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Consumer Satisfaction and Switching Behavior in Indonesia's Digital Shopping Era

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Abstract: A market is where more than one seller sells and buys goods in shopping centers such as conventional markets, shops, shopping centers, and trade centers. The Market is experiencing a digital revolution, which means that transactions between sellers and buyers use digital technology. This allows customers to switch from conventional shopping to online shopping. Using quantitative description, this research investigates the population of consumers who shop for necessities such as meat, vegetables, and fruit. The sampling technique used is purposive sampling with a sample size of 116 respondents. The analytical tool is the structural equation model (SEM PLS 4). This research will conduct validity and reliability tests, then conduct regression tests to determine the influence between variables and test hypotheses so that the impact of brand image on customer satisfaction, brand image on Customer switching behavior, and customer satisfaction on Customer switching behavior can be answered. It can be concluded that Brand Image has no influence on Customer Switching Behavior, as many customers still prefer to shop in person.
Keywords: *Brand Image, Customer Switching Behavior, Customer Satisfaction, Marketplace, Online Shopping.*

1. Introduction

According to Article 1 paragraph (1) Presidential Decree no. 112 of 2007 and Article 1 paragraph (1) of the Minister of Trade Regulation No.53/MDAG/PER/12/2008, a market is a place where goods are sold and purchased by more than one seller, including shopping centers, traditional markets, shops, malls, plazas, trade centers, and other names. To face the digital revolution, businesses must develop new approaches, such as multichannel. So, the Market is a meeting place for buyers and sellers to trade and negotiate not only conventionally face to face but also to shop digitally. This approach includes adding new channels and using digital technology to interact better and engage customers. Those who are more open, active, and interested in digitalization have turned to omnichannel, online, and offline integration(Novita Sari., Achmad Hizazi., 2021) to further engage customers through

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various initiatives, promotions, and actions to maintain a constant exchange of information and relationships with customers.
One example of digital market transformation is the Gojek application, which provides GoMart with service features. Go-Mart is a service designed to meet consumer needs practically and briefly via smartphone. Apart from meeting consumer needs, this application can help retailers get more customers and be a solution for customers who cannot come directly to the store for specific reasons. GoMart services have more than 50,000 products that can be accessed in the form of food, fruit, vegetables, staples, medicine, and beauty tools. When someone uses GoMart to buy daily necessities, the driver will pay for the ordered goods at the nearest shop that has collaborated with GoMart, and the driver will deliver them in approximately 1 (one) hour. This application has been transformed into an integrated service connecting consumer needs and retail business opportunities in the digital ecosystem. This technology update system will change buyers' habits who usually buy directly and order online/through the application. The changes brought by GoMart require research to see whether the brand image of the application can change buyer switching behavior and create customer satisfaction. Since its establishment in 2015, the Gojek application featuring GoMart has evolved into a leading platform. To date, numerous similar applications have emerged, becoming significant competitors in the market for purchasing everyday essentials.

2. Literature review

2.1 Brand Image

Cahyono et al. (2015)define a brand as a name, sign, symbol, design, or combination that distinguishes a company's or individual's goods and services from its rivals. (Dam & Dam, 2021)Brand image research is the foundation of marketing and advertising research. It has been a fundamental concept for tactical marketing mix issues and is crucial for establishing long-term brand equity. The image should be provided using all accessible contact channels, including brand relationships, to serve. Brand image is an essential determinant of customer habits when choosing a product or service. Brand image is a set of perceptions and impressions that exist in customers' minds about their preferred brands. The brand image also relates to customer trust in a brand. Consumers tend to make purchases from companies that have a good and positive brand image in their eyes (Impact et al., 2021). Hardjanti, (2011)Product or service quality is defined as "how well a product or service does what it is supposed to do as defined by the customer," and customer perceptions of service quality directly impact brand reputation. In terms of safety, availability, maintenance, reliability, usability, and conformity to customer requirements, expectations, and satisfaction, almost all customers prefer high-quality products in the available price range.

