

The Effect Of Purchase Regret And Customer Dissatisfaction On Brand Switching With Customer Negative Attitude As Mediating Variable (A Study On Vivo Smartphone)

Arrilla Zulfatunnisa¹, Chandra Suparno^{*2}

¹Fakultas Ekonomi dan Bisnis, Universitas Jenderal Soedirman, Indonesia

^{*} Corresponding Author. Email: chandra.suparno@unsoed.ac.id

Abstrak: Persaingan dalam industri smartphone di Indonesia semakin ketat dengan banyaknya merek yang menawarkan teknologi inovatif, harga bersaing, dan fitur unggulan. Dalam kondisi ini, fenomena peralihan merek menjadi perhatian penting bagi perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh penyesalan pembelian dan ketidakpuasan pelanggan terhadap keputusan beralih merek, dengan sikap negatif pelanggan sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei terhadap 130 responden yang pernah menggunakan smartphone Vivo dan telah beralih ke merek lain. Data dikumpulkan melalui kuesioner daring menggunakan skala Likert dan dianalisis dengan Structural Equation Modeling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa purchase regret dan customer dissatisfaction berpengaruh positif terhadap customer negative attitude. Selain itu, customer negative attitude memiliki pengaruh positif terhadap brand switching, serta terbukti memediasi hubungan antara purchase regret dan brand switching, maupun antara customer dissatisfaction dan brand switching. Temuan ini mengindikasikan bahwa pelanggan yang merasa kecewa atau menyesal setelah membeli produk Vivo cenderung mengembangkan sikap negatif yang kemudian mendorong mereka untuk beralih ke merek lain..

Kata Kunci: Penyesalan Pembelian, Ketidakpuasan Pelanggan, Sikap Negatif Pelanggan, Customer negative attitude, Peralihan Merek..

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Abstract: Competition in the smartphone industry in Indonesia is getting tougher, with many brands offering innovative technology, competitive prices, and superior features. In this condition, the phenomenon of brand switching is an important concern for companies. This study aims to analyze the effect of purchase regret and customer dissatisfaction on brand switching decisions, with customer negative attitude as a mediating variable. This study uses a quantitative method with a survey approach to 130 respondents who have used Vivo smartphones and have switched to another brand. Data were collected through an online questionnaire using a Likert scale and analyzed with Structural Equation Modeling-Partial Least Square (SEM-PLS). The results showed that purchase regret and customer dissatisfaction have a positive effect on customer negative attitude. In addition, customer negative attitude has a positive influence on brand switching and is proven to mediate the relationship between purchase regret and brand switching, as well as between customer dissatisfaction and brand switching. These findings indicate that customers who feel disappointed or regretful after purchasing Vivo products tend to develop negative attitudes, which then encourage them to switch to other brands.

Keywords: Purchase regret, Customer dissatisfaction, Customer negative attitude, Brand switching

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INTRODUCTION

The competition in the smartphone industry in Indonesia has recently become increasingly tight. The emergence of many new smartphone products has encouraged companies to create products as optimally as possible in order to capture market share. The advantages of smartphones are usually seen in the specifications, unique features, competitive prices, attractive designs, and other advanced technologies, such as the quality of the touch screen, camera, and others. This very tight competition can open up opportunities for smartphone users to switch to other brands. Smartphone manufacturers that are currently growing in Indonesia, such as Samsung, Xiaomi, Oppo, and Vivo, continue to introduce new products with increasingly advanced technology. In determining the choice of a smartphone, consumers generally have specific expectations that are referred to as the ideal point, which represents the optimal combination of features they desire. The closer a product is to fulfilling the consumer's ideal point, the greater the likelihood of satisfaction and brand loyalty. Conversely, if there is a mismatch between what the product offers and what the consumer expects, it can lead to dissatisfaction or post-purchase regret, increasing the potential for brand switching. One brand that attempts to meet these expectations is Vivo. Vivo has positioned itself as a brand that caters to young consumers by offering stylish smartphones with high-resolution front cameras enhanced with AI Beauty technology, in-display fingerprint sensors, full-view displays, and fast-charging capabilities. These features aim to fulfill the ideal point of users looking for affordable devices with premium aesthetics and functionality. However, in practice, not all consumers feel that these expectations are met. Several Vivo users have reported experiencing frequent lag in device performance, a less intuitive user interface, and overall quality that does not match competing products in the same price range. This mismatch between consumer expectations and product reality is one of the main causes of purchase regret and customer dissatisfaction, which then contributes to the development of negative attitudes and decisions to switch to other smartphone brands that are perceived to offer better value.

