

Dimensional Analysis of Dissatisfaction Against Brand Switching

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ABSTRACT

Brand switching is a brand switching made by consumers by buying products of the same category but with different brands. This study aims to identify the factors that influence brand switching, namely dissatisfaction with technical quality, dissatisfaction with information quality, dissatisfaction with community support and dissatisfaction with post consumption that affect brand switching. This study uses quantitative methods with multiple linear regression analysis test equipment. The sample used was 109 respondents with the sampling technique using the purposive sampling method. The results showed that dissatisfaction with technical quality had a positive effect on brand switching. Dissatisfaction with information quality has a positive effect on brand switching. Dissatisfaction with community support has a positive effect on brand switching. Dissatisfaction with post consumption individually has a positive influence on brand switching.

Keywords: Dissatisfaction with technical quality, dissatisfaction with information quality, dissatisfaction with community support, dissatisfaction with post consumption, brand switching.

1. Introduction

The phenomenon of brand switching that occurs in the community today is very important to study, because it can be a great opportunity for companies to compete with brands that have been around for a long time. According to Ganes, Arnold & Reynolds (2018), brand switching is consumer behavior that reflects a change from a brand that is commonly used with other brand products. Brand switching when customers or customers switch brand loyalty from one product to another product brand so that brand switching activities carried out by consumers provide support to get the best product and in accordance with consumer expectations or desires (Gunawan, 2018). Customers who switch because of dissatisfaction will have a more negative impression of their old products than customers who switch to get a better offer. Customers may be disappointed or angry with old products because of their bad experience with the service they feel. The technology of a product can affect dissatisfaction and cause consumers to turn to choose other products (dissatisfaction with technical quality), the information obtained by consumers related to the product or a brand used can also affect brand switching (dissatisfaction with information quality, brands switching will arise when they do not find it easy when they find a problem (dissatisfaction with community support), apart from that after using certain products it can also influence consumers to switch brands from one brand to another (dissatisfaction with post consumption).

According to Siska Septiani (2020) research, consumer dissatisfaction has a significant effect on switching cosmetic brands. Dissatisfaction is one of the factors causing brand switching because dissatisfied customers will look for information on other product choices, and may stop

buying products or influence others not to buy (Kolar, 2018). The indicators that can be used are values, benefits and desires. The dimensions of dissatisfaction are dissatisfaction with technical quality, dissatisfaction with information quality, dissatisfaction with community support and dissatisfaction with post consumption.

Based on the background of the problems described above, the formulation of the problem in this study is the existence of consumer dissatisfaction with other products and switching to using Ms Glow products. While the purpose of this study is to identify whether the dimensions of consumer dissatisfaction affect the brand switch to Ms Glow cosmetics.

2. Literature Review

2.1 Brand Switch

Based on the opinion of several experts, brand switching is a brand shift that is carried out by consumers by buying products in the same category but with different brands. Where consumers already have a commitment to a brand then at a certain time the consumer decides to switch to another brand with the same product category. The causes of brand switching behavior can be dissatisfaction, changing habits, other better alternatives or the need for variety. Brand switching is an illustration of the shift in consumer consumption of one product to another.

2.2 Dissatisfaction

Peter and Olson (2018) state that dissatisfaction arises when expectations after purchase do not match the desired expectations. The performance of a product turned out to be worse than the expected performance. As is the case according to Rambat Lupiyoadi (2013) if a customer is satisfied, they are likely to buy the same product again. Satisfied customers also tend to give good references to products to others. According to Hwang and Zengyan Yinping, and Lim (2009) in Montotali, Mandey and Poluan (2018) there are dimensions of consumer dissatisfaction, namely:

- Dissatisfaction with technical quality
Dissatisfaction with technical quality, namely consumer dissatisfaction with the performance quality of the core product services they use, thus encouraging consumers to intend to switch (Hwang, Zengyan Yinping and Lim, 2009). According to Jose Lapiere, there are four indicators, namely: Reliability and trustworthiness, Accessibility and flexibility, Customer participation and technical performance, Technical performance. According to Siska Septiani's (2020) research, it is found that consumer dissatisfaction has an effect on brand switching. Based on this description, the hypotheses proposed in this study are:
H1: Dissatisfaction with technical quality has a positive effect on brand switching.
- Dissatisfaction with information quality
Dissatisfaction with information quality, namely consumer dissatisfaction with the information they can get at any time (Hwang and Zengyan, 2006). To measure the quality of information in this study using indicators developed by DeLone and McLean (2003) and a questionnaire adapted from research conducted by Ardiyanto (2014) namely: Completeness of information (completeness), Easy to understand (ease understanding), Accuracy of information (accuracy) , Relevant (relevance). According to Siska Septiani's research (2020); Aslamia Rosa (2018), results that consumer dissatisfaction has an effect on brand switching. Based on this description, the hypotheses proposed in this study are:

H2: Dissatisfaction with information quality has a positive effect on brand switching.

