

INVESTIGATING BRAND SWITCHING ON LOCAL COSMETICS PRODUCT (A CASE STUDY OF SOMETHINC IN MANADO)*INVESTIGASI BRAND SWITCHING PADA PRODUK KOSMETIK LOKAL (STUDI KASUS SOMETHINC DI MANADO)*

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Abstract: This study is to know the influence of social media marketing (X1), electronic word of mouth (X2) and price (X3) on brand switching (Y) of Somethinc local cosmetics in Manado. The type of this research is quantitative research method by distributing questionnaires through 100 respondents with purposive sampling method who was the domicile in Manado and using Somethinc product for 3 months and processed the data through multiple linear regression analysis. Based on data results concluded that: social media marketing has significant influence on brand switching of somethinc local cosmetics in Manado, electronic word of mouth has significant influence on brand switching of Somethinc local cosmetics in Manado, price has significant influence on brand switching of Somethinc local cosmetics in Manado and social media marketing, electronic word of mouth and price has significant influence on brand switching of Somethinc local cosmetics in Manado. The company should be considering an affordable price for each new product that will be release with a nice, proper, and fresh advertisement, that not only shows how great the product is, but focusing on how it can affect and fulfill the customer needs.

Keyword: Social Media Marketing, Electronic Word Of Mouth, Price, Brand Switching

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran media sosial (X1), electronic word of Mouth (X2) dan harga (X3) terhadap perpindahan merek (Y) kosmetik lokal Somethinc di Manado. Jenis penelitian ini adalah metode penelitian kuantitatif dengan menyebarkan kuesioner melalui 100 responden dengan metode purposive sampling yang berdomisili di Manado dan menggunakan produk Somethinc selama 3 bulan dan mengolah data melalui analisis regresi linier berganda. Berdasarkan hasil data disimpulkan bahwa: pemasaran media sosial berpengaruh signifikan terhadap perpindahan merek kosmetik lokal Somethinc di Manado, electronic word of Mouth berpengaruh signifikan terhadap perpindahan merek kosmetik lokal Somethinc di Manado, harga berpengaruh signifikan terhadap perpindahan merek kosmetik lokal Somethinc kosmetik di Manado dan pemasaran media sosial, electronic word of mouth dan harga mempunyai pengaruh yang signifikan terhadap perpindahan merek kosmetik lokal Somethinc di Manado. Perusahaan harus mempertimbangkan harga yang terjangkau untuk setiap produk baru yang akan dikeluarkan dengan iklan yang bagus, pantas, dan segar, yang tidak hanya menunjukkan betapa hebatnya produk tersebut, namun fokus pada bagaimana hal tersebut dapat mempengaruhi dan memenuhi kebutuhan pelanggan.

Kata Kunci: Pemasaran Media Sosial, Electronic Word Of Mouth, Harga, Perpindahan Merek

INTRODUCTION

Research Background

Today, the appearance and care of the skin is what everyone is interested in. One way to implement this is to use skin care or cosmetic products, therefore various choices of skin care products on the market continue to develop and innovate (Puspitasari dan Primasari, 2023). Skin care products are beauty products that can solve

skin problems, such as brightening the skin and removing blackheads, pimples, pigmentation, wrinkles and others (Rialti et al., 2017). Seeing the huge opportunities in the beauty industry, local Indonesian companies have started making local skincare, one of which is Somethinc. As a local brand, Somethinc is committed to creating quality and halal beauty products at affordable prices. To attract consumers' interest in Somethinc, the company is aggressively promoting on various social media and collaborating with several "beauty influencers" to make it more attractive to consumers so that Now Somethinc is increasingly widely known and has stolen the attention of consumers since its first release in 2019 (Wibowo dan Hartono, 2023).

With the many choices of cosmetic brands offered and as consumer tastes change, it is likely that consumers will switch brands from one brand to another. Brand Switching Behavior according to Rialti et al. (2017) is the process of choosing to switch from routine use of a product brand to using another brand regularly but in the same product. Brand switching is most common in products that are perceived to have no variation in quality. In accordance with the findings of Trivedi, Arora, and Soni (2022) that effective social media marketing can increase consumers' desire to do brand switching. The intense competition in the cosmetic industry has forced cosmetic manufacturers to look for ways to make their products known to the wider community. By using social media, people will easily share interesting information with others, participate in and create forums and social networks between users in the virtual world. The phenomenon where consumers need precise and fast information for the product they want must be utilized through social media marketing.

