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THE CONSUMER BEHAVIOUR MODEL OF SWITCHING PROCESS FROM PREMIUM FUEL TO PERTAMAX

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ABSTRACT

This study describes some of the factors necessary to influence the public to be willing to switch from Premium to Pertamina fuel in Indonesia. Several factors that are drafted so that people switch to green fuels are price, inconvenience of obtaining the product, homogeneity of product attributes, the response of failures, and product retention.

Samples taken as many as 300 people using the purposive method that meets the following criteria: (1) respondent shall have the awareness to switch from Premium to Pertamina, and (2) the respondent must have knowledge of Pertamina. It is intended to prevent perception bias in filling out the questionnaire. The statistical methods used are Multiple Regression Analysis and Hierarchical Multiple Regression Analysis. These methods chosen in order to accommodate the relationship among of variables which are modeled.

The result indicates that the formation switching intention from Premium to Pertamina is a relatively complex behavioral process. The process starts from the way of thinking, feeling, and intention behavior. In this study, the price is a stimulus that directly influence on switching intentions, but its role is further weakened when the process is mediated by a positive attitude. Product attributes are next stimulus that can influence the switching intentions, but this role is lost when the process is mediated by a positive attitude. Acquisition is stimulus found no role in influencing the switching intention, but this role becomes stronger when mediated by a positive attitude. Retention of the product is the next stimulus that can influence directly on switching intentions, but this relationship weakened when mediated by a positive attitude. The product failure is the last stimulus which obtained influence switching behavior, but its role became lost when the replacement process in forming intentions is mediated by a positive attitude.

In this study also discusses the practical and theoretical implications as well as opportunities for future research.

Keywords: Switching intention, green environment, switching behavior, environmentally friendly fuel.

A. Introduction

The process of the formation of public awareness of its intention to switch from Premium to Pertamina summarized in a model called the switching behavior model (See Irianto et al., 2015). This model explains that awareness to switch from premium to the first to be influenced by a positive attitude towards Pertamina, while positive attitude can be built through 5 decision variables: (1) price, which shows people's perception of the

price difference between the Premium and Pertamina (See Keaveney, 1995; Sun et al., 2002), (2) inconvenience acquisition showing the difference to the ease in obtaining Premium and Pertamina (See Keaveney, 1995), (3) product attributes, which shows the difference between the Premium and Pertamina attributes (See Ribhan, 2006), (4) failure of the product, which shows the differences in the use of public response to the failure of the Premium and Pertamina (See Keaveney, 1995), and (5) retention, which shows the difference in rejection, between Premium and Pertamina (See Richarme, 2006).

B. Theoretical Background

1. Price

In this study, the price is defined as the result of the public's perception of the level of relative cost from the old product to the new product. This variable is an important consideration for the community because the decision to switch from the old product to the new product is affected by the pricing policy is more expensive (Keaveney, 1995). This can happen if the rate is significantly overpriced affect people's purchasing power should be allocated to meet any other needs that must be maximized.

Previous research has indicated that there is no conclusive opinion on the perceived price related to the understanding and means of measurement (See Keaveney, 1995; Ye, 2004). First, the price is defined as the overall category that includes prices, the level of increase, commissions, charges, fee, penalty, final price, coupons, and promotional pricing (Keaveney, 1995). In a narrow perspective, the perception of the level of sacrifices this price was then used by the public as a basis for switching products. Thus, the overall price of the inherent elements of a product is the whole sacrifice to make the transition products.

Secondly, the price is defined as a form of evaluation for any change in prices from one product to another product that has been received (Ye, 2004). In the context of switching products, price evaluation conducted by the public is done by comparing the product with a competitor's product in the same category. The magnitude of the difference is that the considerations used to make the switch from the old product to product substitution.

Third, the price is the result estimated cost of storage and the value of the additional benefits derived from product substitution, so if the product substitution to replace old products, the cost of this transition is expected to be able to defend buyers to a product yield estimated costs cost and the value of the additional benefits derived from product substitution, so if the product substitution to replace old products, the cost of the transition is expected to maintain a buyer on a product.

In this study, understanding the perception of relative cost explain the price difference between the Premium and Pertamina. The phenomenon described is the higher the price difference between the Premium and Pertamina, the lower the positive attitude towards switching of Premium to Pertamina (Rao & Monroe, 1988). Thus, the formulated hypothesis to explain the phenomenon is:

H1: the higher the price difference between the Premium and Pertamina, the lower the positive attitude towards switching Premium to Pertamina.

