



VARIETY SEEKING AND DISSATISFACTION TOWARD BRAND SWITCHING OF TOKOPEDIA E-COMMERCE APPLICATION USERS TO SHOPEE

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ABSTRACT

This research aims to explore the influence of variety seeking and dissatisfaction on the decision of brand switching from Tokopedia's e-commerce application users to Shopee among students of STIKes Alifah Padang. The population of the study includes all Tokopedia application users who switched to Shopee among active students of STIKes Alifah Padang for the Even Year 2022, with a total population of 1,274. The sample was taken using a random proportion technique, resulting in 304 respondents. Data were collected through questionnaires, and the analysis was conducted using multiple linear regression and t-test with the assistance of Excel and SPSS. The research results indicate that variety seeking and dissatisfaction have a positive and significant influence on the decision of brand switching from Tokopedia's e-commerce application to Shopee.

Keywords: *Variety Seeking; Dissatisfaction; Brand Switching*

Send : January 29th, 2024

Acceptance : April 25th, 2024

INTRODUCTION

The advancement of information and communication technology, particularly the internet, has significantly impacted the business world. This technology serves as a primary driver in supporting corporate activities, especially in the current digital era. Internet usage in Indonesia continues to rise, reaching 213.35 million people in March 2021, making Indonesia the third-largest country in terms of internet users in Asia. This phenomenon also influences the growth of e-commerce transactions in Indonesia, expected to reach IDR 219 trillion in 2023 (katadata.co.id, 2013).

Indonesia, as a leader in e-commerce transactions in Southeast Asia, demonstrates that online businesses have a vast potential market, especially supported by the active growth of internet users. The competition in the e-commerce industry is intensifying, especially among major platforms such as Shopee, Tokopedia, Lazada, and others. The use of e-commerce applications has become a popular way for consumers to shop easily and conveniently through mobile devices. The rapid growth of the e-commerce industry has also created brand switching patterns characterized by consumers switching from one platform to another.

Peter and Olson (2014), reveal that brand switching is a purchasing pattern characterized by a change or shift from one brand to another. One of the essential factors influencing the decision of brand switching is the need for variety seeking and the level of consumer dissatisfaction. The desire for variety in the online shopping experience and dissatisfaction with a platform's services can trigger brand switching.

Kotler and Armstrong (2018), argue that variety seeking is a purchase that seeks variety, involving spontaneous purchases aimed at trying new brands of a product. In this case, consumers often switch brands to seek diversity. Kotler and Keller (2019), define satisfaction as an individual's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product (or outcome) with their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. If performance exceeds expectations, customers will be highly satisfied or delighted.

Based on Table 1, I will present information regarding the development of visitors to online buying and selling sites in Indonesia as follows:

Table 1.
Development of the Number of Visitors to Online Buying and Selling Sites in Indonesia Period 2019 to 2022

No.	Online Buying and Selling	Site Year (Million Visitors)			
		2019	2020	2021	2022
1	Tokopedia.com	67,9	114,6	157,4	158,3
2	Shopee.co.id	72,9	129,3	138,7	131,2
3	Buka Lapak.com	39,2	38,5	25,7	21,3
4	Lazada.co.id	28,3	36,2	28,1	26,6
5	Blibli.com	26,8	22,4	15,6	19,7

Source: <https://iprice.co.id/insights/mapofecommerce/>, May 2023.

Based on the obtained information, Shopee and Tokopedia are the most visited online buying and selling sites by users, positioning them as the two strongest competitors in the online buying and selling site market. From 2019 to 2022, the number of visitors to Tokopedia and Shopee applications continued to increase. In 2019, Tokopedia had 67.9 million visitors, and by 2022, it experienced continuous growth, reaching 158.3 million visitors. This positive trend is also followed by Shopee, where in 2019, it had 72.9 million visitors, and by 2022, it continued to increase to 131.2 million visitors, placing Shopee in the second position after Tokopedia. In addition to Shopee and Tokopedia, other online buying and selling sites such as Lazada, Bukalapak, and Blibli are also emerging as competitors. Despite Shopee being in the second position for the highest number of users among online buying and selling sites, Shopee holds the first position in terms of the number of downloads through AppStore and PlayStore.