Besides marketing using social media, consumer opinion of products spread on social media also has an important role. Positive or negative statements made by potential customers, actual customers and former customers about products or companies via the internet or what is known as electronic word of mouth (eWOM) are things that must be considered by companies, considering that consumers are very free to have opinions on the internet (Ardyan et al., 2021). Word of mouth can affect several conditions such as awareness, perception, attitude, intention and behavior. The behavior referred to here is consumer behavior in making purchases that begins with consumer intentions for a product or service (Farzin et al., 2022). This exposure is also in accordance with the results of research by Randabunga, Hudayah, and Indriastuti (2021) which states that electronic word of mouth and sales promotions have an effect on brand switching in the cosmetics industry. However, there is research from Zhang et al. (2015) which states that electronic word of mouth has no effect on consumer brand switching behavior.

Apart from marketing and word of mouth, price is a variable that has a dominant influence on the intensity of brand switching. Brand switching can occur because the price set for a product is in accordance with the expectations received by consumers (Armazura, Evanita, and Tasman, 2019). The customer's estimate of the benefits of a product or service and its capacity to satisfy certain needs and wants determines the value to be assigned to it. When marketing can provide affordable prices and discounts for consumers, it will create a desire for consumers to switch brands. This is also supported by research by Anggraeni, Evanita, and Sofya (2018) whose research results state that price has a positive and significant effect on brand switching behavior. However, research by Atifah and Rahmidani (2022) found that price has no effect on brand switching.

Based on the differences between previous studies, this research is interested in conducting new research to examine the effect of social media marketing, electronic word of mouth, and prices on brand switching behavior of cosmetic consumers, especially the Somethinc brand which is still rarely researched at this time with the title "Investigating Brand Switching On Local Cosmetics Product (A Case Study Of Somethinc In Manado)".

Research Objectives

Based on the research problem, this research has several objectives:

1. To analyze the influence of social media marketing on brand switching of Somethinc local cosmetics in Manado
2. To analyze the influence of electronic word of mouth (EWOM) on brand switching of Somethinc local cosmetics in Manado
3. To analyze the influence of price on brand switching of Somethinc local cosmetics in Manado
4. To analyze the influence of social media marketing, electronic word of mouth (EWOM), and product price on brand switching of Somethinc local cosmetics in Manado

THEORETICAL FRAMEWORK

Marketing

Marketing is a business strategy that refers to activities carried out by companies to promote sales of a

product. The goal of marketing is of course to maximize profits by making sales strategies. Kotler and Armstrong (2013) stated that marketing is a series of processes carried out by companies for create value for customers by creating, delivering, and communicating value superior customer. Marketing has an important role to carry out every business activity. In addition, marketing activities are carried out to achieve company goals in line with expectations. Daryanto (2011:1) Marketing is a process social and managerial by which individuals and groups meet their needs and wants creating, offering, and exchanging something of value with one another.

Social Media Marketing

Social media marketing is a means of connecting brands and consumers, offering a personal and helpful channel to businesses for users that is centered on networking and social interaction. Social media marketing as utilization of social media technology, channels, and software to create, communicate, deliver, and exchange offerings that have value for organizational stakeholders (Yadav and Rahman, 2017). Cheung, Pires, and Rosenberger (2020) explains that social media marketing is social media which refers to a group of internet-based applications that are built on the ideology and technological foundations of Web 2.0 and which enable the creation and exchange of user-generated content.

Electronic Word of Mouth

Electronic word of mouth is an online communication tool that companies can use to promote products sold or marketed through social media (Arista and Lasmana, 2019: 81). Hennig-Thurau et al. (2004:42) argues that EWOM communication on Web-based opinion platforms can be started out of a desire to help other consumers with decisions their purchase, to save someone else from a negative experience, or both. Therefore, such communications can include both positive and negative consumer experiences with products or services companies. Electronic word of mouth is an important tool used by consumers to obtain information about the quality of services provided and product quality (Meuthia, 2017: 102).

Price

Price is the amount of money issued for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. According to Kotler and Keller (2009:67), price is one of the elements of the marketing mix that generates income; other elements generate costs. Price is the only element of the marketing mix that generates purchases or income for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). According to Abubakar (2018: 40), price is the amount of money that must be spent by consumers to get the product or service they buy to fulfill their needs and desires.

Brand Switching

Brand switching is a customer vulnerability in which a consumer or group of consumers switches from a product brand that is usually consumed with another brand product caused by customer behavior that seeks diversity, there are other product offers, or there are problems with products that have been purchased before. Brand switching is usually because the customer is dissatisfied with a product, so he will search for information about other products and if it feels right, the customer will switch brands. Brand switching is a form of consumer behavior that reflects the change from a certain product brand to another product brand, but still in one product category, which is done to increase consumer satisfaction itself. This brand switching is highly undesirable for the company, because it can cause losses for the company. Consumers in this case know a lot about existing product categories. According to Suharseno, Hidayat, dan Dian (2013), brand switching is a form of purchase that is marked by a change in the brand used by someone, namely by switching to another brand.