While the intention of the transition relation to the product, the perception of relative cost of long products also proposed negatively (See Keaveney, 1995; Ye, 2004). The phenomena described are the higher the difference in long product prices, the lower the intention of switching to substitute products. Thus, the formulated hypothesis is:

H2: the higher the price difference between the Premium and Pertamina, the lower the fuel switching intention of Premium to Pertamina.

2. Inconveniences in obtaining the product

This variable is related to the distribution problems that demonstrate the ease of suppliers in the sale of a product. It draws on research conducted by Ye (2004) who explains that the inconvenience of a long search for a product affects the transition of old products to new products. This opinion is supported by research conducted by Ribhan (2006) which explains the positive relationship between discomfort community in search of old products and intentions transition from the old product to product substitution, meaning that the higher the difficulty of searching for products and higher positive attitudes and intentions of switching to substitute products .

Meanwhile, according to Keaveney (1995), the inconvenience of a product associated with the time needed by the community to get a product. The phenomena described are higher inconvenience in getting the old product, the higher the time it takes people to wait and look for those products that have an impact on a community effort to try the product substitution. Thus, the inconvenience is that the decision variables considered important for the community to form behavioral intentions transition from the old product to product substitution.

In this study, the discomfort is an inconvenience in getting older products including the time required compared to product substitution. The phenomena described are the higher the difference between the old product search and product substitution, the lower the positive attitude toward the product substitution (See Rao & Monroe, 1988). Thus, the hypothesis is:

H3: the higher the difference between the inconvenience acquisition of Premium fuel and Pertamina, the lower the positive attitude towards switching of Premium to Pertamina.

While the connection with the product switching intentions, it is proposed if there is negative relationship between discomfort and intentions to switch (See Keaveney, 1995; Ye, 2004). The phenomena described are the higher the difference between the acquisition inconveniences of old products and substitute products lower intention to to switch the old product substitution product. Thus, the hypothesis is formulated:

H4: the higher the difference between the inconvenience of obtaining Premium and Pertamina, the lower switching intentions from Premium to Pertamina.

3. Homogeneity of Product attributes

Attributes of the product in question is related to the physical information that is intrinsically attached to the product (see Rao and Monroe, 1988). Public acceptance of substitute products covering all aspects of the product are inclined provide greater benefits than older products. This causes a variable product attributes considered

important by the community to decide on the replacement of the old product to product substitution.

In this study the phenomenon described is, the higher the variation of product attributes, the less the positive attitudes toward the product substitution. This proposition draws on research conducted Ribhan (2006) who explains that the higher homogeneity of attributes attached to product substitution, the lower the behavioral intentions towards a replacement product. This can happen because the people who are loyal to the old product can not be affected by substitute products if the product is not repaired attribute aspects. Thus, if the substitution product attributes have a greater advantage than the old product to the transition process enhances the product.

In this study demonstrated differences in the attributes of the two products by the heterogeneity of the product. The difference in product attributes showed significant differences in the attributes perceived by the public. It is clear that attribute substitution product has better quality than the old product, which is expected to stimulate people to be willing to change from the old product to the new product (Rao & Monroe, 1988; Ribhan, 2006). The phenomena described are the higher the difference between the old product attributes and product substitution higher positive attitude towards the replacement of the old product to product substitution. Thus, the hypothesis is formulated:

H5: the higher the difference of product attributes between Premium and Pertamina, the higher the positive attitude towards the switching of Premium to Pertamina.

Likewise, with the intention to do the replacement, the higher the difference of product attributes between old product and product substitution, the higher the intention of switching the old product to product substitution. Thus, the hypothesis is formulated:

H6: the higher the difference of product attributes between Premium and Pertamina, the higher the intention to switch from Premium fuel to Pertamina.

4. Product failures

This variable is defined as a public response to the damage caused by the use of substitute products. It is expressed in terms of a sense of fear of the use of these products (See Keaveney, 1995). Public expectations for product substitution based on the experiences of others or guarantees provided by the marketers of the complaints in the use of substitute products. Socialization on how to use the product is a form of evaluation that is effective against the complaints made by the public against the use of substitute products (See Rao and Monroe, 1988).

