Analysis of Brand Switching Behavior in Purchasing Mobile Simcard GSM Celullar:
A Study in Yogyakarta, Indonesia

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ABSTRACT

In this study, the authors examined the effect of prices, service quality, advertising, and trust toward brand switching behavior to purchase mobile simcard GSM celullar in the city of Yogyakarta. The sample used 200 respondents. Data collected by the survey method with questionnaires directly to the respondents. Data analysis techniques in this study using SEM analysis (Structural Equation Modeling) which is operated through a program AMOS 21.These results indicate prices is significant positive effect on the brand switching behavior, service quality is not significant negative effect on the brand switching behavior, advertising is significant negative effect on the brand switching behavior, brand trust is significant negative effect on the brand switching behavior.

Keywords: prices, service quality, advertising, trust and brand switching behavior.

1. BACKGROUND

Telecommunications today plays an important role in every aspects of life. The development of GSM mobile SIM Card business lately has shown a symptom, i.e. the abundance and diversity of mobile SIM Card products offered by the company GSM SIM Card GSM mobile phone product line with the development of increasingly faster. Development of a GSM mobile SIM card products such rapid situated at the price offered and the quality of service is good. The longer the facilities given cellular GSM SIM Card companies are increasingly making the consumer is free to choose GSM mobile SIM Card in accordance with needs. Mobile phone users in Indonesia is currently dominated by the youth. Shifting the age of cell phone users is to be captured by GSM cellular provider in Indonesia. The results of the survey Top Brand Index (TBI) GSM cellular card in Indonesia in 2014

ICMSDM-TW.

can be seen in the table below:

GSM Card Prepaid		GSM Card Post-Paid	
Brand	TBI	Brand	TBI
Simpati	30.2%	Kartu Halo	7.3%
IM3	16.0%	Matrix	14.6%
XL Prepaid	13.7%	XL Postpaid	13.1%
Kartu AS	13.0%		
3 Three	8.9%		
Axis	8.1%		
Mentari	5.3%		
Total	100%		100%

of the purposes of the bandwidth, the wide bandwidth is used more and more expensive. Relation of content changes toward multimedia communications with the need for quality and service provision varies greatly depend on capacity telecommunications network infrastructure used. In any competition organizers would attempt to make a breakthrough to improve competitiveness and customer interest. In improving its competitiveness, the range of mobile services operator that continues to be expanded with the capacity and quality in demand continues to be improved in accordance with recognized standards.

Brand switching behavior in this study to measure the variable price GSM mobile SIM cards offered by operators, the quality of its services, advertising, and beliefs that influence brand switching behavior at the cellular GSM SIM Card purchases. The research concept is a replication of the model used by Afzal, S., Et al (2013) and Saputro Edi (2013). Brand GSM mobile SIM Card to be used as reference questions for respondents include all brand GSM mobile SIM Card in Indonesia. So the researchers conducted this study with the title: "Analysis of Brand Switching Behavior in Purchasing Mobile GSM SIM Card in Yogyakarta".

2. PROBLEM OF THE RESEARCH

1. How does the price affect the brand switching behavior on the prime GSM card purchases in Yogyakarta?
2. How does the quality of service affect the brand switching behavior in the purchase of a GSM SIM cards in Yogyakarta?
3. How does advertising on brand switching behavior on the prime GSM card purchases in Yogyakarta?
4. How does the brand trust affect the brand switching behavior on the prime GSM card purchases in Yogyakarta?

3. THEORETICAL REVIEW

3.1. Price

Price determines the purchasing decisions of consumers when the price set must be in accordance with what is obtained by consumers, in other words what is paid in accordance with what is obtained. (Tjiptono in Agus Santoso, 2011). According to Kotler and Armstrong (2010) price is the amount that consumers pay for any product or service, and when to buy or use a product or service.

3.2. Quality of Service

Understanding quality of service can be expressed as the ratio between the expected service consumers with the services they receive. Today the concept and measurement of quality of service has grown rapidly. According to Parasuraman, Zeithaml and Berry in Kotler and Keller (2006), a major contributor in developing the service quality measurement, expressed in five dimensions, namely:

1. Reliability, the ability to provide the promised service with immediate, accurate and satisfactory.
2. Responsiveness, namely the desire of the staff to help consumers and provide services with the response.
3. Assurance, which includes the knowledge, ability, courtesy and trustworthy nature owned by the staff, free from danger, risk or doubt.

