

BRAND TRANSFER BY HANDPHONE CONSUMERS IN THE CITY OF JUANG BIREUEN

Ariska¹, Mulyadi Mulyadi², Imam Malik³, Lakharis Inuzula⁴

Email : emalia.arisca@gmail.com

Abstract: *Various studies that have been carried out in the City of Juang Bireuen to see how far mobile phone consumers have switched to other brands, the findings or results of this study show a very significant impact on the switching of mobile phone brands, so that mobile phone manufacturers are charged with the desires that are of interest to consumers. The results carried out in the City of Juang Bireuen with respondents who had changed to another cellphone brand at least 1 time with 100 respondents the sample population showed that all averages were influenced by advertisements, price changes, and dissatisfaction in a cellphone brand, causing brand switching. The results of this study indicate that advertising has a positive and significant effect on the transfer of mobile phone brands. Likewise, price changes have a positive and significant effect on the transfer of mobile phone brands. Both with dissatisfaction have a positive effect on switching brands of mobile phones. Price changes strengthen the relationship between advertising and brand switching with interaction, meaning that price changes are purely an interaction variable. Likewise, price changes strengthen the relationship between dissatisfaction with brand switching and interaction. Based on the results of this study, there are several recommendations for consumers and mobile phone manufacturers, with increasing consumer interest in changing cellphone brands, it is an important task for manufacturers to be able to satisfy consumer desires*

Keywords : *Advertisement, Price Change, Dissatisfaction, Brand Switching*

PENDAHULUAN

The rapid development of mobile phones in Indonesia is assessed because these products have become a primary need for the community, especially in the City of Juang Bireuen. Everyday human life cannot be separated from the need to communicate remotely with others. Mobile phone technology is always progressing from time to time. Currently, mobile phones that adopt the latest technology are called smartphones. Even though it is sophisticated and modern, standard functions or features still exist, just like mobile phones that still

use old technology, with many features and brands that promise different advantages, making consumers seem to be able to switch to other brands.

In terms of cellphone brands, they have their own power of interest among cellphone users, brands sometimes have the satisfaction of being owned. The large number of mobile phone sellers in the city of Juang Bireuen makes producers ready to follow the development of consumer needs. The high interest of the residents of the City of Bireuen towards cellphones which resulted in the transfer of

brands, because the products/mobile phones that used to lose competitiveness with the latest brands with complete quality features, durability, and relatively cheap prices.

The increasing needs of the residents of Juang Bireuen City for communication affect the number of mobile phone brands that compete in the market, so it takes the right strategy to attract people's interest in choosing a mobile phone brand. Every cellphone manufacturer must know the habits that influence people to prefer the cellphone brand over other cellphone brands. This study aims to determine what factors influence people to switch to other brands.

According to (Keller, 2012) a brand is a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify the goods or services of one seller or group of sellers and to differentiate the goods or services of one seller or group of sellers and differentiating the brand from competitors".

The phenomenon of brand switching by consumers has also penetrated Juang Bireuen City. The development of various mobile phone brands stimulates consumers to switch brands. This is due to the quality and features offered by mobile phone manufacturers who are able to provide good references to consumers, such as Korean manufacturers who offer quite "phenomenal" models, namely smartphones with foldable screens. The smartphone can serve two functions, the first as a mobile phone as well as a tablet so that it has high mobility and may be that is what makes the price of this smartphone expensive. So that consumers are willing to leave the old cellphone brand and make a decision to move a new brand.

The results of the preliminary research that the researchers conducted on 20 residents of the City of Juang Bireuen showed that the 20 people or 100% of them had made a brand switch. The reason they switch brands is because old cellphones no longer support today's features and operating systems, which of course require more space to operate. This is in line with the opinion of (Acharya & Gupta, 2014) which states that the emergence of various kinds of similar products with different brands has the potential to encourage consumers' desire to try something new.

Brand switching is also affected by advertising. (Kumar, D.P. & Raju, 2013) in their

research "The Role of Advertising in Consumer Decision Making" found that advertising is able to change consumer opinions about certain products. Advertising has always been known as one of the key factors that influence consumer decision-making processes. to an endless supply of advertising. Understanding consumer information search behavior and search results can help marketers plan advertising media/content so as to achieve delivery to consumers, sometimes consumers trust word of mouth more in assessing a product and it sometimes affects their purchasing decisions than advertising. always on air something new, entertaining, and something that can attract their attention.

