

THE INFLUENCE OF SALES PROMOTION, E-SERVICE QUALITY, REPUTATION ON CUSTOMER SWITCHING BEHAVIOR TOWARDS E-WALLET IN MANADO DURING PANDEMIC COVID-19 ERA (CASE STUDY: SHOPEEPAY)

PENGARUH PROMOSI PENJUALAN, KUALITAS LAYANAN ELEKTRONIK, REPUTASI PADA PERILAKU PERPINDAHAN PELANGGAN TERHADAP DOMPET ELEKTRONIK DI MANADO SELAMA ERA PANDEMI COVID-19 (STUDI KASUS: SHOPEEPAY)

By:

Tessalonica M. Walukow¹
S. L. H. V. Joyce Lopian²
Ferdinand J. Tumewu³

¹²³International Business Administration, Management Program
 Faculty of Economics and Business
 Sam Ratulangi University Manado

E-mail:

¹tessalonicaw@gmail.com

²lopianjoyce@gmail.com.ac.id

³tumewufj@unsrat.ac.id

Abstract: Customer Switching Behavior is the freedom for customers to choose a product to use. Customers can still be generous with service providers and can avoid switching when they are given greater value than they would receive when choosing a competitor. This study aims to analyse the influence Sales Promotion, E-Service Quality, and Reputation on Customer Switching Behavior towards E-Wallet in Manado during Pandemic Covid-19 Era (Case Study : ShopeePAY). The researcher conducted this research through quantitative methods. Multiple Regression Analysis method is used to analyse the influence of the independent variables toward the dependent variable. Sample were taken from customers who switch usage from other E-Wallets or other payment tools to ShopeePAY with a total sample of 100 respondents. The results of this study indicate that Sales Promotion, E-Service Quality has effect on Customer Switching Behavior towards E-Wallet and Reputation has no effect on Customer Switching Behavior towards E-Wallet. The results also indicate that Sales Promotion, E-Service Quality and Reputation simultaneously effect Customer Switching Behavior significantly.

Keyword: Sales Promotion, E-Service Quality, Reputation, Customer Switching Behavior

Abstrak: Perilaku Perpindahan Pelanggan merupakan kebebasan pelanggan dalam memilih produk yang akan digunakan. Pelanggan masih bisa bermurah hati kepada penyedia layanan dan dapat menghindari peralihan ketika mereka diberi nilai lebih besar daripada yang akan mereka terima ketika memilih pesaing. Penelitian ini bertujuan untuk menganalisis pengaruh Promosi Penjualan, Kualitas Layanan Elektronik, dan Reputasi pada Perilaku Perpindahan Pelanggan terhadap Dompet Elektronik di Manado selama era pandemi covid-19 (Studi Kasus : ShopeePAY). Peneliti melakukan penelitian ini melalui metode kuantitatif. Metode Analisis Regresi Berganda digunakan untuk menganalisis pengaruh variabel independen terhadap variabel dependen. Sampel diambil dari pelanggan yang mengalihkan penggunaan Dompet Elektronik atau alat pembayaran lainnya ke ShopeePAY dengan jumlah sampel sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa Promosi Penjualan, Kualitas Layanan Elektronik berpengaruh pada Perilaku Perpindahan Pelanggan terhadap Dompet Elektronik dan Reputasi tidak berpengaruh pada Perilaku Perpindahan Pelanggan terhadap Dompet Elektronik. Hasil penelitian juga menunjukkan bahwa Promosi Penjualan, Kualitas Layanan Elektronik dan Reputasi secara simultan berpengaruh signifikan terhadap Perilaku Perpindahan Pelanggan.

Kata Kunci: Promosi Penjualan, Kualitas Layanan Elektronik, Reputasi, Perilaku Perpindahan Pelanggan

INTRODUCTION

Research Background

E-Wallet is an application or electronic wallet service that is a place to facilitate a transaction without carrying cash, can also replace the use of cash to send money, and pay for goods or services. In the use of E-Wallet and any provider, there are various factors that affect the customer's switching behavior towards E-

Wallet. Customer switching behavior on a service is a complex phenomenon that is influenced by factors of competitive behavior and time. Businesses always strive to develop mutually beneficial connections with their consumers by providing better value and keeping their commitments, but owing to the business environment's intense competition, it is getting more and more challenging for marketers to accomplish so. This customer switching behavior is important for a service company to understand because it can have a significant impact on the future sustainability of a company. The reason is, if the customers move, the company will lose its customers. In general, customer switching behavior is closely related to customer dissatisfaction with the services provided or offered by the main service provider.

