

15. 496-JEBE-SIMILARITY

By Yessy Fortunania Sutanto

Switching Intention In Halal Cosmetics Products

ABSTRACT

²⁴ The purpose of this research is to examine the switching intention towards Wardah Cosmetics products using the push-pull-mooring theory. ¹² The push factors tested in this study are dissatisfaction with the brand image factor, and the mooring factor is switching cost. ² The technique used in this study is purposive sampling. 120 samples of non-Wardah users were obtained through an online questionnaire. ² The data analysis method uses multiple linear regression modelling. ¹⁹ This study found that there is an influence of push factors and pull factors on switching intention. ⁷ The mooring factor in this study (switching cost) was found ²⁰ to have no significant effect on switching intention. ³⁵ The results of this study can be used to understand the switching intention in cosmetics products with the help of the push-pull-mooring theory.

¹⁴ Keywords: Brand Image, Dissatisfaction, Push-Pull-Mooring Theory, Switching Cost, Switching Intention

INTRODUCTION

The cosmetics industry in Indonesia experiences a significant increase every year. In the second quarter of 2022, the cosmetics industry will contribute 1.78% to Indonesia's GDP. The reasons for the increase in the cosmetics industry in Indonesia are supported by several factors, including an increase in people's per capita income, changes in lifestyle, widespread promotions, increasing digitization rates, and the increasing needs of the Indonesian population. In response to the aforementioned factors that are driving up demand for products, a number of locally branded cosmetics are beginning to show up in Indonesia. According to a survey on CNBC Indonesia, there will be 913 local cosmetic brands by 2022, up from 819 in 2021. Local cosmetic items are becoming more and more popular among Indonesians due to the rise of locally produced goods in society. Wardah is one of

the popular local cosmetics that people select. Although Wardah is the top brand of cosmetics in the area, generation Z does not particularly require Wardah as a cosmetic brand.

Data provided by BPS indicates that generation Z comprises up to 27.94% of Indonesia's working-age population. The group of people born between 2000 and 2015 is known as Generation Z. Given that generation Z is the largest group in the working age population, Wardah needs to consider ways to encourage this generation to start utilizing its products instead of the other way around. Given that Generation Z is not very devoted to using products, Wardah needs to consider ways to win over Generation Z and become their go-to cosmetic. Pull forces from new products are another aspect that can affect people's intents to switch. One of these pull factors can be obtained from customer perceptions of a good brand image in a product. Brand image has the meaning of a person's perception, which is reflected in brand associations and stored in consumers' memories (Hartono & Dewi, 2019). By attracting the brand image of a product, consumers will have the attraction to use the product. This research aims to determine the influence of Wardah's brand image as a factor that attracts switching intentions toward using Wardah products in the future. Another factor that can influence an individual's switching intention is a factor that originates from the individual himself, or what is also called a mooring factor.

Individuals have switching costs as one of their anchoring considerations (Guo, et al., 2021). There is a term for switching costs: the expenses, time, and energy that customers spend switching. This insight indicates that consumers take time and effort into account in addition to costs when deciding whether to transfer. The less likely someone is to intend to switch, the more time, money, and effort they must give up.

Literature Review and Hypothesis Development

Push-pull-mooring (PPM) is a theory used as a grand theory in this research. Push-pull-mooring (PPM) theory was first proposed by Ravenstein in 1885 as the law of population migration and was further developed by Heberle in 1938 (Chi, et al., 2021). Population migration theory aims to find out the reasons why people move from one place to another. Initially, population migration theory only discussed push factors and pull factors that could influence a person's intention to move from their place of origin. Over time, mooring factors were added to the migration theory model to reduce the weaknesses of the push and pull theory, which has too broad a scope and ignores the role of individuals in changing intentions or decisions. decision (Mu & Lee, 2022). The existence of mooring factors in the

push-pull theory is also believed to have an important role in providing a more complete explanation of switching intention (Bansal, et al., 2005; Liu & Lee, 2020).

Dissatisfaction

Push-Pull-Mooring (PPM) theory explains that one of the driving factors for individuals to have the intention to switch is dissatisfaction with using a product (Cao, et al., 2021). According to Al-Banna & Jannah (2022), dissatisfaction is a human psychological expression that originates from negative feelings and leads to changes in behavior. Dissatisfaction is said to be a form of emotional and cognitive discomfort that is felt after what is spent, such as money, time, emotions, and so on, does not go according to expectations (Cho & Song, 2012; Al-Banna & Jannah, 2022). The definition of dissatisfaction is also defined as a situation where consumer expectations are higher than the product received (Yolanda, 2022). Mu & Lee (2022) stated that dissatisfaction is considered a prominent factor that can influence users not to use the product again.