- Dissatisfaction with community support

Dissatisfaction with community support, namely consumer dissatisfaction that arises when they do not get the convenience when they have to communicate with their friends or relatives (Hwang and Zengyan, 2006). According to Babin, Barry (2014:133), the indicators for community support are as follows: The willingness of consumers to talk about positive things about service quality, Recommendation of services and company products to others, Encouragement of friends or relations to make purchases of products and services company, Willingness to share positive things about the product with others. According to research by Siska Septiani (2020); Mufira Widiarti (2019) results that consumer dissatisfaction has an effect on brands switching. Based on this description, the hypotheses proposed in this study are:

H3 : Dissatisfaction with community support quality has a positive effect on brand switching.

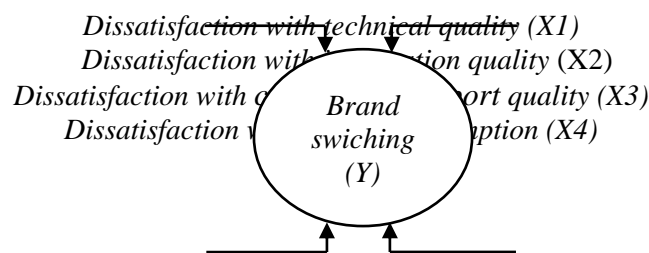
- Dissatisfaction with post consumption

Dissatisfaction with post consumption is dissatisfaction that arises because of differences between product performance and consumer expectations after consuming a product (Hwang and Zengyan, 2006). Indicators of post-consumption dissatisfaction are as follows: There are complaints that are felt by consumers, Mismatch between quality and expectations, Consumers' assessments of their decisions to use products, Unsatisfactory performance. According to research by Siska Septiani (2020); Nuruni Ika (2021) that consumer dissatisfaction affects brand switching. Based on this description, the hypotheses proposed in this study are:

H4: Dissatisfaction with post consumption has a positive effect on brand switching.

2.3 Theoretical Framework

From the explanation above, the theoretical framework can be formulated as follows:



Source: The concept developed in this research

Figure 1. Theoretical Framework

3. Research Methodology

3.1 Types of research

The method used in this study is a quantitative method. The research design used in this research is descriptive research which describes a symptom, event, incident, or facts that occur. According to Sugiyono (2018), descriptive research is research conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons, or connecting with other variables.

3.2 Population and Research Sample

The population in this study were students of the Al-Quran University of Central Java in Wonosobo who used Ms Glow cosmetics. The sampling procedure used in this study was non-probability with purposive sampling technique. The consideration determined is that female students use other types of cosmetics and switch to Ms Glow cosmetics. Determination of the number of samples in this study according to Hair (2010) which states that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming $n \times 5 - 10$ (unobserved variables). In this study there were 21 question items used so that the number of samples taken were: $21 \times 5 = 105$ respondents.

3.3 Descriptive statistics

Descriptive statistics are used to provide an overview of research demographics which include: age and faculty. To provide an overview of the research variables used descriptive statistical tables, in this study described in the division, mean, maximum, minimum which can be seen in table 1.

Table 1. Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| DWTC | 105 | 4 | 20 | 14,89 | 4,627 |
| DWIQ | 105 | 4 | 20 | 15,49 | 3,396 |
| DWCS | 105 | 4 | 20 | 15,76 | 2,928 |
| DWPC | 105 | 4 | 20 | 15,05 | 4,671 |
| BS | 105 | 10 | 25 | 17,29 | 3,395 |
| Valid N (listwise) | 105 | | | | |

Source: Primary Data Processed, 2022

Based on table 1, it can be seen information about the standard deviation, maximum, minimum and mean range of answers from each respondent.

4. Results and Discussion

4.1 Validity test

The validity test is used to measure whether or not a questionnaire is valid (Ghozali, 2018). Ghozali (2018) defines the validity test as a tool to measure the validity or validity of a questionnaire.