However, the level of satisfaction alone is actually not enough to explain the customer switching behavior that occurs, so other factors are needed to explain the customers switching behavior influenced by several factors that are taken into consideration including Sales Promotion. This means that the better the sales promotion the company does, the more consumers will move from the previous product to the company's product. In increasing customer switching behavior, companies need to see the promotion technique of their products or services in the company. Where by doing sales promotion, consumers will evaluate the service offered by the company. So, it can be concluded that the sales promotion can also influence consumers to switch to a new brand if the sales promotion offered by the company is in accordance with the wishes of the consumer.

Digital developments encourage quality service factors in the use of e-wallet applications or digital wallets as benchmarks. E-service quality provided by e-wallet application greatly determines the level of e-loyalty of a user, because good e-service quality will make every transaction more practical and easier (Gull, et al, 2020). The role of e-service quality is very important for companies that based on internet service to create consumer satisfaction so that consumers do not switch to other services. A service can be said to be of quality if the service is able to meet the needs and desires of its customers.

In this case, reputation also shows the extent to which the buyer trusts the seller in a professional, competent or honest and good manner (Noradiana, 2014). The reputation of online companies is very influential, users must first assess the digital wallet before deciding to use their service products. If the e-wallet service provides good service, then its reputation will be good in the eyes of customers. Providing a good experience to customers when using services through competence & product excellence gives brand trust and customer satisfaction. Customer trust arises when the customer shows a good reputation.

Although E-Wallets generally have the same functions and also provide almost the same services, such as money transactions without cash which can be anywhere and anytime, being able to pay for goods and services online, as a substitute for money to buy food & drinks at merchants who work together, and also in various shops that use e-wallet as a means of payment, payment for electricity credit, internet credit and other similar services, and can be used to transfer through any bank account with reliable security. Due to tough competition among the various kinds of e-wallet products, there are many aspects that must be considered for e-wallet products to be able to compete with their competitors, and to retain customers to keep using it, E-Wallet product should use the strategies that can make a visible difference so that customer switching does not pose a threat to long-term use of e-wallet. For this reason, it is important to understand what the customer criteria are in choosing which e-wallet to use.

Because the competition is so fierce, E-Wallet products always think of ways to keep their customers loyal in using their services and keep retaining the customers, but often customers feel bored with that E-Wallet product. Therefore, customer switching behavior has a big influence on a company, especially in the service sector. Customer switching behavior is important for a service company to understand because it can have a significant impact on the future sustainability of a company. For this reason, the researcher wants to analyze the factors given by the ShopeePay E-Wallet on the behavior of switching customers on the use of the E-Wallet. Based on the background and the phenomenon described, the researcher interested to do research about "The Influence of Sales Promotion, E-Service Quality, Reputation on Customer Switching Behavior Towards E-Wallet in Manado During Pandemic Covid-19 Era (Case Study: ShopeePay)"

Research Objectives

1. To know the effect of sales promotion towards customer switching behavior of ShopeePay in Manado during pandemic covid-19 era partially
2. To know the effect of e-service quality towards customer switching behavior of ShopeePay in Manado during pandemic covid-19 era partially
3. To know the effect of reputation towards customer switching behavior of ShopeePay in Manado during pandemic covid-19 era partially

4. To know the effect of sales promotion, e-service quality, and reputation on customer switching behavior of ShopeePAY in Manado during pandemic covid-19 era simultaneously

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2013), Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. Furthermore, Chartered institute of Marketing (CIM) also mentioned that marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Customer Switching Behavior

Customer switching defined as the preferred freedom of choice for a particular item (Menon and Kahn, 1995). Customer switching behavior on a service is a complex phenomenon that is influenced by factors of competitive behavior and time. Businesses always strive to develop mutually beneficial connections with their consumers by providing better value and keeping their commitments, but owing to the business environment's intense competition, it is getting more and more challenging for marketers to accomplish so. Customers and businesses both engage in consumer switching behavior since it prevents both sides from forming long-term connections and even destroys those that have already been established. Customer switching behavior can be particularly damaging for subscription- or membership-based service firms where customers commit to ongoing relationships and services are continuously provided. Keaveney and Parthasarathy (2001) found that customers' switching behavior reduces firms' earnings and profits. Customer could still be loyal to the current service provider and could avoid to switch if they aware that they are given greater value than they would receive if they choose the competitors. (Lam, et. al., 2004).

