The influence of variety seeking, alternative attractiveness, subjective norm, and satisfaction on switching intention

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ARTICLE INFO	ABSTRACT
	Competition in the smartphone industry is very tight, marked by the emergence of more and more new products with various brands. The development of the times and science have had an impact on the tendency of consumer behavior to change, especially in terms of consumption. So that a phenomenon appears in society in the form of consumer behavior that is easy to move around in consuming a product or service. This study aims to analyze the effect of variety seeking, alternative attractiveness, subjective norms, and satisfaction to switching intention on smartphones Iphone in Padang City. The sample used in this study was 170 respondents with the criteria of people who live in the city of Padang and are currently using an Iphone. Research data was collected using a questionnaire through the Google form. This study was analyzed using IBM SPSS Statistics 26. The results of this study indicate that variety seeking, alternative attractiveness, and subjective norms have a positive and significant effect on switching intention, satisfaction has a negative and significant effect on switching intention.

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INTRODUCTION

Competition in the smartphone industry is currently very tight, which is marked by the emergence of more and more new products with various brands. The company continues to launch new smartphone models to maintain market share in order to stay competitive in the smartphone market and develop a good brand image. The high level of market demand for this smartphone also encourages manufacturers to continue to make improvements and innovations that are much better in all aspects with the main objective being to attract consumers.

Developments in science and the times also have an influence on changing consumer behavior tendencies that require marketers to observe and conduct research on the market in order to obtain definite answers to what is needed. Currently, most consumers consume on the basis of lifestyle and social status. Product image has a strong influence on consumer motivation to consume. Therefore, companies are competing to build a good image. This has an impact on the emergence of a phenomenon in the form of consumer behavior that is easily mobile in consuming a product or service.

Brand has an important role for a product. The brand becomes the identity for a product that can be a differentiator from competing products. According to Raut et al., (2019), "A strong brand is characterized by a close and harmonious relationship between the customer and the brand that is formed at the top of the pyramid." Two things must be met to make a brand strong, namely retaining current customers and attracting new customers. A brand is considered capable of growing stronger than competitors, creating greater profits, and achieving competitive advantage as long as they are able to fulfill these two things.

Recent business developments show that they are adapting to changing conditions. This means they produce more products and develop new products more quickly. Changes in consumer behavior, high demand, choice of brands, and various types of smartphones, as well as various factors that influence consumer purchasing decisions, such as: perceptions, post-purchase evaluations, and the influence of other people make many people switch brands from one brand to another. another.

After consuming a product, it is still likely that the consumer's intention will arise to switch to another product or brand, this is called the intention to switch (switching intention). According to [1], "Switching intention is the tendency of consumers to switch to other products, brands or companies". In other words, there is an intention in the consumer to switch to another product or brand. Switching intention can be driven by various factors, including dissatisfaction, the desire to seek other variations, the number of alternative product choices, the influence of people around, price, competitor advertising, product quality, and others.

Apple. Inc. is a world-leading multinational corporation engaged in software and electronics technology. One of the world's leading smartphone brands, the Iphone is produced by Apple. Iphone is a smartphone brand that dominates the global and domestic markets. According to data from Statcounter, Apple vendors occupy the second position as the vendor with the world's largest market share in the last six months. However, in contrast to the world market share, Apple is ranked fourth as the largest smartphone vendor in Indonesia.

Table 1. Mobile Vendor Market Share Indonesia

Month	Mobile Vendor					
	Oppo	Samsung	Xiaomi	Vivo	Apple	Realme
August 2022	20,43%	20,85%	19,21%	14,28%	10,46%	7,62%
Sept 2022	20,98%	20,59%	18,83%	14,8%	10,1%	7,79%
Oct 2022	21,2%	20,63%	18,39%	14,84%	10,12%	7,91%
Nov 2022	21,28%	20,43%	18,47%	14,88%	10,09%	7,94%
Dec 2022	20,79%	20,48%	18,82%	14,33%	10,61%	7,89%
Jan 2022	20,95%	20,64%	18,22%	14,36%	10,92%	7,74%
Feb 2022	21,11%	20,74%	17,58%	14,51%	10,41%	7,76%

Source: Statcounter, 2023

Based on the data above, it can be seen that in December 2022 and January 2023, the Iphone experienced an increase in market share figures, which previously experienced a decline. However, in February 2023 it experienced a decline again. Meanwhile, Samsung shows statistical numbers that tend to increase and are followed by other brands in certain months, such as Oppo and Vivo. Based on the above data it can also be concluded that the fluctuations that occur are probably caused by switching between brands by consumers. It is very possible for consumers who use the Iphone (Apple) to move due to several things, such as the presence of several big brands that dominate the market.

