

The Effects of Service Quality, Experience, Consumer Satisfaction, and Brand Switching Behavior (Case Study of Karadenta Care)

M. Rafid¹, Andriya Risdwiyanto², Kraugusteeliana
Kraugusteeliana³, Geofakta Razali⁴

IAI Al -Amanah Jeneponto¹
Universitas Proklamasi 45²

Universitas Pembangunan Nasional Veteran Jakarta³
STIAMI Social and Management Science Institute⁴

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Email: munnirfm63@gmail.com¹,
andriya.risdwiyanto@up45.ac.id²,
kraugusteeliana@upnvj.ac.id³, geofakta@stiami.ac.id⁴

ABSTRACT

Research at the Karadenta care clinic aims to analyze the effect of service quality, consumer experience and variation-seeking behavior on brand switching. Consumer satisfaction is then used as mediation of consumer experience and service quality on brand switching. This study used a purposive sampling technique with a total of 82 respondents who were beauty clinic patients who had changed services from the previous beauty clinic and were currently using beauty treatments for 1 year at the current beauty clinic. Questionnaire data were processed using Partial Least Square (PLS) analysis with testing measurement model (outer) model and inner model with path coefficients. The results of the analysis show that service quality and customer experience have a significant effect on customer satisfaction. The variable of consumer satisfaction has a negative effect on variation seeking behavior and variation seeking behavior has a positive effect on brand switching, but consumer satisfaction has no effect on brand switching. The consumer satisfaction variable does not mediate service quality and consumer experience towards the switching of the Karadenta care brand.

Keywords: *Service quality; consumer satisfaction; consumer experience; variety-seeking behavior; brand shift.*

INTRODUCTION

The cosmetics industry in Indonesia is currently growing rapidly. Body and beauty care has become a major need and has even become a trend in society. Along with the development of the era, beauty care has become a primary need for women so that currently a beauty care clinic business is developing which offers a variety of comfortable facilities and a very varied product. The phenomenon that is happening nowadays is that Karadenta care customers are not only women who are already earning, but beauty treatments are

currently very much loved by teenagers to support their physical appearance and increase self-confidence when they look prettier (Berliana, 2018). Customers are like that too. Customers are the company's biggest asset. Absolute business continuity depends on how the company establishes good relations with customers. Maintaining quality and customer satisfaction is the key to being able to retain customers and increase profitability, especially in a beauty clinic, customer satisfaction and service quality are important to note.

Research (Herni J. Astuti & Nagase, 2016) states that consumer satisfaction is a complex phenomenon that involves consumer expectations and experiences. Research (Worodiyanti & Maspiyah, 2016) conducted at a beauty clinic in Malang shows that service quality affects consumer satisfaction. Customer satisfaction is a feeling of satisfaction that arises as a result of an experience using a quality product or service. Research (Foster, 2017) shows the positive influence of customer experience on consumer satisfaction. Good service quality and positive customer experience are the beginnings of customer satisfaction.

Complex competition in today's business world makes the perception that loyal customers are increasingly difficult to find. In fact, there is no evidence to show that there are consumers who are truly loyal to one particular brand. Customers of beauty clinics who have used their products will remain loyal if there are offers that are more attractive than their competitors. Consumers who are satisfied with services often give expression to the products they are using, but consumers are still involved in seeking variations and switching brands. The average person definitely consumes various brands in one category (Astuti & Santoso, 2020). Mowen & Minor (2002) suggests that seeking diversity refers to the tendency of consumers to seek spontaneously to buy new brands even though they continue to express their satisfaction with the old brand. Offering other products that are more attractive, finding problems in a service or using a product that has been purchased can influence consumers to switch brands.

Based on the description above, researchers consider it important to design a model that causes customers to switch brands. Does the influence of service quality, consumer experience, customer satisfaction and search behavior affect brand switching.

LITERATURE REVIEW AND HYPOTHESIS

A. Consumer Satisfaction

Consumer satisfaction is a complex phenomenon involving consumer expectations and experiences. Satisfaction is the main result of marketing activities and an important key to retaining loyal customers (Xu et al., 2015). Consumer satisfaction can influence desired consumer behavior such as loyalty, positive behavior by recommending by telling positive experiences to friends and relatives (Astuti & Nagase, 2014). Indicators of consumer satisfaction variables in this study are treatment experience, feeling happy or dissatisfied and recommended to others. Satisfaction is a person's feeling of pleasure that comes from a comparison between his impression of real/actual performance with the expected product performance (Sangadji, 2013)