Previous Research

Gunawan et al. (2016) determined the effect of involvement and electronic word of mouth (eWOM) on the brand image, and the impact toward Brand Switching on MamyPoko consumers through respondent's evaluation of each dimension. The study involved 100 active members on MamyPoko's social Facebook account. Data is collected by filling a questionnaire and is analyzed using the quantitative method, Path analysis. Based on the result of this research, it is known that involvement and eWOM partially and simultaneously affecting brand switching behavior through brand image

Randabunga, Hudayah, and Indriastuti (2021) determined the effect of electronic word of mouth and sales promotion on brand switching with brand image as an intervening variable at the ERHA Beauty Clinic in Samarinda City. The study was conducted using 115 respondents. The analysis tool used is SmartPLS 3. Data

analysis is carried out by assessing the outer model or measurement model and assessing the inner model or structural model. The results showed that electronic word of mouth and sales promotion partially had a significant positive effect on brand switching, and electronic word of mouth and sales promotion had a significant positive effect on brand switching through the brand image variable as an intervening variable.

Bala et al. (2020) examined the factors that explore the brand switching behavior in the consumer mind. The study was undertaken on 200 smartphone users among the university students of Bangabandhu Sheikh Mujibur Rahman Science and Technology University (BSMRSTU), Gopalganj. The data were explicated with factor analysis and multiple regressions. The entire hypotheses were tested with SPSS and two factors of them were accepted. Two factors (product price and social influence) were accepted as per statistical results. They affected the satisfaction of the consumer that was a direct influence on brand switching behavior for Smartphone.

Conceptual Framework

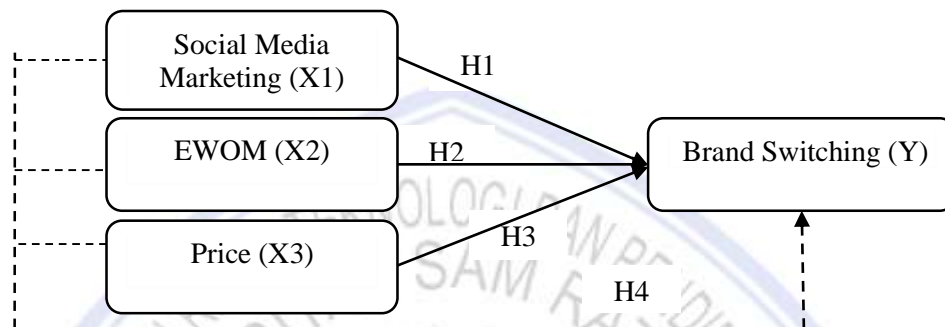


Figure 1. Conceptual Framework

Source: Theoretical Review, 2023

Research Hypothesis

H1: There is significant influence of social media marketing on brand switching partially.

H2: There is significant influence of electronic word of mouth on brand switching partially.

H3: There is significant influence of price on brand switching partially.

H4: Social media marketing, electronic word of mouth and price have a significant influence to brand switching simultaneously.

RESEARCH METHOD

Research Approach

In this study, we used a quantitative approach to collect data. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a means of analyzing information about what you want to know (Kasiram, 2010). Quantitative approaches are also methods that work with numbers, whose data are numbers (scores, ranks, or frequencies), which are analyzed using statistics to answer specific research hypotheses, and to predict that certain variables affect other variables (Alsa, 2003). Quantitative methods can be interpreted as a research method based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim to test hypotheses which has been set (Sugiyono, 2019). In this research, the associative method is used to explain the influence of social media marketing, electronic word of mouth and price on brand switching of Somethinc local cosmetics in Manado.

Population and Sample

According to Sugiyono (2019), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study are customers who use somethinc products in Manado. According to Sugiyono (2019), the sample is part of the number and characteristics of the population. In this study, the population is relatively large, making it impossible for the researchers to study entire population. For example due to limited funds, energy and time, the research can use samples taken from that population (Sugiyono, 2019). Determining the number of samples in

this study was based on the Hair et al.'s method. This method is used considering the challenge to determine the customers who use something products in Manado. This method states that the sample-to-variable ratio suggests a minimum observation-to-variable ratio of 5:1, but ratios of 15:1 or 20:1 are preferred. This means that 15 to 20 observations per independent variable are strongly recommended (Memon et al., 2020). Thus, since there are three independent variables are utilized in this study, minimum 60 respondents are required.