A survey conducted by Beyond Identity in 2022 found that more Iphone users are looking to make the switch than android users. The company conducted a survey of 1,003 US citizens, 505 of whom used

Android and 498 used Iphone. The company found that 36% of IOS (Iphone) users are considering switching to Android, while only 25% of Android users are thinking about switching to IOS (Iphone).

The facts also show that the phenomenon of brand switching is rife due to very rapid changes in consumer behavior. The existence of encouragement from within and from outside generally influences their purchasing decisions. Just as there are many variations of new products that have sprung up, the various image strengths of each brand are getting stronger, and the influence of other people is so strong that the intention to switch is getting stronger.

LITERATURE REVIEW

Switching intention

According to Chuang dan Tai (2016), "Switching intention is the tendency or possibility of consumers to switch to another product, brand or company." Switching intention itself is caused by various factors, such as dissatisfaction, the influence of other people, feelings of boredom, feelings of wanting to try something new, and the large variety of alternative products available on the market. The psychological aspect of the customer plays a major role in the consumer's intention to switch brands (brand switching intention). High switching intention can have an impact on the switching behavior of customers. Switching behavior can be detrimental to the company by reducing profits due to a decrease in product sales. Of course this decline occurred because they lost consumers. Liao et al., (2020) uses several indicators to measure switching intentions, including:
1. I am considering switching to another brand.
2. I intend to switch to another brand.
3. I make up my mind to switch to another brand in the future.

Variety seeking

According to Liao et al., (2020), "Variety seeking is defined as a tendency to pursue various goods and services, regardless of satisfaction with existing goods or services." The need to seek variety is a reasonable behavior in consumers due to external factors in the form of a stimulus that stimulates a person's desire to try a new product. When consumers experience saturation or dissatisfaction with the brands they have consumed so far, consumers will try to find variations of other brands (variety seeking). In the selection of services and goods, the search for variety (variety seeking) can be described as a personal preference to seek various experiences. The preference for seeking variety (variety seeking) can be explained as a tendency to pursue various goods and services, based on customer needs, regardless of satisfaction with existing goods or services, which can be said to influence switching behavior (Jung et al., 2017). The indicators used to measure the variable variety seeking according to Liao et al., (2020) are:
1. I like to use one brand for a long time instead of switching to other unfamiliar brands.
2. If I like a brand, I rarely change brands to try something new.
3. I am very careful when trying new, different brands.

Alternative attractiveness

According to Jones in García dan Perez (2020), "Alternative attractiveness refers to consumer perceptions of the extent to which other satisfactory alternatives are available in the market". Meanwhile, according to Kim, Patterson, and Yim in Kim et al., (2016), "Alternative attractiveness is a customer's estimate of the possibility of satisfaction that will be obtained with alternative choices." Thus it can be concluded that alternative attractiveness is the perception of consumers about the possibility of satisfaction that they will get when using various other alternatives available in the market. Availability of alternatives is an important initial driver for consumers to switch. Consumers will be loyal to a product or brand if they feel

that there are no more attractive alternatives available in the market, even if they are not satisfied. The indicators used to measure alternative attractiveness according to Liao et al., (2020) are:

1. If I need to change, there are other good brand products to choose from.
2. I may be satisfied with the features and services of another smartphone brands.
3. Other brand products may make me more satisfied than my existing brand.

Subjective norm

According to Liao et al., (2020), "Subjective norm refers to an individual's perception that other people around him who are considered important think he should be involved or not in a particular behavior that is being considered." This subjective norm concerns the behavior that other people want and prefers individuals to do Paul et al., (2016). Subjective norms as the main social factor, were found to greatly influence the consumer's desire to use something. The people around consumers have an important role in determining their decision to buy or use a product. The more positive the subjective norm, the stronger the consumer's intention to switch. Therefore, subjective norms can influence consumer attitudes towards switching behavior. Consumption decisions by consumers are strongly influenced by social factors, because they want to stay in line with the people around them. People tend to obey social norms, especially when they buy social products like smartphones. Smartphone is a social product that can strengthen the identity of its owner. In other words, when many other people around consumers buy alternative smartphones, consumers will feel pressure to comply with their choices. Therefore, subjective norms have a strong influence on consumer intentions to switch. According to Liao et al., (2020), indicators that can be used to measure subjective norms include:

1. People who influence my behavior will think that I should purchase other smartphone brand.
2. People who are important to me will think that I should use another smartphone brand.
3. My friends and acquaintances use other smartphone brands.

