

The Influence of Prices, Advertising Attractiveness, Celebrity Endorsers, and Dissatisfaction with Brand Switching on Smartphone Consumers in Mataram City, Indonesia

Muhammad At-Thariq¹, Handry Sudiarta Athar¹, Lalu M. Furkan¹

¹ *University of Mataram*

Jl. Majapahit No 62 Mataram, Nusa Tenggara Barat, Indonesia

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Corresponding Author:

Handry Sudiarta Athar

handrysudiarta@gmail.com

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Abstract. This research aims to determine the influence of price, advertising attractiveness, celebrity endorsers, and consumer dissatisfaction with brand switching. The population of this study is people who live in the city of Mataram, Indonesia. This research recruits one hundred respondents using the purposive sampling technique. Due to the relatively small number of samples, this study considered analysis using SEM Analysis with the help of the Smart-PLS Program. The results showed a positive and significant influence of all independent variables: price, advertising attractiveness, celebrity endorser, and consumer dissatisfaction on brand switching. The results of this study can be a reference and consideration for companies in determining prices. In marketing smartphone products, companies must also carefully choose the correct public figure to become a brand ambassador because a figure's good image indirectly increases customer trust. The right public figure must also be supported by advertising that is easily remembered and memorable for customers.

Keywords: Price; Advertising Attractiveness; Celebrity Endorser; Consumer Dissatisfaction; Brand Switching.

INTRODUCTION

The rapid pace of competition in the business world in the era of globalization is occurring due to technological changes and the increasingly advanced flow of information. The buyers will dominate the market more than sellers because competition between similar companies will create a buyer market. Buyers will start looking for brands that can meet their needs by looking at the products offered. This phenomenon can also be seen in Smartphone consumers in Mataram City. Based on a preliminary study conducted by researchers on 20 smartphone consumers in Mataram City, 78.9% of respondents said that consumers switched from Samsung products to different smartphone brands because they felt dissatisfied after using Samsung Smartphone products.

Meanwhile, 52.6% of respondents said that consumers switched from Samsung products to other brands of Smartphones because they wanted to stop using Samsung Smartphones, and 89.5%

of respondents stated that consumers switched from Samsung products because they wanted to find variations on other brands of Smartphones. This shows that the people of Mataram City selected as respondents made a brand switch from Samsung products to other brands of smartphones relatively high. The company allows consumers to switch brands from one brand to another because the company offers several variations of product choices in the form of goods and services that provide opportunities for consumers to make purchases with a wide selection of products according to what the consumers want.

Brand switching behaviour reflects the rebranding of products that consumers usually consume with products from other brands [1, 2]. This brand-switching behaviour is the continued behaviour of consumers as a result of evaluation after using the products they consume. But in reality, the brand offering of products or services available in the market becomes an alternative for each individual so that consumers compare

brands to choose according to their wants and needs. The author [3] argues that intrinsic and extrinsic factors can cause brand-switching behaviour. This research focuses on outside factors, namely price, advertising attractiveness, celebrity endorsers, and consumer dissatisfaction.

The primary impulses influencing affection, cognition and consumer behaviours are price, advertising attractiveness, celebrity endorsers, and dissatisfaction [4]. Therefore, companies need to increase product sales and market share by paying attention to costs, advertising attractiveness, celebrity endorsers, and dissatisfaction according to consumer needs and desires.

Price is the first factor in consumers' decision to make a brand change. The market demand benchmark for a product occurs at a price set by the company. So, declining sales and reduced market share can occur due to improper product pricing [5]. The results of previous studies have shown that price has a positive and significant effect on the decision to switch brands to other brands [6, 7, 8, 9]. However, the study is different from the research results of [10, 11], which showed that price did not significantly affect Brand Switching. In addition to price, advertising attractiveness also plays a role in Brand Switching. According to [6, 12, 13], advertising attractiveness positively affects brand switching. These results are inversely proportional to the research results [14, 15, 16, 17], which found that advertising appeal had no positive effect on brand switching.