Sales Promotion

Kotler (2001) describes sales promotion as adverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular brand, products, or service by consumers or the traders. He added that sales promotion had more impact at mature stage of a product and that product managers might try to stimulate sales by modifying one or more marketing mix elements. Sales promotion refers to every incentive used by a seller to stimulate the trade and/or consumers to purchase a brand and to persuade the transaction force to insistently trade it. Sales promotion has been explained as one of the mainly effectual apparatus subsequent to advertising and boosts sales volume (Balaghar, Mazidazar, and Niromand, 2012). Sales Promotion is a variety of incentives short term to encourage the desire to try or buy a product or services, with the following characteristics using several approaches, trying to get the attention of consumers, offers the power of incentives to consumers to buy, inviting and quick to reward responses consumer, short term effect, it can be concluded from the statements above that Sales Promotion is all short-term incentives given to buyers or seller for the purpose of encouraging the purchase or sale of a product faster but only short-term effect (Hermawan 2012:55).

E-Service Quality

E-service quality can be defined as overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in the virtual marketplace (Lee and Lin, 2005). Parasuraman, Zeithaml, and Berry (1985) identified ten dimensions of service quality which are credibility, security, accessibility, communication, understanding the consumer, tangibles, reliability, responsiveness, competence and courtesy). E-Service is an electronic service or E-Service which is defined as service, business or actions carried out through information technology media. These electronic services include elements of e-tailing services, customer support and service. E-service quality is the ability of a service to provide performance and quality of service when serving consumers shopping, buying, as well as providing delivery services/sending goods to consumers via electronic media. Interaction between consumers and producers is facilitated by electronic media in the form of applications specifically designed to carry out buying and selling transactions.

Reputation

Reputation or better known as brand reputation is often defined as: perceived quality coupled with the name (Aaker and Keller, 1990). Selnes (1993) states that in industrial and service businesses, the name (brand) is more often associated with the reputation of the company rather than with the product or service itself. Also reputation has been defined as an amalgamation of all expectations, perceptions and opinions of an organization developed over time by customers, employees, suppliers, investors and the public at large in relation to the organization's qualities, characteristics and behavior, based on personal experience, hearsay or organization's observes past actions (Bennett and Kottasz, 2000).

E-Wallet

According to Kuganathan and Wikramanayake (2014), E-wallet is a payment service that is operated under financial regulations and is carried out via mobile devices. An E-wallet is an alternative payment transaction method that allows users registered in the system to make transactions online safely. The transactions referred to in the use of an E-wallet can not only be used to make payments, but can also function in making transfers and receiving money by registering an email address or phone number on a smartphone. E-wallet requires a piece of clear and complete information from the user, while E-money does not need to complete the registration information; and E-wallet has a larger balance limit than E-money (Tan and Disemadi, 2021).

Empirical Studies

Dauda and Najafi (2021) examined the determinants of consumer switching behaviour in Nigerian telecommunication industry, the moderating role of price. Data were collected from the students of tertiary institutions in Borno state, North eastern Nigeria using a cross-sectional study design. The study adopted Krijcie and Morgan (1970) rule of thumb and arrived at 382 respondents and questionnaires were distributed and collected through the personally-administered method. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to test the study hypothesis. This study finds that Sales Promotion have significant influence on consumer switching behaviour.

Wulandari and Suryawardani (2019) aimed to find out the influences of Visibility, Credibility, Attraction and Power on Purchasing Decision and its impact on Customer Satisfaction. The method of study implemented was quantitative explanatory research with data analysis technique of Structural Equation Modelling using SMART Software. The result of study showed that the contribution of Visibility (X1), Credibility(X2), Attraction (X3), and Power (X4) simultaneously influenced that directly influenced on Purchasing Decision (Y), that obtained 42.2%.

Jayawickramarathna (2014) attempted to assess the impact of corporate reputation on customers brand switching behavior. The study sampled 350 individual customers who have been using the mobile service at a minimum of one year. The data were collected using self-administered questionnaires and analyzed using SPSS. The study found that the direct impact of firms' corporate reputation on customers brand switching behavior is significant while some of the major components of corporate reputation are with a greater contribution. Among the determinants of the corporate reputation the emotional appeal and the products and services play a large role in building the customers perception towards the corporate reputation of a firm that will lead to the switching behavior.