Satisfaction

According to Chen dan Lin (2019), "Satisfaction refers to a comparison between perceptions after service or post-consumption with the expected satisfaction based on standards generated by the accumulation of previous experiences." Satisfaction is expected to be the result of consumer sensory experiences after purchase or consumption. Consumers compare product or service performance with previous expectations and this comparison results in satisfaction or dissatisfaction which ultimately leads to loyalty or switching. However, more and more are stating that satisfaction does not always translate into loyalty and dissatisfaction does not always lead to changes in behavior (Chuah et al., 2017; C. Liao et al., 2017). Satisfaction can affect consumer intentions to switch to consuming the product. According to García dan Perez (2020), indicators that can be used to measure satisfaction include:

1. I am satisfied with my current smartphone.
2. My current smartphone meets my needs extremely well.
3. What I get from my current smartphone is what I expected from this product.
4. Globally, I am satisfied with the features my smartphone provides.

Based on research conducted by Liao et al., (2020), variety seeking positively influences switching intentions. This suggests that the desire for diverse experiences or feelings is positively related to the switching intention of consumer smartphone brands. These results were also proven by Sang et al., (2018) by showing that need for variety is positively related to consumer brand switching intention. Based on research conducted by Hati et al., (2021) it can be concluded that only two factors (pull and mooring), in this case variety seeking, are significant in influencing the intention of groups of conventional single account holders and groups of mixed account holders to switch from bank conventional to Islamic banks.

Research by Jung et al., (2017) also states that the direct impact of low variety seeking has no significant effect on switching intention.

H1: Variety seeking has a positive and significant effect on switching intention on smartphones Iphone in Padang City.

Based on the results of research Liao et al., (2020) it is known that alternative attractiveness has a significant and direct effect on switching intention. The influence of the two variables is positive, which means that there is a unidirectional relationship indicating that the higher the consumer's belief that the attractiveness of a new alternative product is greater than the current product, the higher the consumer's intention to switch. The results of research Jung et al., (2017) state that the alternative attractiveness variable has a positive direct effect on switching intention. Alternative attractiveness can attract customers to switch to a new airline. Research conducted by Porral et al., (2017) found that alternative attractiveness has a positive and significant effect on customer switching intention. The higher the attractiveness of alternatives, the more likely consumers are to switch to their current cellular service provider. Research from Liu et al., (2016) also states that alternative attractiveness has a strong and positive impact on switching intention and switching behavior.

H2: Alternative attractiveness has a positive and significant effect on switching intention on smartphones Iphone in Padang City.

Subjective norms are considered as a strong factor in driving smartphone brand switching. Based on the results of research Liao et al., (2020) it is known that subjective norms have a significant and positive effect on switching intention. This means that subjective norms have a direct influence on the switching intention of smartphone users. Where smartphones as a public product are used by consumers to express who they are and social influence plays an important role in their consumption decisions. Subjective norms have a positive impact on tourist switching intentions (Gupta et al., 2022). Subjective norms are the strongest indicators implying that even in the midst of a pandemic, if families and reference groups share their satisfying experiences while staying at P2PA, this will have a positive impact on tourists' switching intentions. Based on research conducted by Hati et al., (2021), it can be concluded that only two factors (pull and mooring), in this case subjective norms, are significant in influencing the intention of conventional single account holder groups and mixed account holder groups to switch from conventional banks to Islamic banks.

H3: Subjective norm has a positive and significant effect on switching intention on smartphones Iphone in Padang City.

Based on research conducted by Jung et al., (2017) it was found that low satisfaction has a positive and significant effect on switching intention. Low satisfaction can push customers away from their current airline. This means that satisfaction has a significant negative effect on switching intention. The results of research García dan Perez (2020) show that satisfaction is not a significant antecedent of switching intention in hedonic services and the effect is only significant in utilitarian services. Furthermore, research from Porral et al., (2017) found that customer satisfaction has a strong negative effect on switching intention. The research conceptual model Porral et al., (2017) identified customer satisfaction as a strong determinant of customer intention to switch to providing cellular services.