In the process of switching of old products to new substitute products, people need a lot of information related to the use of new products to strengthen the process of replacement. In this context, the higher negative information received by the community, the lower the positive attitude toward the product substitution. Thus, in the context of the switching product, the higher the difference in response between the old product and the failure of the product substitution, the lower the positive attitude towards the replacement of the old product to product substitution. The hypothesis is formulated:

H7: the higher the difference in response to failure between Premium and Pertamina, the lower the positive attitude towards the switching of Premium to Pertamina.

Similarly, the process of forming of switching intention, the higher the difference in response between the old product and the failure of the product substitution, the lower the switching intention the old product to product substitution. The hypothesis is formulated:

H8: the higher the difference in response of failure between Premium and Pertamina, the lower switching intentions from Premium to Pertamina.

5. Product Retentions

This variable is defined as the actualization of community confidence before making the transition products (See Richarme, 2006). In this regard, product substitutions can be accepted by people is the use of products that have warranties, guarantees the

efficiency of the product, and guarantees the availability of substitute products in the future.

The concept of retention is used as the basis for the repeat purchase and for the maintain loyalty from shifting to a competitor's product. Therefore, the information given is repeated attempts by marketers to increase public acceptance of substitute products (Rao and Monroe et al, 1988). This opinion is supported by Ye (2003) who explained that the people who receive substitution product information are expected to conduct an evaluation in accordance with the information about the product delivered.

Retention is related to the community's efforts to maintain faith in the old product. If the evaluation is done by the community indicates that favorable information on product substitution, the impact on the transition process of old products to new products more quickly. In this study, the phenomenon described is the higher the difference between the retention of old products and substitute products, the lower the positive attitude toward the product substitution. Thus, the hypothesis is formulated: H9: the higher the difference in retention between the Premium and Pertamina, the lower the positive attitude towards the replacement of the product.

Likewise, in the process of forming intentions replacement, the higher the retention difference between the old product and product substitution, the lower the switching intention from older products to product substitution. Thus, the hypothesis is formulated:

H10: the higher the difference between the Premium and Pertamina retention, the lower switching intentions from Premium fuel to Pertamina

6. Positive Attitude and switching Intention.

Attitude is defined as an individual's subjective overall evaluation of a product that is expressed in the form of positive / negative, like very much / dislike very much, favorable / unfavorable to a brand or product (Sheppard et al., 1988; Homer, 1990; Miniard et al. , 1990). While the intention is defined as the people desire to buy a product or brand (Homer, 1990). This variable measured as an individual's desire to purchase products that are expressed in the form of likely / unlikely, probable / improbable, possible / impossible (See Sheppard et al., 1988; Homer, 1990; Miniard et al., 1990; Dabholkar, 1994).

In the behavioral study, attitude and purchase intention are the two variables used as predictors of the purchasing behavior of a particular product or brand. While the relationship between these two variables are based on the regularity of the pattern of positive relationships as proposed in previous behavioral studies (see Ajzen & Fishbein, 1980; Bagozzi, 1981, 1982) ¹. In the context of switching the product, the higher the positive attitude toward the product substitution, the higher the intention of switching from the old product to product substitution. Thus, the hypothesis is formulated:

H11: The higher the positive attitude toward the switching of Premium to Pertamina the higher the intention of switching of this product.

D. Research Methods

In this study, there are several things that need to be observed: (1) This research is conclusive that aims to explain the causal connection of phenomena (Malhotra, 2004), (2) This study is cross-sectional, which the test relies on data happens at one point in time, so that the resulting model is not designed to capture the changes caused by the shift in time and setting, (3) the data are collected through a survey which is based on real phenomena observed to provide support to the concept of testing is confirmation that relatively effective to produce a valid prediction model to explain the phenomenon.²

The population of this research is that people have the awareness to make the transition from the use of Premium fuel to Pertamina, who lives in Surakarta, Indonesia. Samples were taken 300 people by using convenience is met directly by the respondents were refueled in places refueling. Furthermore, through the survey, the questionnaire was given to the respondents, and immediately withdrawn if the respondent has finished filling the list of questions. Of the 300 questionnaires that were collected, only 226 were usable. This is due to the incompleteness of the questionnaire filled out.