Boring ads will not last long in the minds of consumers. Therefore, entertainment has been cited as a significant advertising strategy to increase the effectiveness of advertising and encourage them to make purchases. There are several studies describing the impact of advertising on consumer behavior. (Bolaito, 2012) analyzed that how the effectiveness of advertising plays a role in brand selection and how consumers give preference to certain brands in the telecommunications industry, a study using various Nigerian companies. Researchers used quality, availability, advertising and price variables to influence brand switching. The findings show that people prefer to be trusted by advertisements by mobile phone manufacturers. Advertising includes a variety of communication functions that make it relatively high priced. The various functions according to (Shimp, 2014) are as follows: Providing Information, Persuading, Reminding, Giving Added Value, Assisting. The results of a preliminary study that researchers conducted on 20 residents of Juang Bireuen City showed that 15 people or 75% of the people made a brand switch because it was influenced by advertising. and 5 other people or 25% of the community were recommended by friends. This is in line with Lu-Hsu and Hsien-Chang in (Djastuti, 2012) who argue that advertising provides incentives and incentives for consumers to switch brands. Consumers with different levels of advertising perception have various possibilities to switch brands.

Chatrin and Karlina (Susilo et al., 2016) as for. Factors that influence brand switching include pricing that causes consumers to switch to other brands, which consist of comparison prices, costs, charges, and promotional prices. (Daryanto, 2013) defines price as the amount of money billed for a product. or the sum of values that consumers

exchange for the benefits of owning or using the product. Another concept of price is the amount of money that generates income (Pakkanna, 2013). More than 90 percent of retailers in the market screen their competitors' prices on a regular basis. For price changes are psychological constructs that are relevant to sales success, because they affect consumers in making decisions and selling margins. At the same time, it can help mobile phone manufacturers to exploit the "willingness to pay" consumers. (Keller, 2012) Price is one element of the marketing mix that generates revenue, the other elements generate costs.

(Mandey, 2013) Price is the only element of the marketing mix that generates sales revenue because the other element is incurring costs. Price will always be the main concern of consumers before making a purchase decision, the price level was found to positively influence intentional behavior mainly because price changes establish the brand image in the eyes of consumers. For the convenience of consumers, producers make price choices into two types of products based on the price of brands with high prices and brands with low prices (Swani & Yoo, 2010). Expensive brands are brands in the market whose image is seen as a key factor. (Peter, 2014) perception of price includes how price information of a brand can be understood by consumers and meaningful to them. When price cognitive works, consumers will compare the stated price with a price or price range that consumers imagine for a product. low prices tend to be purchased with consumers relying on perceived value for the price. Consumers will usually look for low prices from these brands or substitutes to get the best product (Swani & Yoo, 2010)

(Oentoro, 2012) Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of consumer information. The role of price allocation is a function of price in helping buyers to decide the buyers to decide how to obtain benefits. While the role of price information is a function of price in "educating" consumers about product factors, such as quality. The common perception is that high prices reflect high quality. If the rate of change in price is at its peak but the quality or features match consumer expectations of the previously lower brand, but feature complete other brands may feel fair and more willing to pay the previous price, to switch to another brand with better quality. Research conducted by (Saputro, 2013) states that price has a significant effect on

brand switching. Based on this statement, the price can influence consumers to use the product, because according to (Jayawijaya et al., 2017) which shows that the benefits obtained by consumers with the price of the product, if the price is in accordance with the consumer's desire for the product, then he will switch brands at a higher price. According to (Hult, Pride, 2012) that price is the value paid for a product in a marketing exchange, simply the term price can be interpreted as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utility/usefulness required to obtain a service (Hult, Pride, 2012) Product price indicators are price affordability, price compatibility with product quality, price competitiveness, price suitability with benefits. The results of the preliminary research that the researcher conducted on 20 residents of Juang Bireuen City showed that 20 people or 100% of the people made a brand switch due to high prices. the previous product when compared to other similar brand products and tend to offer the same features and operating system. This agrees with (Sarwat Afzal, Aamir Khan Chandio, Sania Shaikh, Muskan Bhand, Bais Ali Ghumro, 2013) that the product price variable has a positive effect on brand switching, so that if there is a change in price it will result in a brand shift.

