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Impact of Service Quality, Customer Dissatisfaction and Variety-Seeking on Brand Switching Intention

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Abstract

Many students wish to continue their studies but choose a different college or intend to do brand switching. On the other hand, universities want students to continue their studies back at their home institutions. This study aims to analyze the effect of perceptions of service quality, customer dissatisfaction, and variety-seeking on Brand Switching Intention in Higher Education. The population in this study were students who were still active in higher education. The purposive sampling method was taken from as many as 50 people. The criteria for respondents were students who had an interest in further study. The analysis method used is multiple linear regression. The results showed that the perception of service quality did not affect brand-switching intention. Meanwhile, customer dissatisfaction and Variety seeking positively and significantly affect brand-switching intention. The coefficient of determination is 0,544, of the variation in brand switching intention, which the three independent variables can explain. At the same time, the rest is influenced by other variables outside the research.

Keywords: *service quality, customer dissatisfaction, Variety seeking, Brand switching intention*

Introduction

The service sector is experiencing very rapid growth, including higher education. The competition between universities is also getting higher. Colleges seek to attract new students and retain existing students by offering a wide variety of quality services. Various efforts have been made to satisfy students who do not want to move to other

universities. Higher education should provide value in skills and graduates produced and related to students' feelings about the educational experience. Higher education institutions need to pay attention to the management process as an alternative to academic standards, accreditation, and teaching and research performance indicators (Munteanu, 2020).

Recently, there has been a phenomenon of brand switching in higher education. Some graduates want to continue their studies at other universities, and not all graduates continue to their original universities. The original university indeed intends to keep its graduates to continue at its institution.

There are several reasons why graduates intend to continue their studies at other institutions. The quality of service and dissatisfaction with their undergraduate students' services can cause them to continue their studies at other universities. The desire to gain different experiences can also cause a transfer to another university.

Quality service is service that meets customer expectations. Service quality measures how well the level of service provided can meet customer expectations (Tjiptono, 2012). Service quality is closely related to customer satisfaction. Customer satisfaction is crucial in all service industries to obtain and increase profitability and financial performance (Ali & Bisht, 2018). Universities should be aware that customers have many alternatives to choose from, and it is easier to switch to another service provider if the customer is unsatisfied. Furthermore, service satisfaction is influenced by quality factors (Munteanu et al., 2010). Satisfied users of higher education services tend to be less prone to moving to other universities and are willing to provide positive referrals for future users of higher education services (Temtime & Mmereki, 2011).

Dissatisfaction is one factor that drives customer decisions to reduce repurchase intentions (Lu et al., 2012). The primary determinant of brand acceptance is the satisfaction felt by consumers in previous purchases. This consumer dissatisfaction arises because consumer expectations are not the same or higher than their

performance in the market. Dissatisfaction can affect attitudes in making the next purchase.

Students at a college may get excellent and satisfying service during college. However, with the existence of many other universities, it is not impossible that they will be interested in moving. According to Peter, J.P & Olson (2010), the need for variety is a cognitive commitment to buy a different brand for different reasons, a new desire, or the emergence of boredom with something that has been consumed for a long time. When the customer is bored or dissatisfied with the product, the customer will try another product. However, some customers buy new products even though they are satisfied (Faustine, 2015). Consumers with low emotional involvement with a brand will quickly switch to competing brands. The desire to seek variety (variety seeking) is one of the causes of brand switching (Firmansyah, 2019).

This research raises a problem of how to reduce the desire of students to continue their studies at other universities (intense brand switching/Brand switching intention) through improving service quality, reducing customer dissatisfaction, and responding to the desire to seek variety.

This study is expected to support the competitiveness of universities by improving service quality, reducing student dissatisfaction, and responding to variety seeking. Improving service quality, student satisfaction, and responses to variety-seeking will reduce interest in moving to other universities.

Review of Literature

Brand Switching Intention

Brand switching behavior is brand switching behavior carried out by consumers for specific reasons, or it can also be interpreted as a consumer's vulnerability to switching brands. Meanwhile, brand switching intention is a person's desire to buy a different brand from the previous or usually purchased one but with the same product and

can be realized at the right time and opportunity accompanied by efforts to do so (Firmansyah, 2019).

Users who switch from one product to another indicate that the original product no longer meets their needs or that competing companies offer more attractive products (Xavier & Ypsilanti, 2008). Brand switching occurs when a user leaves a service or a supplier switches to another service (Parthasarathy & Keaveney, 2001; Al-Kwafi & Ahmed, 2015). Switching customers will damage the reputation and brand image of the company, which will further lead to a reduction in acquiring new customers or additional costs in acquiring new customers (Pablo Maicas Lopez et al., 2006).