The next factor that affects brand switching is celebrity endorsers. Endorsers are advertising stars companies use to attract the public's attention so that they are interested in buying the products offered. This is undoubtedly the primary support for brands in attracting consumers because they use many advertising stars. These artists are well known by the public and often appear on the screen. This is relevant to [18] that celebrity endorsers positively affect brand movement. The results of research [19] show that celebrity endorsers positively affect brand switching. Research results [20] concluded that celebrity endorsers positively affect the brand transfer. However, it is different from the research conducted by [21] that the results of celebrity endorsers have little impact on brand switching. Results [18] show that celebrity endorsers have no significant effect on brand switching.

In addition, brand switching can also be caused by feelings of dissatisfaction because the quality provided could be better [22]. Consumer dissatisfaction is a discrepancy in consumer expectations after comparing performance or outcomes on a product. Authors [23, 24, 25, 26], in their respective studies, explain that dissatisfaction significantly influences brand-switching decisions. Inversely proportional to the results of [8, 11, 27], dissatisfaction has no significant effect on brand change decisions. The differences in the study results became the basis for researchers researching brand switching.

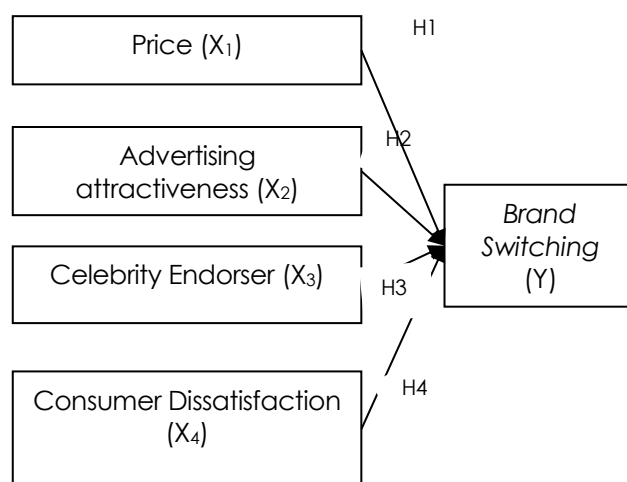


Figure 1 – Conceptual Framework

METHOD

This research is quantitative research with an associative approach. This research will analyze the influence of price, advertising attractiveness, celebrity endorsers, and consumer satisfaction on brand switching among smartphone consumers in Mataram City. The population in this study is the entire community in Mataram City. The sampling technique used is non-probability sampling with a purposive sampling approach, where researchers choose purposive samples subjectively [28]. The model in this study was 100 respondents with age criteria of more than 17 years and Smartphone users in Mataram City. Below is the result of the respondent's characteristics.

Table 1 – Characteristics of Respondents

Characteristic	Respondent Profile	Amount	%
Gender	Male	43	43
	Female	57	57
Age (Years)	17-30	97	97

Characteristic	Respondent Profile	Amount	%
	31-40	2	2
	41-60	1	1
	>60	0	0
Occupation	Unemployed	18	18
	Private Employees	28	28
	Teacher	5	5
	University Student	41	41
	Freelancer	3	3
	Entrepreneur	5	5
Education	Junior High School	2	2
	Senior High School	48	48
	Diploma	8	8
	Under/postgraduate	52	52

To test the influence of price, advertising attractiveness, celebrity endorsers, and consumer satisfaction with brand switching, the SEMPLS data analysis method was used. Researchers evaluate the measurement model/outer model and structural model/inner model. The measurement model is evaluated by assessing the value of the loading factor, composite reliability, and Cronbach's alpha, as shown in Table 2.