4. Empathy (empathy), include the ease of relationships, good communication, personal attention and understand the needs of consumers.

5. Direct evidence (tangibles), which includes the physical facilities, equipment, personnel and means of communication. The customers are generally very stressed in the first dimension on the service or services are very important and hoped,that can be trusted.

3.3. Advertisement

Advertising is a form of indirect communication is based on information about the advantages or benefits of a product that is structured such that cause a sense of fun that will change someone's mind to make a purchase (Tjiptono, 2000). Advertising is a cost-effective way to convey message to build brand perception or to educate people (Kotler and Keller, 2010). Advertising is a form of promotion that is undertaken by the company in order to introduce their products to the public (Durianto the Goddess, 2012).

3.4. Trust

Trust is consumer confidence that he could rely on the seller to provide the services promised, while the relational value can be defined as the perception of consumers about the benefits enjoyed versus the costs incurred in the maintenance of an ongoing exchange relationship (Agustin and Singh, 2005). Trust is crucial in building consumer relationships with a strong brand, and positively associated with brand loyalty (Rafiq Muhammad, 2009).

3.5. Brand Switching Behavior

Brand switching behavior is the process by which consumers switch from the use of one product to another but of the same category (Kumar and Chaarlas, 2011). Brand switching behavior is consumer behavior where consumer behavior varies depending on the level of customer satisfaction by the provider or company (Gremler and Brown in Sathish, M., K.Santhosh Kumar, Naveen KJ, and V. Jeevanantham, 2011).

4. RESEARCH HYPOTHESIS

Hypotheses derived from the literature review and formulation of research problems that have been raised previously. As for the relationship between variables in this study is the effect of price on brand switching behavior, influence the quality of service to brand switching behavior, the influence of advertising on brand switching behavior, and the influence of trust in the brand switching behavior. So it can be formulated hypotheses of this study are as follows:

H1: Price positive and significant impact on the behavior of switching brands.
H2: Service Quality significant negative effect on the behavior of switching brands.
H3: Advertising significant negative effect on the behavior of switching brands.
H4: Trust a significant negative effect on the behavior of switching brands.
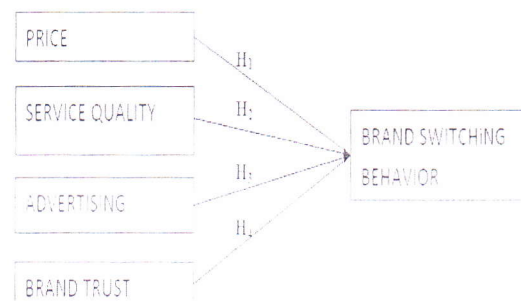
5. RESEARCH MODEL

Figure 1. Research Model

Source:Afzal,S.,Et al and Saputro Edi (2013)

6. RESEARCH METHODS

6.1 Research Subjects

Subjects in this study were people in the city of Yogyakarta at least 17 years old adolescents and adults up to 30 years of age who use GSM mobile SIM Card.

6.2. Sampling Techniques

The sampling technique in this research is non probability sampling method is purposive sampling. The number of samples taken for examination determined the amount of 200 respondents. Determination of the number of samples is based on the provisions contained in data analysis using SEM modeling is required on a minimum sample size of 100 and then using a ratio of 5 observations for each parameter to be estimated (Ferdinand, 2002).

6.3. Data Types

The type of data in this study is divided into two, namely:

1. Primary data

The primary data obtained directly from the source were taken to meet the needs of the research being conducted. The primary data in this study obtained from the questionnaire.

2. Secondary Data

Secondary data were obtained from data collected other parties for their own purposes. Secondary data sources are from books, journals and notes.

Data Collection Technique

Data collection techniques used in this study was a questionnaire. Questionnaires will be distributed directly to the respondents who are users of GSM mobile SIM Card in Yogyakarta with the number of respondents 200 respondents.