Maintaining customer satisfaction is one way for companies to survive in fierce competition. The most important factor in relation to company goals is customer satisfaction because satisfaction will show the customer's positive attitude towards the product. Satisfied customers will always want to buy products from a particular brand and will not switch to another brand (Anderson, 2018). Conversely, dissatisfied consumers tend to have a high desire to switch to another brand. When customers are not satisfied with a particular product brand, customers will replace it with another brand that is more satisfying. Brand switching can occur due to dissatisfaction experienced after purchase. Consumer dissatisfaction arises because consumers have expectations or hopes for a product. Brand switching by consumers occurs due to certain factors, which can also be identified as their level of vulnerability in switching to other brands (Kurniawan, 2016).

According to Kim (2023), there are several factors that influence consumers to do brand switching and preference regarding smartphones, two of which are purchase regret and customer dissatisfaction. In order to understand the underlying psychological process as to why anticipating regret leads to a shift away from the default option relative to anticipating dissatisfaction, we must consider the cognitive processes for dissatisfaction and regret. Dissatisfaction and regret are cognitive emotions felt in reaction to comparison. However, the comparative emphasis on the two emotions is quite different. Other than that, the high competition in the smartphone industry sometimes requires consumers to be able to find as much information as possible regarding their desired smartphone. If the information received by consumers is low, purchasing a smartphone can result in regret because the product purchased turns out to have many shortcomings compared to the advantages of other brands. Post-purchase regret also results in consumers not using the items they buy, by returning them to the seller, giving the product to relatives, or even putting the product in a place they don't want to see (Melere, 2022). To be more specific, purchase regret is a feeling of regret that arises after someone has made the purchase of the smartphone they chose. Purchase regret usually arises when individuals feel the smartphone purchase decisions they make are not fully satisfying or do not meet the expectations they have. In the context of brand switching, purchase regret can be a strong driver. Consumers feel regretful about smartphone products they have purchased may do brand switching to express their dissatisfaction and warn others.

Another factor that affects brand switching is customer dissatisfaction. The very high frequency of smartphone use occurs because, in terms of business growth, the smartphone industry is one of the industries that is increasing. This condition raises several challenges about how companies attract



customers' attention to the brands of products they produce; how to make customers satisfied and continue to use the brands of products they produce (Chin, et al, 2023). If smartphone consumers are not satisfied, they are very vulnerable to switching to other brands of smartphones.

Customer dissatisfaction is a feeling of unhappiness experienced by consumers with the smartphone products they have chosen or received from a smartphone brand. Customer dissatisfaction has also an impact on brand switching decisions. When customers are dissatisfied with the products or services they receive from a brand, they tend to share their negative experiences online. This tendency arises as consumers seek to express their dissatisfaction and find a more satisfying solution to their needs or preferences.

This research will analyze the influence of purchase regret and consumer dissatisfaction on brand switching with customer negative attitude as a mediating variable. The phenomenon behind this research is the large minus value of year-on-year growth in a smartphone brand that is included in the best-selling smartphone brand in Indonesia. Based on the average year-on-year growth data from the IDC Worldwide Quarterly Mobile Phone Tracker 1Q23–3Q23, it can be said that Vivo has the highest minus average value for 3 quarters, followed by Samsung and Realme with an average Vivo year-on-year growth value of -14,867, which means that consumers have switched brands from Vivo to other brands. This phenomenon makes researchers interested in analyzing the factors that influence brand switching. Based on data from several news sources on the website, researchers have some information about Vivo's sales data. In the counterpoint report, Vivo's YoY growth value in Q323 fell by -13% (IDC Reports, 2023).