Brand Image

According to Sugandha and Indarwati (2021) the pull effect is the primary determinant of consumers' intention to move from one product to another. Brand image is one of the variables that this research indicates as a pull factor. One factor influencing consumers' decisions to select substitute goods is brand perception (Al Banna & Jannah, 2022). According to Guo, et al. (2020), brand image is a combination of beliefs, ideas, and impressions that a person has about an object or thing.

Switching Costs

Based on PPM theory, switching costs are identified as one of the anchoring effects that can inhibit or intervene in consumers' switching intentions (Chi, et al., 2021). According to Guo, et al., (2021), switching costs are the costs paid by customers to buy new brand products. Switching costs are not only related to monetary costs but also to switching costs of time, unfamiliarity with the product, and effort. Switching costs play an important role in generating switching behavioral intentions because they are also related to economic conditions and the sacrifices made by customers. Switching costs, in a narrow sense, can also be interpreted as costs incurred to make the move (Mu & Lee, 2022). Considering the important role of switching costs as a consideration for switching intentions, it can have an impact on individuals' intentions to be reluctant to switch to new products (Chang, 2020).

H1: Dissatisfaction has an influence on switching intentions.

H2: Brand image has an influence on switching intention.

H3: Switching costs have an influence on switching intention.

Dissatisfaction and Switching Intentions

Dissatisfaction with the use of old cosmetic products can indicate a switching intention to look for other alternative products (Al-Banna & Jannah, 2022). According to Mu & Lee (2022), dissatisfaction has a significant influence on switching intention. This is because when consumers feel that the product, they are using does not match expectations, then the possibility of consumers having switching intentions is greater (Al-Banna & Jannah, 2022). A similar opinion was also expressed by Ye, et al., (2022), who stated that dissatisfaction has a significant influence on switching intentions. Consumer satisfaction will determine a longer relationship with the product used. Vice versa, if consumers are not satisfied, then the period of use of the product is shorter. Therefore, dissatisfaction is related to the emergence of a person's switching intention. The higher a person's level of dissatisfaction with a product, the higher the user's level of switching intention towards using a brand (Liu & Lee, 2020; Quoquab, 2018).

Brand Image and Switching Intention

Apart from push factors, switching intentions will also occur when there are pull factors that stimulate consumers to have switching intentions (Yusuf & Ratnasari, 2022). One attraction factor that can influence is brand image. Brand image. The existence of a strong brand image can influence product switching intentions (Guo et al., 2021). The last factor that is thought to influence switching intention is the mooring factor. The mooring factor that is thought to have an influence on switching intention is switching cost. The pull effect has the power to attract individuals to switch intentions. The pull-effects indicator used in this research is brand image. Al Bannah and Jannah (2022) assert that switching intentions are significantly influenced by brand image. This is due to the fact that a strong brand image will endure and be accepted by the general public as a substitute for other products. Guo et al. (2021) expressed a similar viewpoint when they said that switching intention is significantly influenced by brand image. Potential customers will be drawn to a brand with a powerful image to change their plans. Customers are more likely to switch brands when a product has a stronger brand image due to its increased appeal (Al Bannah & Jannah, 2022).

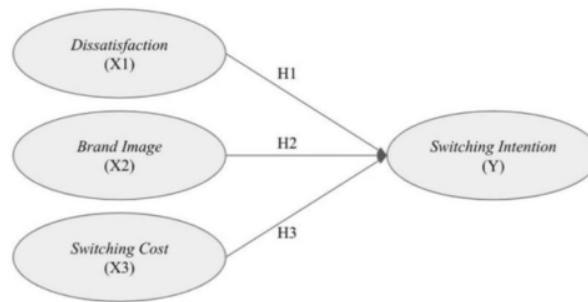


Figure 1. Research Model

METHOD

The research method used in this research is distributing an online questionnaire survey. This research focuses on identifying factors that can influence switching intentions from previously not using Wardah products to using Wardah Cosmetics products. The population used in this research is generation Z (17–24 years old) who live in Surabaya and use cosmetics. From this population, it was narrowed down again with the criteria of never using Wardah products or having used Wardah products but stopped. There are two sections to the questionnaire. To make sure that every respondent meets the predetermined requirements, the first portion includes the respondent's identify and personal information. A number of statement items about the variable's discontent, brand image, switching costs, and switching intention are included in the second section of the questionnaire. In this study, respondents' responses were tallied on a Likert scale ranging from 1 to 5. Answer number one from the respondent suggests disagreement, whereas response number five indicates strong agreement with the provided statement.