Table 2 – Summary of Outer Model Test Result

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability
Price (X1)	H1	0,711	0,865	0,717
	H2	0,68		
	H3	0,731		
	H4	0,605		
	H5	0,720		
	H6	0,692		
	H7	0,774		
	H8	0,794		
Advertising Attractiveness (X2)	DTI1	0,815	0,813	0,776
	DTI2	0,853		
	DTI3	0,721		
	DTI4	0,859		
	DTI5	0,821		
	DTI6	0,806		
	DTI7	0,740		
	DTI8	0,876		
Celebrity Endorser (X3)	CE1	0,820	0,845	0,723
	CE2	0,806		
	CE3	0,877		
	CE4	0,803		
	CE5	0,809		
	CE6	0,732		
Consumer Dissatisfaction (X4)	KE1	0,789	0,854	0,765
	KE2	0,756		
	KE3	0,807		

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability
	KE4	0,602		
	KE5	0,793		
	KE6	0,534		
Brand Switching (Y)	BS1	0,812	0,876	0,709
	BS2	0,839		
	BS3	0,890		
	BS4	0,909		
	BS5	0,819		
	BS6	0,848		

Based on the data in the table above, it is concluded that all variables, namely price, advertising attractiveness, celebrity endorsers, consumer dissatisfaction, and brand switching, have met the requirements of Composite Reliability and Cronbach's Alpha because the value is above the recommended figure of > 0.70 which means that all variables have met the reliable criteria. In addition, if the value of Cronbach's Alpha is between 0.80-1.00, the reliability is declared suitable. At the same time, if the value of Cronbach's Alpha is at ≤ 0.60 , then the variable is categorized as poor reliability, so based on the table above, it can be concluded that all indicator items are declared reliable.

In addition, the outer model can also be measured using discriminant validity, namely by looking at the average variance extracted value (AVE). The recommended value is above 0.5, while AVE square root value is greater than the correlation value between constructs. Nilai AVE Root Square in this study is in the following table:

Table 3 – Average Variance Extracted (AVE) Root Square Correlations

Variable	X1	X2	X3	X4	Y
X1	0,774				
X2	0,688	0,817			
X3	0,451	0,438	0,675		
X4	0,540	0,596	0,439	0,734	
Y	0,554	0,444	0,478	0,542	0,776

Because the cross-loading value of each variable of this study averages > 0.6, it is declared to meet the discriminant validity requirements.

Brand switching has an R^2 of 0.452, which means that the variables X1, X2, X3, and X4 can explain the variation of Brand Switching of 45.2%, whereas the remaining 54.8% is explained by other factors not examined. The value of R^2 is

0.67; 0.33; 0.19 indicates a robust, moderate, and weak model. So, the model of this study is a reasonable structural model.

RESULTS AND DISCUSSION

To assess the significance of the predictive model in testing the structural model can be seen from

the p-value between the independent variables to the dependent variable. The results of the inner model test using the P-value can answer the hypotheses of the research model, as shown in Table 4.

Table 4 – Hypotheses Test Results

Hypothesis	Original Sample	P-Value	Description	Conclusion
H1: (X1-> Y)	2,945	0,003	Positive and Significant	Hypothesis Supported
H2: (X2 -> Y)	2,438	0,015	Positive, significant	Hypothesis supported
H3: (X3-> Y)	2,092	0,037	Positive and Significant	Hypothesis Supported
H4: (X4 -> Y)	5,191	0,000	Positive and Significant	Hypothesis Supported

Price has a positive and significant effect on brand switching.

Hypothesis 1 of this study is supported when it is found that price positively and significantly affects brand switching. This is because most respondents think that the cost of smartphones is quite affordable and varied, which influences them to change brands. The results of this study support research by [6, 7, 8, 9]. That is, if the price of a Samsung smartphone previously used is higher than other brands' Smartphone products, customers will most likely switch to a different brand.

