

## Perilaku Peralihan Merek Dalam Pembelian Produk *Smartphone* Pada Pengemudi Ojek Online Di Kota Banjarmasin

### Brand Switching Behavior In Purchasing Smartphone Products At Online Ojek Drivers In Banjarmasin

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#### ABSTRAK

Penelitian ini dilakukan untuk mengetahui faktor-faktor apa saja yang mempengaruhi perilaku Driver Ojek Online sebagai konsumen dan faktor-faktor apa saja yang menjadi penyebab perilaku peralihan merek dalam pembelian produk *smartphone* pada pengemudi ojek online di kota Banjarmasin. Riset ini berjenis penelitian lapangan dengan pendekatan kualitatif. Data dikumpulkan dengan teknik wawancara kepada 30 orang pengemudi ojek Online Maxim. Data dianalisis menggunakan teori peralihan merek dan perilaku konsumen. Berdasarkan hasil wawancara dengan informan, bahwa yang mempengaruhi perilaku konsumen adalah faktor sosial yaitu kelompok referensi dan keluarga, dan faktor pribadi yaitu pekerjaan, umur, dan gaya hidup. Sedangkan yang menjadi penyebab perilaku peralihan merek adalah kualitas produk, harga, iklan dan promosi, dan variasi. Di mana setiap konsumen dalam melakukan peralihan merek pasti akan mencari produk dan merek *smartphone* yang lebih baik dari produk dan merek *smartphone* yang konsumen gunakan sebelumnya.

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**Kata kunci:** *Brand Switching*, Perilaku Konsumen, *Smartphone*

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#### ABSTRACT

**Objective:** This research was conducted to find out what factors influence the behavior of Online Ojek Drivers as consumers and what factors cause brand-switching behavior in buying *smartphone* products for online motorcycle taxi drivers in Banjarmasin City. This research is a type of field research with a qualitative approach. Data was collected using interview techniques with 30 Maxim online motorcycle taxi drivers. The data were analyzed using the theory of brand switching and consumer behavior. Based on the results of interviews with informants, those that affect consumer behavior are social factors, namely reference groups and families, and personal factors, namely occupation, age, and lifestyle. Meanwhile, the causes of brand-switching behavior are product quality, price, advertising and promotion, and variety. Every consumer in making a brand switch will look for *smartphone* products and brands that are better than the *smartphone* products and brands that consumers used before.

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**Keywords:** *Brand Switching*, Consumer Behavior, *Smartphone*

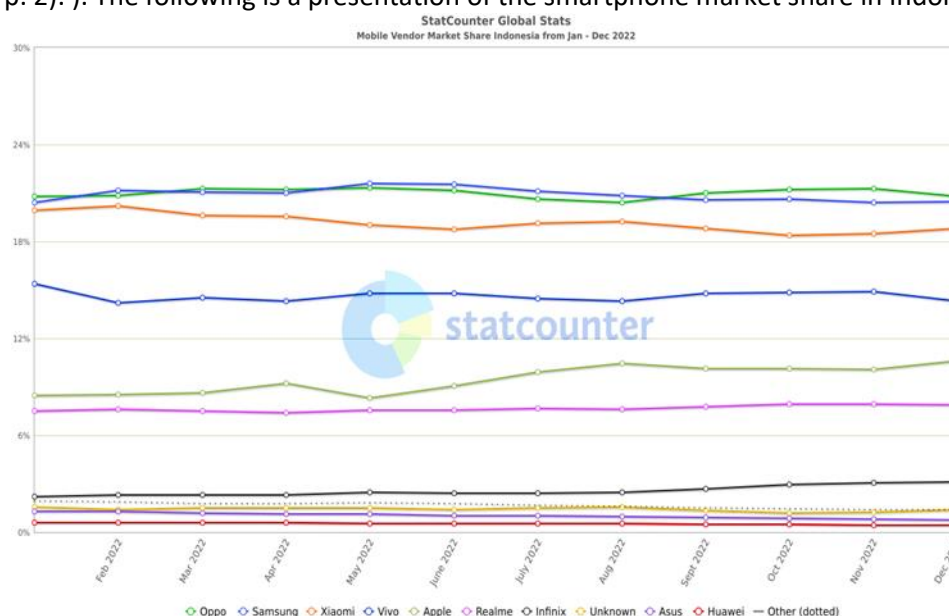
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## 1. INTRODUCTION

The rapid development of the times makes information and communication one of the most essential needs in human life. The increasing demand for information makes humans need a communication tool that can be used in all activities, not limited to space and time. Along with the development of science and technology, humans have made many innovations and improvisations to create an increasingly sophisticated communication tool, namely smartphones (Utami, 2017, p. 1). The development of technology also encourages the development of Smartphone trends in Indonesia. The growth of the smartphone business is shown by the increasing number and variety of smartphone products offered by companies and the development of smartphone products that are getting faster and faster (Kapojos, 2017, p. 482).