6.4. Variable Operational Definition

Variable Indicator

1. Price (P)

Indicators used to measure the price refers to the opinion raised by Tjiptono in Agus Santoso (2011):

– an affordable price

– Compliance rates with the quality of its services

– Compliance with the price benefits

– Willingness to pay more

2. Quality of Service (QS)

Indicators used to measure the quality of service refers to the opinion raised by Parasuraman, Zeithaml and Berry in Kotler and Keller (2006):

– reliability the ability to provide the promised service with immediate, accurate and satisfactory.

– Responsiveness: the desire of the staff to help consumers and provide services with the response.

–assurance: includes the knowledge, ability, courtesy and trustworthy nature owned by the staff, out of danger, risk or doubt.

– empathy ease in the relationship, good communication and personal attention and understand the needs of consumers.

– Direct evidence (tangibles), which includes the physical facilities, equipment, personnel and means of communication.

3. Advertising

The indicator used to measure advertising refers to the opinion raised by Durianto the Goddess (2012):

– The message conveyed in the ad

– The appeal of the message

Stars – ad

– advertising slogan

4. Trust (T)

The indicator used to measure trust refers to the opinion raised by Agustin and Singh (2005):

– Believe against products used

– Believing that other products cannot be relied upon to perform functions well

– Believing that the products used meet its responsibilities to customers

– reliable products which are used in providing good service

Brand Switching behavior (BSB)

Indicators used to measure the brand switching behavior refers to the opinion raised by Kumar and Chaarlas (2011):

– buy the same product again

– It does not take a lot of time and consideration to buy the same product again
– Stop using the product and move on to another product

6.4. PROCESS AND DATA ANALYSIS

Analysis of the data in this research use Structural Equation Modeling (SEM), represented by AMOS software 21 (Analysis of Moment Structures). 21 AMOS (Analysis of Moment Structures) is one of the CB-SEM program developed by James L. Arbuckle in 1994. Stages in the CB-SEM there are 7 steps: (Hoyle, 1995 and Kaplan, 2009 in southern Heng, (2013).

Tabel 2
Test Result *Goodness of Fit Index*

Goodness of Fit Index	Cut off value	Analysis result	Model Evaluation
Chi-square	Diharapkan kecil X^2 dengan df = 395 adalah 457,58	519.425	Marginal
X^2-significance probability	≥ 0.05	.006	Poor
Relative X^2 (CMIN DF)	≤ 2.00	1.315	Good
GFI	≥ 0.90	0.767	Marginal
AGFI	≥ 0.80	0.765	Marginal
TLI	≥ 0.90	0.873	Marginal
NFI	≥ 0.90	0.688	Marginal
CFI	≥ 0.90	0.812	Marginal
RMSEA	≤ 0.08	0.119	Marginal

1. Theoretical Model Development
2. Development Flowchart (Path Diagram)
3. Structural Equation
4. Choose the Type Input Matrix Estimation Model and Proposed
5. Assessing Structural Model Identification
6. Judging Criteria Goodness of Fit
a. Sample size: The number of samples in this study 200, meaning that it meets the rules that AMOS should be between 100-200.
b. Normality Test: Normality test is done by looking at the value of Critical Ratio (cr) for kurtosis (kurtosis) and skewness (skewed) is greater ± 2.58, the distribution is not normal in univariate. While the multivariate can be seen in the cr the last line on the same terms. (Ferdinand, 2002). Data normality test results

in this study showed the majority of test for normality in univariate normal distribution because the value of the critical ratio (cr) for kurtosis (kurtosis) and skewness (skewed), were within ± 2.58

c. Multicollinearity test: Test multicollinearity is a test to show occurs whether or not the relationship between an independent variable. If the correlation coefficient between independent variables> 0.9 then the model in this study did not meet the assumption of multi-collinearity. (Ghozali Imam and Fuad, 2012). Based on the output correlation coefficient correlations found in this study the relationship between the independent variables <0.9 can thus be concluded that there is no multi-collinearity among the independent variables.