Conceptual Framework

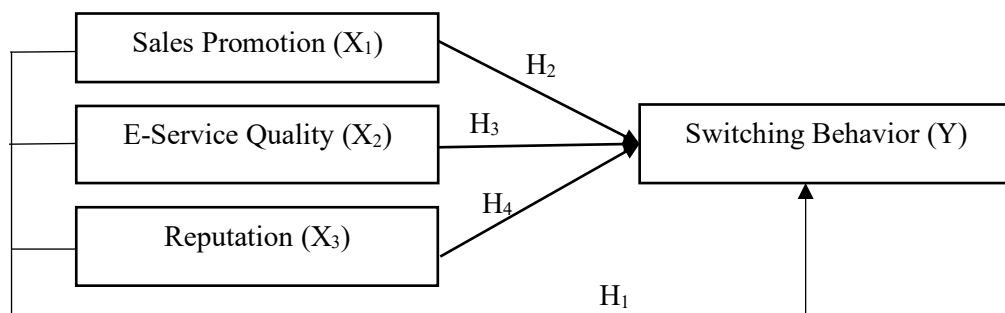


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H₁: There are effect of Sales Promotion, E-Service Quality and Reputation in Switching Behavior simultaneously.
- H₂: There is a partial effect of Sales Promotion on Switching Behaviour.
- H₃: There is a partial effect of E-Service Quality on Switching Behavior
- H₄: There is a partial effect of Reputation on Switching Behavior.

RESEARCH METHOD

Research Approach

This research is using quantitative research method. According to Berryman (2019), Quantitative methodology generally seeks to test a theory, hypothesis, or explanation. Variables are identified, numeric data are collected, statistical analysis is often employed, and set standards of validity and reliability are used. With using multiple linear regressions as a tool to analyze the data.

Population, Sample, and Sampling Technique

The population in this research is customers ShopeePAY in Manado who used ShopeePAY as a E-Wallet to make a payment in various stores especially online stroes and make other payments and also customers who switch usage from other E-wallet or payment tool to ShopeePAY. The sample size of this research is 100 respondents to fill the questionnaire. And the sample method that can be used for this research is Simple Random Sampling.

Data Collection Method

This research analyses the primary data to gather the information. The primary data of this study were taken from the questionnaires. The questionnaires were distributed to the respondents so they can respond directly on the questionnaires.

Operational Definition and Measurement of Research Variable

The variable in this research divided into variables, as follows:

Table 1. Operational Definition of Research Variables

Variables	Definition	Indicators
Sales Promotion (x_1)	Sales Promotion is a promotional technique of ShopeePAY to the target market in order to attract their interest	1. Discount 2. Coupon/Voucher 3. Reward Program
E-Service Quality (x_2)	E-Service Quality is how ShopeePAY dealing with the customer and and guarantee customer privacy in carrying out transactions when using the ShopeePAY	1. App Design 2. Customer Service 3. Security/Privacy
Reputation (x_3)	Reputation is how ShopeePAY meet customer expectations in accordance with what is offered.	1. Quality of Management 2. Quality of Service 3. Competitiveness
Switching Behavior (y)	Switching Behavior is the decision of switching from the current E-Wallet to ShopeePAY and the indicators that affect this decision.	1. Inconvenience 2. Core Service Failure 3. Response to service failure

The measurement scale that used in this research the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement. Five-point Likert scales are perhaps most commonly used. Likert Scale Indicator Statement Score :Strongly Agree 5, Agree 4, Uncertain 3, Disagree 2, Strongly Disagree 1.

Testing of Research Instruments

Validity test is used to measure the validity of a questionnaire. The questionnaire is said to be valid if the questionnaire is able to reveal something that will be measured by the questionnaire. The statement item r count

< from r table, then the item is declared invalid and must be discarded to be replaced with a new item. Conversely, if r count > r table, then the item is declared valid. This study uses a significance level of 5% (0.05) and uses two tail tests. The number of respondents is as many as 100 people. Thus, the value of r table with a significance of 5% (0.05), is 0.195. If r count > 0.195 then the question item is declared valid. Reliability test is reliability test is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to a question is consistent or stable over time. Questionnaire items or questionnaires are said to be reliable (feasible) if Cronbach's alpha > 0.6 and it is said to be unreliable if Cronbach alpha < 0.6.

Data Analysis

This given section explains about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulate data for proving hypotheses in this research. This section will be pointed out about data analysis method included validity and reliability test that can be done by using Pearson Product and Cronbach's Alpha, Multiple Regression Analysis to analyze the relationship between a single dependent variable and several independent variables and all of the data analysis method that are used in this present research.

Classical Assumption Test

Normality Test

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and values of the dependent variable. Residuals are considered normally distributed if they have significance value > 0.05 (Ghozali, 2018).

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is a residual variance inequality one observation to another observation. A heteroscedasticity test was carried out to test whether in the regression model there was an inequality of variance from the residuals of one observation to another observation. Based on the statement, the results of the test will be qualified good if there is no heteroscedasticity. The results of the test have significant values more than 0.05 which are clarified as heteroscedasticity free. Which also means that there is no inequality of variance from the residuals of one observation to another observation in regression model.