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2.2 Customer Switching Behavior

Ghamry & Shamma, (2022) In the domains of microeconomics and marketing, research on Customer switching behavior is considered expanding. Numerous scholars have examined the variables influencing consumers' migration decisions between businesses and settings. Was the first to develop a comprehensive model that encompassed a wide range of variables thought to affect consumers' decision to move to a new service provider. Using information gathered from 45 different services, such as banks, travel agencies, hotels, airlines, and restaurants, Keaveney (1995) investigated the idea of switching behavior. Pricing, inconvenience, core service failures, service encounter failures, employee reactions to service failures, attraction by competitors, ethical issues and involuntary switching, and rarely-mentioned occurrences.

2.3 Customer Satisfaction

Mayumartiana et al., (2018) Customer satisfaction is the assessment of consumers based on their experience in purchasing or using a product or service. Customer satisfaction is measured through three main aspects: the consumer's perception of the performance, the subjective assessment of the consumer, and the extent to which it meets their expectations. In other words, customer satisfaction results from comparing the consumer's perception of the actual performance and what the consumer expects. This evaluation of customer satisfaction becomes precious information for companies to know whether the products or services offered have met or even exceeded consumer expectations. Wirtz et al., (2014) explain that customer satisfaction is the total expectations of the Customer of products and services. Dam & Dam, (2021)Customer satisfaction refers to how a customer feels or views a good or service after using it. A critical outcome of marketing activity was customer satisfaction, which served as a link between the many stages of consumer purchasing behavior. Darmawan, (2024)The degree of contentment or enjoyment that consumers feel following the use of a certain good or service is known as customer satisfaction. Numerous factors, including as service quality, ship condition, comfort, safety, and interactions with crew members, can affect customer satisfaction in the cruise industry.

2.4 Influence of Brand Image on Customer Satisfaction

Based on research results from (Ega et al., 2022), Brand image has a positive and significant effect on customer satisfaction. Brand image is a perception or impression embedded in consumers' minds. The better the consumer perceives the company's brand image, the higher the consumer satisfaction. Conversely, if consumer perceptions of the brand image are destructive, consumer satisfaction will also be low. Rusmahafi & Wulandari, (2020) The extrinsic properties of products and services, as well as the effects of brand perception in satisfying customers' social and psychological needs, are explained by brand image. Brand image is a collection of associations built and attached by consumers to the brand. Consumers familiar with

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a brand will almost certainly maintain continuity with that brand's image. Based on the results of previous research, the hypothesis in this study is:

H1: Brand image influences customer satisfaction among customers of the Gojek application with the GoMart feature.

2.5 The Influence of Brand Image on Customer Switching Behavior

Chigwende & Govender (2020) state that a positive brand image for an organization discourages customers from switching. Any corporate brand image aspect that mentions religion pushes consumers to move to a different brand. Consequently, a theory is proposed that. Lai et al., (2012) Stated differently, customers may only migrate to new m-commerce platforms with significant mooring variables. In mobile commerce, push and pull factors might not be sufficient to encourage consumers to establish switching intents when vital anchoring variables like high switching costs and low trust are present. Based on the results of previous research, the hypothesis in this study is:

H2: Brand image influences switching behavior among Gojek application customers with the GoMart feature.

2.6 The Influence of Customer Satisfaaction on Customer Switching Behavior

Based on research results from (SALEH et al., 2015), There is a negative relationship between customer satisfaction and brand-switching behavior. If customer satisfaction increases, their tendency to switch to another brand will decrease. Conversely, brand-switching behavior will tend to increase if customer satisfaction decreases. Based on the results of previous research, the hypothesis in this study is:

H3: Customer satisfaction influences switching behavior among Gojek application customers with the GoMart feature.