Analysis of the data processing in the full model SEM conducted to test the suitability and statistical tests. Test the feasibility of the model in this study is

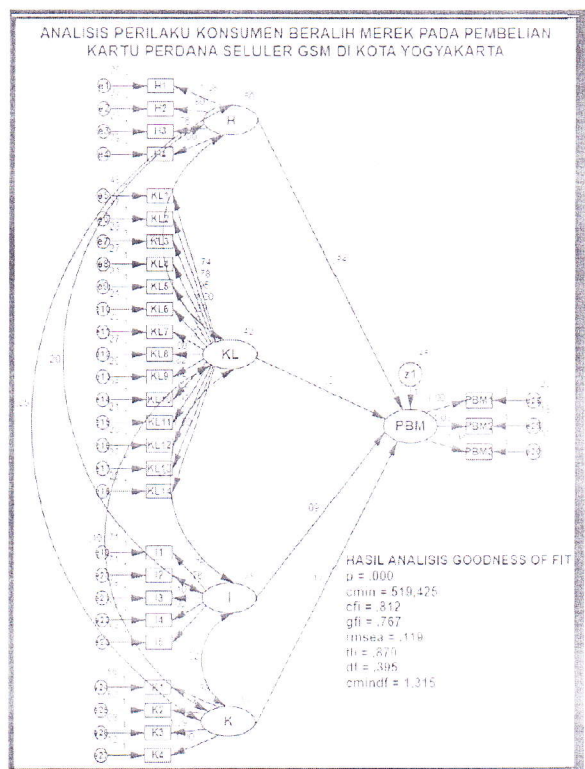Results of data processing for a full analysis of SEM models shown in the figure below:

Figure 2: SEM Model

6.5. TEST HYPOTHESES

After testing the assumptions SEM and fitness model, further testing the hypothesis of this study variables. The test results demonstrated the hypothesized relationship between the variables of regression weight value in the column on the condition that the value CR, CR $\geq \pm$ 1.96 at the 0.05 level seen from the probability value (p) the condition p <0.05. The decisions taken, the research hypothesis is rejected if the value of p> 0.05 and vice versa research hypothesis is accepted if the value of p <0.05 (Ghozali Imam and Fuad, 2012).

Tabel 3
Result of Hipothesis Test.

	Path	Estimate	C.R.	P	Hipothesis	Result	Keterangan
H1	P→BSB	0.665	5.355	***	Positive Significant	Positive Significant	Supported
H2	SQ→BSB	-0.089	-3.093	0.526	Negative Significant	Negative Not Significant	Not Supported
H3	Ad→BSB	-0.070	-1.981	0.017	Negative Significant	Negative Significant	Supported
H4	T→BSB	-0.151	-2.255	0.024	Negative significant	Negative significant	Supported

Testing Hypothesis 1

Results of hypothesis testing 1 in this study were positive and significant effect on the price of the brand switching behavior. Based on the data processing that is shown in Table 4:18, note that the value estimate on the relationship between price and brand switching behavior amounted to 0.665. Positive values on the value estimate shows that the price has positive influence on brand switching behavior and positive values on the value of CR This indicates that prices have unidirectional relationship with the brand switching behavior. While the value of CR on the relationship between price and brand switching behavior amounted to 5.355 have qualified CR $\geq \pm$ 1.96. Seen significant value of p value of 0.000 had qualified p <0.05. So it can be concluded that the price has a positive and significant effect on the behavior of switching brands. Thus it can be said that the study supported the hypothesis 1.

Testing Hypothesis 2

Results of testing the hypothesis 2 in this study was the quality of services and no significant negative impact on brand switching behavior. Based on the data processing that is shown in Table 4:18, note that the value estimate on the relationship between quality of service with brand switching behavior of -0.089. Negative values on the value estimate indicates that negatively affect the quality of service brand switching behavior and a negative value on the value of this CR indicates that the quality of service has a relationship with the opposite direction of brand switching behavior. While the value of CR on the relationship between quality of service with brand switching behavior amounted to -3.093 qualify CR $\geq \pm$ 1.96. Seen significant value of p value of 0.526 ineligible p <0.05. So it can be concluded that the quality of service has a negative and significant effect on the behavior of switching brands. Thus it can be said that the second hypothesis of this study are not supported.

Testing Hypothesis 3

3 hypothesis testing results in this study is a significant negative effect advertising on brand switching behavior. Based on the data processing that is shown in Table 4:18, note that the value estimate on the relationship between advertising with brand switching behavior of -0.070. Negative values indicate that the advertising value estimate negatively affect brand switching behavior and negative values on CR values showed that ads have a relationship in the opposite direction with the brand switching behavior. While the value of CR on the relationship between advertising with brand switching behavior amounted to -1.981 have qualified CR $\geq \pm$ 1.96. Seen significant value of p value of 0.017 have qualified p <0.05. So it can be concluded that the ad has a negative and significant impact on the behavior of switching brands. Thus it can be said that the study supported the hypothesis 3.