H4: Satisfaction has a negative and significant effect on switching intention on smartphones Iphone in Padang City.
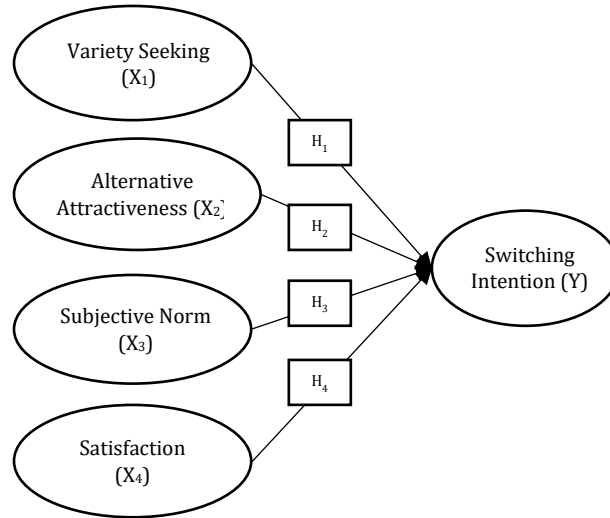
Figure 1. Research Model

METHOD

The population of this study is people who live in the city of Padang who are currently using smartphone Iphone. The number of samples used in the study was 170 respondents who came from the number of indicators multiplied by 10 (Hair et al., 2010). The sampling method used in this study was a non-probability sampling technique with a purposive sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities for each individual or part of the population to be selected as a sample. While purposive sampling taking samples using certain research criteria for the determination of the sample. The respondent criteria used are people who live in the city of Padang and are currently using an Iphone smartphone. Research data was collected using a questionnaire through the Google form. The collected data were then analyzed using IBM SPSS Statistics 26 software. Data analysis using IBM SPSS Statistics 26 was chosen because this research only describes a direct relationship between the independent variables and the dependent variable. Then in this study it requires that the data be normally distributed because it uses a linear regression analysis technique. In addition, the sample used is also not too large.

Table 2. Operational Definition

Variable	Operational Definition	Indicator
Switching intention (Y)	Switching intention is an intention that arises from within consumers to switch from the product they are currently using to another product.	a. I am considering switching from Iphone to another brand. b. I intend to switch from Iphone to another brand. c. I make up my mind to switch from Iphone to another brand in the future. (Liao et al., 2020)
Variety seeking (X₁)	Variety seeking is a consumer desire to look for a variety of products that are different from the products they currently use due to encouragement	a. I like to use Iphone for a long time instead of switching to another brand.

Variable	Operational Definition	Indicator
	from within them, such as boredom, curiosity, encouragement from others, and feelings of dissatisfaction.	b. If I like a brand, I rarely switch brands to try something new. c. I am very careful when trying new brands other than Iphone. (Liao et al., 2020)
Alternative attractiveness (X_2)	Alternative attractiveness is the perception of consumers about the possibility of satisfaction they will get when using various other alternatives available in the market.	a. If I need to change, there are other good brand products besides Iphone to choose from. b. I may be satisfied with the features and services of other smartphone brands besides Iphone. c. Other brand products may make me more satisfied than Iphone. (Liao et al., 2020)
Subjective norm (X_3)	Subjective norms are individual perceptions of the perceptions or views of other people around them that are considered important regarding whether or not the particular behavior being considered is carried out.	a. People who influence my behavior will think that I should buy another brand besides Iphone. b. People who are important to me will think that I should use another brand than Iphone. c. My friends and acquaintances use other brands besides Iphone. (Liao et al., 2020)
Satisfaction (X_4)	Satisfaction is a feeling of pleasure or disappointment that arises after consuming a product or service as a result of a comparison between expectations and the quality felt by consumers.	a. I am satisfied with Iphone. b. Iphone is able to meet my needs very well. c. What I got from Iphone is what I expect from this product. d. Overall, I am satisfied with the features provided by Iphone. (García et al., 2020)

Source: SPSS Primary Data Processed (2023)

RESULTS AND DISCUSSION

Prior to testing the research hypothesis, validity was first tested on the questionnaire statement items. The validity of a question item can be seen by paying attention to the Corrected Item-Total Correlation value. Where Corrected Item-Total Correlation is also called the rcount value. A questionnaire statement item in this study is said to be valid if the rcount> rtable value with the rtable value in this study is 0.151.