B. Quality of service

Buying and selling transactions between companies and consumers with good service is very important. Customer satisfaction must be an orientation in customer service activities (Khoirulloh et al., 2018). Companies need to pay attention to the quality of services provided to customers because service quality is closely related to the level of company profits and consumers will usually compare service quality with competitors (Panjaitan & Yuliati, 2016). Quality service is an important factor in shaping customer satisfaction, but it is also very closely related to the creation of company profits. According to (Kotler & Keller, 2018) the dimensions of service quality are reliability, responsiveness, assurance, empathy and tangibles which are then used as indicators in this study. the higher the satisfaction felt by the customer so that it is expected to form a loyalty to the product/service. From the description above it can be proposed the following hypothesis:

H1: Service quality has a positive effect on customer satisfaction

C. Consumer Experience

Customer experience is an overall cognitive and affective response from customers for their exposure to company performance (Buttle, 2008). The experience of visiting to buy products and services is used as a place to seek pleasure by evaluating the services provided to customers (Srivastava & Kaul, 2016). Experience is the best variable for predicting future behavior (Foster, 2017). Consumer experience is a growing priority in marketing research, because consumer experience determines the perceived quality of consumers in competitive competition. Customer experience is defined as coming from a set of interactions between the customer and the product, company or part of the organization, which causes a reaction (Ariningsih & Rahayu, 2015). The indicators of consumer experience in this study are sense, feel, think, act, relate which are the dimensions of consumer experience according to Schmitt (1999). Experience can encourage consumers to inform other people about impressions by telling pleasant experiences that reflect customer satisfaction. Customer satisfaction is a response from consumers in the form of satisfaction after using a product or service. From the description above it can be proposed the following hypothesis: Customer satisfaction is a response from consumers in the form of satisfaction after using a product or service. From the description above it can be proposed the following hypothesis: Customer satisfaction is a response from consumers in the form of satisfaction after using a product or service. From the description above it can be proposed the following hypothesis:

H2: Consumer experience has a positive effect on customer satisfaction.

D. Variation Seeking Behavior

The behavior of seeking variety is the behavior of consumers who try to find brand diversity outside their usual because the level of involvement of some products is low (Astuti & Santoso, 2020). Brand switching can be caused by consumers comparing the brand used with other brands by evaluating it so that attitudes towards the brand are formed (Suwandi

& Septrizola, 2015). Efendi & Jusmiati (2017) stated that the need for variety is a form of consumer desire to try new things that are rarely or never consumed. Variable indicators of behavior seeking variety in this study are the need to seek variety, no choice of innovation and differences between brands. Variation-seeking behavior arises when consumers feel satisfied or bored with the characteristics of the product previously consumed (Astuti & Santoso, 2020). Feelings of boredom and dissatisfaction with using a product encourage consumers to look for variations and try switching to other products. From the description above it can be proposed the following hypothesis:

H3: Consumer satisfaction has a negative effect on variation-seeking behavior. H4: Variation-seeking behavior has a positive effect on brand switching.

E. Switch Brands

Switching brands is a shift in customer loyalty from a previous product or service brand to another product or service brand (Yunita & Rosa, 2016). Brand switching is a condition in which consumers shift their loyalty and switch to competing brands and stop using their old products (Astuti & Nagase, 2014). Research conducted by Suwandi & Septrizola (2015) states that brand switching often occurs when consumers are dissatisfied with the brands they have used. Migration can occur when the consumer is bored with the product he has chosen with the prediction that the features, design or quality of the product are out of date. Variable indicators of brand switching in this study were post-purchase dissatisfaction, wanting to try other brands and wanting to stop quickly. the following hypothesis is proposed:

H5 : Consumer satisfaction has a negative effect on switching brands.

H6: Consumer satisfaction mediates the relationship between service quality and brand switching. H7 : Consumer satisfaction mediates consumer experience of switching brands

RESPONDENT

A. Research Method

Respondents are beauty clinic patients who have replaced services from previous beauty clinics and are currently using beauty treatments for 1 year at the current beauty clinic and domiciled in Garut city. The non-probability sampling technique is used in the sampling technique in this research considering that respondents must have certain considerations (Sugiyono, 2014). The number of samples is 82 respondents with a minimum sample calculation of ten times the number of research variables, namely 5 variables (Ghozali, 2015)

B. Data Analysis

The data in this study were analyzed using structural equation modeling with the Partial Least Square (PLS) approach. The stages of analysis in this study are as follows:

- 1) Descriptive statistics that describe the characteristics of the respondents' answers

from the minimum, mean, maximum and standard deviation.