Associated with the measurements is developed, the price is measured with 6 items: the high level, the level of significance, the level of rationality, fairness level,

¹ Lihat juga Fazio *et al.* (1989); Kim *et al.* (1989); Chattopadhyay & Basu, (1990); Chattopadhyay & Nedungadi, (1992).; Dawar, & Pillutla (2000)

² Several behavioral studies supporting the statement are Rao & Monroe (1988), Tellis (1988), Simonson *et al.* (1988), Meyers-Levy (1989), Burke & Edell (1989), Fazio *et al.* (1989), Hoyer & Brown (1990), Chattopadhyay & Basu (1990), Kirmani (1990), Chattopadhyay & Nedungadi (1992), Heckler & Childers (1992), Richardson *et al.* (1994), Kim *et al.* (1998), Lacznik *et al.* (1989), Dawar & Pillutla (2000).

object level, and the level of acceptance. Inconvenience acquisition of the product was measured by 7 items: the level of the search, the length of time, the power of sacrifice, the cost, the extra effort, the level of scarcity, and high availability. Product attributes measured with 6 items: the level of completeness of the content of the product, the level of octane levels, the level of clarity, a degree of perfection, the smell of the product, the level of cleanliness. Failure of the product was measured 6 items: fear of adverse impacts on the machine, feeling worried about the environment, health anxiety disorders, the extravagance, the misgivings of the respiratory tract. Retention of the product was measured by 5 items: Product suspicion, indifference products, curiosity products, pessimistic products, unwillingness or reluctance to accept, and negative thoughts. Furthermore, a positive attitude is measured by 5 items: like, happy, excited, positive, and favorable. Intention replacement with 5 items: the ability to switch, the willingness to switch, the likely to switch, the tendency to switch, and the intentions to switch. In this study, all items were measured using a 5-point Likert scale from strongly disagree to strongly agree.

Furthermore, statistical testing begins with testing the validity and reliability to ensure that the data meets the eligibility criteria to be tested with statistical methods used. Multiple Regression Analysis and Hierarchical Multiple Regression Analysis are the statistical methods chosen to analyze the relationship between the variables being modeled (see Baron & Kenny, 1986; Ryan & Sagas, 2009).

E. Profile of Respondents

In this study, the majority of respondents were male (mean = 1.38). The lowest age of 16 and the highest is 65, while most of them were parents aged 34 years 9 months (mean = 34.82 years). The majority of respondents educated graduate degree (mean = 1, 84). Income between 5 million to 10 million rupiahs³ per month (mean = 1.64). Most of the work as entrepreneurs (mean = 2.72).

Other information revealed is that the majority of respondents have 1 unit of car (mean = 1.34), and 2 units of motorcycle (mean = 2, 02). Based on the ownership, there are some respondents who do not have cars and motorcycles. This is not a serious

³ Rupiah is the currency of Indonesia

problem in this study because the target is people's perspectives on consciousness to switch from Premium to Pertamina. Furthermore most cars owned are 6 units, and most motorcycles owned are 8 units.

F. Results

Validity and reliability of test results indicate that 6 items were developed to measure the price is valid and reliable. Furthermore, of the seven items used to measure the inconvenience of obtaining the product there is one item that is not valid is IN4. As for the product attributes of products, from 6 item 1 is invalid HO5. Failure of the product was measured using six items, the result was one item that is not valid is PF4. Furthermore, to measure the retention of the product there are 6 items that were developed and the results of all items are valid and reliable. Positive attitude is measured using 5 items, and the results indicate that it is valid and reliable. Intention replacement measured using six items and the test results indicate that all items are valid and reliable.

The next step is the Multiple Regression Analysis with the dependent variable is positive attitude toward product switching. These test results are used to explain the relationship between the independent variables and attitudes as mediating variable. While Hierarchical Multiple Regression Analysis is used to explain the role of attitude in mediating the relationship between the independent variables and intention as the dependent variable.

1. The relationship between price and Positive Attitudes toward Product switching

Test result indicates a significant and negative relationship, so that hypothesis 1 is supported. This shows that the higher the public's perception of the difference in price between Pertamina and Premium, the lower the positive attitude of society toward switching the product. This condition occurs because the higher the price difference is perceived as a higher level of expensiveness. People responds to this price difference as a form of impropriety, irrationality, something that is difficult to accept, which in turn impact on the assessment forms that are expressed in the form of a positive attitude and intention to change the product.