Table 3. Validity Test

Variable	No Item	R_{count}	R_{table}	Criteria
SI (Y)	Y_1	0,705	0,151	Valid
	Y_2	0,810	0,151	Valid
	Y_3	0,678	0,151	Valid
VS (X_1)	$X_{1.1}$	0,672	0,151	Valid
	$X_{1.2}$	0,647	0,151	Valid
	$X_{1.3}$	0,672	0,151	Valid
AA (X_2)	$X_{2.1}$	0,644	0,151	Valid
	$X_{2.2}$	0,764	0,151	Valid
	$X_{2.3}$	0,704	0,151	Valid
SN (X_3)	$X_{3.1}$	0,649	0,151	Valid
	$X_{3.2}$	0,706	0,151	Valid
	$X_{3.3}$	0,529	0,151	Valid
Sat (X_4)	$X_{4.1}$	0,806	0,151	Valid
	$X_{4.2}$	0,857	0,151	Valid
	$X_{4.3}$	0,829	0,151	Valid
	$X_{4.3}$	0,822	0,151	Valid

Source: SPSS Primary Data Processed (2023)

It can be seen in table 3 above that all r-count statement items in each variable are greater than r-table so that it can be said that all statement items in this study are valid.

After testing the validity, it is necessary to test the reliability. Where the reliability test is carried out to determine the reliability of a research variable by looking at the value of Cronbach's Alpha. A variable is said to be reliable if it has a Cronbach's Alpha value greater than or equal to 0.70 (Ghozali, 2016).

Table 4. Reliability Test

No	Variable	No. of Valid Items	Cronbach's Alpha	Result
1	SI (Y)	3	0,855	Reliable
2	VS (X_1)	3	0,812	Reliable
3	AA (X_2)	3	0,839	Reliable
4	SN (X_3)	3	0,785	Reliable
5	Sat (X_4)	4	0,926	Reliable

Source: SPSS Primary Data Processed (2023)

Based on table 4 above, it can be seen that the Cronbach's Alpha value for all research variables is greater than 0.70. Thus it can be concluded that all variables in this study are declared reliable.

Data is processed using IBM SPSS Statistics 26, normality test result are obtained as follows:

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	.200 [c,d]

Source: SPSS Primary Data Processed (2023)

The normality test is used to see whether the data is normally distributed or not. The normality test in this study used the Kolmogorov-Smirnov method. The data is said to be normal if the sig. value is > 0.05. In the table above it can be seen that the Asymp, Sig. (2-tailed) is obtained at 0.200 which is > 0.05. So it can be said that the data in this study were normally distributed.

In a good regression model there should be no correlation between the independent variables, in other words there are no symptoms of multicollinearity. Following are the results of the multicollinearity test in this study:

Table 6. Multicollinearity Test

No	Variable	Tolerance	VIF
1	Variety seeking (X_1)	0,484	2,067
2	Alt. att. (X_2)	0,347	2,878
3	Subjective norm (X_3)	0,352	2,841
4	Satisfaction (X_4)	0,895	1,117

Source: SPSS Primary Data Processed (2023)

The multicollinearity test is seen by paying attention to the tolerance value and VIF provided that the tolerance value is > 0.10 and VIF < 10.00. It can be seen in the table above that the tolerance and VIF values of all variables meet the requirements. So it can be concluded that there are no symptoms of multicollinearity. From the heteroscedasticity test performed using IBM SPSS Statistics 26, the following results were obtained:
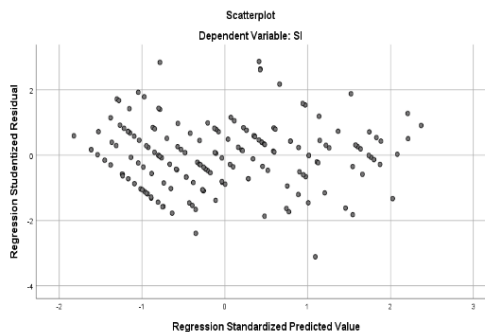

Figure 2. Heteroscedasticity Test
Source: SPSS Primary Data Processed (2023)

From the picture above it can be seen that the data is spread out and does not form a certain pattern so it can be concluded that there is no heteroscedasticity problem. In multiple linear regression analysis, the independent and dependent variables must have a linear relationship. Following are the results of the linearity test on this research variable.