Currently, smartphone brands that have entered Indonesia include Nokia, Samsung, Sony Ericsson, LG, Xiaomi, Oppo, Vivo, Lenovo, Apple, Infinix, Asus, Oneplus, Meizu, Mito Mobile, Advan, Polytron, Evercross, and HiMax. Each Smartphone brand has different advantages and disadvantages (Irawan et al, 2013, pp. 83–84). Freddy Rangkuti (2008) defines the brand as a seller's promise to provide buyers certain features, benefits, and services consistently. The best brand will provide quality assurance. However, giving a name or brand to a product should not only be a symbol, but attributes, benefits, values, culture, personality, and users. A brand is one of the essential attributes of a product, with the brand making one product different from another. These attributes are expected to make it easier for consumers to determine the product they will use based on various considerations and generate brand loyalty (Rangkuti, 2008, p. 2). ). The following is a presentation of the smartphone market share in Indonesia.



**Smartphone Market Share in 2022**

Source: Statcounter 2022

Based on the graph above, in 2022, there was rapid competition between the Oppo and Samsung brands. Where until the end of the year, Oppo managed to be in first place by having a market share of 20.79%. Followed by Samsung in second place with a market share of 20.48%, Xiaomi in third with a market share of 18.82%, Vivo in fourth with a market share of 14.33%, and Apple in fifth with a market share of 10.61%. This data shows that there is brand switching in the use of smartphones. This phenomenon is interesting to study because, as we know, Samsung

smartphones have long been called the smartphone market leader. Still, at this time, Samsung is defeated by newly emerging smartphone brands.

Brand switching is when a brand loses loyal customers in favor of competitors. Customers will change their buying habits, choosing deliberately to buy another brand instead of the one they are used to. Brand switching means customers stop buying from a company and choose another brand with similar products. A consumer who experiences dissatisfaction in the post-consumption period will likely change his buying behavior by looking for alternative brands in the subsequent consumption to increase his satisfaction.

Tafiprios dan Astini (2019, p. 244) define brand switching as the process by which consumers switch from using one product to another similar product. Intrinsic and extrinsic factors cause brand-switching behavior. Intrinsic factors originate from within the individual, for example, the desire to try a new brand. Meanwhile, extrinsic factors form from outside the individual, for instance, for discounts or more expensive things (Utami, 2017, p. 12). Brand switching behavior occurs when the brand of the product that is available on the market is not available so that it causes my behavior to choose a product that suits my needs or when it's not available with the product that has already been purchased so that consumers then switch to another brand (Naibaho, 2010, p. 43). Various factors can cause brand switching, including,

- a. Product quality. The dimensions of product qualities consist of Performance, Durability, conformance to specifications, Features, Reliability, Aesthetics, and Perceived quality (Zebua, 2020, p. 5).
- b. Price, The indicators used to measure prices include costs that follow the benefits, perceptions of expenses and benefits, affordable prices, price competition, and price compatibility with quality. (Anwar & Satrio, 2019, p. 3).
- c. Advertising, according to Pantawis and Kristanto (2014, p. 113) Promotion is one of the marketing strategy activities that is believed to influence marketing success, whether it is to increase sales, form a brand image (brand image building), encourage consumers to buy a brand, in other marketing objectives.
- d. Variety. Several types of consumers seek variety, as follows:
  - 1) Exploratory purchasing behavior, where brand switching decisions are made to get new experiences and possibly better alternatives.
  - 2) Investigation of other people's experiences (Vicarious Exploration), Consumers seek information on a new product or different alternatives, then try to use it.
  - 3) Innovative use, Consumers have used a product by looking for newer products with higher technology, such as electronic appliance products whose models/functions have changed (Gusmadara & Utami, 2013, p. 54).