To further support this research, a pre survey questionnaire and interview was conducted among 33 Vivo smartphone users. The survey revealed that 15 out of 33 users (around 45.5%) regretted purchasing their Vivo smartphones. Interviews with these users highlighted reasons for purchase regret and cognitive dissonance. For instance, one customer chose a Vivo smartphone over a Samsung model due to promotional discount. However, after using the Vivo phone for a few weeks, they found that it frequently lagged and the user interface was not as intuitive as Samsung's, leading to purchase regret and customer dissatisfaction because they felt they compromised on quality for a lower price.

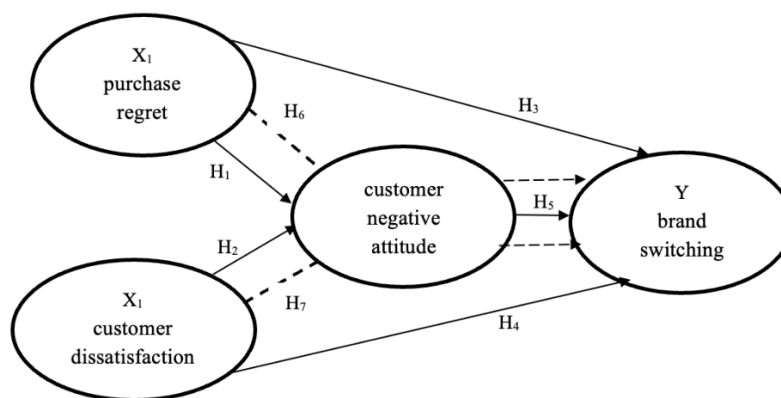


Figure 1. Research Model

Based on the description above, researchers are interested in conducting research on the effect of purchase regret and consumer dissatisfaction affect brand switching with customer negative attitude as mediating variable. The four variables used in this study as antecedents of brand switching, which are purchase regret and customer dissatisfaction, are push effects that cause consumers to have a tendency to do brand switching. Cognitive dissonance describes the discomfort felt by users, thus encouraging to look for other product alternatives. Purchase regret describes the feeling after using a product, causing the user not to make a repeat purchase. Customer dissatisfaction describes user dissatisfaction, which can result in users staying away from the product.

METHOD

The data in this study were obtained by distributing questionnaires online to customers who have utilized Vivo and have switched to another brand, with an age range starting at 17 years old throughout Indonesia. The number of respondents who were successfully collected was 130. Meanwhile, the entire data processing process in this study uses SEM-PLS analysis tools.

RESULT AND DISCUSSION

RESULT

Outer Model Testing (Measurement Model)