The decision to switch from one brand to another is a complex phenomenon influenced by certain behavioral factors, competitive scenarios, and time. Brand switching behavior can be seen from two indicators: internal and external factors. Internal factors are environmental factors within consumers (Firmansyah, 2019). Internal consumer factors include the desire to seek variety (variety seeking), dissatisfaction, and consumer knowledge about brands. At the same time, external factors are environmental factors from consumers that can affect brand switching, including advertising, and promotions. According to Firmansyah (2019), the factors influencing brand switching include advertising, price, product quality, word-of-mouth communication, personality, brand image, the need for variety, consumer dissatisfaction, and promotion.

Perceived Service Quality

Service quality is centered on what is perceived (Rowley, 1997) and is defined as a consumer's assessment of the entity's overall superiority (Zeithaml, 1988). Quality is a form of attitude that results from comparing expectations and perceptions of performance (Rowley, 1997). Service quality is seen from the perspective of competitive advantage, defined as survival and a competitive tool that leads to loyalty, high return on investment, higher market share, and increased team member loyalty, resulting in lower costs (Esmailpour et al., 2012). Quality in higher education is related to efficiency, high

standards, excellence, value for money, conformity to goals, and customer focus (Munteanu et al., 2010).

Service quality measures how well the level of service provided can meet customer expectations (Tjiptono, 2012). Parasuraman et al. (1988) stated that service quality comes from comparing performance perceptions with expectations. Meanwhile, Cronin & Taylor (1992) argues that service quality is measured by comparing performance with ideal standards or perceptions alone.

The five characteristic dimensions used to evaluate service quality (Zeithaml, 1988; Lupiyoadi, 2006) are physical evidence (tangible), reliability, responsiveness, assurance, and empathy. Tangible is a manifestation of the services provided, including company materials and equipment, physical facilities, the physical environment, and the like (Fida et al., 2020). Reliability is the ability to provide the promised service immediately, accurately, and satisfactorily (Lupiyoadi, 2006). Reliability has played an essential role in the functioning of traditional service operators because it consists of: billing accuracy, quotes, records, and commitment to fulfilling orders (Fida et al., 2020). Responsiveness is responding to customer requests quickly and precisely with clear information (Parasuraman et al., 1988). Assurance is employees' knowledge, courtesy, and ability to foster a sense of trust in employees' customers (Parasuraman et al., 1988). While empathy is giving sincere, individual attention and trying to understand customers (Lupiyoadi, 2006) and the company's ability through its employees to provide proper attention to customers, overcome their unique and personal problems and understand their needs (Parasuraman et al., 1985; Fida et al., 2020).

Brady & Cronin Jr. (2001) state that customers perceive service quality which consists of three dimensions: outcome, interactions, and the quality of the physical environment. Outcome quality is what the customer gets when the production process ends; interaction quality refers to the interactions that occur while the service is being delivered; environmental quality refers to the environmental conditions in which services are provided or products are sold. Consumers will leave a

relationship if they feel discrepancies between service quality results or interactions with service providers. The quality of customer interaction with the organization will affect the customer's response to failure in service (Berry, 2014). Good service quality will motivate customers to improve relationships with service providers (Bell et al., 2005). Poor service quality or changes in service quality will result in changes in consumer attitudes toward the company and possibly behavioral changes (Bansal et al., 2005).

In implementing a marketing strategy, it is necessary to consider service quality because it can prevent customers from switching brands, thereby increasing competitiveness, market share, and company profitability (Saleh, Mahmoud; Althonayan & Alhabib, 2015). Several previous studies (Hidayat et al., 2017; Khasanah, Uswatun & Kuswati, 2013; Kumaradeepan, 2012) show that service quality has a negative effect on brand switching.

Higher education institutions increasingly understand that higher education can be considered a business service industry in the context of globalization and international competition. Therefore, students must understand how they perceive the services provided and how they can compete to attract and retain more students (Douglas & Douglas, 2006). Several studies on service quality in higher education have been conducted. Sutartiah (2017), in his research, said that the tight competition among universities that opened similar study programs led to the importance of the urgency of evaluating and improving the quality of education in its services to students. As education service providers, universities should emphasize providing quality services to gain the trust of students and the wider community. This will further affect the loyalty of students and the wider community to continue to use the services of these universities in the future (A. I. Wibowo, 2009).

Customer Dissatisfaction

Customer dissatisfaction can arise because of the information process in evaluating a brand. Consumers will use past and present information to see which brands provide the expected benefits.

Customer satisfaction or dissatisfaction is a customer response to the perceived discrepancy between previous expectations and the actual performance perceived by the wearer (Tjiptono, 2014).