Table 7. Linearity Test

Variable	Deviation from Linearity	Result
SI * Variety seeking	0,449	Linear
SI * Alt. attractiveness	0,153	Linear
SI * Subjective norm	0,670	Linear
SI * Satisfaction	0,180	Linear

Source: SPSS Primary Data Processed (2023)

Variables are said to have a linear relationship if the sig. on Deviation From Linearity > 0.05. In the table above it can be seen that all sig. Deviation From Linearity > 0.05. So it is concluded that all independent variables have a linear relationship with the dependent variable.

Based on the data processing that has been done, the results of multiple linear regression are as follows:

Table 8. Multiple Linear Regression

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig.
	B	Std.Error	Beta		
(Constant)	1.013	.786		1.290	.199
Variety seeking	.174	.058	.150	2.985	.003
Alternative attractiveness	.237	.064	.219	3.697	.000
Subjective norm	.644	.070	.543	9.249	. 000
Satisfaction	-.135	.034	-.144	-3.913	. 000

Source: SPSS Primary Data Processed (2023)

From the table above the following regression equation result are obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 1{,}013 + 0{,}174X_1 + 0{,}237X_2 + 0{,}644X_3 + (-0{,}135X_4)$$

Following are the result of R-square estimation using IBM SPSS Statistics 26.

Table 9. R-Square

R Square	Adjusted R Square
0,800	0,795

Source: SPSS Primary Data Processed (2023)

Based on the table above it is known that the coefficient of determination is R square of 0.800. This means that the ability of the independent variables, namely variety seeking (X_1), alternative attractiveness (X_2), subjective norms (X_3), and satisfaction (X_4) can have an effect of 80%, the remaining 20% is explained by other variables not discussed in this study.

Hypothesis testing
Following are the result of the T test that has been carried out, the results obtained are as shown in the following table below.

Table 10. T Test

Model	T	Sig.
(Constant)	1.290	.199
Variety seeking	2.985	.003
Alternative attractiveness	3.697	.000
Subjective norm	9.249	. 000
Satisfaction	-3.913	. 000

Source: SPSS Primary Data Processed (2023)

The condition for an independent variable to have a significant influence on the dependent variable is a sig. <0.05. If the tcount > ttable, then the two variables have a positive relationship. Based on the table above, it can be seen that the tcount value of variety seeking (X_1), alternative attractiveness (X_2), and subjective norm (X_3) is greater than ttable, where ttable is 1.975 so it can be concluded that variety seeking (X_1), alternative attractiveness (X_2), and subjective norm (X_3) has a positive and significant effect on

switching intention (Y). Whereas in the satisfaction variable (X_4), tcount is negative, so it is said that satisfaction (X_4) has a negative and significant effect on switching intention (Y). Following are the result of the F test that has been carried out, the results obtained are as shown in the following table below.

Table 11. F Test

F	Sig.
163,109	0,000

Source: SPSS Primary Data Processed (2023)

Based on the table above it can be seen that the Fcount value is 163.109 with an Ftable value of 2.43 so it can be seen that F*hitung* > F*tabel* is 163.109 > 2.43. So it can be concluded that variety seeking (X_1), alternative attractiveness (X_2), subjective norms (X_3), and satisfaction (X_4) simultaneously affect switching intention (Y) on Iphone smartphones in Padang City.

Discussion

Based on the results of data processing, it was found that the significance value of variety seeking on switching intention was smaller than 0.05, namely 0.003 <0.05 and the tcount value was greater than ttable, namely 2.985>1.975. This means that variety seeking has a positive and significant effect on switching intention so that the first hypothesis can be accepted. This means that the lower the consumer's desire to seek product variations, the lower the consumer's intention to switch and vice versa.

Variety seeking can be interpreted as a person's tendency to pursue various goods and services, regardless of satisfaction with existing goods or services. Variety seeking motivates consumers to look for alternative products and brands even though they are satisfied with existing products and brands. Consumer decisions in purchasing products are sometimes influenced by a sense of wanting to try something new.

The results of this study are in line with research conducted by Liao et al., (2020) which states that variety seeking has a positive and significant effect on switching intention. Liao in his research stated that the desire for diverse experiences or feelings was positively associated with the intention to switch smartphone brands to consumers. The results of the study were also proven by Sang et al., (2018) by showing that the need for variety positively and significantly influences consumer brand switching intention.