Multicollinearity Test

Multicollinearity test is a test that used to know if the regression model finds a correlation between the independent variables or not. Multicollinearity test is done by observing the value of tolerance and Variance Inflation Factor. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity. A good research model should not have a correlation between independent variables.

Multiple Linear Regression

Regression Equation

This study will be performed with the multiple linear regression. In the quantitative research, the multiple linear regression is technique that measures the influence of the variables which the independent variable and dependent variable. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was conducted to determine the direction and how much influence the independent variable had on the dependent variable (Ghozali, 2018). The use of multiple linear analysis to test how much influences the independent variables Sales Promotion (X1), E-Service Quality (X2), and Reputation (X3) on Customer Switching Behavior (Y). Cooper and Schindler (2003) stated that linear regression analysis is a technique to observed value or more than one X to estimate or predict corresponding Y value. The equation model of multiple regression analysis which used in this research can formulated as shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Where:

- Y : Switching Behavior
- α : Constant, when all independent variable = 0
- X1 : Sales Promotion

X2	: E-Service Quality
X3	: Reputation
$\beta_1, \beta_2, \beta_3$: Slope of each independent variable
μ	: Error term

Correlation Determination (R^2)

The coefficient of determination (R^2) is to measure how far the model's ability to explain the dependent variable. A small R^2 value means that the ability of the independent variables to explain the dependent variable is limited. On the other hand, the R^2 value which is close to one indicates that the independent variables provide almost all the information needed by the dependent variable.

Hypothesis Testing

Simultaneously (F-Test)

In this research the F-test intended to determine whether the independent variables simultaneously influence to dependent variable. To test the regression efficient simultaneously, it used the statistical test of F-test as follow:

- If $F_{count} \geq F_{table}(0.05)$ as confidence level of 95% ($\alpha = 0.05$) it means that all the independent variables have significant effect on the dependent variable simultaneously. The hypothesis H_0 is rejected and the Hypothesis H_1 is accepted, means that simultaneously there is effect of independent variables on the dependent variable.
- If $F_{count} < F_{table}(0.05)$ as confidence level of 95% ($\alpha = 0.05$) it means that all the independent variables have no significant effect on the dependent variable simultaneously. The hypothesis is accepted H_0 is accepted and hypothesis H_1 is rejected, means that simultaneously there is no effect of independent variables on the dependent variable.

Partially (t-Test)

In this reseach the t-Test shows an overall significance, the t-test is used to determine whether each of individual independent variable is significant. According to Anderson (2014), each independent variable in the model was subjected to a separate t-test. As for the t test test criteria are as follows:

- If $sig < 0.05$ and $t_{count} > t_{table}(0.05)$ then H_0 is rejected and H_a is accepted, it means that there is a significant effect of the independent variable individually (partial) on the dependent variable.
- If $sig \geq 0.05$ and $t_{count} < t_{table}(0.05)$ then H_a is rejected and H_0 is accepted, it means that there is no significant effect of the independent variable individually (partial) on the dependent variable.

RESULT AND DISCUSSION

Validity and Reliability Test

Table 2. Validity Test Result

Variable	Indicators	Pearson Cor	Sig. Value	Status
Sales Promotion (X1)	X1.1	0,809	0,000	Valid
	X1.2	0,789	0,000	Valid
	X1.3	0,829	0,000	Valid
E-Service Quality (X2)	X2.1	0,812	0,000	Valid
	X2.2	0,853	0,000	Valid
	X2.3	0,817	0,000	Valid
Reputation (X3)	X3.1	0,850	0,000	Valid
	X3.2	0,880	0,000	Valid
	X3.3	0,802	0,000	Valid
Switching Behavior (Y)	Y1	0,861	0,000	Valid
	Y2	0,878	0,000	Valid
	Y3	0,848	0,000	Valid

Source: Data Processed from SPSS, 2023

Based on table 2, it shows that all indicator statement items from the Sales Promotion(X1), E-Service Quality (X2), Reputation (X3) and Customer Swirching Behavior(Y) variables have a Pearson Correlation value greater than r table (0.195). Thus, the entire item statement of the research variable is valid

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Status
X1	0,739	Reliable
X2	0,767	Reliable
X3	0,798	Reliable
Y	0,827	Reliable

Source: Data Processed from SPSS, 2023

Based on the table 3, it shows that all Sales Promotion (X1), E-Service Quality (X2), Reputation (X3) and Customer Switching Behavior (Y) variables have a Cronbach's alpha value greater that 0.6. This means that the measuring instrument is reliable.