Data Collection Method

The data collection techniques used in this study are as follows:

1. Questionnaire. Questionnaire is a data collection technique that is done by asking questions or a written statement to the respondent to answer. In this research, researchers distributed questionnaires online through Google Form. Questionnaires distributed to respondents use a 9-point Likert Scale. Each statement is given a score of 1 to 9 with choices the answers are as follows: strongly disagree answers are given a value of = 1, and strongly agree is given a value = 9
2. Observation. Observation is a method of collecting data by observing or reviewing carefully and directly at the research location. Researchers made observations at Something social media accounts.
3. Library Studies. Literature study is a data collection method directed at searching data and information through documents, both written documents, photographs, drawings, and electronic documents that can be support in the writing process

Operational Definition of Research Variable

Table 1. Operational Definition and Indicators

| Variable | Operational Definition | Indicators |
|--------------------------|--|--|
| Social Media Marketing | Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals (Cahyono, 2015) | <ol style="list-style-type: none"> 1. Online Communities 2. Interaction 3. Sharing of content 4. Accessibility |
| Electronic word of mouth | Electronic word of mouth is an online communication tool that companies can use to promote products sold or marketed through social media (Arista and Lasmana, 2019: 81) | <ol style="list-style-type: none"> 1. EWOM Quality 2. EWOM Quantity 3. Sender's Expertise |
| Price | An amount of money charged for a goods or services or the amount of money that consumers exchange for benefits the benefit of having or using the product or service. (Kotler and Armstrong, 2013:151) | <ol style="list-style-type: none"> 1. Price Affordability 2. Compliance with product quality 3. Price competitiveness 4. Price compatibility with benefits |
| Brand Switching | Brand switching is purchasing patterns characterized by a change or shift from one brand to another brand. (Olson and Paul, 2014:522) | <ol style="list-style-type: none"> 1. Internal environment 2. External environment 3. Emotional responses 4. Rational Responses |

Source: Previous Studies, 2023

Data Analysis Method

Validity and Reliability Test

Validity test is used to measure the validity of the questionnaire. A questionnaire is considered to be valid if its question can reveal something that will be measured on the questionnaire. Validity test are used to determine the feasibility of question items that define variables. An instrument will be valid if r value $>$ from r table and sig. value (two-tailed) $<$ 0.05 (Sujarweni, 2015).

A reliability test indicates how far the measurement resulting relatively consistent if it was repeated two or more times. Reliability test is done after the validity of the analysis carried out. Analyzes were performed by Cronbach's Alpha (α) is the coefficient of reliability which indicates how well an instrument item positively correlated with other instrument items. Higher coefficient alpha (α) will result in better measurement of the

instrument.

Test of Classical Assumption

Classical assumption test is performed using regression analysis in order to reach a good data and generate a good model. There are some classical assumption tests as follows:

- Normality Test.** The normality test aims to test whether it is in the model regression, confounding or residual variables have a distribution normal. Normality test can be done with the Kolmogorov Smirnov (K-S) statistical test performed by making a null hypothesis (H₀) for distributed data normal and alternative hypothesis (H_A) for non-distributed data normal. The data is said to meet the assumption of normality or normal distribution if the significance value of the test results Kolmogorov-Smirnov is greater than 0.05.
- Heteroscedasticity Test.** Heteroscedasticity test is used to test inequality variance from an observation residual to another observation residual. By using scatterplot pattern with ZPRED plot as a prediction value, and SRESID as a residual value. The regression is free from heteroscedasticity if there is no specific pattern in the scatterplot (Sujarweni, 2015).
- Autocorrelation Testing.** The autocorrelation test aims to test whether it is in the model linear regression there is a correlation between the confounding errors on period t with confounding errors in period t-1 (previously). If there is a correlation, then it is said to exist autocorrelation problem (Ghozali, 2011: 110). In this study to test whether there are symptoms autocorrelation using the Durbin-Watson test (DW test).
- Multicollinearity Test.** Multicollinearity test is a predictor where the independent variable was correlated each other. Multicollinearity test is used to test whether regression model was correlated among the independent variables or not. Multicollinearity test is detected by Variance Inflation factor (VIF) or Tolerance value (TOI). The criteria of using this test when tolerance value < 0.10 or equal to VIF value > 10, it shows there was multicollinearity among the independent variables (Sujarweni, 2015).