RESULTS AND DISCUSSION

Based on the characteristics of research participants, the majority of respondents (88%, or 106 people) who completed the questionnaire were female, with the remaining respondents being male. Eighty-three percent of the respondents to this study were students, or the equivalent of one hundred people; the remaining respondents were employed. The monthly expenditure on cosmetics by the respondents was limited to Rp 200,000 to Rp 500,000. Of the respondents, 53 people, or 52% of them, had used Wardah goods before stopping, while

the remaining respondents had never used them. The majority of responders who discontinued using Wardah products did so in less than a year.

¹¹ Data analysis was carried out using the SPSS 26 statistical test. The results were tested on validity and reliability to measure whether the items used were valid or not and to ensure that the question items could be used repeatedly. If the validity test value has a correlation value of r calculated $>$ r table, it can be concluded that the item is valid.

Table 1. Validity and Reliability

Variable	Item Operational	Loading factor	Cronbach alpha
X1 (Dissatisfaction)	X1.1	0,748	0,938
	X1.2	0,765	
	X1.3	0,753	
	X1.4	0,873	
	X1.5	0,833	
	X1.6	0,851	
	X1.7	0,843	
	X1.8	0,852	
	X1.9	0,852	
X2 (Brand image)	X2.1	0,812	0,827
	X2.2	0,835	
	X2.3	0,783	
	X2.4	0,809	
	X2.5	0,818	
	X2.6	0,784	
	X2.7	0,778	
X3 (Switching cost)	X3.1	0,760	0,794
	X3.2	0,753	
	X3.3	0,752	
	X3.4	0,773	
	X3.5	0,762	
	X3.6	0,772	
Y (Switching Intention)	Y.1	0,964	0,970
	Y.2	0,960	
	Y.3	0,963	
	Y.4	0,964	
	Y.5	0,964	
	Y.6	0,966	

Table 2. Multiple Linear Regression Test

Model	Unstandardized Coefficients	t	Sig.
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		B	Std Error		
1	(Constant)	-5,108	3,298	-1,549	0,124
	X1	0,325	0,058	5,637	0,000
	X2	0,569	0,116	4,910	0,000
	X3	-0,75	0,112	-0,669	0,000

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$Y = -5,108 + 0,325x_1 + 0,569x_2 - 0,75x_3$$

The constant value in this study shows a negative number (-). This sign means that if variable X1 (dissatisfaction) = 0, then the value of Y (switching intention) will decrease. Likewise for variables X2 and X3. The regression coefficient value for variable X1 (dissatisfaction) is 0.325. This value shows a positive influence (one way) between the dissatisfaction variable and switching intention. If the dissatisfaction variable increases, then switching intentions will also increase. Conversely, if dissatisfaction decreases, then the occurrence of switching intentions will also decrease. The regression coefficient value for variable X2 (brand image) is 0.569. This figure provides a positive (unidirectional) influence between the brand image variable and switching intention. If the brand image variable increases, the switching intention rate will also increase. Conversely, if brand image decreases, switching intentions will also decrease. In contrast to the two previous independent variables, the regression coefficient value for variable X3 (switching intention) shows a negative number with a value of -0.75. Negative numbers provide meaning (not in the same direction) between the switching cost variables and switching intention. If switching costs decrease, then switching intention decreases.

Table 3. F Test Result

	Model	F	Sig.
1	Regression Residual Total	28,132	0,000

The results of the F-test significance test in this study were 28.132. Value: 0.000 < 0.05. If the significance value is < 0.05, then the regression model can be estimated appropriately. The impact of the independent variable on the dependent variable can be explained by a workable regression model. It follows that all independent factors (dissatisfaction, brand

perception, switching costs) have the potential to significantly impact the dependent variable (intention to switch).