Although brand switching in the e-commerce industry is becoming more common, specific research examining the factors influencing brand switching from Tokopedia to Shopee, considering the "variety seeking" concept and user dissatisfaction levels, is still limited. Therefore, this study will explore this phenomenon, focusing on active students at the School of Health Sciences (STIKes) Alifah Padang as a case study.

Research by Septiani, Purwanti, & Toto (2020), indicates a significant positive influence of variety seeking on brand switching. Indriani (2020), shows that the need for variety has a significant impact on brand switching decisions. Montolalu, Mandey, & Poluan (2018), found that the need for product variety has a simultaneous and partial effect on brand switching decisions for facial cleansers at Grand Central Tomohon Supermarket. Hartati

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Remantis & Febsri (2019), discovered that the need for variety, as a moderation factor, strengthens the relationship between consumer dissatisfaction and brand switching decisions. Bashori (2018), concludes that there is a significant positive influence of the need for variety on the brand switching decisions from Samsung smartphones to other brands. Yunita & Rosa (2016), concludes that the variety-seeking variable significantly influences brand switching. Suharseno, Hidayat, & Dewi (2013), indicates that the need for variety can moderate the impact of consumer dissatisfaction on the decision to switch phone brands. Arianto (2013), shows a positive and significant influence of the need for variety on brand switching decisions.

H₁ Variety seeking has a positive impact on the brand switching decisions of Tokopedia application users to Shopee among students at STIKes Alifah Padang.

Research by Septiani, Purwanti, & Toto (2020), indicates a significant positive influence of consumer dissatisfaction on brand switching. Indriani (2020), shows that consumer dissatisfaction has a significant impact on brand switching decisions. Montolalu, Mandey, & Poluan (2018), found that consumer dissatisfaction has a simultaneous and partial effect on brand switching decisions for facial cleansers at Grand Central Tomohon Supermarket. Hartati Remantis & Febsri (2019), discovered that consumer dissatisfaction has a significant and positive impact on brand switching decisions. Bashori (2018), concludes that there is a significant positive influence of consumer dissatisfaction on the brand switching decisions from Samsung smartphones to other brands. Yunita & Rosa (2016), concludes that dissatisfaction significantly influences brand switching decisions. Suharseno, Hidayat, & Dewi (2013), indicates that consumer dissatisfaction has a positive and significant impact on consumer decision-making regarding the brand switching of mobile phone products. Arianto (2013), shows a positive and significant influence of consumer dissatisfaction on brand switching decisions.

H₂ Dissatisfaction has a positive impact on the brand switching decisions of Tokopedia application users to Shopee among students at STIKes Alifah Padang.

RESEARCH METHODS

This research is a quantitative study with an associative design, aiming to measure the relationship between variables or analyze the influence of one variable on another. The quantitative approach is used to study a specific population or sample, with data collection using a questionnaire instrument and statistical data analysis to test hypotheses (Sugiyono, 2013). The study population involves all Tokopedia application users who switched to Shopee among active students of STIKes Alifah Padang for the Even Year 2022, totaling 1,274 students. The research sample was determined using the Slovin formula, and the number of respondents taken was 304 active students (Umar, 2013). The sampling technique used a random proportion method, considering that the population has members stratified proportionally. Data collection was done through questionnaires with a Likert scale of 1-5.

Operational Definition of Variables and Indicators

The independent variable is a variable that causes changes that will explain or influence positively or negatively the dependent variable in its relationship pattern. The following table outlines the instrument framework in this research

Table 2.
Operational Definition of Variables and Indicators

Variable	Definition	Indicators	Source
Variety Seeking (X ₁)	Variety seeking is a cognitive commitment to use different marketplaces for various reasons such as a desire for novelty or boredom with the Tokopedia app that has been used for a long time.	<ol style="list-style-type: none"> 1. Desire for Variation 2. Interest in Different Shopping Experiences 3. Preference for Attractive Features and Offers 4. Tendency to Take Risks in Shopping 5. Interest in Different Brands and Product 6. Motivation to Try New Brands 	Tang & Chin, (2008)
Dissatisfaction (X ₂)	Consumer dissatisfaction is the feeling of disappointment that arises after comparing the performance of the Tokopedia marketplace with what the user expected.	<ol style="list-style-type: none"> 1. Dissatisfaction with Service Processes 2. Dissatisfaction with User Convenience 3. Dissatisfaction with Service Incompatibility 4. Dissatisfaction with Usage Habits 5. Dissatisfaction with Information Dela 6. Overall Dissatisfaction 	Anisur (2017)
Brand Switching (Y)	Brand switching is consumer behavior that reflects a switch from the Tokopedia app to the Shopee app, but still within the same product category, done to enhance consumer satisfaction.	<ol style="list-style-type: none"> 1. Brand Switching Plans 2. Brand Switching Considerations 3. Possibility of Brand Switching Based on Service 4. Response to Problems 	Wong, Chang, & Yeh, (2019)