Dissatisfied customers will be vulnerable to discontinuing the product in a brand and replacing it. Brand switching is the result of consumer dissatisfaction with a product. Dissatisfaction causes consumers to stop or replace purchases of product brands (Hawkins, D.I., Mothersbaugh, 2016). Several studies state customer satisfaction determines retention and repurchase behavior (Jones et al., 2000; Yang & Peterson, 2004). Several college studies have shown that dissatisfied often drop out (Bryant, 2006), and highly satisfied students are more likely to stay and ultimately graduate from college (Billups & Feinstein, 2008).

Variety Seeking

Variety-seeking is defined as the encouragement of a consumer when faced with brand selection (Ariani, 2014). Variety seeking is the act of customers buying new products even though they are satisfied with the old ones (Faustine, 2015). The need for variation behavior occurs when there is no commitment to a brand. Variety-seeking behavior occurs when there is no commitment to a brand Brand selection is determined not only by the utility and disutility that comes from changing brands but by some of the underlying preferences for different brands (Givon, 1984). Consumers may be satisfied with the goods brand uses now, but they are still involved in brand switching. Consumers with low involvement with a brand will quickly switch to competing brands. Variety-seeking is a behavior to release boredom due to low participation in a brand or product (Thawil, 2014). Several studies (Wibowo et al., 2014; Khasanah, Uswatun & Kuswati, 2013; Hartono, 2018; Arianto, 2013) concluded that variety-seeking positively affects brand-switching intention.

Research Methods

This study uses an explanatory approach. The explanatory method is a method that intends to explain the position of the variables

studied and the influence between one variable and another (Sugiyono, 2017).

The research variables used in this study are independent variables consisting of Perceived Service Quality, Customer Satisfaction, and the need for variation, and the dependent variable is the intention to switch brands.

Brand Switching Intention is defined as a person's desire to buy a different brand from the previous or usual purchase, which is realized through efforts to obtain. This study uses measurement tools from research (Dwinanto, Rizki Rachmad; Suasana, 2018) with indicators of the desire to switch to another service provider, unwillingness to reuse services, and willingness to speed up relationship termination.

The perception of service quality in this study is an overall assessment. It is believed to result from comparing expectations before obtaining service and performance experience. The measuring instrument used in this study uses research references (Kuswardani, D.C.; Yani, 2020) with indicators of the suitability of the learning process, lecturer and employee competencies, student services, library services, academic administration services, financial administration services, speed in administrative services, adequate building and complete facilities.

This study defines customer dissatisfaction as the customer's response to the perceived discrepancy between previous expectations and the performance perceived by the wearer. This study uses indicators from (Tjiptono, 2014) which consist of perceived complaints, differences in quality with expectations, and dissatisfaction with brand quality.

Variety seeking is a cognitive commitment to buy different brands for different reasons, new desires, or boredom with something that has been consumed for a long time. This study uses an instrument from (Mowen & Minor, 2002) with indicators of boredom, trying other brands, interest in other brands, feeling Want try, and no innovation.

The population in this study were all students of the University Semarang. Samples were taken from 50 respondents, using purposive

sampling to determine specific considerations (Sugiyono, 2017). The sample criteria are: active students who have taken at least six semesters of education from all faculties, students who are interested in further studies. Data collection was carried out by distributing questionnaires through google forms which were distributed to students.

Research Framework

This study aims to analyze the perceived service quality effect, customer dissatisfaction, and variety seeking (the need for variation) on brand switching intention (the intention to switch brands). The research hypothesis can be formulated as follows:

H1. Service quality affects the Brand Switching Intention

H2. Customer dissatisfaction affects the Brand Switching Intention

H3: Variety-seeking affects the Brand Switching Intention

Result

The goodness of fit the model t can be seen from Table 1. Table 1 shows that the F is 20,467 with a significant probability is 0.000; the regression model is suitable for forecasting.

Tabel 1. Anova

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	78,894	3	26,298	20,467	,000 ^b
	Residual	59,106	46	1,285		
	Total	138,000	49			

a. Dependent Variable: Brand Switching Intention

b. Predictors: (Constant), Variety Seeking, Customer dissatisfaction, Service quality

The coefficient of determination can be seen in Table 2. Table 2 shows that the Adjusted R Square is 0.544. The three independent variables explain only 54.4% of brand switching intentions: service quality, customer dissatisfaction, and variety seeking. In contrast other variables outside the study demonstrate the remaining 45.6%.