In addition to advertising variables and price changes, consumer dissatisfaction can also influence consumers to make brand switching decisions. according to Tjiptono (2010) dissatisfaction is defined as a discrepancy in the expectations that a person feels after comparing the performance or outcome of a product. Consumers who are dissatisfied will look for information on other product choices or can stop using or buying these products and even recommend and influence others not to buy these products (Kotler, Philip & Keller, 2013) Consumer dissatisfaction is one of the reasons that causes brand switching. because if the customer is dissatisfied with a product and it is not in accordance with his expectations, the customer will look for information on other product options, and may stop buying products that are not in accordance with his wishes and needs or provoke people around him not to buy the product, according to (Suharseno et al., 2013). Consumers switch brands not only because they are not satisfied with the brand they are using, but it could be because they want to try a new brand.

Tlasi and Wulandari (2014) in their research found that consumer dissatisfaction has a positive effect on brand switching. A product that is

not in accordance with its brand image will result in consumers feeling disadvantaged so as to encourage these consumers to try other options that are felt to be in accordance with what they want and need. Consumers who are not satisfied will be disappointed with the choice of products used or can stop using the brand. The same applies to switching to a new brand with the desired features and brand image so that it dares to provide better results information for the product (Kotler, Philip & Keller, 2013). According to Tjiptono (2011: 453) consumer dissatisfaction includes: complaints, feedback, warranty costs, product recalls, negative contagion, and consumers switching to competitors. To understand consumer dissatisfaction, it is important to get a clear understanding of satisfaction. Tjiptono (2012), consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled.

Indicators that characterize consumer dissatisfaction according to (Indrawati & Untarini, 2017), are as follows: There are perceived complaints, Incompatibility of quality and expectations, Negative experiences. Dissatisfaction felt by consumers makes brand switching behavior. If consumers are not satisfied, consumers are likely to change products or other brands and complain to producers, retailers, and other consumers, according to (J. P. Peter & J. C. Olson, 2014). The results of the preliminary research that the researchers conducted on 20 residents of Juang Bireuen City showed that the 20 people or 100% of the people made a brand change due to dissatisfaction with the previous brand because the features and operating system were not as sophisticated as a number of other brands and did not match expectations, dissatisfaction guaranteed consumers to move. While satisfaction does not promise the fulfillment of consumer needs.

Brand switching has a definition as a process of how consumers switch from using a product to another similar product. According to (Sarwat Afzal, Aamir Khan Chandio, Sania Shaikh, Muskan Bhand, Bais Ali Ghumro, 2013) even though consumers are very satisfied with a product in fact in everyday life, consumers will switch from one brand to another. This case is very developed in the City of Juang Bireuen with the existence of advertisements and changes in prices offered by mobile phone manufacturers, giving rise to their own dissatisfaction with the brand they own. Especially those that most influence consumers in brand switching are advertisements that always

show products that attract consumers, without them realizing that consumers have been affected by advertisements that are always broadcast in print media or online media, various ways producers create the best advertisements so that advertising interest becomes a problem for brand switching. In the city of Juang Bireuen, social jealousy is also sometimes a separate competition by cellphone manufacturers to be able to achieve sales targets among the community, various features offered by manufacturers. (Sarwat Afzal, Aamir Khan Chandio, Sania Shaikh, Muskan Bhand, Bais Ali Ghumro, 2013) Many mobile phone manufacturers are ready to compete with advertisements and the prices offered.

Prices also affect consumers when switching brands, they also see the difference in prices offered by mobile phone manufacturers. Low prices with the quality that is expected with the appropriate features needed by consumers from previous cellphone brands. The decrease in the price of cellphones that has been wanted for a long time has become a shift in cellphone brands, because the price is in accordance with what is expected by consumers, the price of cellphones can be achieved to buy the desired brand. So that brand switching is rife among people aged 30 years and over in Juang Bireuen City. Why is the brand switching so fast among the people, especially the expected dissatisfaction. With low prices they can get more mobile phones than the previous brand, when consumers are not satisfied with the previous brand, of course they will switch to another brand. Manufacturers must pay attention to the needs and desires of consumers, because if they are not satisfied with the expected results, consumers will definitely switch to other brands.