The decision to switch from one brand to another is a complex phenomenon because in making a purchase decision, a person is influenced by several individual factors (Pantawis & Kristanto, 2014, p. 113).

Consumer behavior studies how individuals and groups choose, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Tsabitah & Anggraeni, 2021, p. 236). The main factors that influence consumer behavior are:

- a. Cultural and sub-cultural factors. Culture is related to behavior and desires. Culture provides general information, while subcultures provide specific identification and socialization, including religion, group, race, and geographic area.
- b. Social factors include reference groups, family, social roles, and status.
- c. Persona Factors. Persona characteristics include age, occupation, personality, and lifestyle (Jusuf, 2018, pp. 15–16).

Quality products at competitive prices are the primary key to winning the competition, providing customers with higher satisfaction value. Customers now have much more significant and diverse value demands because they are faced with a wide selection of products in the form

of goods and services they can buy (Miftah & Pangiuk, 2020, pp. 28–29). In this case, the seller must provide acceptable product quality because if not, customers will immediately switch to other similar products (brand switching).

One of the targets of various smartphone company products is online motorcycle taxi drivers because smartphones are an essential aspect of online motorcycle taxi drivers for their operation (Santoso et al., 2020, p. 562). To make it easier for drivers to connect with users of online motorcycle taxi applications and quickly get the best route to deliver passengers (Hutasiot, 2009, p. 1).

Based on the problems described above, the authors researched consumer brand switching behavior towards smartphones on online motorcycle taxi drivers in Banjarmasin.

## **2. RESEARCH METHODS**

This type of research is field research with a qualitative approach. The study was conducted in Banjarmasin City. The research subject is Online Ojek Drivers in Banjarmasin, and the research object is consumer behavior and brand-switching smartphones.

The data source in this study is from informants, namely Maxim Online Ojek Drivers in Banjarmasin City. The number of Maxim Online Ojek Drivers in Banjarmasin City is around 500 people, and a sample of 30 people will be taken using an accidental sampling technique. The data collection methods used were interviews and documentation.

This study used data analysis with the Miles and Huberman model. Subadi (2006, p. 69) suggests the activities in the qualitative data analysis model: data reduction, data presentation, conclusion drawing, and verification.

## **3. RESULTS AND DISCUSSION**

### **a. Factors Affecting the Behavior of Online Ojek Drivers in Banjarmasin as Consumers of Smartphone Products**

Anang Firmansyah (2015, p. 3) states that consumer behavior is a decision-making process in choosing, buying, using, and utilizing products, services, ideas, or experiences to satisfy consumer needs and desires.

Some factors influence consumer decision-making when deciding to choose and purchase a smartphone product. Based on the results of research conducted on Maxim online motorcycle taxi drivers in Banjarmasin, there are several influencing factors, including:

#### **1) Cultural and Subcultural Factors**

Culture is related to behavior and desires. Culture provides general information, while sub-cultures provide specific identification and socialization, including religion, group, race, and geographical area. (Jusuf, 2018, p. 15). In this case, online motorcycle taxi drivers do not consider and are not influenced by cultural and sub-cultural factors in making smartphone purchasing decisions by consumers.

#### **2) Social Factors**

##### **a) Reference group**

Reference groups include family, friends, religious groups, and work associations. Groups like this influence new lifestyles and behaviors, which can influence product and brand selection (Jusuf, 2018, p. 16). Online motorcycle taxi drivers will previously look for references to products and brands most suitable for purchase from their reference groups.

##### **b) Family**

The family has a dominant influence on consumer behavior patterns, such as the purchasing behavior of a child will be predictable from the purchasing behavior of his parents because what parents do is often imitated by their

children (Jusuf, 2018, p. 16). Online motorcycle taxi drivers make smartphone purchase decisions that influence family, and family opinions, such as parents or siblings, can influence consumer decision-making.

c) Role and Status

Roles consist of activities carried out by a person, for example, activities in a particular organization, while status is an implementation of the function (Jusuf, 2018, p. 17). In this case, online motorcycle taxi drivers do not consider and are not influenced by their role and status in making smartphone purchasing decisions.