Hypothesis 2 of this study is supported where it is stated that the attractiveness of advertising has a significant positive effect on brand switching. This is because most respondents think that the advertisements offered by smartphones are attractive and communicative so that they always remember the ad, the message from the smartphone advertisement is easy to remember and understand and leaves a pleasant impression. In addition, smartphone advertisements shown on television and print media are different and do not imitate other brands' advertising ideas. These smartphone advertisements are shown also give consumers surprises about what they witness. On the other hand, smartphone advertising messages have an attractive meaning to the target consumer, advertising messages have a beautiful sense to the target consumer, and have a feeling of liking for the smartphone brand.

The attractiveness of advertising is one of the things that must be considered. This study's results align with research by [12], which states

that advertising attractiveness positively affects brand switching.

Hypothesis 3 of this study is supported, where it was found that celebrity endorsers significantly positively affect brand switching. This is because most respondents because most endorsers are honest in conveying information, the message given by endorsers is trustworthy, celebrity endorsers can review a smartphone product, celebrity endorsers can attract consumers of smartphone products, the appearance when becoming a celebrity endorser of smartphones is beautiful, and celebrity endorsers of smartphone products are mostly celebrities that are liked by the public.

Many factors cause brand changes. One way for the audience to be interested in paying attention to and receiving messages from an advertisement is to use a celebrity figure as an advertising star, known as a celebrity endorser. Using celebrities with a good reputation can indirectly attract to help promote a brand. Celebrities also have the power to be used as a tool to persuade, seduce and influence target consumers, namely with their fame. The results of this study are relevant to previous research by [19, 20, 21], who concluded that celebrity endorsers positively affect brand transfer.

Hypothesis 4 is supported where dissatisfaction significantly positively affects brand switching. This is because most respondents think smartphones often experience freeze and are slow to respond to orders, making customers want to change brands. Smartphones do not have fast and stable internet access speeds, the fea-

tures that smartphones have are not as desired, the applications provided by smartphones are easy to access due to paid applications, and the features provided by smartphones are different from what consumers expect.

Consumer dissatisfaction is one of the factors causing brand switching [1]. The authors explain that the blow has a significant influence on brand-switching decisions. According to them, dissatisfaction can be investigated as one factor causing consumers to move to another brand. This study's results align with the research of [23, 24, 25], which states that dissatisfaction has an influence and is significant to the decision to rebrand.

CONCLUSIONS

Based on the analysis and results, the price positively and significantly affects brand switching. This means that the cost of smartphones is affordable by consumers influencing you to change brands, the prices offered by smartphones vary according to type, smartphones have prices that can compete with other smartphones, the prices shown by smartphones are cheaper, smartphone prices are by the features on smartphones, and the prices offered by smartphones are by the quality of the products provided.

In addition to price, advertising attractiveness significantly positively affects brand switching. This means that the advertisements offered by smartphones are attractive and communicative so that they always remember the ad, the message from the smartphone advertisement is easy

to remember and understand and leaves a pleasant impression. Smartphone advertisements shown on television and print media are different and do not imitate part or all of the advertising ideas of other brands, smartphone advertisements that are aired surprise consumers with what they witness. Smartphone advertising messages have an attractive meaning to the target consumer. Advertising messages have an exquisite sense of the target consumer and have a feeling of liking for the smartphone brand.

Celebrity endorsers have also proven to have a significant positive effect on brand switching. This means that the message conveyed by the endorser can be trusted when he becomes a celebrity endorser of smartphone products, celebrity endorsers can review a smartphone product, celebrity endorsers can attract consumers of smartphone products, the appearance when becoming a celebrity endorser of smartphones is beautiful, and as a celebrity endorser of smartphone products are celebrities that are liked by the public. Meanwhile, dissatisfaction was also found to have a significant positive effect on brand switching. This means that most respondents think that smartphones often experience freezes and are slow to respond to orders to make customers want to change brands, smartphones do not have fast and stable internet access speeds, the features that smartphones have are not as desired, the applications provided by smartphones are easy to access due to paid applications. The features provided by smartphones are less expected to make respondents want to switch brands.

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