The purpose of this study is to explain the effect of advertising and price changes of dissatisfaction on brand switching by mobile consumers in the city of Juang Bireuen. The urgency of the research in this study is expected to provide information to suppliers and consumers in Juang Bireuen City regarding the decision to switch mobile phone brands that are better than the previous brand.

RESEARCH METHODS

This study aims to see the nature and relationship between variables and to determine the effect of the independent variable on the dependent variable and its effect on the moderating variable. This research was conducted in the city of Juang Bireuen for those who use mobile phones at least 1

variabel	Items Questi on	Correl ation coeffi cient	Reliab ility Coeffi cient
Advertising	A1	0,703	0.866
	A2	0,617	
	A3	0,730	
	A4	0,669	
Price changes	B1	0,906	0.886
	B2	0,970	
Dissatisfacti on	C1	0,905	0.908
	C2	0,987	
	C3	0755	
	C4	0,753	
	C5	0,752	
	C6	0,689	
	C7	0,602	
	C8	0,455	
Brad Switch	Y1	0,779	0.836
	Y2	0,909	
	Y3	0,799	
	Y4	0,678	
	Y5	0,689	

time to change brands. This research cannot be ascertained the exact number, so the determination of the number of samples used in this study using the iteration method with a sample of 96 respondents. Non-Probability Sampling was chosen because in this study there was no complete

sampling frame, such as the unknown population size in this study. research (Ferdinand, 2011) This study mainly uses quantitative data (from questionnaires). Data through questionnaires, a statement with a rating scale of Strongly Agree answers is given a value of 5, Agree is given a value of 4, Neutral is given a value of 3, Disagree answers are given a value of 2 and The answer Strongly Disagree was given a score of 1 Using simple random sampling, the number of samples was 100. A questionnaire designed to assess the indicators of Advertising, Price Change, Dissatisfaction and Brand Switching. Using a point 1 to 5 Likert Scale. The questionnaire has been tested from 100 samples from the population but outside the research sample to measure validity and reliability, respectively, as reported in table 1.

Source: primary data processing (2021) SPSS

Note:

1. The item validity coefficient was calculated using the Pearson Product-Moment Correlation Formula (Nolan & Heinzen, 2012).

2. The reliability coefficient of the questionnaire is calculated using the Cronbach Alpha formula (Sekaran & Bougie, 2013)

The sample is part of the number and characteristics possessed by the population. (Sugiyono, 2017: 80) the sample is part of an object that has a population. By considering the funds, time, effort and accuracy in analyzing the data. Because the population is unknown, the sampling is done using the Lemeshow formula as follows:

$$n = [Z a/2]^2$$

E

$$n = [1,96]$$

0,20

$$n = 96,04$$

Information :

N : Sample Size

Za/2 : The standard value of the list is outside the normal standard how the level of confidence

(a) 95%.

E : The level of determination used by stating the maximum error is 20%

Based on the above calculations, the number of samples used is 96.04 respondents. In order for this research to be more fit, the sample is taken to be 100. So the number of samples that will be used in this study is 100 respondents.

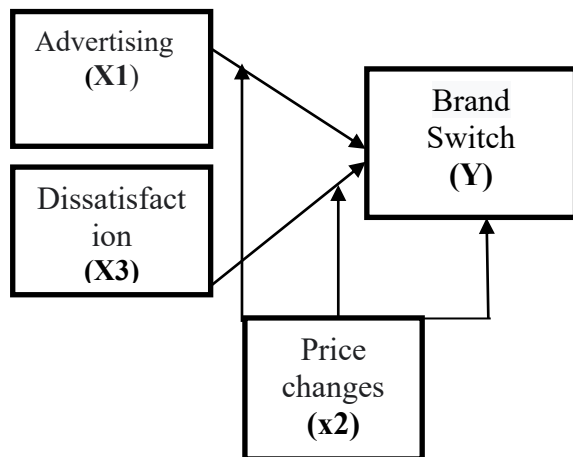


Figure 2.1. Research Model

The results of the Interaction Test (Moderate Regression Analysis) were used to determine the effect of the independent variables on advertising, dissatisfaction and price changes on the dependent variable brand switching. The independent variables and the dependent variable have a linear relationship which is expressed by the model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_1 + b_3X_1 X_3 + b_4X_2 X_3 + e$$