Classical Assumption Test

Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.94944030
Most Extreme Differences	Absolute	.069
	Positive	.034
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed from SPSS, 2023

Using the Kolmogorov-Smirnov test, as seen on the table 4. One-Sample Kolmogorov-Smirnov Test, the distribution of the data has a normal distribution with value of $0.069 > 0.05$.

Heteroscedasticity Test

Table 5. Heteroscedasticity Glejser Test Result

Variable	Sig.	Critical Value	Status
Sales Promotion	.386	0.05	Heteroscedasticity Free
E-Service Quality	.062	0.05	Heteroscedasticity Free
Reputation	.551	0.05	Heteroscedasticity Free

Source: Data Processed from SPSS, 2023

This research used the application of Glejser Test which assess the significance coefficient. Where the significance value of Sales Promotion (x1) is 0.386, E-Service Quality (x2) is 0.062, and Reputation (x3) is 0.551 which all the independent variables indicated that there is no heteroscedasticity.

Multicollinearity Test

In this research, the correlation between independent variables are shown in Table 6, VIF and Tolerance Test with the tolerance value of Sales Promotion (x1) is 0.956, E-Service Quality (x2) is 0.578, and Reputation (x3) is 0.595, means those values are > 0.1 . While the VIF value of Sales Promotion (x1) is 1.046, E-Service Quality (x2) is 1.730, and Reputation (x3) is 1.681, which those values are < 10 . It can be concluded that there is no symptom of multicollinearity among the independent variables.

Table 6. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Sales Promotion (x1)	.956	1.046
E-Service Quality (x2)	.578	1.730
Reputation (x3)	.595	1.681

Source: Data Processed from SPSS, 2023

Multiple Linear regression

In-order to determine how much the effect of the independent and dependent variable, this research used the multiple linear regression analysis, which shown in Table 7. Multiple Linear Regression Analysis and interpreted by the equation model.

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.770	1.603	
Sales Promotion	.304	.097	.279
E-Service Quality	.493	.129	.434
Reputation	-.067	.125	-.060

Source: Data Processed from SPSS, 2023

The equation form of a structural equation model obtained as follows:

$$y = 1.770 + 0.304 x_1 + 0.493 x_2 - 0.067 x_3 + e$$

The interpretation of this equation as shown below:

1. The constant value is 1.770 which states that if the variable Sales Promotion (X1), E-Service Quality (X2), and Reputation (X3) is equal to 0, then the Customer Switching Behavior (Y) from another payment tools to E-Wallet which is ShopeePay is 1.770.
2. The value of the regression coefficient for the Sales Promotion (X1) has a positive value of 0.304. This shows that if the Sales Promotion increased by 1%, the Customer Switching Behavior will increase by 0.304 assuming the other independent variables are held constant.
3. The regression coefficient value for the E-Service Quality (X2) variable is 0.493. This value shows a positive effect between the E-Service Quality and Customer Switching Behavior variables. This means that if the E-Service Quality variable has increased by 1%, then the Customer Switching Behavior variable will increase by 0.493. Assuming that the other variables remain constant.
4. The regression coefficient value for the Reputation (X3) variable has a negative value of -0.067. This shows that if Reputation decrease by 1%, the Customer Switching Behavior will decrease by -0.067 with the assumption that other independent variables are held constant.

Correlation Determination Test (R²)

Table 8. Result of (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532 ^a	.283	.260	1.97967

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Data Processed from SPSS, 2023

Showing the value of R square or a coefficient, it can be seen that the resulting R² value is 0.283. This value can be used to determine how much influence the Sales Promotion, E-Service Quality and Reputation have on towards Customer Switching Behavior. It also means that the independent variables, namely Sales Promotion, E-Service Quality and Reputation only explain 28.3% variations of the dependent variable, namely

Customer Switching Behavior, while the remaining 72.7% is explained by other variables not included in this model.

Hypothesis Testing

Partial Hypothesis Testing (T-Test)

Table 9. Partial Hypothesis Test Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.770	1.603		1.104	.272
Sales Promotion	.304	.097	.279	3.151	.002
E-Service Quality	.493	.129	.434	3.816	.000
Reputation	-.067	.125	-.060	-.540	.591

Source: Data Processed from SPSS, 2023

This decision is made based on the comparison of the significance value of the t value of each regression coefficient with a significant level of has been determined, namely with a confidence level of 95% or ($\alpha = 0.05$); N = number of samples; k = number of dependent and independent variables. $df = n - k = (100 - 4) = 96$, then the value of t table = $1.98498 = 1.985$

Based on the table 9, the results obtained are:

