used to explain switching behavior. According to the PPM model, "push" factors are negative experiences with the current service provider that drive customers away, while "pull" factors are positive attributes of alternative services that attract customers. "Mooring" factors, on the other hand, represent

the personal or situational variables that may either inhibit or facilitate switching (Bansal, Taylor & James, 2005).

Switching behavior si caused by dissatisfaction (Liang *et al*., 2013). However, consumer dissatisfaction only sometimes triggers consumers to switch to other marketers. Colgate & Lang (2001) explained that customer switching is a complex event where consumers experience a cognitive process that requires them to determine whether they remain loyal or leave the service provider. Researchers have recently claimed that satisfied consumers are not always loyal, and dissatisfied consumers do not always switch behaviors (Amani, 2022; Huang and Liao, 2015; García & Curras, 2019). In the online transportation industry, push factors might include poor service quality or a lack of timely rides, while pull factors could involve more affordable pricing or superior service offerings from competitors.

2.3 *Attraction of Alternatives*

The attraction of alternatives refers to the perceived availability and attractiveness of other options available to customers. According to the Comparison Level for Alternatives theory, individuals constantly evaluate whether their current service is meeting their needs or if another option might provide better value (Thibaut & Kelley, 1959). When the attraction of alternatives is high, customers are more likely to consider switching, even if they are relatively satisfied with their current service provider. This moderating factor can diminish the impact of customer satisfaction on retention.

In the online transportation sector, new entrants and existing competitors offer alternative services that may be perceived as better in terms of price, convenience, or additional features. These factors can entice customers to switch, despite being satisfied with their current provider.

2.4 *Previous Studies*

Several studies have explored the relationship between customer satisfaction and switching behavior. For example, Kim, Park, and Jeong (2004) found that satisfaction negatively impacts switching intentions in the mobile telecommunications industry, while Chuang and Tai (2016) confirmed similar findings in the context of online shopping. However, few studies have examined how the attraction of alternatives moderates this relationship, particularly in the online transportation industry.

This study seeks to fill this gap by exploring the dual influence of customer satisfaction and the attraction of alternatives on switching behavior among online transportation customers in Purwokerto. The findings are expected to provide new insights into how service providers can better manage customer retention in a competitive market.

3. Research Methodology

This study employs a quantitative research design to examine the impact of customer satisfaction on switching behavior among online transportation users in Purwokerto, with

the attraction of alternatives as a moderating variable. The population in this study consists of users of online transportation services in Purwokerto. To ensure representativeness, the sample was selected using non-probability sampling methods, specifically purposive sampling. Respondents were chosen based on their experience using online transportation services. The sample size was determined using the Yamane formula to account for the population size and desired confidence level. Based on this calculation, 100 respondents were selected to participate in the survey. The primary data for this research was collected through questionnaires distributed to online transportation users in Purwokerto with independent variable is customer satisfaction, dependent variable is switching behavior dan variable moderating is attraction of alternatives.

Data collected from the survey was analyzed using the following techniques are descriptive statistics, validity and reliability testing, multiple linier regression analysis and moderated regression analysis to examine moderating effect.

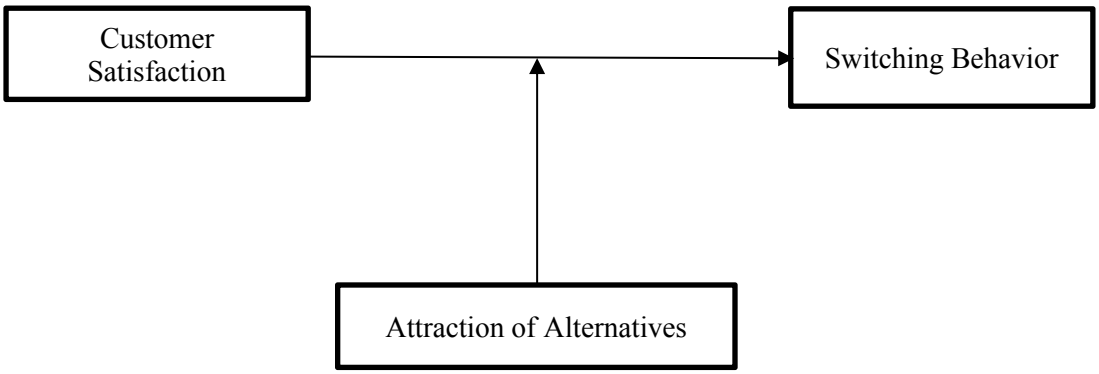

Figure 1. Research Conceptual Model

4. Results and Analysis

4.1. Descriptive Statistics

The study surveyed 100 of online transportation customers in Purwokerto who have used the application for at least one month. Data is obtained from questionnaires and used to look at variability and data centers.