Where :

Y =Dependent Variable (Brand Switch)

a =Constant Value

b1 =Advertising Variable Regression Coefficient

b2 =Regression Coefficient of Dissatisfaction Variable

b3 =Regression Coefficient of Variable Price Change

b3 =Regression Coefficient of Variable Price Change

b4 =Variable Regression Coefficient of Price Change and Dissatisfaction

X1 =Advertising Variables

X2 =Variable Price Change

X3 =Dissatisfaction Variable

X1 X2 =Advertising Variables and Price Changes

X3 X2 =Variables of Dissatisfaction and Price Changes

Testing the results using an iteration test after all classical assumptions are tested that the model can be used. The interaction test was carried out to see the effect of moderation on the relationship between the independent variable and the dependent variable based on a questionnaire score of 100 population of mobile phone users in Juang Bireuen City.

This study uses an interaction approach to explain variations in brand switching which are influenced by the interaction of three independent variables, namely advertising, price changes and dissatisfaction. Besides that, Normality test and linearity test, the main effect of each independent variable on the dependent variable will be interpreted to answer the research results.

RESULTS AND DISCUSSION

Before conducting the interaction test (Moderate Regression Analysis), the normality test was carried out first. Test the normality of the data from the research sample using the one sample Kolmogorof Smirnov test. This procedure is used to test the research sample from a population with a normal distribution. Normality Test Data from the Research Sample can be described in table 1. Based on the results of the Normality Test, the probability or Asymp number is obtained. Sig. (2-tailed) 0.991, this value is greater than 0.05 or using a significance level of 5%. This figure illustrates that the distribution of data does not show deviations from the normal curve, this means that the distribution of data has met the assumption of normality to analyze the data sample to produce conclusions from the population.

		Unstandardized Residual
N		
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.85419224
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.072
Kolmogorov-Smirnov Z		.437
Asymp. Sig. (2-tailed)		.991

a. Test distribution is Normal. (Ghozali, 2016)

Source: SPSS Statistical Processing Results 25

Variabel Bebas	Collineary Statistics		Information
	Tol	VIF	
Advertising	0,956	1,038	There are no symptoms of multicollinearity
Price changes	0,650	1,439	There are no symptoms of multicollinearity
Dissatisfaction	0,667	1,575	There are no symptoms of multicollinearity
Advertising *Price Change	0,868	1,175	There are no symptoms of multicollinearity
Dissatisfaction *Price Change	0,924	1,097	There are no symptoms of multicollinearity

A good regression model should not have a

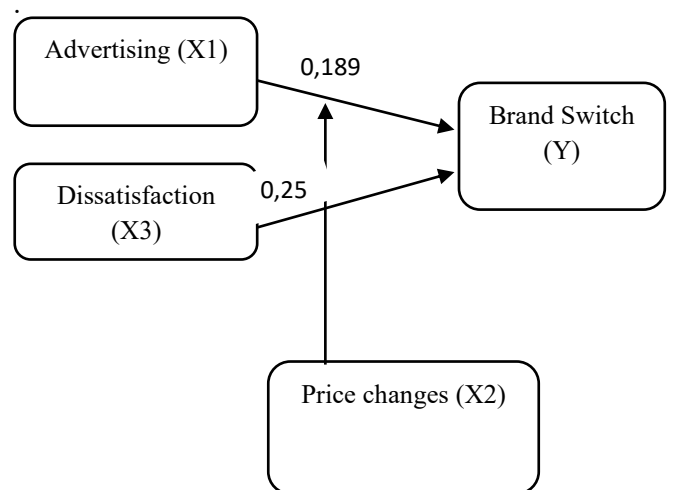
correlation between variables. How to find out whether there is a multicollinearity test deviation is by looking at the Tolerance and VIF values of each independent variable, if the Tolerance value is > 0.10 and the VIF value is < 10 , then the data is free from multicollinearity incidents (Ghozali, 2016). As shown in table 2.

Source: SPSS Statistical Processing Results 25

Based on the results of the Multicollinearity Test above, it shows that each variable has a VIF value less than 10 and a tolerance value greater than 0.10 (10%). This explains that there is no multicollinearity (multicollinearity free) between independent variables.