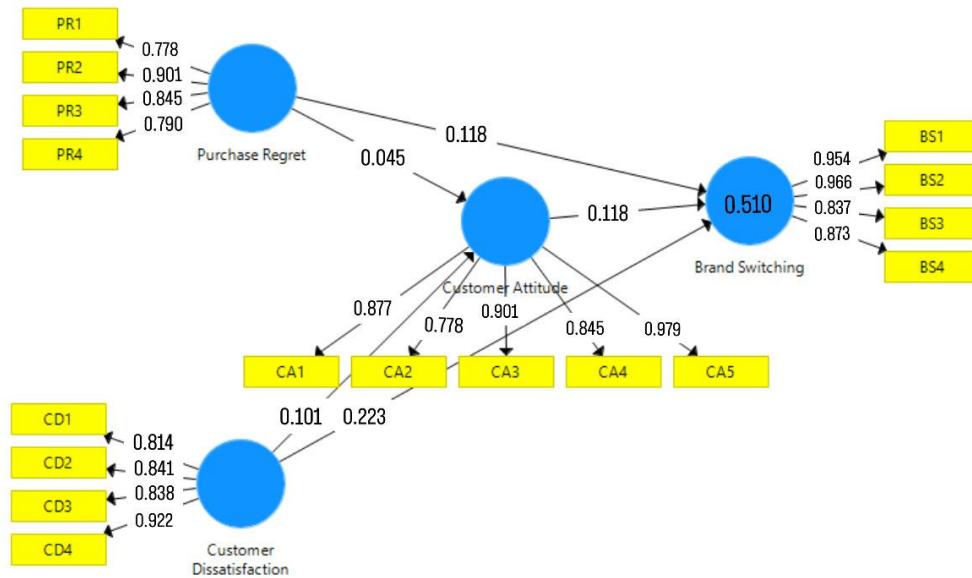
a. Convergent Validity

Table 1. Loading Factor Value			
Variables	Indicator	<i>Outer Loading</i>	Information
<i>Brand Switching</i> (BS)	BS 1	0.954	Valid
	BS 2	0.966	Valid
	BS 3	0.837	Valid
	BS 4	0.873	Valid
<i>Purchase Regret</i> (PR)	PR 1	0.778	Valid
	PR 2	0.901	Valid
	PR 3	0.845	Valid
	PR 4	0.790	Valid
<i>Customer Dissatisfaction</i> (CD)	CD 1	0.814	Valid
	CD 2	0.841	Valid
	CD 3	0.838	Valid
	CD 4	0.922	Valid
<i>Customer Negative Attitude</i> (CA)	CA 1	0.877	Valid
	CA 2	0.778	Valid
	CA 3	0.901	Valid
	CA 4	0.845	Valid
	CA 5	0.979	Valid

Source: Primary Data Processing December 2024

From the results of data processing, the majority of indicators in each variable in this study, namely Brand Switching, Purchase Regret, Customer Dissatisfaction, Customer Negative Attitude have a loading factor value greater than 0.70 and are said to be valid. This shows that variable indicators that have a loading factor value greater than 0.70 have high validity, thus meeting convergent validity.

The form of the path diagram, designing the outer model and inner model in this study, is described as follows:



Source: Primary Data Processing December 2024

b. Discriminant Validity

Discriminant Validity is done by looking at the cross-loading value of the construct measurement. The cross-loading value shows the magnitude of the correlation between each construct with its indicators and indicators from other block constructs. A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from other block constructs.

Table 2. Cross-Loading Results

Indicator	X1	X2	M	Y
BS 1	0.868	0.380	0.661	0.499
BS 2	0.875	0.311	0.702	0.472
BS 3	0.927	0.358	0.631	0.580
BS 4	0.910	0.316	0.626	0.574
PR 1	0.348	0.868	0.441	0.663
PR 2	0.284	0.862	0.377	0.531
PR 3	0.387	0.858	0.340	0.387
PR 4	0.396	0.888	0.349	0.411
CD 1	0.541	0.333	0.831	0.482
CD 2	0.602	0.366	0.902	0.513
CD 3	0.684	0.397	0.870	0.584
CD 4	0.631	0.294	0.881	0.501
CA 1	0.323	0.591	0.337	0.754
CA 2	0.376	0.494	0.434	0.824
CA 3	0.605	0.547	0.589	0.794
CA 4	0.506	0.547	0.524	0.854
CA 5	0.398	0.606	0.382	0.800

Source: Primary Data Processing December 2024

The results of data processing show that the correlation value of the construct with its indicators is greater

than the correlation value with other constructs. Thus, all constructs or latent variables have good discriminant validity, where the indicators in the construct indicator block are better than other indicators.

c. Composite Reliability

The outer model is measured not only by assessing *convergent validity* and *discriminant validity* but also by looking at the reliability test of the construct or latent variable measured by the composite reliability value. The construct is declared reliable if the composite reliability has a value > 0.7 , then the construct is declared reliable.

Table 3. Composite Reliability Value

Variables	Composite Reliability	Information
<i>Brand Switching</i> (BS)	0.811	Reliable
<i>Purchase Regret</i> (PR)	0.892	Reliable
<i>Customer Dissatisfaction</i> (CD)	0.785	Reliable
<i>Customer negative Attitude</i> (CA)	0.803	Reliable

Source: Primary Data Processing December 2024

The results of data processing show that the *composite reliability* values for all constructs are above the value of 0.70. With the resulting value, all constructs have good reliability according to the minimum value limit that has been required.