3) Personal Factors

a) Lifespan

Age is often associated with food, clothing, furnishings, and recreation tastes. Consumption is also shaped by family life cycle, family size, and age (Jusuf, 2018, p. 17). Online motorcycle taxi drivers have various ages, and the number of family members they support also varies. This factor is a consideration for a smartphone purchase decision.

b) Employment

A person's type of work affects consumption patterns. Someone will buy products according to their work needs (Jusuf, 2018, p. 17). In this case, online motorcycle taxi drivers make smartphone purchase decisions. Work is mainly considered because smartphones are one of the main tools for working as online motorcycle taxi drivers. Because without an adequate smartphone, it will be challenging to connect with consumers.

c) Personality

Each person's personality will affect person's behavior in choosing or buying products according to their personality (Jusuf, 2018, p. 18). In this case, online motorcycle taxi drivers do not consider and are not influenced by consumer personality in making smartphone purchase decisions.

d) Lifestyle

Lifestyle also determines consumption behavior because the products chosen are tailored to the individual's lifestyle (Jusuf, 2018, p. 18). In this case, some online motorcycle taxi drivers make smartphone purchase decisions because of the lifestyle they choose.

b. Factors that Cause Consumer Brand Switching Behavior towards Smartphones

Based on the results of research conducted on Maxim online motorcycle taxi drivers in Banjarmasin, several factors cause brand-switching behavior, including:

1) Quality of products

According to Tafiprios dan Astini (2019, p. 243), in switching brands, one of the factors that consumers consider is the quality of the product, and product quality is also a significant factor for consumers in considering repurchase decisions. This factor can happen because consumers feel and develop a sense of satisfaction and dissatisfaction while using the product.

Based on the results of research from 30 informants who work as online motorcycle taxi drivers in Maxim Banjarmasin, 19 of them make the product quality factor one of the factors that cause Consumer Brand Switching behavior towards Smartphones because in choosing and buying a smartphone product, consumers will consider product quality factors to find better quality that suits their needs. Dissatisfaction with the quality of a smartphone product is one of the triggers for

consumers to search for other smartphone products and brands, and then brand switching will occur.

2) Price

Price is a sum of money as a medium of exchange for obtaining a product or service, or it can also be said to determine the value of a product in the minds of consumers (Weenas, 2013, p. 609). Based on the results of research from 30 informants who work as online motorcycle taxi drivers in Maxim Banjarmasin, 15 of them make the price factor one of the factors that cause consumer brand switching behavior towards smartphones because consumers who do not understand smartphone specifications will make prices a benchmark for the quality of a smartphone product. When the price does not match the quality of a smartphone product, it becomes one of the triggers for consumers to search for other smartphone products and brands, and then brand switching will occur. Price competition and affordable prices are also a consideration for consumers in choosing a smartphone product.

3) Advertising and Promotion

Promotional activities are marketing that provides various short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence purchasing behavior, but the main objectives are to inform, persuade, and remind (Weenas, 2013, p. 609).

Based on the results of research from 30 informants who work as online motorcycle taxi drivers in Maxim Banjarmasin, 11 of them make advertising and promotion factors one of the factors that cause consumer brand switching behavior towards smartphones because advertising and promotion are marketing strategies from every smartphone company to attract consumers and introduce their products and brands. Consumers who are influenced by the advertisements and promotions presented will make purchasing decisions or switch to the brands offered.

4) Variasi

The need to seek variety is a cognitive commitment to buy different brands for various reasons, new desires, and the emergence of boredom in something consumed for a long time (Kapojos, 2017, p. 489). Based on the research results from 30 informants who work as online motorcycle taxi drivers at Maxim Banjarmasin, 13 informants make the variation factor one of the factors that cause Consumer Brand Switching behavior towards Smartphones. Variety is one of the factors in finding new products to try or looking for new experiences from other smartphone products that are different or that have not been owned.

#### 4. CONCLUSION

Based on the previous discussion, it can be concluded that the factors that influence the behavior of Online Ojek Drivers as consumers of smartphone products are social factors, namely reference groups and families, and personal factors, namely occupation, age, and lifestyle. Based on these factors, some factors do not influence, and the first is cultural factors, namely behavior, and desires that provide general information and sub-cultures, namely religion, racial groups, and geographic regions. The second is social factors, namely social role and status. Meanwhile, the factors that cause consumer brand-switching behavior towards smartphones are product quality, price, variety, and advertising and promotion factors. Based on these factors, every consumer in brand switching will look for smartphone products and brands that are better than the smartphone products and brands that consumers used before. Consumer dissatisfaction

with a smartphone product causes consumers to look for other products and brands and switch brands.

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