Multiple Linear Regression Analysis

Umar (2013), states that multiple linear regression analysis is a technique used to test the influence of several independent variables on the dependent variable. The multiple linear regression model in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Brand Switching Decision

α = Constant

β_1, β_2 = Regression Coefficients

X₁ = Variety Seeking

X₂ = Dissatisfaction

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e = Disturbance Error Factor

Hypothesis Testing

To prove the hypotheses formulated, the researcher will use the t-Statistic test. According to Sarwono (2018), the t-Statistic test is used to test the significant influence of independent variables on the dependent variable individually or partially. If the calculated t-value is greater than > the t-table or the significance value obtained is less than < 0.05, it means there is a significant partial influence between independent variables and dependent variables at the 95% significance level.

RESULTS

Characteristics of Respondents' Analysis Results

The majority of respondents from the total of 304 respondents, 214 people or about 70.4%, were female students. A total of 209 people or about 68.8% of the total respondents were aged between 20 and 22 years. The Nursing program had the highest contribution with 143 people or about 47.0%. Meanwhile, 115 people or about 37.8% had pocket money between IDR 1,500,001 to IDR 2,000,000 per month. A total of 204 people or about 67.1% had gold member level (20 transactions). Meanwhile, 203 people or about 66.8% actively engaged in e-commerce activities 1 to 2 times.

Validity Test Results

To evaluate the validity of the measurement tool, the Corrected Item-Total Correlation method was used with the assistance of SPSS version 16. The use of this formula allows for the analysis of the correlation between each item and the total score of the measurement tool. The benchmark for the size of the Corrected Item-Total Correlation coefficient used as a reference is 0.300.

Table 3.
Instrument Validity Test Results

No	Statement Item	Corrected Item- Total Correlation	Rule of Thumb	Conclusion
	Brand Switching			
1	Brand Switching 1	0,894	0,300	Valid
2	Brand Switching 2	0,836	0,300	Valid
3	Brand Switching 3	0,820	0,300	Valid
4	Brand Switching 4	0,813	0,300	Valid
	Variety Seeking			
5	Variety Seeking 1	0,729	0,300	Valid
6	Variety Seeking 2	0,761	0,300	Valid
7	Variety Seeking 3	0,760	0,300	Valid
8	Variety Seeking 4	0,806	0,300	Valid
9	Variety Seeking 5	0,796	0,300	Valid
10	Variety Seeking 6	0,760	0,300	Valid
	Dissatisfaction			
11	Dissatisfaction 1	0,794	0,300	Valid
12	Dissatisfaction 2	0,858	0,300	Valid
13	Dissatisfaction 3	0,796	0,300	Valid
14	Dissatisfaction 4	0,873	0,300	Valid
15	Dissatisfaction 5	0,828	0,300	Valid

No	Statement Item	Corrected Item-Total Correlation	Rule of Thumb	Conclusion
16	Dissatisfaction 6	0,824	0,300	Valid
17	Dissatisfaction 7	0,780	0,300	Valid

Source: SPSS Data Processing Results, 2023.

The validity test results for statements related to brand switching, variety seeking, and dissatisfaction indicate that all items have high Corrected Item-Total Correlation values. All these values consistently meet or exceed the threshold value of the Corrected Item-Total Correlation coefficient set at > 0.300 . Thus, it can be concluded that each statement related to brand switching, variety seeking, and dissatisfaction in e-commerce applications is valid.

Reliability Test Results

Table 4.
Reliability Test Results

Variable	Cronbach's alpha	Critical Value	Conclusion
Brand Switching (Y)	0,931	0,60	Reliable
Variety Seeking (X ₁)	0,918	0,60	Reliable
Dissatisfaction (X ₂)	0,947	0,60	Reliable

Source: SPSS Data Processing Results, 2023.