Table 2. Validity test results

| Variabel | Kisaran Korelasi | Signifikansi | Keterangan |
|----------|-------------------|--------------|------------|
| DWTC | 0.857** - 0.930** | 0,000 | Valid |
| DWIQ | 0.756** - 0.910** | 0,000 | Valid |
| DWCS | 0.829** - 0.867** | 0,000 | Valid |
| DWPC | 0.904** - 0.924** | 0,000 | Valid |
| BS | 0.252** - 0.470** | 0,000 | Valid |

Source: data processed 2022,

All variables used in this study are valid, have a correlation range of 0.252** to 0.930** and a significance level of 0.000. This shows that the questions asked are declared valid.

4.2 Reliability Test

Reliability test is a reliability test that aims to find out how far a measuring instrument can be trusted. In reliability testing, it is done using Cronbach alpha. The critical limit for the alpha value to indicate a reliable questionnaire is 0.70. So the Cronbach alpha value > 0.70 is an indicator that the questionnaire is reliable (Ghozali, 2018).

Table 3. Reliability Test Results

| Variabel | <i>Cronbach's Alpha Based On Standardized Items</i> | Batas Alpha (α) | Keterangan |
|----------|---|--------------------------|------------|
| DWTC | 0.840 | 0,7 | Reliabel |
| DWIQ | 0.835 | 0,7 | Reliabel |
| DWCS | 0.829 | 0,7 | Reliabel |
| DWPC | 0.844 | 0,7 | Reliabel |
| BS | 0.787 | 0,7 | Reliabel |

Source: primary data processed, 2022

Based on the data, it can be seen that the Cronbach's alpha value is greater than the Cronbach's alpha limit value of 0.7. So that all questions related to the variables of Dissatisfaction with technical quality, Dissatisfaction with information quality, Dissatisfaction with community support and Dissatisfaction with post-commsumption on brand switching are reliable.

4.3 Goodness of Fit Model

The calculated F value is used to test the accuracy of the model or goodness of fit whether the equation model formed is in the fit criteria or not. If the calculated F value $> F$ table value, it can be concluded that the regression equation model formed is in the fit criteria (Suliyanto, 2011).

Table 4. Anova Test

| ANOVA ^b | | | | | | |
|--------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 276,158 | 3 | 69,039 | 7,414 | ,000 ^a |
| | Residual | 968,448 | 101 | 9,312 | | |
| | Total | 1244,606 | 104 | | | |

Source: Primary data processed 2022

Test results obtained F Count = 7.414 $>$ F table = 2.46 then H_0 is rejected or H_a is accepted, meaning that the model used in this study has met the criteria of Good Of Fit.

4.4 Classic assumption test

- Normality test

This test aims to test whether the variables are normally distributed or not, it can be seen from the Kolmogorov-Smirnov test. The basis for making the decision is if the probability is greater than 0.05 then H_0 is accepted which means the variable is normally distributed and if the probability is less than 0.05 then H_0 is rejected, which means the variable is not normally distributed (Ghozali, 2018).

Table 5. Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|--------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 105 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 2,99451341 |
| Most Extreme Differences | Absolute | ,049 |
| | Positive | ,049 |
| | Negative | -,043 |
| Kolmogorov-Smirnov Z | | ,516 |
| Asymp. Sig. (2-tailed) | | ,953 |
| Source: Primary Data Processed, 2022 | | |

From the table above, it can be seen that the results of the normality calculation using the One-Sample Kolmogorov-Smirnov Test have a significant probability level above the $\alpha = 0.05$ level, which is 0.953. This means that in the regression model there are residual variables that are normally distributed.

- **Multicollinearity Test**

To see the presence or absence of multicollinearity, it is done by looking at the tolerance value and its opponent Variance Inflation Factor (VIF). If the VIF value is < 10 and the tolerance value is > 0.1 , then there is no multicollinearity between the independent variables (Ghozali, 2018).