2.7 The influence of brand image on customer satisfaction mediated by Customer switching behavior

Chigwende & Govender (2020)it is less likely that customers will switch if the business has customers who are satisfied with its goods and services and have a good brand image. Service firms must start comprehending and learning from the actions of customers who decide to transfer service providers because of these frequently disastrous outcomes. Srivastava & Sharma, (2013) Examining and contrasting the viewpoints and attitudes of the service provider who is typically the employee and the service recipient can also help to enhance this learning. The degree to which the service provider and the service recipient have comparable views about the service and how it is delivered affects both the quality of the services provided and the upkeep of service performance relationships. Based on the results of previous research, the hypothesis in this study is:

H4: Brand image influences customer satisfaction, mediated by Customer switching behavior.

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2.8 Framework

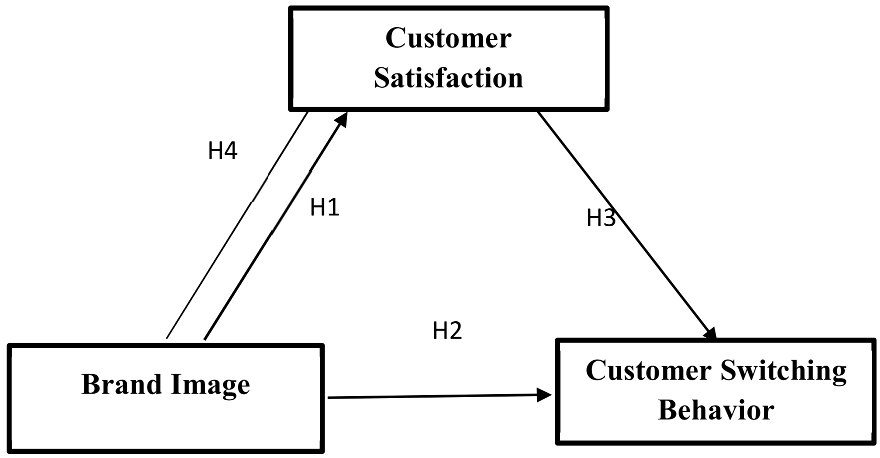

Figure 1. Conceptual Frame Work

3. Research method

The total number of accepted respondents was 132. However, the number of respondents could be analyzed was 116 as GoMart users, and 17 could not be analyzed because they were not GoMart users. This research uses a descriptive quantitative approach. Using a quantitative approach, numerical data is studied systematically, and the hypotheses determined are tested to obtain measurable results. On the other hand, the descriptive approach plays a vital role in describing the phenomena that occur in consumer behavior in the purchasing process via the GoMart digital platform.

The results of the questionnaire data from Gojek application users with the GoMart feature are more popular with women private sector employees with the most extensive age range of 37-46 years. Most respondents have used the Gojek application with the GoMart feature 1-2 times a year, and this is focused on users of the Gojek application with the GoMart feature. domiciled in the area Jabodetabek. Analyze this using a questionnaire instrument distributed to Gojek application users using the GoMart feature via Google Forms. All responses are scored based on a Likert scale from 1 to 5 (agree to disagree) (Muda Kusuma, 2022). We distribute three variables that will be tested, namely Brand Image, with four indicators (Dam & Dam, 2021). Customer Satisfaction has four indicators (Dam & Dam, 2021), and Customer Switching behavior (Guo et al., 2021). The data we collect from respondents is used in field study research by distributing questionnaires.

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Table 1. Measurement of variables

Variable	Indicators	Source
Brand Image	The GoMart application is quality and reliable.	(Dam & Dam, 2021)
	The GoMart application has a variety of products.	
	The GoMart application has a good reputation.	
	The GoMart app is fun for shopping.	
Customer Satisfaction	The GoMart application is more innovative and has additional features you don't have if you shop online.	(Dam & Dam, 2021)
	The GoMart application makes it easy to find what I need.	
	According to my expectations, the GoMart application is straightforward and easy to use.	
	I will recommend the GoMart application to relatives and family.	
Customer Switching Behavior	Switching to online shopping using the GoMart application is my right choice.	(Guo et al., 2021)
	I searched for similar online shopping applications, but GoMart was the best.	
	I switched from shopping offline to online because I saw good reviews about the GoMart application.	
	Before deciding to shop, I compared the prices of offline stores with those on the GoMart application.	