- 2) Test Validity and Reliability, namely testing the validity and reliability of latent constructs by evaluating questionnaire data using SmartPLS by assessing the results of confirmatory analysis (CFA).
- 3) The hypothesis test is processed using a structural model in order to know the relationship between latent variables, looking at the R-square value and statistical tests with the bootstrapping procedure. in testing the hypothesis.

C. Action Research

This study uses the SmartPLS 3.2.8 evaluation model to test the seven hypotheses proposed in this study. Validation was tested by Confirmatory Factor Analysis (CFA) with success rules that can be seen in table 1. This study tested moderating variables, namely variables that can strengthen or weaken the relationship between dependent and independent variables (Sugiyono, 2012). Evaluation of structural models and significant tests to test the influence between constructs or variables.

Table 1.Evaluation of Measurement Model Success Rules

<i>Validity and Reliability</i>	Parameter	Success Rules
<i>Convergent Validity</i>	<i>Loading Factor</i>	1. Confirmatory research value > 0.70 2. Development stage 0.50 - 0.60 is acceptable
	<i>Average Variances Extracted(AVE)</i>	Confirmatory and exploratory studies > 0.50
<i>reliability</i>	<i>Composite Reliability</i>	1. Confirmatory research .> 0.70 2. Development stage > 0.60 is acceptable

Source: Gozhali and Latan (2015)

RESULTS AND DISCUSSION

A. Response Rate

Questionnaire response rates in research this is 92.4%. The total number of respondents is 82 people. Respondents are beauty clinic patients who have changed services from the previous beauty clinic and are currently using beauty treatments for 1 year at the current beauty clinic. Respondents are customers of the Karadenta care clinic who live in the city of Garut.

B. Outer Model

Testing with the outer model is done by looking at the value of the outer loading factor above 0.5. The measurement model can proceed to the next stage, namely the inner model if the results of the outer model meet valid and reliable criteria. In table 2 it can be seen the measurement model of the study. All indicators are acceptable because they have a loading factor above 0.5. This model can be said to be reliable if the composite reliability value is

more than 0.5. In the table it can be seen that all variables have met reliable criteria. Table 2 also presents the AVE values of all the indicators above.

Table 2. Variables, Indicators, Loading Factor, AVEs and Composite Reliability

Variables	Indicators	Loading Factor	AVEs	Composite Reliability
Consumer Satisfaction (Astuti&Nagase, 2016)	Treatment experience (KP1)	0.852	0.666	0.856
	Feeling happy or dissapointed (KP2)	0.804		
	Recommended to others (KP3)	0.790		
Quality of Service (Kottler&Keller, 2018)	Reliability (KL1)	0.707	0.555	0.821
	Responsiveness (KL2)	0.792		
	Assurance (KL3)	0.823		
	Empathy (KL4)	0.721		
	Tangible Object (KL5)	0.646		
Consumer Experience (Schmitt, 2005)	Sense (PK1)	0.633	0.536	0.852
	Feel (PK2)	0.706		
	Think (PK3)	0.782		
	Act (PK4)	0.719		
	Relate (PK5)	0.780		
Seeking Behavior Variation (Mowen&Minor, 2012)	The need for variety.(PMV1)	0.824	0.729	0.889
	No choice innovation (PMV2)	0.905		
	Difference between brands (PMV3)	0.809		
Switch Brands (Efendi&Jusmi yati, 2017)	Post purchase dissatisfaction (BP1)	0.795	0.750	0.900
	Want to try another brand (BP2)	0.885		
	Want to stop quickly (BP3)	0.914		

- a. Acceptable value of Loading Factor > 0.5
- b. Acceptable value of AVE >0.5
- c. Acceptable value of Composite Reliability > 0.6

C. Inner Model

Structural model evaluation aims to predict the relationship between latent variables. The inner model is evaluated by looking at the percentage variance, namely by looking at the R-Square value for endogenous latent constructs. Based on Figure 1, it can be seen that the adjusted R-square value for customer satisfaction is 0.455, which means that the contribution of service quality and customer experience to customer satisfaction is 45.5%. Meanwhile, consumer satisfaction and variation-seeking behavior can explain the relationship with switching brands by 51.9%. Consumer satisfaction explains the relationship with variation-seeking behavior of 6.1%