Reliability test results show that the brand switching variable (Y) has a Cronbach's alpha value of 0.931, the variety seeking variable (X₁) is 0.918, and the dissatisfaction variable (X₂) is 0.947. All these values far exceed the critical value set at 0.60. Thus, it can be concluded that all variables involved in this study (brand switching, variety seeking, and dissatisfaction) can be considered reliable variables. The measurement tool used in this study provides consistent and reliable results.

Descriptive Analysis Results

In this stage, a detailed overview of brand switching, variety seeking, and user dissatisfaction with the Tokopedia e-commerce application switching to Shopee will be explored.

Table 5.
Descriptive Analysis Results

No	Variable	Total Score	Average Score	TCR (%)	Description
1	Brand Switching (Y)	1150	3.78	75.64	Quite High
2	Variety Seeking (X ₁)	1120	3.68	73.66	Quite High
3	Dissatisfaction (X ₂)	1118	3.68	73.53	Quite Satisfied

Source: Primary Data Processing Results, 2023.

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Descriptive analysis results show that the average TCR values for all brand switching statements are 75.64%, indicating a good level of consistency in respondents' responses to the brand switching variable. This confirms that the data obtained from the questionnaire can be relied upon to represent respondents' perceptions and attitudes toward brand switching from Tokopedia to Shopee. The average TCR value for all Variety Seeking statements is 73.66%, indicating a good level of consistency in respondents' responses to the Variety Seeking variable. This reinforces the reliability of the data obtained from the questionnaire in depicting respondents' tendencies to seek variation in the online shopping experience. The average TCR value for all Dissatisfaction statements is 73.53%, indicating a good level of consistency in respondents' responses to the Dissatisfaction variable. This analysis helps understand that dissatisfaction factors motivate respondents to try new e-commerce platforms like Shopee. Although quite satisfied with Tokopedia, dissatisfaction is still quite high, indicating that some aspects of Tokopedia's services could be improved to better meet respondents' expectations.

Normality Test Results

In conducting the normality test, the non-parametric One Sample Kolmogorov-Smirnov Test is used. If the asymptotic significance value is smaller than < 0.05 , then the research model is considered not normally distributed.

Table 6.
Normality Test Results

Variable	Asymp. Sig. (2-tailed)	alpha	Conclusion
Brand Switching (Y)			
Variety Seeking (X ₁)	0,175	0,05	Normally Distributed
Dissatisfaction (X ₂)			

Source: SPSS Data Processing Results, 2023.

Normality test results using the One-Sample Kolmogorov-Smirnov show an asymp. Sig. (2-tailed) value of 0.175 for each variable. At the significance level $\alpha = 0.05$, because the asymp. Sig. value is greater than α , it can be concluded that the distribution for each variable tends to be normal.

Multicollinearity Test Results

If there is a strong correlation, it indicates a multicollinearity problem in the regression model. If the VIF (Variance Influence Factor) value is less than < 10 , and the Tolerance figure is greater than > 0.10 , then it does not contain multicollinearity.

Table 7.
Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Conclusion
Variety Seeking (X ₁)	0,171	5,831	No Multicollinearity
Dissatisfaction (X ₂)	0,171	5,831	No Multicollinearity

Source: SPSS Data Processing Results, 2023.

Multicollinearity test results show that for the Variety Seeking (X₁) and Dissatisfaction (X₂) variables, the tolerance values are 0.171 each, and the Variance Inflation Factor (VIF) values are 5.831 each. According to general criteria, if the tolerance value is greater than 0.1

and the VIF value is less than 10, it can be concluded that the variables are free from multicollinearity.

Heteroskedasticity Test Results

The presence of heteroskedasticity can be tested using the Glejser Test. If the significance value is greater than > 0.05 , then the research model is considered not to have heteroskedasticity.

Table 8.
Heteroskedasticity Test Results

Independent Variable	Sig.	α	Conclusion
Variety Seeking (X_1)	0,764	0,05	No Heteroskedasticity
Dissatisfaction (X_2)	0,227	0,05	No Heteroskedasticity

Source: SPSS Data Processing Results, 2023.