Table 1. Descriptive Statistics

Variabel	F	Persentase (%)	Minimal	Maximal	Average
Gender					
Male	45	45			
Female	55	55			
Age (year)	100		18	35	25
Frequency of service usage	100		2	16	8,39
Customer Satisfaction	100		12	30	23,51
Switching Behavior	100				
Yes	25	25			
No	75	75			
Attraction of Alternatives	100		4	15	10,54

Source: Primary Data (2024)

The respondents' demographic characteristics show that the majority of users has an average age 25 year and frequency of usage on one day have average score 8,39. Majority gender from respondent is female with a value 55%. A total of 100 respondents on the customer satisfcation have average score of 23,51 with minimum score 12 and maximum score of 30. On the switching behavior variable, 75% respondent majority answered that there was no change. Variable attraction of alternatives have a minimum score value of 4 with maximum score of 15 and have an average score value of 10,54.

4.2. Validity Test and Reliability Test

The validity and reliability of the instrument can be shown in the following table:

Table 2. Validity Test Results

Variabel	Item	R-count	R-Table	Description
Customer Satisfaction	Item 1	0,837	0,423	Valid
	Item 2	0,910	0,423	Valid
	Item 3	0,877	0,423	Valid
	Item 4	0,580	0,423	Valid
	Item 5	0,832	0,423	Valid
	Item 6	0,794	0,423	Valid
Reliability		0,895	0,07	Reliable
Attraction of Alternatives	Item 1	0,958	0,423	Valid
	Item 2	0,817	0,423	Valid
	Item 3	0,958	0,423	Valid
Reliability		0,897	0,07	Reliable

Source: Primary Data (2024)

Based on the table shows magnitude of the r-count value of all question item, the value is greater than r table 0,432. Thus, it can be concluded that all item are declared valid. All variables show a Cronbach's alpha value above 0.7, indicating that the questionnaire items are reliable and have good internal consistency.

4.3. Classical Assumption Analysis

4.3.1. Normality Test

The results of the normality test can be seen in the table below:

Table 3. Normality Test

Unstandar_residual	Border	Description
0,112	0,05	Normal

Source: Primary Data (2024)

Based on the table, it can be known that the value of normality is 0,112> 0,05. So that it can be concluded that the data is normally distributed.

4.3.2. Multicollinearity Test

The multicollinearity test aims to determine whether in the regression model there is a correlation between independent variables. A good regression model should not have correlations between independent variables. To determine the presence or absence of

multicollinearity, it can be seen from the value of *Inflation Factor Variance* (VIF) and *tolerance* (α).

Table 4. Multicollinearity Test

Variabel	Tolerance	VIF	Description
Customer Satisfaction	0,863	1,159	Multicollinearity does not occur
Attaction of Alternative	0,863	1,159	Multicollinearity does not occur

Source: Primary Data (2024)

The results of the multicollinearity test showed that the data did not occur multicollate, *the tolerance value* > 0.10 or the VIF value < 10 so that there was no correlation between independent variables.

4.4. Hypothesis Analysis

4.4.1. Multiple Linear Regression Analysis Results

To examine the relationship between customer satisfaction and switching behavior, a multiple linear regression analysis was conducted. The regression results are summarized in the following table.

Table 5. Multiple Linear Regression Analysis Results

Variabel	B	Beta	T count	Sig t	Description
(constant)	2,984		5.880	0.000	
Customer satisfaction	-0,074	-0,577	-7,001	0.000	Significant
F count	49,014				
Sig F	0.000				
R square	0.333				
(constant)	2,984		5.880	0.000	

Source: Primary Data (2024)

Based on table 5 above, multiple regression calculations obtained the following results:
Regression equation:

Y=2,984-0,074X1

- Constant = 2,984. This means that if there are no customer satisfaction that affect the level of switching behavior, then the level of switching behavior is 2,984
- B1 = -0,074. This means that if the customer satisfaction variable decreases by one unit, the level of switching behavior will decreases by 0.446 assuming that another independent variable is fixed

4.4.2. Partial Hypothesis Testing (t-test)

The test results of multiple linear regression analysis showed that there was a significance value of 0.000 (0.000 < 0.05). This value can prove the hypothesis accepted, which means that "there is a negative relationship between customer satisfaction with switching behavior".