Researching SEM PLS analysis tools, according to (Hair et al. 2014), Partial Least Squares (PLS) was chosen as the analysis technique because this method is suitable for handling the characteristics of the data, namely data that is not normally distributed, a relatively small sample size, and constructs that are measured formatively. Hair et al., (2017)The SEMPLS approach tests and analyzes the proposed research model and hypotheses. Evaluating the recommended research model and the proposals provided is carried out through two interesting stages: assessment of the measurement model and evaluation of the structural model.

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4. Results and discussion

Questionnaire statements based on the results of analysis and discussion of these variables and confirmed by previous research represent the variables to be tested. Based on the results of the respondents, numbers were obtained that represent Cronbach's composite reliability, P value, T table, R-Square, PLS Algorithm, and AVE. From the test results, the brand image on Customer switching behavior is rejected/has no effect. However, the Brand Image variable affects Customer satisfaction, and Customer satisfaction affects Customer switching behavior.
The results of this study do not align with the hypothesis that brand image affects customer switching behavior. Factors contributing to this could be low customer statisfaction and a greater preference for functional aspects over brand image. Additionally, the need for brand image differentiation among competitors and the rapid market dynamics, such as digitalization, may have made brand image less relevant in driving customer switching behavior (Chigwende & Govender, 2020). Brand image has a positive and significant effect on customer satisfaction.

4.1 Validity and Reliability

The following are the outcomes of data processing using SmartPLS:

Table 2. Cronbach's alpha, composite reliability, and AVE Between 3 Variables

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.910	0.912	0.936	0.787
Customer Satisfaction	0.909	0.917	0.936	0.787
Customer Switching Behavior	0.909	0.911	0.936	0.786

(Tanuwijaya & Oktavia, 2023)Table 3 below displays the findings from the investigation of reliability and validity. Given that all of the variables' values for Average Variance Extracted (AVE) and Cronbach's Alpha and Composite Reliability are more than or equal to 0.7 and 0.5, respectively, the items constructed are found to be trustworthy and legitimate.

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4.2 Validity testing

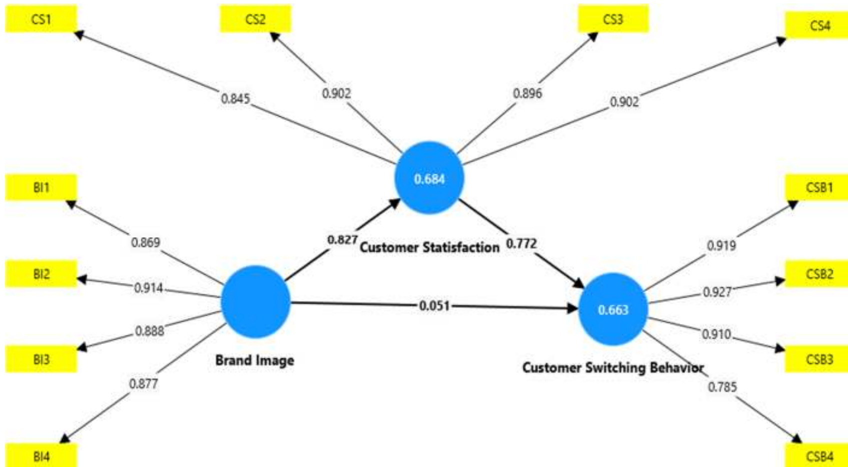

Figure 2. PLS Algorithm

Muda Kusuma, (2022). A portion of the indication has been removed due to its invalidity. As shown in Figure 1, the convergent validity test results indicated that all indicators were deemed valid because their outer loading factors were more significant than 0.70.