Table 6. Multicollinearity Test Results

| | | Collinearity Statistics | |
|---|------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | DWTC | .861 | 1.162 |
| | DWIQ | .882 | 1.134 |
| | DWCS | .885 | 1.131 |
| | DWPC | .869 | 1.151 |

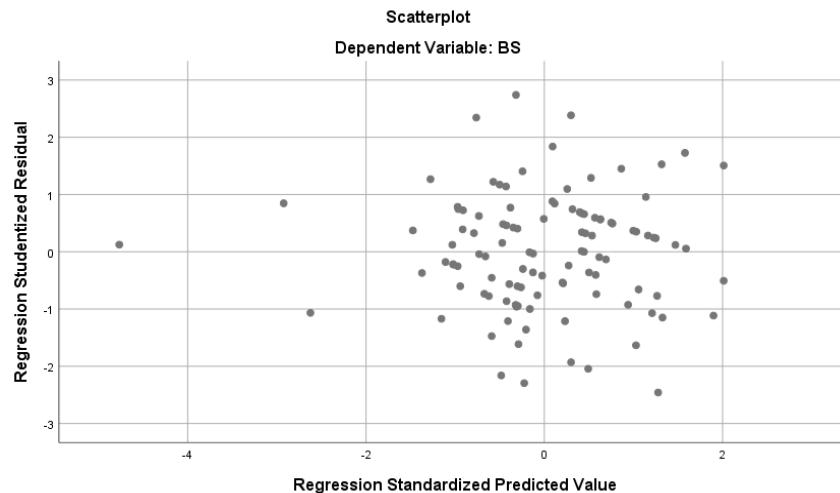
Source: Primary Data Processed, 2022

Based on table 6, it can be seen that all variables have tolerance values above 0.1 and VIF below 10, so it can be concluded that the regression model in this study does not occur multicollinearity between independent variables in the regression model.

- **Heterodasticity Test**

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. (Ghozali, 2018). To test this assumption, it is done by using graphical plots analysis. If the points spread randomly both above and below zero on the Y axis, it is stated that there is no heteroscedasticity (Ghozali, 2018)

Table 7. Heteroscedasticity Test Results



Source: primary data processed, 2022

Based on the scatter plots graph, it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis (Brand Switching). So it can be concluded that the regression model used does not occur heteroscedasticity.

4.5 Data Analysis Results

- Multiple Linear Regression Analysis

This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. Based on the results of data analysis, the output results can be summarized as follows:

Table 8. Multiple Linear Regression

| Model | Unstandardized Coefficients | | Standardized Coefficients | | Sig. | Tolerance | VIF |
|--------------|-----------------------------|------------|---------------------------|-------|------|-----------|-------|
| | B | Std. Error | Beta | t | | | |
| 1 (Constant) | 6,604 | 2,051 | | 3,219 | ,002 | | |
| DWTC | ,142 | ,068 | ,193 | 2,073 | ,041 | ,861 | 1,162 |
| DWIQ | ,183 | ,092 | ,183 | 1,988 | ,049 | ,882 | 1,134 |
| DWCS | ,235 | ,107 | ,203 | 2,206 | ,030 | ,885 | 1,131 |
| DWPC | ,135 | ,067 | ,186 | 2,006 | ,047 | ,869 | 1,151 |

a. Dependent Variable: BS

Source: Primary data processed, 2022

Based on the results of multiple linear regression, the following regression equation is obtained:
 $Y = 6,604 + 0,142 X_1 + 0,183 X_2 + 0,235 X_3 + 0,135 X_4 + e$ (1)

- Testing R square (Coefficient of Determinants)

The coefficient of determination (R^2) is intended to determine the best level of accuracy in regression analysis, where it is indicated by the magnitude of the coefficient of determination (R^2) between 0 (zero) and 1 (one). In addition, the coefficient of determination is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X) (Ghozali, 2018).

Table 9. Determination Test

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,471 ^a | ,222 | ,192 | 3,052 |
| a. Predictors: (Constant), DWPC, DWCS, DWIQ, DWTC | | | | |

Source: Primary data processed, 2022

Regression results obtained an adjusted R Square value of 0.192 or 19.2%, namely the percentage of variable dissatisfaction with technical quality(X1), dissatisfaction with information quality(X2), dissatisfaction with community support(X3), dissatisfaction post consumption on brand switching (Y) is 19.2%. While the remaining 80.8% is influenced by other variables from this study.

5. Discussion

5.1 The Effect of Dissatisfaction With Technical Quality on Brand Switching

Based on the research in table 8, the results show that dissatisfaction with technical quality has a positive effect on brand switching so that H1 is accepted. Because the t value for the variable dissatisfaction with community support is $2.206 > t$ table is 1.983. With a significance level of 0.030, which is smaller than an alpha of 0.05, it can be interpreted that the more consumers feel dissatisfied with the quality of the technique, the higher the brand switching behavior. The results of this study are consistent with the results of previous studies conducted by Siska Septiana et al (2020), Nurohmah (2020) which proved that consumer dissatisfaction had a positive effect on brand switching.