The test results provide significant support for the concept hypothesized in previous studies (see Keaveney, 1995; Ye, 2004). However, this concept still requires further testing to improve external validity. Thus, it can be applied widely on different context.

For the Government as the party has the authority to determine the fuel policy, the results of this test provide an understanding of the efforts should be done so that people are willing to switch from fuel purchases to fuel Pertamina Premium. Stimuli to consider is the pricing Pertamina should consider the level of expensiveness is not too high, it is still perceived significant, is still perceived rational, reasonable still perceived, was perceived not burdensome, and still perceived acceptable. To understand this is recommended before determining the price of Pertamina suggested the need for research on the level of fairness of the price difference between Pertamina and Premium.

2. The relationship between price and switching intentions.

The test results of the direct relationship between price and switching intentions, the results indicate a significant and negative, so the hypothesis 2 is supported. It is explained that the higher the perception of difference between Premium and Pertamina, the lower switching intentions from Premium to Pertamina. The price difference is showing the threshold level price reasonableness, rational pricing, and community objections to the price difference in price. Therefore, this phenomenon needs to get accuracy in an effort to determine the price of substitute products so the price difference is still perceived by the community within reasonable limits and do not burden the people.

This finding explains the concept of the hypothetical provide support to the regularity of the phenomenon, as has been stated in previous studies (see Keaveney, 1995; Ye, 2004). Although the findings of this study lend support to previous theories, but this still needs further research in order to improve the generalization of the concept on a broader level.

Relationship between price and intention has become insignificant, when this relation was controlled by a positive attitude. The test result indicates that the correlation between price and switching intentions is fully mediated by a positive attitude. This study

suggests that the process of forming intentions to switch from Premium to Pertamina through the positive attitude toward the switching product first.

3. The relationship between inconvenience and Positive Attitudes toward Switching the Product

Test result showed a no significant relationship indicates that hypothesis 3 not supported. Result of this test indicates that there are no difference in term of acquisition between Premium and Pertamina. This condition can occur because the purchase Premium and Pertamina performed in one place, and at this time there is no difference in the acquisition.

Findings of this study do not lend support to phenomenon presented in previous studies that showed that the higher the perception of inconvenience in obtaining the products and higher positive attitudes toward the product substitution (see Rao & Monroe, 1988; Keaveney, 1995; Ye, 2004; Ribhan, 2006). However, the consistency of this relationship still needs further research, so the concept of the hypothetical generalizations can be expanded in different contexts.

For the Government, as a stakeholder, in the future it is advisable to make the stimulus associated with the inconvenience of building public perception of shortage, unavailability, a bigger sacrifice, and the extra effort that must be spent in finding Premium.

4. Relationship between inconvenience and switching Intention

The test results indicate that the relationship between inconvenience and switching intentions was not significant, so the hypothesis is not supported. This suggests that inconvenience not an important consideration for the public to determine the switching intention from Premium to Pertamina. This Phenomenon occurs possibly due to the purchase of Premium and Pertamina done in one place that there is no difference in terms of availability, and extra efforts to obtain it.

The relationship between inconvenience and intentions were not significant when the variables included positive attitude. This means that at this time, inconvenience is not an important variable to be considered by the public to switch from Premium to Pertamina.

Thus the inconvenience is not an effective stimulus to influence people to switch from Premium to Pertamina regardless on how to obtain it.

5. The relationship between homogeneity of product attributes and Positive Attitude toward Product Switching

The relationship between product attributes and a positive attitude towards the product replacement is significant and positive. This result shows that the higher the perception of the homogeneity difference between Premium and Pertamina attributes, the higher the positive attitude toward the switching from Premium to Pertamina. The higher of difference between Premium and fuel Pertamina indicates the better the attributes of Pertamina than Premium are perceived by people.

Test results showed a significant and positive relationship means that hypothesis 5 is supported, which means that these results lend support to the hypothesis of the regularity of the phenomenon, as has been stated in previous studies (see Rao & Monroe, 1988; Ribhan, 2006). Anyhow, this finding needs further research to improve the generalization of the concept that can be applied on a broader level.

Government advised to see the difference in the product attributes as one stimulus that can influence people to switch from using Premium to Pertamina. Stimulus related to this difference is the level of content of the product, octane level, the clarity of product, the level of product excellence, the smell of product, and the level of hygiene use. Through these stimuli are expected people willing to switch from the use of Premium to Pertamina.