4.3 Convergent validity

A fill factor value of more than 0.7 is considered ideal. The results of the Brand Image, Customer Switching Behavior, and Customer Satisfaction indicators are considered valid because the value is above 0.7. RAHMA, (2018) In empirical research, filler factor values of more than 0.5 are acceptable, even if some experts accept a value of 0.4. Therefore, filler factor values less than 0.4 should be excluded from the model. The squared value of the filler factor is known as communality, and indicates that the percentage of the construct able to explain the variation present in the indicators with a minimum value of 0.5.

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Figure 3. Convergent Validity

	Brand Image	Customer Switching Behavior	Customer Statsfaction
BM1	0.869		
BM2	0.914		
BM3	0.888		
BM4	0.877		
CSB1			0.845
CSB2			0.902
CSB3			0.896
CSB4			0.902
CS1		0.919	
CS2		0.927	
CS3		0.910	
CS4		0.785	

4.4 Discriminant validity

RAHMA, (2018)The reflective model is assessed through cross-loading, and the Fornell Larcker Criterion value on its own latent construct is considered greater than other latent constructs. This indicates that the indicators used in this study have good discriminant validity in the formation of their variables. Darmawan, (2024)Discriminant validity test is conducted to determine how precisely the measuring instrument performs measurement functions. Table 4 shows the results of cross-loading discrimination validity testing. When compared to other variables, the correlation value of variables to research indicators is greater. These results indicate that the variables as a whole have a high level of discriminatory validity.

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Figure 4. Discriminant Validity

	Brand Image	Customer Switching Behavior	Customer Statisfaction
BM1	**0.869**	0.572	0.679
BM2	0.914	0.564	0.717
BM3	0.888	0.620	0.737
BM4	0.877	0.677	0.790
CSB1	0.646	0.714	0.845
CSB2	0.752	**0.679**	0.902
CSB3	0.765	0.723	0.896
CSB4	0.764	0.768	0.902
CS1	0.679	0.919	0.776
CS2	0.622	0.927	0.759
CS3	0.591	0.910	0.722
CS4	0.547	0.785	**0.621**

4.5 Reliability Indicators

The results of the validity and reliability analysis are shown in Table 4. The items are considered relevant because the Cronbach's alpha and composite reliability values are more than or equal to 0.7, and the Average Variance Extracted (AVE) value for all variables is more than or equal to 0.5, which is built is declared valid and reliable (Tanuwijaya & Oktavia, 2023).

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Table 5. Reliability Indicators

Variables	Composite Reliability	Cronbach's Alpha
Brand Image	0.936	0.910
Customer Satisfaction	0.936	0.909
Customer Switching Behavior	0.936	0.909

It can be concluded that all indicators have a good reliability concept because their values are much higher than 0.70.

4.6 Direct effect

Based on the results of the analysis, this research found several significant findings regarding the direct influence between variables:

1. Brand image is proven to have a direct and significant influence on customer satisfaction. The more positive the brand image, the higher the consumer satisfaction.
2. Brand image was also found to directly and significantly influence Customer switching behavior. A strong brand image can be an essential factor influencing consumers' decisions to remain loyal or switch to another brand.
3. Customer satisfaction has been proven to influence Customer switching behavior directly and significantly. The level of consumer satisfaction is an essential determinant of their decision to stay or switch to other alternatives.

4.7 Indirect effect

Brand Image → Customer Satisfaction → Customer Switching Behavior

The indirect effect indicates that brand image can influence customer switching behavior through customer satisfaction. In other words, if brand image improves, customer satisfaction will also increase, which in turn can lead to a decrease in customer switching behavior.

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Table 6. Patch Coefficients and T-Values.