Dissatisfaction with technical quality is a disappointment with a product in this case including the completeness of the information obtained, the ease of understanding, the accuracy of the information obtained and the relevance of it having a positive effect on the consumer's desire to move. Previous research supports this research that consumers tend to intend to switch if they are disappointed and want higher facilities or technology from their old product.

5.2 The Effect of Dissatisfaction With Information Quality on Brand Switching

Based on the research in table 8, the results show that dissatisfaction with information quality has a positive effect on brand switching, so H2 in this study is accepted. Because the value of t count variable is $1.988 > t$ table 1.983 with a significance level of 0.049 which is smaller than alpha 0.05. This can be interpreted that the more consumers who feel dissatisfied with the quality of information, the more consumers will switch brands. This is evidenced by previous research by Siska Septiana, et al. (2020), Yosepaldo (2020) which proves that consumer dissatisfaction has a positive effect on brand switching.

5.3 The Effect of Dissatisfaction With Community Support on Brand Switching

Based on the research in table 8, the results show that dissatisfaction with community support has a positive effect on brand switching, so H3 in this study is accepted. Due to the calculated t value of the dissatisfaction with community support variable $2.206 > t$ table 1.983. With a significance level of 0.030, it is smaller than an alpha of 0.05. This can be interpreted that the more consumers who feel dissatisfaction with community support, the more consumers will switch brands. The results of this study are consistent with previous research conducted by Siska Septiana. et al (2020), Yosepaldo (2020) which proves that consumer dissatisfaction has a positive effect on brand switching.

This study proves that dissatisfaction with community support is one of the factors that influence brand switching. This means that the lack of communication assistance from friends or their community to get information has a very positive effect on new consumers to switch to a brand.

5.4 The Effect of Dissatisfaction With Post Consumption on Brand Switching

Based on the research in table 8, the results show that dissatisfaction with post consumption has a positive effect on brand switching, so H4 in this study is accepted. Due to the t-count value of the variable dissatisfaction with post-consumption $2.006 > t\text{-table } 1.983$ with a significance level of 0.047 which is smaller than an alpha of 0.05. This can be interpreted that the higher the discrepancy of a product with post-consumption expectations. The results of this study are in accordance with previous research conducted by Siska Septiana et al (2020), Ratna (2020) which proves that consumer dissatisfaction has a positive effect on brand switching.

This study proves that dissatisfaction with post consumption is one of the factors that influence brand switching. This means that when using a product, consumers are not satisfied or their desires are not fulfilled, then consumers will find it easier to switch brands.

6. Conclusion

From the analysis that has been carried out, the following conclusions can be drawn: 1) Dissatisfaction with technical quality has a positive effect on brand switching. This means that the higher consumers feel dissatisfaction with the quality of the technique, the higher the behavior of switching brands or brand switching. 2) Dissatisfaction with information quality has a positive effect on brand switching. This means that the more consumers who feel dissatisfied with the quality of information, the more consumers will switch brands or brand switching. 3) Dissatisfaction with community support has a positive effect on brand switching. This means that the more consumers who feel dissatisfaction with community support, the more consumers will switch brands or brand switching. 4) Dissatisfaction with post consumption has a positive effect on brand switching. This means that the higher the discrepancy of a product with post-consumption expectations, consumers will be easier to switch brands.

6.1 Suggestion

From the results of this study there are several suggestions that can be proposed. 1) Companies should pay attention to technical quality so that existing customers will continue to stay and bring up new customers. 2) Companies should pay more attention to consumer needs so that the information obtained is easier when needed, so that consumers remain satisfied and avoid the desire to switch brands. 3) Companies should pay attention to Dissatisfaction with community support quality so that consumers get convenience when they communicate with friends or relatives. 4) Companies should pay more attention to Dissatisfaction with post consumption. As a company, satisfying consumers is something that must be done so that the expectations or desires of consumers after consumption can be fulfilled.

6.2 Limitations

The data used is using an online questionnaire, so that it is possible to fill in the respondent's questionnaire that is not serious and can lead to less than optimal results. In addition, this study uses reference articles which are still based on the main variable (Dissatisfaction).

6.3 Future Research

It is hoped that further researchers will be able to add independent variables so that they can create varied research, and wider information about brand switching and be able to create better research.

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