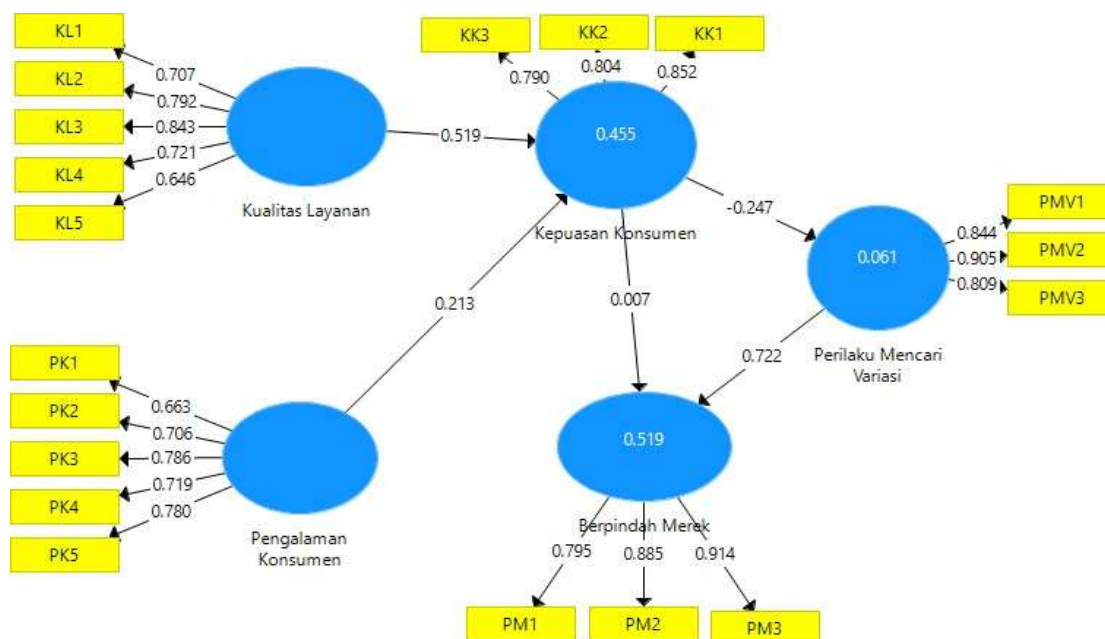


Figure 1.Structural Equation switch brands in Karadenta care

Based on a literature review who built the hypothesis, by looking at table 3 which explains the results of the relationship between the path coefficient and the P value, there are 4 accepted hypotheses and 1 rejected hypothesis. From the table it is clear that there is a positive relationship between service quality and customer satisfaction with a coefficient of 0.519 and a P value of $0.000 < 0.05$, which means that the hypothesis is accepted. Consumer experience also has a positive effect on customer satisfaction with a coefficient of 0.213 and a P value of $0.043 < 0.05$ means that the hypothesis is accepted. Consumer satisfaction has a negative effect on variation-seeking behavior with a coefficient of 0.247 and a P value of $0.028 < 0.05$ so that the hypothesis is accepted. Variation-seeking behavior has a positive effect on brand switching with a coefficient of 0.213 and a P value of $0.000 < 0.000$ so that the hypothesis is accepted.

Table 3.Relationships, Path Coefficients, P Values, Results

Relationships	Original Sample	P values	Results
Service Quality □ Consumer Satisfaction (H1)	0.519	0.000	Accepted
Consumer Experience □ Consumer Satisfaction (H2)	0.213	0.043	Accepted
Consumer satisfaction □ Behavior Seeking Variation (H3)	-0.247	0.028	Accepted
Behavior of Seeking Variation □ Switching brands (H4)	0.213	0.000	Accepted
Consumer Satisfaction □ Switching Brands (H5)	0.007	0.933	Rejected
Quality of service □ Consumer satisfaction □ Switching Brands (H6)	0.004	0.940	Rejected
Consumer experience □ Consumer satisfaction □ Switch Brands (H6)	0.002	0.943	Rejected

Source: primary data processed

DISCUSSION

A. Service Quality Has A Significant Positive Effect On Customer Satisfaci.

The results of the study show that service quality has a positive effect on customer

satisfaction. It can be interpreted that if the quality of Karadenta care clinic services is getting better, consumer satisfaction will increase. The research results are supported by research (Bahar & Sjahrudin, 2015) which shows that service quality has a positive effect on customer satisfaction. This research is in accordance with research (Sondakh, 2015) which states that service quality has a significant relationship with customer satisfaction. In the service sector, functional service quality has a higher influence on customer satisfaction than engineering (Kasiri et al., 2017). Service quality consisting of reliability, responsiveness, assurance, empathy and tangible objects or physical facilities can affect the level of customer satisfaction at the Karadenta care clinic. It can be concluded that service quality triggers the success of the Karadenta care clinic in retaining satisfied customers. Quality and satisfying services need to be continuously carried out by the Karadenta care clinic from the facility,