Based on the Glejser test results for heteroskedasticity, the significance (Sig.) values for Variety Seeking (X_1) is 0.764, and for Dissatisfaction (X_2) is 0.227. Using the significance level α of 0.05, it can be concluded that both Variety Seeking (X_1) and Dissatisfaction (X_2) variables are free from heteroskedasticity.

Multiple Linear Regression Analysis Results

Thus, the results of this multiple regression analysis will provide a deeper understanding of the factors that can influence brand switching in this study. The results of the multiple regression analysis are as follows:

Table 9.
Multiple Linear Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.344	.516		2.603	.010
Variety Seeking	0.131	.054	.177	2.425	.016
Dissatisfaction	0.423	.045	.686	9.387	.000

a. Dependent Variable: Brand Switching

Source: SPSS Data Processing Results, 2023.

Results of the multiple linear regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 1,344 + 0,131X_1 + 0,423X_2$$

Based on the results of the regression coefficient equation, it can be interpreted for each variable as follows:

The constant value ($\alpha = 1.344$) indicates that if Variety Seeking (X_1) and Dissatisfaction (X_2) are zero, the Brand Switching Decision (Y) will be around 1.344 units.

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The coefficient ($\beta_1 = 0.131X_1$) indicates that if Variety Seeking (X_1) increases by one unit, the Brand Switching Decision (Y) will increase by about 0.131 units. This indicates a positive relationship between Variety Seeking and the Brand Switching Decision. It means that the higher the level of Variety Seeking, the more likely someone will decide to switch brands from Tokopedia to Shopee.

The coefficient ($\beta_2 = 0.423 X_2$) indicates that if Dissatisfaction (X_2) increases by one unit, the Brand Switching Decision (Y) will increase by about 0.423 units. This indicates a positive relationship between Dissatisfaction and the Brand Switching Decision. It means that the higher the level of Dissatisfaction, the more likely someone will decide to switch brands from Tokopedia to Shopee.

Hypothesis Testing Results (t-Statistic Test)

This test is useful for proving the significance of the influence of each independent variable. According to Sarwono (2018), significance can be measured through a significance value smaller than < 0.05 . If this happens, it can be concluded that there is a partial influence and significance between independent and dependent variables at a 95% confidence level. The results of the hypothesis testing can be seen in the following table:

Table 10.
t-Statistic Test Hypothesis Testing Results

Independent Variable	α	Sig.	Conclusion
Variety Seeking (X_1)	0,05	0,016	H_1 Accepted
Dissatisfaction (X_2)	0,05	0,000	H_2 Accepted

Source: SPSS Data Processing Results, 2023.

For the Variety Seeking (X_1) variable, the significance value of 0.016 is less than the alpha (α) value set at < 0.05 . Therefore, the alternative hypothesis (H_1) is accepted, indicating that Variety Seeking significantly influences the decision to switch brands. Furthermore, for the Dissatisfaction (X_2) variable, the significance value of 0.000 is also less than the alpha (α) value set at < 0.05 . Thus, the alternative hypothesis (H_2) is also accepted, indicating that Dissatisfaction significantly influences the decision to switch brands. With these results, it can be concluded that both independent variables, Variety Seeking and Dissatisfaction, have a significant impact on the decision to switch brands from the Tokopedia e-commerce application to Shopee.

DISCUSSION

Effect of Variety Seeking on Brand Switching Decision

The t-Statistic test results show that Variety Seeking (X_1) has a significant influence on the Brand Switching Decision (Y) with a significance value (Sig.) of 0.016, which is smaller than the alpha (0.05). The Variety Seeking coefficient ($\beta_1 = 0.131X_1$) indicates a positive relationship between Variety Seeking and the Brand Switching Decision. This means that the higher the level of Variety Seeking, the more likely someone is to decide to switch brands from Tokopedia to Shopee. Therefore, it can be concluded that there is a significant positive influence between the tendency to seek variety in online shopping experiences and the decision to switch brands, as measured by the shift of Tokopedia app users to Shopee.

The positive influence of Variety Seeking on the Brand Switching Decision can be explained by the fact that consumers with a tendency to seek variety in online shopping experiences are more open to trying new e-commerce platforms that offer different features and experiences. Thus, STIKes Alifah Padang students with a high interest in product and service variety tend to choose to switch to the Shopee app as an alternative that can satisfy

their variety preferences.