Multiple Linear Regression Analysis

Multiple linear regression is a technique that measures how influence of some independent variables to dependent variable. The multiple linear regression analysis equation model that was used in this study can be formulated

RESULTS AND DISCUSSION

Results

Validity and Reliability Tests

Table 2. Validity Test Results

| Item | R-Table | Corrected Item-Total Correlation | Valid/Not Valid |
|------|---------|----------------------------------|-----------------|
| X1.1 | 0.197 | 0.630 | Valid |
| X1.2 | 0.197 | 0.769 | Valid |
| X1.3 | 0.197 | 0.660 | Valid |
| X1.4 | 0.197 | 0.788 | Valid |
| X1.5 | 0.197 | 0.641 | Valid |
| X2.1 | 0.197 | 0.625 | Valid |
| X2.2 | 0.197 | 0.699 | Valid |
| X2.3 | 0.197 | 0.693 | Valid |
| X2.4 | 0.197 | 0.805 | Valid |
| X2.5 | 0.197 | 0.693 | Valid |
| X3.1 | 0.197 | 0.763 | Valid |
| X3.2 | 0.197 | 0.812 | Valid |
| X3.3 | 0.197 | 0.754 | Valid |
| X3.4 | 0.197 | 0.842 | Valid |
| X3.5 | 0.197 | 0.832 | Valid |
| Y1.1 | 0.197 | 0.526 | Valid |
| Y1.2 | 0.197 | 0.773 | Valid |
| Y1.3 | 0.197 | 0.717 | Valid |

| | | | |
|------|-------|-------|-------|
| Y1.4 | 0.197 | 0.842 | Valid |
| Y1.5 | 0.197 | 0.702 | Valid |

Source: Data Processing from SPSS 20

From the tables above it shows that all indicator result items from the Social Media Marketing (X1), Electronic Word Of Mouth (X2), Price (X3) and Brand Switching (Y) variables have a Pearson correlation value greater than r table (0.197). Thus, the entire item statement of the research variable is valid.

Table 3. Reliability Test Results

| Variable | Cronbach's Alpha | Results |
|-----------------------------|------------------|----------|
| Social Media Marketing (X1) | 0.849 | Reliable |
| EWOM (X2) | 0.905 | Reliable |
| Price (X3) | 0.928 | Reliable |
| Brand Switching (Y) | 0.841 | Reliable |

Source: Data Processing from SPSS 20

From the description of the table above it shows that all Social Media Marketing (X1), Electronic Word Of Mouth (X2), Price (X3) and Brand Switching (Y) variables have a Cronbach's alpha value greater than 0.6. This means that the measuring instruments is reliable.

Classical Assumption Test

Normality Test

Table 4. Data Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|------------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 4,76275375 |
| Most Extreme Differences | Absolute | ,121 |
| | Positive | ,105 |
| | Negative | -,121 |
| Kolmogorov-Smirnov Z | | 1,214 |
| Asymp. Sig. (2-tailed) | | ,105 |

Source: Data Processing from SPSS 20

Results of the Kolmogorov-Smirnov second normality test, the Sig. from the regression model above is 0.105 which is greater than the value of $\alpha = 0.05$. Thus the results of the Kolomogorov-Smirnov test from the regression model above have fulfilled the normality requirements with a Sig value. $> \alpha = 0.05$. From this, it can be concluded that the data tested has a normal data distribution.

Heteroscedasticity Test

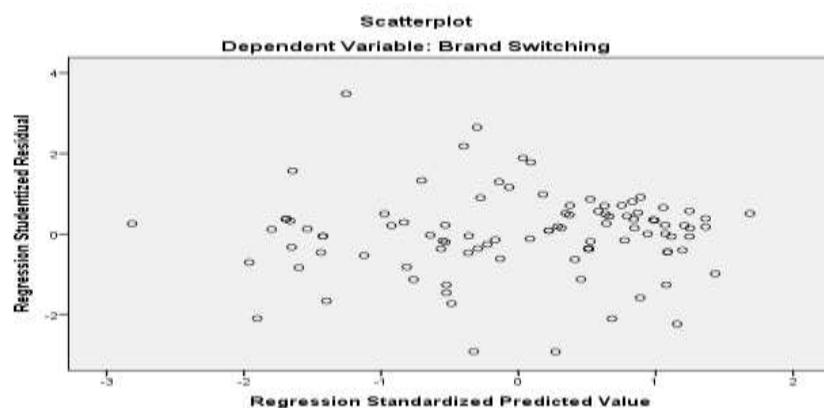


Figure 2. Data Heteroscedasticity Test Results

Source: Data Processing from SPSS 20

It can be seen from the scatterplot in figure 2 that it can be seen that the points spread randomly (not form a certain pattern) and are spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedasticity.

Autocorrelation Test

Table 5. Autocorrelation Test Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | ,844 ^a | ,713 | ,704 | 4,837 | 2,146 |

Source: Data Processing from SPSS 20

From the test results, Durbin–Watson test of residual regression equation obtained the number 2.146. As a general guideline the Durbin–Watson range is 0 and 4. If the value of the Durbin–Watson statistical test is less than -2 or greater than +2, then the residuals or errors from the multiple regression model are not independent or there is autocorrelation. So based on the value of the Durbin–Watson statistical test in the study, the score is above one and below three (2.146). This indicates that no autocorrelation occurs.