1. The hypothesis 2 which states that there has an effect of Sales Promotion variable to Customer Switching Behavior from another E-Wallet to ShopeePAY. From the table, it is known that t_{count} is 3.151 and $t_{table(0.05)}$ is 1.985, so $t_{count} > t_{table}$. While the significance value of X1 is 0.002, this value is below the alpha value ($\alpha = 0.05$), this indicates that the Sales Promotion variable (X1) has very significant effect towards Customer Switching Behavior (Y) partially, therefore H1 is accepted.
2. In hypothesis 3 states that E-Service Quality has an effect to Customer Switching Behavior variable. From the table, it is known that t_{count} is 3.816 and $t_{table(0.05)}$ is 1.985, so $t_{count} > t_{table}$. While the significance value of X2 is 0.00, it means that this value is below the alpha value ($\alpha = 0.05$), this indicates that the E-Service Quality has very significant effect towards Customer Switching Behavior (Y) partially, therefore H2 is accepted.
3. Hypothesis 4 states that Reputation there is has no effect to Customer Switching Behavior from another E-Wallet to ShopeePAY. From the table, it is known that t_{count} is -0.540 and $t_{table(0.05)}$ is 1.985, so $t_{count} < t_{table}$. While the significance value of X3 is 0.591, this indicates that the Reputation significance level has a greater value than Alpha ($\alpha = 0.05$) and this indicates that the Reputation variable (X3) has no effect towards Customer Switching Behavior (Y), therefore H4 is rejected.

Simultaneously Hypothesis Testing (F-Test)

Table 10. Simultaneously Hypothesis Test Result

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	148.279	3	49.426	12.612	.000 ^b
Residual	376.231	96	3.919		
Total	524.510	99			

Source: Data Processed from SPSS, 2023

Based on the output above, it is known that the significant value is 0.000 with F value is 12.612. The significant value for the effect of X1, X2, and X3 simultaneously on Y is $0.00 < 0.05$ (the significance value is less than 0.05) and for $F_{count} = 12.612 > F_{table(0.05)} 2.70$ (F_{count} is greater than $F_{table(0.05)}$) so it can be concluded that Hypothesis 1 is accepted which means that Sales Promotion, E-Service Quality and Reputation simultaneously have effect towards Customer Switching Behavior from another E-Wallet to ShopeePAY.

Discussion

The Effect of Sales Promotion towards Customer Switching Behavior

The result of data analysis in this research indicates that the Sales Promotion has a effect on Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic Covid-19 era. Sales Promotion has influence on customer switching behavior in creating loyal customers and being a reason to encourage switching from competitors. Looking at the factors that customers make the switch based on marketing sales promotion capabilities in accordance with the variables that start to gain interest with discount techniques or price cuts, and continue by creating demand with loyalty and encouraging future purchases through the coupons and vouchers, and ultimately reducing customer switching steps by encouraging behavior with marketing strategies providing incentives and creating loyalty in using service products through the reward program. Similar to the research conducted by Kamal (2017) that Sales promotion have the most effect on the customer switching behavior in the Bangladesh Soft Drink Industry. Customer switches brands when they found low prices and more offers like coupons, free gifts and quiz contest and also Lau et al (2006) that sales promotion is an important factor to differentiate hardcore loyal consumers from brand switchers and that sales promotion was the most important factor to attract brand switchers. Sales promotion is a way to influence customers to directly purchase goods with certain brands; thus through a good sales promotion will influence the customer in brand switching. The results of this study indicate that the Sales Promotion variable which consists of several indicators namely Discount, Coupons and Vouchers, and also Reward Program has an effect on Customer Switching Behavior towards E-Wallet in Manado during Covid-19 Era in creating customer loyalty and encouraging attraction, as well as generating competition with payment tools and E-Wallet products to encourage customer switching behavior. In previous research also explained that customers make the switch because they find things that are profitable for them in using service products which make customers feel more benefits in using E-Wallet.