6. The relationship between homogeneity of product attributes and switching Intention

The relationship between homogeneity of product attributes and switching intentions, before mediated positive attitude is positive and significant. This positive correlation indicates that the higher the perception of the difference between Premium and Pertamina attributes the higher the purchase intentions for the product. The difference in the homogeneity of the attributes of the product indicates that the fuel Pertamina is perceived better than Premium.

The Test of this study indicates that the result obtained support the hypothesis 6. This means that this study provides support for the concepts that have been proposed in previous studies (see Rao & Monroe, 1988; Ribhan, 2006). Nevertheless, this concept still requires further testing to improve the level of applicability.

Apparently a direct relationship between the homogeneity of product attributes and intentions of switching becomes insignificant after controlling by a positive attitude. This indicates that the homogeneity of the product attributes directly affect the intention of switching, if not controlled by a positive attitude, but if the attitude is included in the model, the direct effect becomes insignificant. Thus, these findings indicate that the relationship between the homogeneity of product attributes and intention to change fully mediated by positive attitude, so that if the government wants to increase the intention to switch from Premium to Pertamina, must first increase the positive attitude towards the product switching.

7. The relationship between response of failure and Positive Attitude toward Product switching

The test results showed no significant relationship between responses to failure and a positive attitude towards the transition from Premium to Pertamina. This means that there is no difference in the response to the perceived failure of the public between the Premium and Pertamina, so that the two products are perceived to have the same side effects. This allegedly caused no significant effect on attitudes.

These finding indicates that the hypothesis 7 is not supported, so this finding does not provide support for the phenomenon presented in previous studies that show a pattern of positive relationships between perceptions of failure and a positive attitude toward the product substitution (see Rao & Monroe, 1988; Keaveney, 1995; Ye , 2004; Ribhan, 2006). However, this concept still needs further research in different and wider contexts in order to improve the generalization of concept designed.

For the Government as the institution concerned, it is advisable to make the stimulus associated with different side effects between Premium and Pertamina, in terms of: the impact on the machine, the impact on the environment, impact on health, impact on finances, impact on air pollution, and the impact on breathing. During this time people

still perceive the same effect between the two types of fuel, causing the public's reluctance to switch from Premium to Pertamina

8. The relationship between response of failure and switching Intention

The test results indicate that there is a significant and positive relationship between the response of failure and switching intentions, so the hypothesis 8 is supported. This indicates that the higher the negative impacts of the use of Premium than Pertamina, the higher the switching intention of Premium to Pertamina.

This finding provides the support for the phenomenon presented in previous studies that show a pattern of positive relationships between perceptions of failure and a positive attitude toward the product substitution (see Rao & Monroe, 1988; Keaveney, 1995; Ye, 2004; Ribhan, 2006). However, this concept still needs further research in an effort to improve generalizations.

Furthermore, when a direct relation between the response of failure and switching intentions controlled by a positive attitude, this relationship was not significant. This suggests that a positive attitude fully mediates the relationship between response of failures and switching intention the product. This means that the response of the failure of the product can only affect the switching intention through a positive attitude toward the product switching.

9. Relationship between Product retentions and Positive Attitudes toward switching the Product.

The relationship between the retention of products and a positive attitude towards switching the product is significant and. This indicates that the hypothesis 9 is supported. The phenomenon described is the higher the retention difference between Premium and Pertamina, the higher the positive attitude toward switching the product. Retention in this context is expressed in terms of caring, optimism, hope, positive assessment, and acceptance of Pertamina exceeded Premium.

This supported the hypothesis that indicate that the concept of the hypothetical provide support for the concepts that have been proposed in previous studies (see Rao &

Monroe, 1988; Ribhan, 2006). Nonetheless, this concept requires further testing to improve generalizations.

Government advised on designing stimuli associated with the retention of the Pertamina. Stimuli in question in this case is related to the educational program is continuously building a sense of caring, optimism, hope, positive assessment, and acceptance of excess Pertamina Premium. In this way, it is expected to affect a positive attitude towards the transition from Premium to Pertamina.

10. The relationship between retention of product and switching Intention.

The test results indicate that there is a significant and positive relationship between the retention of products and product replacement intentions, so the hypothesis is supported. This finding Indicates that the higher the retention difference between premium and Pertamina, the higher switching intentions from Premium to Pertamina.