Multicollinearity Test

Table 6. Multicollinearity Test Results

| Model | Coefficients ^a | |
|--------------------------|---------------------------|-------|
| | Collinearity Statistics | |
| | Tolerance | VIF |
| (Constant) | | |
| 1 Social Media Marketing | ,282 | 3,551 |
| EWOM | ,630 | 1,588 |
| Price | ,268 | 3,726 |

Source: Data Processing from SPSS 20

- The Social Media Marketing variable has a tolerance level of 0.282 and a VIF value of 3.551. This show that the tolerance value of the Social Media Marketing variable is > 0.10 and the VIF value is < 10.00, so that multicollinearity does not occur.
- The Electronic Word Of Mouth variable has a tolerance level of 0.630 and a VIF value of 1.588. This shows that the tolerance value of the Electronic Word Of Mouth variable is > 0.10 and the VIF value is < 10.00, so that multicollinearity does not occur.
- The Price variable has a tolerance level of 0.268 and a VIF value of 3.726. This shows that the tolerance value of the Price variable is > 0.10 and the VIF value is < 10.00, so that multicollinearity does not occur.

Multiple Linear Regression Analysis Results

Table 7. Multiple Linear Regression Analysis Results

| Model | Coefficients ^a | | | t | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| | B | Std. Error | Beta | | |
| (Constant) | 3,950 | 1,833 | | 2,155 | ,034 |
| 1 Social Media Marketing | ,198 | ,102 | ,199 | 1,929 | ,057 |
| E-WOM | ,325 | ,059 | ,380 | 5,513 | ,000 |
| Price | ,336 | ,094 | ,379 | 3,590 | ,001 |

Source: Data Processing from SPSS 20

The results of the regression analysis obtained the coefficient for the Social Media Marketing (X1) variable of 0.198 with a constant of 3.950, Electronic Word Of Mouth (X2) has the coefficient of 0.325, and Price (X3) has the coefficient of 0.336 so that the regression equation model obtained is as follows:

$$Y_1 = 3.950 + 0.198X_1 + 0.325X_2 + 0.336X_3 + e$$

1. The constant value is 0. 3.950 which states that if Social Media Marketing, E-WOM, and Price are equal to 0, then Brand Switching (Y) is 3.950

- The regression coefficient value for the Social Media Marketing is 0.198. This value shows a positive effect between Social Media Marketing and Brand Switching
- The regression coefficient value for E-WOM is 0.325X2. This value shows a positive effect between E-WOM and Brand Switching
- The regression coefficient value for Price is 0.336X3. This value shows a positive effect between Price and Brand Switching

Coefficient of Determination (R-Square) Results

Table 8. R-Square

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,844 ^a | ,713 | ,704 | 4,837 |

Source: Data Processing from SPSS 20

The coefficient of determination test (R-square) between the Social Media Marketing (X1), Electronic Word Of Mouth (X2), Price (X3) and Brand Switching (Y) was obtained at 0.713. This means that, while the independent variables were able to explain the dependent variable at 71.3%, while the remaining 28.7% was explained by other variables not included in this model (not researched).

Hypothesis Test

F-Test

Table 9. F-test Output

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| | Regression | 5571,051 | 3 | 1857,017 | 79,384 | ,000 ^b |
| 1 | Residual | 2245,699 | 96 | 23,393 | | |
| | Total | 7816,750 | 99 | | | |

Source: Data Processing from SPSS 20

Results of the F-test result obtained, to test the simultaneous influence for Social Media Marketing (X1), Electronic Word Of Mouth (X2), and Price (X3) towards the dependent variable. Significance (Sig.) value shows 0.000 which is lower than 0.05. This means that all the three independent variables - Social Media Marketing (X1), Electronic Word Of Mouth (X2), Price (X3) has significant influence on Brand Switching (Y), simultaneously.

T-Test

Table 10. T-test Output

| Coefficients ^a | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| | (Constant) | 3,950 | 1,833 | | 2,155 | ,034 |
| 1 | Social Media Marketing | ,198 | ,102 | ,199 | 1,929 | ,057 |
| | EWOM | ,325 | ,059 | ,380 | 5,513 | ,000 |
| | Price | ,336 | ,094 | ,379 | 3,590 | ,001 |

Source: Data Processing from SPSS 20

- The value of p-value (Sig) is 0.034 which is below the 5% (0.05). This means that there is a significant influence between Social Media Marketing (X1) on Brand Switching (Y). The results of the study can accept the hypothesis H1 which states "*There is significant influence of social media marketing on brand switching partially*". The beta value in the Unstandardized Coefficients of the social media marketing variable shows a number of 0.198, which means that the magnitude of Social Media Marketing (X1) on Brand Switching (Y) is 19.8%.
- The value of p-value (Sig) is 0.000 which is below the 5% (0.05). This means that there is a significant influence between Electronic Word Of Mouth (X2) on Brand Switching (Y). The results of the study can accept the hypothesis H2 which states "*There is significant influence of Electronic Word Of Mouth on brand switching partially*". The beta value in the Unstandardized Coefficients of the electronic word of mouth

variable shows a number of 0.325, which means that the magnitude of Electronic Word Of Mouth (X2) on Brand Switching (Y) is 32.5%.