B. Consumer Experience Has A Significant Positive Effect On Consumer Satisfaction.

The results showed that consumer experience has a positive effect on consumer satisfaction. The results of this research are in line with research (Hendra et al., 2017) which shows that customer experience has a significant effect on customer satisfaction. The consumer's first experience in a beauty clinic will be very influential and determine whether the consumer will come back or not. Consumers who have a positive experience will be satisfied, whereas consumers who have a negative experience will feel disappointed. Customer experience is very important to note, consumers must have a deep impression when receiving treatment which encourages consumers to feel satisfied with Karadenta care services. Consumer experience consisting of sensory dimensions to feel the product (sense), feel or feelings that appear, think, act and relate is an effort to create satisfaction. Companies must give a good and satisfying impression to consumers so as to create the impression that beauty care is a necessity that can provide a sense of comfort with relaxation and can relieve fatigue and fatigue.

C. Consumer Satisfaction Has A Negative Effect On Variation-Seeking Behavior.

The results of this study indicate that consumer satisfaction has a negative effect on variation-seeking behavior. The results of this study are in accordance with research conducted by Putra & Kusumadewi (2019) that consumer satisfaction has a negative effect on the need to seek variety. Karadenta care consumers who are satisfied with the company's performance, service and product quality have a tendency not to look for variations or other alternatives. It is important for the company to pay attention to consumer satisfaction because it will reduce and avoid the occurrence of consumer behavior to seek variety. Consumer satisfaction can be formed by providing a satisfactory treatment experience,

D. Variation-Seeking Behavior Has A Positive Effect On Brand Switching.

The results show that the variation-seeking behavior variable has a positive effect on switching brands. It can be interpreted that the higher the variation-seeking behavior, the more likely consumers are to switch to another brand. This research is supported by research results (Bashori, 2018) which explain that the behavior of seeking variety has a positive

influence on switching brands. Karadenta care consumers who are already bored with the brands they are consuming will look for other alternatives and cause consumers to change brands. Consumer activities looking for variety because of a more attractive offer or the desire to try new things will be a consideration for consumers in their decision to switch brands. The level of consumer boredom with Karadenta care products that are used continuously will increase if the company does not innovate products or services. Competition businesses with many competitors offering programs with more attractive promotions will encourage consumers to try and finally decide to switch brands. Companies must always innovate, improve services and build good relationships with consumers to minimize the influence of consumer behavior in seeking variety.

E. Consumer Satisfaction Has No Effect On Switching Brands.

The results of the study show that consumer satisfaction has no effect on brand switching, so the hypothesis is rejected. Consumers who are satisfied with the service have a tendency not to seek information on other brands and do not want to switch brands, but in this study consumer satisfaction has no effect on the attitude of staying with a brand or switching to another brand. This research is supported by research (Irawan et al., 2010) which states that satisfied consumers will still try to find information about other brands. The tendency of consumers to seek information on other brands is due to personal factors where these consumers are in a variety seeking category or there are various attractive offers from various brands. Consumers are not affected by the current perceived satisfaction,

F. Consumer Satisfaction Does Not Mediate The Relationship Between Service Quality And Consumer Experience Of Switching Brands.

The results showed that the p-value of service quality and consumer experience towards switching brands was > 0.05 so that the hypothesis was rejected and concluded that customer satisfaction did not mediate the relationship between service quality and consumer experience. The results of this study indicate that the consumer satisfaction variable does not directly influence consumers to switch brands even though the Karadenta care clinic has good quality. Likewise, the consumer satisfaction variable does not affect the relationship between consumer experience and switching brands

CONCLUSIONS AND RECOMMENDATIONS

Intense competition in today's Karadenta care business makes it difficult to find loyal customers. Consumers who have experienced positive experiences, service quality and satisfaction in treatment do not guarantee that they will survive and not switch to other brands. Service quality and customer experience directly have a positive effect on customer satisfaction. For this reason, the Karadenta clinic should improve service quality and give a good impression of the consumer experience. Consumer satisfaction has no effect on switching brands. The variation-seeking behavior variable has a positive effect on brand-switching behavior, while consumer satisfaction does not mediate service quality and consumer experience on brand-switching. The existence of variety seeking factors and

attractive offers from various brands keeps consumers looking for information and has the desire to switch brands even though they have felt satisfaction with Karadenta care services. However, consumer satisfaction directly has a negative effect on variation-seeking behavior, so it is hoped that the Karadenta Care clinic must continue to provide maximum satisfaction to consumers through service quality and consumer experience to minimize the influence of consumer variation-seeking behavior.

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