Table 4. R Test Result

Model	Correlation Coefficient (r)	Coefficient of Determination (r squared)	Adjusted r square
1	0,649	0,421	0.406

There is a significant influence of dissatisfaction on switching intentions. Dissatisfaction with the use of a product can be a push factor for someone to start having switching intentions. This happens because someone who is dissatisfied with the use of a product will have the desire to look for alternative options that they feel better meet their needs. At that time, it can be stated that switching intentions began to emerge. As dissatisfaction increases, the chance of switching intentions will also increase. In other words, the first hypothesis, which states that there is a relationship between dissatisfaction and switching intention, is accepted. This study's findings are consistent with those of Mu and Lee's (2022) investigation. The same components are present in this study as well, including the impact of discontent on intentions to switch. Overall, these findings hold true for intentions to switch products, despite variations in the examined objects. The findings of Mu and Lee's research from 2022 demonstrate a strong correlation between unhappiness and plans to switch. As a result, the studies conducted here and by Mu & Lee (2022) are in concord.

The results also show that brand image has a major impact on switching intentions. The association between these two variables results from the belief that brand image is one of the factors that can persuade customers to choose and use alternative items. Consumers can use a product's brand image to determine its value, benefits, quality, and even price. People will change their intents when they are drawn to a product's brand image. The likelihood of changing intentions increases with brand image. Thus, it can be said that the second hypothesis—that is, that switching intention and brand image have a considerable relationship—is accepted. The final test discusses the relationship between switching costs and switching intentions. that there is no significant relationship between switching costs

and switching intention. This research model uses switching cost as a mooring factor, or a person's personal consideration factor in switching intention. The switching costs referred to in this research are the time, energy, and monetary costs that must be incurred when switching. The result that there is no relationship between switching costs and switching intention is because respondents ignored individual factors in switching intention. In this study, variables that push and pull people have a greater impact than people themselves. Consequently, it may be said that the third hypothesis about the connection between switching costs and intention to switch is untrue. According to Yusuf and Ratnasari's research from 2022, switching expenses have little influence on a person's intention to switch. The usage of switching costs can be extended to product consumption, even though the research's discussion setting is different—video on demand technology. According to Yusuf and Ratnasari's research from 2022, consumers' unhappiness with their expectations for a product or service causes them to have fewer and fewer intentions to switch, so switching fees have no significant impact. This highlights the parallels between this study and previous research.

There are some implication and recommendation based on the result test. Hopefully this implication can give a new perspective and also contribution on the related industry. An approach to marketing that might be used is "through the line." This approach places more emphasis on the individuals who are intended to be Wardah customers. Web marketing, social media, and events are a few examples of the activities covered in this area. Wardah can boost brand branding and hold more events with Youth Ambassadors in order to capitalize on one of Generation Z's online communities—the Wardah Youth Ambassador—and build the organization's reputation and credibility, particularly with Generation Z. Furthermore, as students make up the bulk of responses, Wardah event activities can also be conducted on campus to ensure that the tactics used are pertinent and suitable. Wardah may think about sticking to its pricing plan and providing more details about its products. The goal of this is to lower the financial, administrative, and interpersonal expenses associated with moving. Reduced switching fees will encourage more people to switch. This tactic can encourage more people to intend to transition from not using to utilizing Wardah products.

CONCLUSION

31 Based on the results of research and data processing carried out in this study, it is indicated that there is a phenomenon of switching intention in generation Z towards the use of Wardah brand cosmetic products. The research results show 3 that the push effect and pull effect influence the occurrence of switching intentions. Meanwhile, the mooring effect in this research still does not have 4 a significant influence. It can be concluded that the application of the push-pull-mooring theory can be applied to the phenomenon of switching cosmetic users other than Wardah to Wardah products. The variable indicated as a push effect is dissatisfaction. 33 The study's findings demonstrate the importance of the correlation between variables X1 (dissatisfaction) and Y. The figure for switching intention is less than 0.05. This demonstrates that these two variables are related to one another. The relationship between the two is that respondents intend to convert to using Wardah cosmetics if they are unhappy with their existing cosmetics (which are not from Wardah). These findings are consistent with the study done by Jannah and Al-Banna (2022). The brand image variable in this study is thought to have a pull effect. 7 10 The link between variables X2 (brand image) and Y (switching intention) is shown in this study at <0.05 . It is clear from these numbers that the link is unidirectional. The better the brand image built by the company, the higher the possibility of switching intentions occurring. These results are supported by research conducted by Guo, et al., (2021). The third independent variable used in this research is switching costs. Switching costs are thought to be a mooring effect that can inhibit or bridge switching intentions. This research shows that the initial suspicion is rejected and is not appropriate. This is because the correlation number between X3 (switching cost) and Y (switching intention) is >0.05 . The disconnect between the two is due to respondents ignoring switching costs as something that needs to be considered when switching intentions. 23 These results are in line with research conducted by Yusuf and Ratnasari (2022). 30

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