4.4.3. Simultaneous Hypothesis Testing (Test f)

The test results of multiple linear regression analysis show that there is a significance

value of 0.000 **(**0.000 < 0.05)**.** This value can prove the hypothesis accepted, which means that "There is a relationship between customer satisfaction with switching behavior among online transportation in Purwokerto".

4.4.4. Coefficient of Determination (r square)

The R Square value of 0.33 indicates that 33,3% of the variance in switching behavior can be explained by the customer satisfaction. The remaining 66,7% is influenced by other variables that are not included in the research model.

4.5 Hypothesis Analysis II

4.5.1 Partial Hypothesis Testing (t-test)

To examine the attraction of alternatives moderates the relationship between customer satisfaction and switching behavior, such that higher attraction weakens the negative effect of satisfaction on switching behavior.

Table 6. Multiple Linear Regression Analysis Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.767	1.055		.727	.469
	Customer Satisfaction (X)	-.005	.043	-.038	-.113	.910
	Attraction of Alternative (M)	.160	.085	1.002	1.891	.062
	X*M	-.004	.004	-.646	-1.267	.208
	F count	25.334				
	F sig	0.000				
	R Square	0.442				

Note: Dependent Variable: switching behavior

Source: Primary Data (2024)

The test results from table 6 showed that there was a significance value of 0.208 (0.208 > 0.05). This value proved the hypothesis rejected, which means that "attraction of alternatives can't moderate the relationship between customer satisfaction and switching behavior on partial test".

4.5.2 Simultaneous Hypothesis Testing (Test f)

The test results of multiple linear regression analysis show that there is a significance value of 0.000 **(**0.000 < 0.05)**.** This value can prove the hypothesis accepted, which means that "attraction of alternatives moderates the relationship between customer satisfaction and switching behavior, such that higher attraction weakens the negative effect of satisfaction on switching behavior among online transportation in Purwokerto".

4.5.3 Coefficient of Determination (r square)

The R Square value of 0.442 indicates that 44,2% of the variance in attraction of alternative can moderate customer satisfaction with switching. The remaining 55,8% is influenced by other variables that are not included in the research model.

5 Discussion

The findings of this research indicate that customer satisfaction influence on the switching behavior of online transportation customer in Purwokerto and the attraction of alternatives moderates relationship between customer satisfaction and switching behavior.

5.1. Customer Satisfaction and Switching Behavior

The test results of multiple linear regression analysis showed that there was a significance value of 0.000 (0.000 < 0.05). This value can prove the hypothesis accepted, which means that "there is a negative relationship between customer satisfaction with switching behavior".

Some literature has discussed the relationship between satisfaction, dissatisfaction, loyalty, or switching behavior. Research conducted by Chuah et al. (2017), Gajendra (2017), and Hassan et al. (2017) revealed that satisfaction felt by consumers can make consumers remain loyal, while dissatisfaction can cause a decrease in consumer loyalty levels (Yen, 2010), even switching to other marketers (Bhatnagar et al., 2019; Piha and Avlonitis, 2015) or can be called switching behavior. Switching behavior si caused by dissatisfaction (Liang *et al*., 2013). However, consumer dissatisfaction only sometimes triggers consumers to switch to other marketers. Colgate & Lang (2001) explained that customer switching is a complex event where consumers experience a cognitive process that requires them to determine whether they remain loyal or leave the service provider.

5.2. The Attraction Of Alternatives Moderates The Relationship Between Customer Satisfaction And Switching Behavior

The test results of multiple linear regression analysis show that there is a significance value of 0.000 **(**0.000 **<** 0.05)**.** This value can prove the hypothesis accepted, which means that "attraction of alternatives moderates the relationship between customer satisfaction and switching behavior, such that higher attraction weakens the negative effect of satisfaction on switching behavior among online transportation in Purwokerto".

According to the Comparison Level for Alternatives theory, individuals constantly evaluate whether their current service is meeting their needs or if another option might provide better value (Thibaut & Kelley, 1959). When the attraction of alternatives is high, customers are more likely to consider switching, even if they are relatively satisfied with their current service provider. This moderating factor can diminish the impact of customer satisfaction on retention.

6 Conclusion

This study set out to explore the relationship between customer satisfaction with switching behavior among online transportation customers with moderating role of attraction of alternatives. Based on the results of the multiple linear regression analysis, it can be concluded that customer satisfaction has a negative relationship between switching behavior, and attraction of alternatives can moderates the relationship between customer satisfaction with switching behavior such that higher attraction weakens the negative

effect of satisfaction on switching behavior among online transportation in Purwokerto.

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