Inner Model Testing (Structural Model)

a. Analysis of Variance (R^2) or Determination Test

Table 4. R-square Values

Variables	R Square	Adjusted R Square
<i>Brand Switching</i>	0.510	0.496

Source: Primary Data Processing December 2024

Based on Table 4, it shows that the variables Purchase Regret, Customer Dissatisfaction, and Customer Negative Attitude are able to explain the variability of the *Brand Switching construct* by 51%. Meanwhile, the remaining 49% is explained by other variables outside of this research, such as service quality, sales promotions, product features, and product quality.

b. Predictive Relevance (Q^2)

Table 5. Q^2 Value predictive relevance

Variables	$Q^2 (=1-SSE/SSO)$
<i>Brand Switching</i>	0.645

Source: Primary Data Processing December 2024

From the calculation, the value of Q^2 or predictive relevance in this study is 0.645. From these results, it is known that this research model has predictive relevance because Q^2 is greater than 0 and can be said to be good because it is close to a value of 1.

c. Fit Model

Table 6. Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.067	0.067
d_ ULS	2,978	2,978
d_ G	2,305	2,305
Chi-Square	788,145	788,145
NFI	0.948	0.948

Source: Primary Data Processing December 2024

From the table above, it can be seen that SRMR has met the criteria, the value of the category must be below 0.080, then the value of d_ULS must be above 2,000 indicating a model fit with the data, for the NFI value must be above 0.900 indicating a measure of model suitability that descriptively the data can be accepted and fit, it can be concluded that the model of alignment or criteria for the relationship between constructs can be tested.

Hypothesis Testing

Table 7. Hypothesis Testing Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Caption
PR -> CA	0.045	0.042	0.083	12,028	0.032	Accepted
CD -> CA	0.101	0.083	0.092	11,786	0.046	Accepted
PR -> BS	0.118	0.115	0.101	12,011	0.011	Accepted
CD -> B S	0.223	0.204	0.135	11,357	0.020	Accepted
CA -> B S	0.118	0.115	0.101	12,786	0.009	Accepted

Source: Primary Data Processing December 2024

Mediation Test (Sobel Test)

Table 8. Bootstrapping specific indirect effects

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Caption
PR -> CA -> BS	0.633	0.642	0.063	10,027	0,000	Accepted
CD -> CA -> BS	0.571	0.588	0.053	12,911	0.002	Accepted

Source: Primary Data Processing, 2024

DISCUSSION

The results of this study indicate that purchase regret and customer dissatisfaction have a significant positive effect on customers' negative attitudes. These findings are consistent with consumer behavior theory, which posits that negative post-purchase experiences can trigger negative attitudes that ultimately influence consumers' decisions to switch brands. Negative customer attitudes serve as a mediating variable linking purchase regret and customer dissatisfaction with brand switching behavior. This underscores that not only direct dissatisfaction drives consumers to switch, but also the negative attitudes formed as an emotional response to unsatisfactory purchase experiences.

The Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis employed in this study provides robust empirical evidence regarding the relationships among these variables. By using a quantitative approach and data from 130 respondents who were Vivo smartphone users switching to other brands, this research successfully identifies the psychological mechanisms underlying brand switching behavior. These findings are crucial for companies, especially in the highly competitive smartphone industry, to understand that maintaining customer satisfaction and minimizing purchase regret are key to sustaining brand loyalty.

Furthermore, this study highlights the importance of managing customers' negative attitudes through effective marketing strategies, such as improving product quality, providing responsive after-sales service, and maintaining transparent communication. Consequently, companies can mitigate the negative impact of regret and dissatisfaction that potentially lead to brand switching.

CONCLUSION

This study concludes that purchase regret and dissatisfaction significantly influence customers' negative attitudes, which drive brand switching behavior among Vivo smartphone consumers in Indonesia. Negative customer attitudes mediate these variables, thus serving as a key factor in understanding the dynamics of brand switching. This research contributes to the development of theory in the field of marketing management, especially in understanding the relationship between purchase regret, customer dissatisfaction, customer negative attitude, and brand switching. The results of this study strengthen the cognitive dissonance theory proposed by Festinger (2014), which states that the mismatch between expectations and reality can cause psychological discomfort, which encourages individuals to seek a new balance. The theoretical implications of this study also show that customer negative attitude acts as a significant mediating variable in the relationship between purchase regret and customer dissatisfaction on brand switching. Thus, this study supports the results of previous research by Kim (2016) and Bui et al. (2011), which confirms that customer negative attitude after purchase can increase the likelihood of customers to switch to another brand.

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