However, a direct relationship between retention and product replacement intentions became weaker, when controlled by a positive attitude. This indicates, that partially the relationship between retention of product and switching intentions mediated by a positive attitude. Thus it can be interpreted that these findings not only explain the relationship between the product and the retention intentions mediated by attitude, but also directly controlled by the relationship between retention and intentions.

11. Relationship between Positive Attitude and switching Intention

The test results indicate that the pattern of significant and positive relationship between positive attitudes and intentions of switching products, so the hypothesis is supported, so hypothesis 11 is supported. This indicates that the higher the positive attitude towards the switching from Premium to Pertamina impact on the higher the intention to switch from Premium to Pertamina.

These findings suggest that the relationship is still going consistency between attitudes and behavioral intentions as has been noted in previous studies, although this relationship is tested in the context of the switching of products from premium to Pertamina (see Sheppard et al., 1988; Homer, 1990; Miniard et al., 1990; Dabholkar,

1994). However, this concept still requires further testing in different contexts, so that the generalization of the concept can be improved.

Practically, these findings provide insight into the government in an effort to create a strategy to increase public awareness to be willing to switch from the use of premium fuel to Pertamina. In this case, a positive attitude towards Pertamina society must be built first, because these variables play a role in mediating either fully or partially in the form intentions transition.

G. Summary

The model of switching behavior from Premium to Pertamina fuel is relatively complex. This process starts from the way of thinking, feeling, and acting that are expressed in the form of behavioral intentions. In the model, the difference in price, the homogeneity of attributes, inconvenience, product failure, product retention is suspected of stimuli that can affect attitudes and intentions to switch.

The difference in price is found to influence attitude and intention of switching, but its role further, becomes insignificant in forming the switching intention, when mediated by attitude. The same phenomenon occurs in the homogeneity of the product attributes. This variable also affects directly the attitudes and intentions, but the impact on the intention to be not significant when mediated by attitudes

The difference in retention of the product is next stimulus that directly influence on attitude and switching intentions, but this effect on switching intention became weaker when mediated by a positive attitude. Failure of the product is found to have direct stimulus to shift attitudes and intentions, but its role is insignificant in the process of replacing mediated by the intention to form a positive attitude.

Inconvenience in obtaining the product is the last stimulus, which was found to have no effect either on the attitudes and intentions replacement. In this context, there is no difference in terms of people's perception of inconvenience in obtaining Premium and Pertamina. This affects no significant influence either on attitude and switching intention.

H. Implication

Theoretically, this research offers a model of the process of switching behavior from existing product to substitute product as an alternative products. In this study, the model offered rely on 7 observational variables namely price, inconvenience of product obtain, homogeneity of product attributes, product retention, product failure, attitude, and switching intention. The relationship among of variables indicates the mediating role of attitude both fully or partially. This study is expected to provide a different perspective on academics towards behavioral models in the context of the switching product. So, the model offered can be used as the main stream in the future on behavioral intention context.

Practically, this research may provide insight into the practitioner in this case the Government in an attempt to urge people to be willing to refrain from using the Premium to Pertamina. Some stimulus is recommended: first, the government is advised to pay attention to the price difference between the Premium and Pertamina in terms of reasonableness that is not burdensome, and still be acceptable. Second, the government also suggested taking heed difference discomfort in seeking Premium and Pertamina, in terms of scarcity, availability, sacrifice, and other extra effort. Third, the Government advised noticed the difference between the premium and the product attributes in terms Pertamina octane levels, clarity of product, excellence, flavor, hygiene use. Fourth, it is advisable also must consider the perception of the failure of the Government to be borne from the use Premium to Pertamina, including the impact on the machine, the environmental impacts, health impacts, impact on finances, impact on air pollution and the impact on breathing. Fifth, the Government advised that includes attention to retention products that require intensive education on a sense of caring, optimism, hope, positive judgment and acceptance of Pertamina. Thus, through the stimuli are expected to affect the intent of the replacement fuel use Premium to Pertamina.

Associated with future research, this study is not only to develop concepts associated with models and their inter-relationships that form variables, but also developed measurements that have been adapted to the setting studied. These concepts require different continued research and more broadly in an effort to increase the external validity of the concept design. Thus, these concepts are expected to have broader applicability power.

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