This finding aligns with previous research highlighting the role of variety seeking in the context of brand switching decisions. Studies by Septiani, Purwanti, & Toto (2020), Indriani (2020), Montolalu, Mandey, & Poluan (2018), Hartati Remantis & Febsri (2019), Bashori (2018), Yunita & Rosa (2016), Suharseno, Hidayat, & Dewi (2013), Arianto (2013), found that the need for variety has a positive and significant influence on brand switching decisions. Therefore, this research contributes to understanding the factors motivating STIKes Alifah Padang students to switch from Tokopedia to Shopee, specifically in the context of variety seeking.

Effect of Dissatisfaction on Brand Switching Decision

The t-Statistic test results show that Dissatisfaction (X2) also has a significant influence on the Brand Switching Decision (Y) with a significance value (Sig.) of 0.000, which is much smaller than the alpha (0.05). The Dissatisfaction coefficient ($\beta_2 = 0.423$ X2) indicates a positive relationship between Dissatisfaction and the Brand Switching Decision. This means that the higher the level of Dissatisfaction, the more likely someone is to decide to switch brands from Tokopedia to Shopee. Therefore, it can be concluded that there is a significant positive influence between the level of dissatisfaction with Tokopedia services and the decision to switch brands among app users to Shopee.

The positive influence of Dissatisfaction on the Brand Switching Decision can be explained as consumers' response to their dissatisfaction with the services or procedures provided by Tokopedia. Consumers who are dissatisfied with Tokopedia's services tend to seek alternatives that are expected to provide a more satisfying shopping experience, and Shopee becomes an attractive choice to fulfill those expectations.

This finding is consistent with previous research highlighting the role of dissatisfaction in brand switching decisions. This research aligns with studies by Septiani, Purwanti, & Toto (2020), Indriani (2020), Montolalu, Mandey, & Poluan (2018), Hartati Remantis & Febsri (2019), Bashori (2018), Yunita & Rosa (2016), Suharseno, Hidayat, & Dewi (2013), Arianto (2013), which found that consumer dissatisfaction has a significant positive influence on brand switching decisions. Tokopedia's services and procedures can serve as triggers for STIKes Alifah Padang students to switch to using Shopee. Thus, this research contributes to understanding the factors motivating brand switching decisions in the e-commerce environment, particularly concerning dissatisfaction.

CONCLUSION

In the brand switching of e-commerce app users from Tokopedia to Shopee among STIKes Alifah Padang students, this research presents significant results. Data analysis results show that:

1. Variety Seeking has a significant positive influence on the Brand Switching Decision among STIKes Alifah Padang students with a significance value (Sig.) of 0.016, smaller than alpha (0.05) and a coefficient value of 0.131.
2. Dissatisfaction also has a significant positive influence on the Brand Switching Decision among STIKes Alifah Padang students with a significance value (Sig.) of 0.000, much smaller than alpha (0.05), and a coefficient value of 0.423.

SUGGESTIONS

Based on the results of this research, several suggestions can be proposed for relevant

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stakeholders, including e-commerce platforms, universities, and future researchers:

1. Tokopedia can improve and enhance its services, as well as identify and rectify issues that lead to consumer dissatisfaction.
2. Tokopedia and other e-commerce platforms need to continue innovating in products and services to meet consumer variety-seeking needs.
3. Provide users with an understanding of the advantages and disadvantages of each platform, enabling them to make better decisions regarding brand switching.
4. Further research can be conducted to delve into other factors that may influence brand-switching decisions, enriching our understanding of consumer behavior.

ACKNOWLEDGMENTS

I would like to express my deepest appreciation and gratitude to Sekolah Tinggi Ilmu Kesehatan Alifah Padang for the collaboration and permission granted to conduct this research. The permission to involve students from STIKes Alifah Padang as research subjects in the context of Shopee users is highly significant for the smooth progress of my study. This collaboration adds value and success to the research by providing a deeper understanding of user behavior in the context of the Shopee application. I appreciate the support and cooperation extended by the STIKes Alifah Padang in granting permission and facilitating the smooth progress of this research. May the findings of this study contribute positively and be beneficial for the advancement of knowledge. Thank you for this opportunity, and I hope for continued collaboration in the future.

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