3. The value of p-value (Sig) is 0.001 which is below the 5% (0.05). This means that there is a significant influence between Price (X3) on Brand Switching (Y). The results of the study can accept the hypothesis H3 which states "*There is significant influence of Electronic Word Of Mouth on brand switching partially*". The beta value in the Unstandardized Coefficients of the price variable shows a number of 0.336, which means that the magnitude of Price (X3) Brand Switching (Y) is 33.6%

Discussion

The Influence of Social Media Marketing on Brand Switching

Based on the results of hypothesis testing, it can be obtained that the relationship between social media marketing and brand switching has a significant influence, as evidenced by a significance value below 0.05. Furthermore, based on the multiple regression test, it can be seen that there is a positive influence from social media marketing on brand switching of Somethinc Local Cosmetics in Manado. Research on the influence of social media marketing on brand switching is still rare, but the results of this study are supported by Asnawi (2022) research which also found a significant effect of social media marketing on brand switching. Switching behavior can be triggered from the wide variety of other product offerings, or from a problem with an already purchased product. Brand switching or variety seeking is defined as the freedom to choose one's preference for a particular item. This can be proven by the Somethinc brand which carries out massive promotions through social media and uses influencer services to introduce its products to the public. Somethinc proves that a new brand with massive penetration through social media can make people switch brands even from well-known brands that have been established for a long time. Social media marketing activities can provide an opportunity to reduce misunderstanding and bias towards brands, and to increase brand value by creating platforms for exchanging ideas and information among people on social media. Based on this result, Somethinc has the potential to enhance the efficiency and effectiveness of its marketing efforts in order to foster brand loyalty among customers. One approach to achieve this objective is by using a campaign model that incorporates the participation of diverse public figures to endorse their products. Public figures encompass a diverse range of individuals, including celebrities, athletes, artists, and influencers who possess substantial followings on various social media platforms.

The Influence of Electronic Word Of Mouth on Brand Switching

The findings from hypothesis testing indicate a substantial association between electronic word of mouth and brand switching, as shown by a significance level below 0.05. Moreover, according to the results of the multiple regression analysis, there is evidence of a favorable and positive relationship between electronic word of mouth and brand switching of Somethinc Local Cosmetics in Manado. The results of this research show the significant influence of EWOM on brand switching in accordance with research from Gunawan et al. (2016); Randabunga, Hudayah, and Indriastuti (2021); Palma, Iriani, and Harti (2021) that stated that eWOM has a significant impact on brand switching behavior. However, other studies show different results from Randa and Safnedi (2021) that stated EWOM has no significant impact towards brand switching behavior. Electronic word of mouth can be called the most effective information media to market a product through one's experience where the experience is conveyed to other people who have their own trust values. Another most unique characteristic of the millennial generation is that they believe in reference groups, so their behavior in making decisions can also be influenced by reference groups, including the information they get from Instagram social media. Social media has become one of the effective media in connecting information between consumers by utilizing its features. Where the features of the application can be seen by the public. So, it is very easy for this generation to find the desired information. This term can be referred to as electronic word of mouth. The higher the influence of EWOM is able to increase the brand switching of a consumer. This study also proves that EWOM has a positive influence on brand switching. Regarding Electronic Word of Mouth, Somethinc has the ability to engage in more extensive customer interactions on social media platforms. This enables them to offer more comprehensive and transparent information about their products. It is worth noting that such insights have a favorable impact on customers' decisions to switch brands. Consequently, it is anticipated that this approach will further enhance and stimulate customers' inclination to endorse Somethinc's products on social media.