Testing Hypothesis 4

4 hypothesis testing results in this study was the belief a significant negative effect on the

behavior of switching brands. Based on the data processing that is shown in Table 4:18, note that the value estimate on the relationship between the brand trust with the brand switching behavior of -0.151. Negative values on the value estimate shows that negatively affect brand switching behavior and a negative value on the value CR shows that trust in the opposite direction have a relationship with the brand switching behavior. While the value of CR on the relationship between the trust with the brand switching behavior amounted to -2.255 qualify CR ≥ ± 1.96. Seen significant value of p value of 0.024 qualify p <0.05. So it can be concluded that the trust has a negative and significant impact on the behavior of switching brands. Thus it can be said that the study supported the hypothesis 4.

7. DISCUSSION

Influential Positive and Significant price on Brand Switching Behavior

These results indicate that the hypothesis 1 is supported namely price positive and significant impact on the behavior of the switch brand on the GSM mobile SIM Card in the city of Yogyakarta. This means that the higher the price, the GSM mobile SIM Card brand switching behavior in the GSM mobile SIM cards is increasing. Rates cellular GSM SIM Card prices are high and not affordable is one reason consumers to switch brands. Besides tariffs that do not match the quality of services and benefits that consumers feel are also likely to influence consumers to switch to other brands more affordable and provide quality service as well as the benefits perceived by consumers. But sometimes consumers do not just look at an affordable price or tariff, although prices or tariffs brand GSM mobile SIM Card or expensive high consumers are still willing to pay more because the quality of the services and benefits provided by brand GSM mobile SIM cards they use accordingly. The results are consistent with the statement Herrmann, AL: Xia, K.B .: Monroe H.F. (2007) states that the average price has a positive impact on brand switching behavior. If the service providers charge high

prices, the more consumers will switch to another brand. According to Price, the Ermayanti et al (2006) also states that the price difference between brand can influence brand switching behavior. This research is also consistent with previous studies conducted by Sulistiyani (2006) in his research showed a positive and significant effect on the price of the product on the decision variable displacement brand.

Quality of Service and Not Significant Negative Impact on Brand Switching Behavior These results indicate that the hypothesis 2 is not supported is the quality of services and no significant negative impact on brand switching behavior in the GSM mobile SIM Card in the city of Yogyakarta. This means that the better quality of service for GSM mobile SIM Card then switching behavior at the cellular GSM SIM Card is getting low or declining. According to Lovelock (2011) The interaction of services extends from contact to contact high-low. High-contact service requires interaction between the customer and the company or organization during service process. Meeting customer and the service provider takes place in a tangible nature and physical. Meanwhile, a low contact service only involves little physical contact between the customer and the service provider. Contact only occurs within a distance through electronic media or physical distribution channel oriented comfort. Interaction services provided by the GSM mobile SIM Card company to consumers outstretched in contact-low. This means that consumers do not face directly to the company of the GSM mobile SIM Card. But consumers just feel the quality of service from existing facilities in GSM mobile SIM Card itself. For example, cellular GSM network SIM Card is strong, cellular GSM SIM Card rates are affordable and in line with what the company has promised a GSM cellular card. This is why consumers do not switch to another brand. So the quality of service does not affect the brand switching behavior. This study is in line with the statement of Gerrard and Cunningham (in Lee, Richard And Murphy, Jamie 2005) that the price is more influential than the quality of

service when switching banks. Many factors that cause consumers to stay with the existing provider or switch to a competitor. Most studies as well as conventional wisdom indicates that improve the quality of service meets customer and thus maintain their loyalty.

Advertising and Significant Negative Impact on Brand Switching Behavior

These results indicate that the hypothesis 3 is ad supported a significant negative effect on the behavior of the switch brand on the GSM mobile SIM Card in the city of Yogyakarta. This means that the better or attractive advertisements GSM mobile SIM cards that display the brand switching behavior at the cellular GSM SIM Card decreases. Based on previous research Rahayu and Ward (2012). Radamuri (2013), Bahtiyar (2013), Saputro Edi (2013) in his research on brand switching behavior also states that ads influence on brand switching behavior. Their ads that often appear or seen consumers will affect consumers in the purchase. With ads that often arise, consumers will compare what is often bought with the newly purchased product. If consumers prefer the old product, then consumers will return the product to consume ever. However, if the newly purchased products provide more benefits than the old product, the consumer will make the shift brand.