Interaction Test Results (Moderate Regression Analysis)

The results of hypothesis testing are the answers to the hypotheses in this study. Hypothesis testing is done by using interaction test after all classical assumptions are tested and it is found that the model can be used. The interaction test was conducted to see the effect of moderation on the relationship between the independent variable and the dependent variable. The results of the interaction test regression can be seen in Figure 1



Source: SPSS Statistical Processing Results 25

Figure 1. Price Changes Mediate Advertising Relationships and Dissatisfaction with Brand

Switching

Based on Figure 1 shows that the regression coefficient of the influence of advertising on brand switching is 0.189. The value of the regression coefficient (sebesar1) of 0.189 indicates that the regression coefficient of the influence of advertising on brand switching is greater than zero ($\beta_1 > 0$). Based on the first hypothesis testing design (H1), the requirement to state that advertising (X1) has a positive effect on brand switching (Y) is if $1 > 0$. Referring to these conditions, the results of this study accept Ha (alternative hypothesis) and reject H0 (zero hypothesis). Thus it can be said that advertising has a positive and significant effect on brand switching by mobile consumers in Juang Bireuen City. The regression coefficient value of 0.189 is positive which indicates that for every 1 unit increase in advertising, there is an increase in brand switching of 0.189 (18.9%) units on the Likert scale. The research results agree with. The existence of advertising can increase the possibility of brand switching decisions Lu-Hsu and Hsien-Chang in (Djastuti, 2012) argue that advertising provides incentives and incentives for consumers to switch brands and states that consumers with different levels of perception have various possibilities to switch. brand. Thus, the more often competitors' product advertisements appear, the higher the brand switching decision.

Found that promotion and advertising are positively related to brand switching, and their effects on brand-switching may vary across different age groups and product categories. Advertising may have stronger impact on increasing brand awareness, and promotions tend to have stronger effect on repeat purchase. Menurut (Moriarty, 2011) Advertising is defined as a type of marketing communication which is a general term that refers to all forms of communication techniques used by marketers to reach and deliver messages to customers (Kotler, P.& Keller, 2016) states that advertising is any form of non-personal presentation and paid promotion of ideas, goods, or services by an identified sponsor through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audio tapes, videocassettes, video discs, CD-ROMs, Web pages), and display media (billboards, signs, posters). (Kotler, P.& Keller, 2016) in general advertising has the following characteristics: Pervasiveness, Amplified Expressiveness, Control,

The value of the regression coefficient (by 2) of 0.360 means that the effect of price changes on brand switching is greater than zero ($\beta_2 > 0$). Thus it can be concluded that price changes have a positive and significant effect on brand switching. The regression coefficient value of 0.360 is positive which indicates that for every 1 unit increase in price change, there will be an increase in brand switching of 0.360 (36.0%) units on the Likert scale. In line with research conducted by (Emiri, 2011) finding that price is very influential and is the main reason for brand switching, (Dianti, 2016) and (Jayawijaya et al., 2017) say that price has a positive effect on brand switching. (Sarwat Afzal, Aamir Khan Chandio, Sania Shaikh, Muskan Bhand, Bais Ali Ghumro, 2013) that the product price variable has a positive effect on brand switching, so that if there is a change in price it will result in a brand shift. this result can be explained by the possibility that price changes cause a disproportionate number of brand switchers to buy the brand and these consumers will not return to their original purchase level at the next buying stage. A consumer does not switch brands if the price change is still at an acceptable level. Consumers who do not have strong financial support tend to switch to cheaper brands. Perception of price includes how price information is received by consumers and meaningful to them (Peter, 2014)

The value of the regression coefficient (sebesar3) is 0.252, meaning that the effect of dissatisfaction on brand switching is greater than zero ($\beta_3 > 0$). Thus, it can be concluded that dissatisfaction has a positive and significant effect on brand switching. The regression coefficient value of 0.252 is positive which indicates that for every 1 unit increase in dissatisfaction, there is an increase in brand switching of 0.252 (25.2%) units on the Likert scale. The results of this study are in accordance with the results of previous research by (Wibawanto & Soesanto, 2012), (Suharseno et al., 2013) (Pranita, A. J., & Irawanto, 2013), (Soestyo, 2014), and (Indrawati & Untarini, 2017) found that dissatisfaction had a significant positive effect on brand switching behavior. This is also supported by the research of (Suharseno et al., 2013) that customer dissatisfaction has a positive and significant effect on consumer decisions to switch mobile phone brands on mobile phone users in Rembang Regency. Likewise, research conducted by Tlasi and Wulandari (2014) in their research found that consumer dissatisfaction had a positive effect on brand switching. According to (Kotler, P.& Keller, 2016) states that consumer