The Influence of Price on Brand Switching

The findings of the hypothesis testing indicate a considerable impact of price on brand switching, as supported by a significance level below 0.05. Moreover, according to the results of the multiple regression analysis, there is evidence to suggest a positive relationship between price and brand switching of Somethinc

Local Cosmetics in Manado. The results of this research show the significant influence of Price on brand switching in accordance with research from Bala et al. (2020); Cahyono, Hamid, and Kusumawati (2015) that stated that Price has a significant impact on brand switching behavior. However, other studies show different results from Randa and Safnedi (2020) that stated Price has no significant impact towards brand switching behavior. Price is one of the elements in marketing mix that produces revenue, while other element is produce costs. Pricing decisions are also very significant in determining the value or benefit that can be given to consumers and play an important role in describing the quality of the product. Competitive price can be a competitive advantage for customers, because there are types of consumers who make the price as the main research on product purchasing decisions. The price of the product is very expensive but the benefits are appropriate or comparable consumer then the consumer will continue to buy and do not switch to another brand. Customers will continue to re-purchase and the customer will be loyal to the products offered by the company. The product price factor is always been an important factor in customer/consumer buying process in every context. Customer always examines price and brand name information differently when customers are making judgments on the dimensions of quality: easy of uses, usefulness, performance, durability, and status. Based on the results of this research, Somethinc has succeeded in managing its products, including in terms of price, so that consumers are interested in them. In this research, price has a significant influence on brand switching because the consumer get the balance between the price and the quality of the product, so that consumer feel they get more benefit than the price of the product which relatively cheap and suitable with the economic condition of the consumer. Generally, consumers are very sensitive to price. Therefore, many consumers begin to compare the price of the products and prefer to the products that have a stable and cheap price that offers more features than other products. To deal with this variable price, The Somethinc skincare products can anticipated to offer competitive pricing options to consumers, potentially including discounts or flash sales on the popular social media platform TikTok. This strategic approach aims to generate greater consumer interest and ultimately drive profitability for the Somethinc brand.

The Influence of Social Media Marketing, Electronic Word Of Mouth, and Price on Brand Switching

Simultaneous relationship testing using the f test from this study shows a significant influence between independent variables such as social media marketing, EWOM, and price on brand switching on the Somethinc brand. This is based on the known anova significance value of less than 0.05. Furthermore, the determination test shows an adjusted r square value of 0.699 or 69.9%. This means that dependent variables such as social media marketing, EWOM, and price can explain the dependent variable, namely brand switching of 71.3% and the rest is influenced by other variables not tested in this study. The determination value of 71.3% is calculated as the determination value which has a high influence between the independent and dependent variables. The results of this study, as far as researchers know, are the first studies to examine the joint effect of social media marketing, eWOM, and price variables on brand switching. The results of the simultaneous test are not known to support previous research. The results of questions regarding the transition period of brand switching explained that most people will often change their brand products 1-3 times for up to 2 weeks to 2 years for several reasons from the previous brand they used, which according to the survey is mostly because it is not suitable for their skin, not effect or no results are obtained until the worst thing is the appearance of irritation, redness and acne, until finally they find a product that is suitable for them, namely the product somethinc. Somethinc brands should create an integrated marketing strategy related to social media marketing, ewom, and price, namely in the form of increasing response or feedback from the brand to customers on their social media or e-commerce platforms, because why do customers criticize or review them but the brand doesn't respond or ask about prices, discounts but there is no response from the brand. For this reason, it is hoped that somethinc brands will further increase their response and feedback on social media.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis and discussion that has been described in the previous chapter, the following conclusions can be drawn are:

1. The results of the study show that there is significant influence of Social media marketing on brand switching of Somethinc Local Cosmetics in Manado.
2. The results of the study show that there is significant influence of Electronic Word Of Mouth on brand switching of Somethinc Local Cosmetics in Manado.
3. The results of the study show that there is significant influence of price on brand switching of Somethinc Local

Cosmetics in Manado.

4. The results of the study show that there is significant influence of Social Media Marketing, Electronic Word Of Mouth and Price on Brand Switching of Somethinc Local Cosmetics in Manado.

Recommendation

Based on the results of the analysis of the answers from respondents as described in the previous chapter, therefore, there are several recommendations submitted, namely:

1. Somethinc can develop marketing strategies to be more efficient and effective so that customers remain loyal to the brand, such as having a campaign model that involves various public figures to promote their products. These public figures can be celebrities, athletes, musicians, or influencers with large numbers of followers on social media.
2. Somethinc interact more with customers on social media and provide clearer and more complete insight about their products, because insight has a positive influence on brand switching decisions, so it is hoped that it will further increase and motivate customers' desires on social media to recommend their products
3. Somethinc skincare products are expected to provide more relative prices even cheaper for consumers or perhaps providing discounts or flash sales on live TikTok which is currently trending for consumers in order to increase buying interest and be able to increase profits for the Somethinc product itself.
4. Future research can be carried out more specifically by using physical and online questionnaire data collection to be able to obtain data that is more representative of the wider community and able to add other variables such as brand experience, negative electronic word of mouth, dissatisfaction, and other variables so that the research is better and more complex.

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