Trust and Significant Negative Impact on Brand Switching Behavior

These results indicate that the hypothesis 4 is supported confidence a significant negative effect on the behavior of the switch brand on the GSM mobile SIM Card in the city of Yogyakarta. This means that the higher the confidence in the GSM mobile SIM Card brand switching behavior at the cellular GSM SIM Card is getting low or declining. The high consumer trust caused by GSM mobile SIM cards which they use can be relied upon to perform functions well, provide good service, and can fulfill its responsibilities to consumers so that consumers will not switch to another brand. This study is in line with previous research conducted by Afzal. S., Et al (2013) describes in his research on the brand that the variable displacement trust a significant

negative effect on the behavior of switching brands.

Practical Implications

From the analysis of this study can be seen that the SIM Card GSM cellular company in Indonesia should pay more attention to pricing strategies, quality of service, the ads served, and confidence in the GSM mobile SIM Card. High prices make consumers switch to other brands that provide low prices and in accordance with the quality of services provided. Good quality services such as a strong network, the service provider courteous and kindly provided by the company will make consumers will not switch to another brand. In addition to pull ads that aired also influence consumers to consider GSM mobile SIM Card that they will use and always maintain consumer confidence in the brand so that consumers do not switch to another brand.

Theoretical Implications

In this study the literature used is about the theory of price, quality of service, advertising, trust and brand switching behavior as well as on the relationship between the variables that influence brand switching behavior. This research is expected to increase or enrich the research, a reference and academic study materials, especially on the concept of consumer behavior to switch brands.

8. CONCLUSIONS AND SUGGESTIONS
8.1. Conclusion

From the results of research on the effect of price, quality of service, advertising, and confidence in the brand switching behavior in the GSM mobile SIM Card in the city of Yogyakarta. Based on the results of the analysis performed in this study using SEM analysis it can be concluded as follows:

1. The price has a positive and significantly effects to the behavior switching brand.
2. Quality of services has not negative significantly effects to the brand switching behavior.
3. Advertising has a negative and significantly effects to the brand switching behavior
4. Trust has a negative and significant effect on the brand switching behavior.

8.2. Research Limitation

In this research, there are some limitations as follows:

1. This study only apply via the enclosed questionnaire survey method that has not been able to reveal consumer opinion beyond that available in the statement item in the

Afzal.S., Chandio, A. K., Shaikh Sania, Bhand Muskan, Ghumro, B. A., and Khuhro, A. K., (2013), "Factors Behind Brand Switching In Cellular Networks", International Journal of Asian Social Science, 3 (2), p.299-307

8.2. Research Limitation

In this research, there are some limitations as follows:

1. This study only apply via the enclosed questionnaire survey method that has not been able to reveal consumer opinion beyond that available in the statement item in the questionnaire.

2. This study only look at the price factor, the quality of the service, advertising, and confidence in the brand switching behavior. Brand switching behavior is a phenomenon that has many factors such as dissatisfaction factors and factors of attractiveness competitors.

3. This study only followed the respondents in the city of Yogyakarta and has an age limit between 17-30 years where survey respondents are not extensive and varied.

8.3. Suggestion

Based on the results of the study, the researchers suggestion is as follows:

1. Further research is recommended to use the survey method with questionnaire answers open so that the respondent can express their opinions reasons or wider with regard to the phenomenon of brand switching behavior and the data obtained are also more accurate.

2. Increase the variables for further study because this study only uses four variables only the variable price, quality of service, advertising, and confidence in the brand switching behavior. While there are many other variables that affect the behavior of switching brands such as: dissatisfaction factors and factors of attractiveness competitors.

3. Increase the sample of over 200 respondents, so expect the results achieved can be optimized and can more specifically reveal the reality according to the conditions in the field.

4. For the object and the subject of further research could take a broader respondents and varied as well as the research object in different places in the hope gained a clearer picture of the brand switching behavior.

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