Path	Original sample (O)	T-statistics (|O/STDEV|)	P-values	Results
Brand image-> Customer Switching behavior	0.051	0.461	0.645	Unacceptable
Brand Image -> Customer Satisfaction	0.827	21,782	0,000	Acceptable
Customer Satisfaction -> Customer Switching Behavior	0.772	8.122	0,000	Acceptable

The Brand Image variable (X1) obtained a T statistical value of 0.461 < 1.96 or a p-value of 0.645 > 0.05, so H1 was rejected. Namely, Brand Image does not affect Customer satisfaction (X2). The Brand Image variable (X1) obtained a statistical t-value of 21,782 > 1.96 or a p-value of 0.000 < 0.05, so H2 was accepted. Namely, brand image (X1) affects customer satisfaction. The Customer Statisfaction (Y) variable obtained a T statistical value of 8,122 > 1.96 or a p-value of 0,000 < 0.05, so H3 was accepted. Namely, Customer Switching behavior influences Customer Satisfaction (X2).

Table 7. R Square

Variables	R-square adjusted	Results
Customer Switching Behavior	0.657	Strong
Customer Satisfaction	0.681	Strong

Linear regression analysis was used to test the hypothesis developed in this research. A summary of the model used in this research is presented in Table 5, which reveals that the adjusted R-square value of Customer switching behavior is 0.657, and the R-Square adjusted customer satisfaction value is 0.681 (Tanuwijaya & Oktavia, 2023). The R Square value of the Customer Satisfaction variable (X2) is 0.663, and this indicates that the Brand Image (X1) and Customer Behavior Transition (Y) variables can explain the Customer Satisfaction variable (X1) of 66.3%, which can be concluded that the model was chosen strong. The R Square value of the Customer

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Switching Behavior variable (Y) is 0.684, where the Brand Image (X1) and Customer Satisfaction (X2) variables can explain the Customer Switching Behavior variable (Y) by 68.4%, it can be concluded that the model is considered vital.

5. Conclusion

This aligns with previous research that has found a brand image to positively and significantly influence customer satisfaction. Brand image is a perception or impression embedded in consumers' minds. The better the consumers perceive the company's brand image, the higher their satisfaction. Conversely, if consumers perceive the brand image is destructive, their satisfaction will also be low (Ega et al., 2022). If customer satisfaction increases, their tendency to switch to another brand will decrease. Conversely, brand-switching behavior will tend to increase if customer satisfaction decreases. This indicates that this study's findings align with previous research, showing a negative relationship between customer satisfaction and brand-switching behavior (SALEH et al., 2015). The findings of this research provide a more comprehensive understanding of the dynamics between brand image, customer satisfaction, and brand-switching behavior in modern business environments characterized by rapid changes driven by digitalization. These insights can be valuable for business practitioners in developing adaptive strategies to navigate the evolving market landscape.

6. Implications

Based on data obtained from respondents, it is stated that the Gojek application with the Gomart feature has not yet received a positioning for customers, so management is advised to carry out promotions with various advertising channels, for example, placing advertisements on social media and advertisements on TV. As for the results from respondents regarding the Gojek application, the Gomart feature is more innovative and has additional features that are not available if you shop online. They still feel that the Gojek application's GoMart feature does not meet consumer desires, so it is better for management to provide goods according to customer demand. The data from respondents shows that customers still trust essential offline shopping because the features available in the menu options in the Gojek application, such as the GoMart feature, still feel like they are not following customer wishes. It is recommended that the party hold socialization regarding the Gojek application's GoMart feature so there is digital literacy. If the target is mothers, it is necessary to carry out digital literacy regarding current shopping trends, not only offline but also online.

7. Research limitations

We conducted limited research, which was carried out only in the Jabodetabek area, with limited respondents because we only had three months to conduct research. So,

our research still needs development in various aspects, such as a much broader research area, to have more relevant and representative results.
It is hoped that further research can be carried out by adding variables such as frequency of use and impact on consumer shopping behavior. It is hoped that future research can conduct a more in-depth evaluation of the effectiveness of the GoMart feature in the Gojek application. By including these variables, the research results can provide a more comprehensive picture of how GoMart features influence user experiences and habits.

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