dissatisfaction occurs when the performance of a product is not in accordance with consumer perceptions and expectations. Dissatisfaction felt by consumers makes brand switching behavior. The ability to accept brands has the main condition, namely the satisfaction that consumers take when buying. (J. P. Peter & J. C. Olson, 2014) Consumer dissatisfaction is caused because consumer expectations are not equal or higher than the results they get, causing the desire to switch to other brands.

According to (Buchari, 2013) suggests that "Brand as a sign or symbol that gives the identity of a particular good or service, can be in the form of words, pictures or a combination of both (Loprang, 2015) the emergence of changing behavior is influenced by many factors, including satisfaction towards products, product quality, seeking variation, uncertainty and price. (Olson, 2010) suggested that brand switching is a buying pattern marked by a change from one brand to another. as well as Wibowo et al. (2014) stated that displacement can be measured through the following indicators: 1) Post-consumption dissatisfaction 2) the desire to stop discontinuing goods or services 3) Unwillingness to use the brand.

Based on Figure 1 shows that the regression coefficient of the effect of price changes on the relationship between advertising and brand switching is 0.649. The value of the regression coefficient (sebesar4) of 0.649 indicates that the regression coefficient of the effect of price changes on the relationship between advertising and brand switching is greater than the effect of advertising with internal brand switching ($\beta_4 > 1$). Based on the fourth hypothesis testing design (H4), the requirement to state that price changes (X2) strengthen the relationship between advertising (X1) and brand switching (Y) if $4 > 1$. Referring to these conditions, the results of this study accept H_a (alternative hypothesis) and reject H_0 (zero hypothesis). Thus it can be said that price changes strengthen the relationship between advertising and brand switching. The results of the interaction test in Figure 1 show that the price change (X2) is a pure moderator variable, meaning that the price change is purely a moderating variable. This can be seen from the value of the regression coefficient on the variable price changes that have a positive effect and the value of the regression coefficient on moderate I has a positive effect. Regression coefficient of the effect of price changes on the relationship between dissatisfaction with brand

switching is 0.648. The value of the regression coefficient (sebesar5) of 0.648 indicates that the regression coefficient of the effect of price changes on the relationship between dissatisfaction with brand switching is greater than the effect of dissatisfaction with brand switching ($\beta_5 > 3$). Based on the fifth hypothesis testing design (H5) the requirement to state that price changes (X2) strengthen the relationship between dissatisfaction (X3) and brand switching (Y) if $5 > 3$. Referring to these conditions, the results of this study accept H_a (alternative hypothesis) and reject H_0 (zero hypothesis). Thus it can be said that price changes strengthen the relationship between dissatisfaction and brand switching. The results of the interaction test in Figure 1 show that the price change (X2) is a pure moderator variable, meaning that the level of price change is the moderating variable. This can be seen from the value of the regression coefficient on the variable price changes that have a positive effect and the value of the regression coefficient on moderate II has a positive effect.

CONCLUSION

With the results obtained, the researchers only focused on the City of Juang Bireuen, with respondents who had changed cellphone brands once. Brand switching decisions, which means that dissatisfied consumers will try to find information about other products they are considering and feel they have added value and are in line with consumer expectations. We found that advertising positively affects mobile phone brand switching, price changes also positively affects cellphone brand switching, dissatisfaction has a positive effect on cellphone brand switching. Price changes strengthen the relationship between advertising and brand switching with interaction, meaning that price changes are purely an interaction variable. Seen from the value of the regression coefficient on the variable price changes have a positive effect and the value of the regression coefficient on moderate II has a positive effect. There are no limitations in the study because the respondents were very honest in the results of the questionnaires that were filled out because the researchers focused on 100 respondents. From the results of the research that brand switching is rife in Juang Bireuen City and most brands are switching brands of mobile phones.

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