Tabel 2. Coeffisient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,756 ^a	,572	,544	1,134

a. Predictors: (Constant), Variety Seeking, Customer dissatisfaction, Service quality

Hypotesis test analysis was used to determine the effect of the independent variable on the dependent variable. This analysis was carried out with the SPSS program, and the results are shown in the table below:

Tabel 3. Hypotesis test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	5,105	3,196		1,597	,117
Service quality	-,089	,052	-,208	-	,091
Customer dissatisfaction	,257	,121	,215	2,115	,040
Variety Seeking	,415	,096	,520	4,332	,000

a. Dependent Variable: Brand Switching Intention

Based on Table 1, the equations can be made as follows:

Brand Switching Intention = -0,208(Service quality) + 0,215(Customer dissatisfaction) + 0,520(Variety Seeking)

The service quality regression coefficient is negative, which means that the higher the service quality, the lower the brand switching intention. While the regression coefficient for customer dissatisfaction and variety-seeking is positive, the more customer dissatisfaction and variety-seeking increase, the more brand-switching intention will increase.

Table 3 shows that service quality does not affect Brand switching intention. The significant probability of service quality is

0.091, which is higher than the alpha level of 0.05. Customer dissatisfaction and variety-seeking have a significant positive effect on brand-switching intention. The significant probability of customer dissatisfaction is 0.040, while variety-seeking is 0.000.

Discussion

The Influence of Service Quality Perception on Brand Switching Intention

The regression analysis that has been carried out shows that the perception of service quality does not affect Brand Switching Intention. The level of service quality provided does not cause the desire to continue their studies at other universities. Based on the respondent's answers, the quality of services offered by the University of Semarang received a good assessment. The quality of these services includes the suitability of the learning process, student services, library services, academic administration services, facilities and infrastructure, and financial administration services. Research that has been conducted by Khasanah, Uswatun & Kuswati, (2013) shows that service quality affects the intensity of brand switching. Poor service quality will impact dissatisfied customers and the desire to switch brands.

In contrast, the service quality received good ratings from respondents, so this was not the cause of the desire to move to another university. McCarthy et al. (1992) explained that a customer or potential customer switching indicates the presence of disloyal customers in the product market, and various factors may influence switching. Service delivery organizations must understand and learn from customers' actions who choose to switch service providers through an exploratory learning process and differentiating perceptions and attitudes of service providers and service recipients (Srivastava & Sharma, 2013). Service quality depends partly on the extent to which service providers and customers share the same belief in service and delivery (Folkes & Kotsos, 1986). The results of this study are in line with Srivastava & Sharma (2013), which state that there is no significant effect between service quality and switching behaviour. The

results of this study also provide information that service quality does not directly affect switching behaviour.

The Effect of Customer Dissatisfaction on Brand Switching Intention

Research shows that customer dissatisfaction affects brand switching intention. The desire to move to another university to continue studying is due to student dissatisfaction. Dissatisfied consumers can lead to brand-switching behaviour. Dissatisfaction is one factor that drives customer decisions to reduce repurchase intentions (Lu et al., 2012). Consumer dissatisfaction occurs because there is a difference between consumer expectations and the reality of the performance they receive. Dissatisfaction felt by consumers will affect attitudes to make purchases in the future and leave the services cape. Dissatisfied students will continue their studies at other universities. The result of consumer dissatisfaction with a product causes consumers to stop purchasing products from a brand and replace it with another brand (Hawkins, D.I., Mothersbaugh, 2016)

This study's results align with previous research (Arianto, 2013), which states that customer dissatisfaction affects brand Switching Intention.

The Effect of Variety Seeking on Brand Switching Intention

Based on the result, variety-seeking affects brand-switching intention. The higher the level of variety seeking, the higher the brand-switching intention. Variety seeking seen from boredom, desire to try something new, interest in different things, and liking for innovation have caused students to move to other universities. Many students today want to look for variety. This behaviour encourages them to switch brands. They are not loyal to the products they have been using. The thing that underlies consumers looking for variety is the emergence of curiosity in consumers themselves. Competitors offering more advantages in the same type of goods will encourage consumers to try. -Other products' benefits will attract curiosity, resulting in a greater level of brand switching.

This research is in line with previous research, which stated that variety-seeking affects the desire to switch brands (Wibowo et al., 2014; Khasanah, Uswatun & Kuswati, 2013).

Conclusions

The perception of service quality has no significant effect on brand switching intention. Meanwhile, customer dissatisfaction and variety-seeking have a positive impact on brand-switching intention. The high dissatisfaction and variety-seeking among students will influence them to look for other universities to continue their education.

Improving service quality can decrease customer dissatisfaction. Meanwhile, to reduce the transfer of students to other universities, collaborate with universities abroad through student exchange programs. Student exchange programs with universities abroad will make students feel they have different experiences from those at home.

Future research is recommended to add other variables that affect brand switching intention. The results are better used to predict brand switching intentions and benefits for higher education sustainability.

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