Based on the results of data processing, the significance value of alternative attractiveness on switching intention was obtained which was less than 0.05, namely 0.000 <0.05 and the tcount value was greater than ttable, namely 3.697 > 1.975. This means that alternative attractiveness has a positive and significant effect on switching intention so that the second hypothesis can be accepted. This means that the lower the consumer's perception of the satisfaction they will get from other alternative products available on the market, the lower the consumer's intention to switch and vice versa. The results of this study are in line with research conducted by Liao et al., (2020) which states that. alternative attractiveness has a positive and significant effect on switching intention. His findings are in line with previous results that consumers may end their existing relationship with their current provider and switch to a new alternative when they believe that the attractiveness of the new provider is greater than that of their current provider (Sharma & Patteirson, 2000). Research Liu et al., (2016) found that alternative attractiveness has a positive and significant effect on switching intention and switching behavior. Research conducted by Porral et al., (2017) also states that alternative attractiveness has a positive and significant effect on switching intention. The higher the attractiveness of an alternative, the more likely consumers are to switch.

Based on the results of data processing, the significant value of the influence of subjective norm on switching intention was obtained which was less than 0.05, namely 0.000 <0.05 and the tcount value was greater than ttable, namely 9.249 > 1.975. This means that the subjective norm has a positive and significant

effect on switching intention so that the third hypothesis can be accepted. This means that if the lower the consumer's perception of the perceptions or views of the people around him who are considered important about doing or not doing certain behaviors, the lower the consumer's intention to switch and vice versa.

Subjective norm is an individual's perception of the perceptions or views of the people around him who are considered important regarding whether or not doing certain behaviors. The decision to use a product can be influenced by social factors because they want to stay in line with those closest to them Liao et al., (2020). People tend to obey social norms, especially when they buy social products (Zhou & Lu, 2011). Smartphones are social products that can become the identity of their owners. Therefore, when people around consumers use certain products, consumers will feel pressure to obey and follow their environment. The results of this study are in line with research conducted by Liao et al., (2020) which states that subjective norms have a positive and significant effect on switching intention. This opinion is also supported by other studies conducted by Sun et al., (2017) and Gupta et al., (2022) with the same results stating that subjective norms have a positive and significant effect on switching intention.

Based on the results of data processing, the significant value of the effect of satisfaction on switching intention was obtained which was less than 0.05, namely 0.000 <0.05, while tcount was negative so that tcount was smaller than ttable, namely -3.913 > 1.975. This means that satisfaction has a negative and significant effect on switching intention so that the fourth hypothesis can be accepted. This means that if the higher the level of satisfaction felt by consumers with a product, the lower the consumer's intention to switch, and vice versa. Satisfaction can be defined as an overall evaluation based on the experience felt by consumers on whether or not their overall expectations are fulfilled (Porral et al., 2017). Satisfaction is more categorized into a positive context. In other words, if consumers are dissatisfied with the product they are currently using, they will tend to have a desire to move to another product or brand. The results of this study are in line with research conducted by Sang et al., (2018) which stated that customer satisfaction was found to have a negative and significant effect on brand switching intention. Another study conducted by (Porral et al., 2017) also found that satisfaction had a negative and significant effect on switching intention.

CONCLUSION

Based on the result of testing the hypothesis in this study, it can be concluded that variety seeking has a positive and significant influence on switching intention on Iphone smartphones in Padang City. This means that the higher the consumer's desire to find a variety of other products or brands, the higher the consumer's intention to switch to another product or brand, and vice versa. Alternative attractiveness has a positive and significant influence on switching intention on Iphone smartphones in Padang City. This means that the higher the consumer's perception of the satisfaction they will get from other alternative products available on the market, the higher the consumer's intention to switch to other alternative products or brands, and vice versa. Subjective norms have a positive and significant influence on switching intention on Iphone smartphones in Padang City. This means that the higher the consumer's perception of the perceptions or views of the people around him who are considered important regarding doing or not doing certain behaviors, the higher the consumer's intention to switch to other products or brands following subjective norms they believe in and vice versa. Satisfaction has a negative and significant effect on switching intention on Iphone smartphones in Padang City. This means that the higher the level of satisfaction felt by consumers with a post-consumption product, the lower the consumer's intention to switch to another product or brand, and vice versa.

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