The Effect of E-Service Quality towards Customer Switching Behavior

The result of data analysis in this research indicates that the E-Service Quality has a effect on Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic Covid-19 era. The E-Service Quality has influence on customer switching behavior in creating loyal customers and being a reason to encourage switching from competitors. Looking at customer switching behavior factors based on E-Service Quality techniques which must be able to identify customer needs and desires and provide customer satisfaction based on variables that start by pampering customers with an attractive design appearance so that customers don't get bored in daily use, the quality of the information provided is easy to understand, and the availability of a system that supports easy use. Similar to the research conducted by Rita, Oliveira, and Farisa (2018) that E-Service Quality has a significant effect to customer switching behavior, the analytical results showed that three dimensions of e-service quality, namely website design, security/privacy and fulfilment affect overall e-service quality. It not only tests the impact of customer satisfaction on customer behavior such as repurchase intention, word of mouth, and site revisit, but also the impact of customer trust which is also a contributing factor to how customer switching occurs. The results of this study indicate that the E-Service Quality variable which consists of several indicators namely Website Design (Apps Design), Customer Service, and also Security/Privacy has an effect on Customer Switching Behavior towards E-Wallet in Manado during Covid-19 Era in creating customer loyalty and encouraging attraction, as well as generating competition with payment tools and E-Wallet products to encourage customer switching behavior. In previous research also explained that customers make the switch because they find things that are the services offered by service products can fulfill their desires and needs and can also maintain customer confidentiality.

The Effect of Reputation towards Customer Switching Behavior

The result of data analysis in this research is opposed to the findings of the past study which found an effect of Reputation on Customer Switching Behavior because in this study researcher found that Reputation has no effect on Customer Switching Behavior. According to Nguyen and Leblanc (2001) that starting from a good company reputation, it will attract consumers' trust again to continue to use service within the company. It means reputation have a high influence to customer switching behavior because name of the good of the company, determine their self-image. In another previous study, it was also explained that reputation does not directly affect the customer switching behavior, where satisfaction is the main driver for customer switching behavior, which is a customer satisfaction made the good image as a basis for reputation. According to the previous study conducted by Arshad, Zahra, and Draz (2016) that in Islamic banks there is no effect of reputation factor on customers switching behavior. Because there is a highly significant positive relationship

between customer satisfaction and image, and there is an effect of customer satisfaction on image in conventional bank but there is no effect of customer satisfaction on image in Islamic bank. Effect of customer satisfaction on image in conventional bank shows that conventional bank customers tend to stick to the same financial service provider once they are satisfied. In this sense customers tend to be more sensible in making decisions and call attention to the benefits that they will get from their banks. With the finding in previous studies, there are differences with the results obtained in this study where reputation does not influence the customer switching behavior. However, if it seen from the theory above which explain that reputation does not directly affect the customer switching behavior because customers assume that the e-wallet has a bad reputation if the service is not satisfactory. Providing a good experience to customers when using services through competence & product excellence gives brand trust and customer satisfaction. Customer trust arises when the customer shows a good reputation. Based on the results, it shows that reputation does not have an effect on customer switching behavior directly. Most customers do not feel that the reputation of the shopeepay e-wallet is not too influential as their reason for making the move, customers are more concerned with convenience and security when using e-wallets than the good or bad reputation that companies build from e-wallets. So, customers are more concerned with factors that make them comfortable when using e-wallets. Therefore, when customers feel good quality and meet customer satisfaction, they do not place too much importance on existing reputation, because having direct experience in using e-wallets will be a benchmark for their assessment of the reputation of a service product offered. Even though when they choose the service product that will be used, customers see that the service product has a good performance journey by knowing it from other people and that is a limitation of this research because it only uses a sample of ShopeePAY users in Manado during the Covid-19 pandemic era which requires a fast, safe and easy transaction process

The Effect of Sales Promotion, E-Service Quality, and Reputation toward Customer Switching Behavior

Based on the results, Hypothesis 1 is accepted, which means that Sales Promotion, E-Service Quality, and Reputation simultaneously affect Customer Switching Behavior. However significantly, Reputation has no effect to Customer switching behavior. Sales Promotion and E-Service Quality turned out to be a strong predictor for customers switching behavior towards E-Wallet. The Sales Promotion and E-Service Quality that provides by ShopeePAY are attract and make it easier for customers to continue using ShopeePAY as a digital payment tool. ShopeePAY targeting the right promotions and services that keep customers going. In the whole Sales Promotion provided by ShopeePAY in this research is measured by the way ShopeePAY provides offers through discounts and coupons/vouchers of payments to attract new customers and strengthened by providing reward programs to retain customers from switching behavior. The E-Service Quality in this study was measured through the Design of Application, Customer Service and also the Security/Privacy that given in the use of ShopeePAY.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of data analysis and discussion, the conclusions of the research are:

1. Sales Promotion, E-Service Quality, and Reputation do influence Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic covid-19 era. This shows that the three independent variables can simultaneously influence the customer to do switching from another E-Wallet to ShopeePAY. While partially the Sales Promotion and E-Service Quality variables has significant effect on Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic covid-19 era.
2. Sales Promotion has an effect on Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic covid-19 era. This means customer more interest in a good sales promotion to attract the needs from customer to use ShopeePAY E-Wallet than the other E-Wallet as a payment method during pandemic covid-19 era.
3. E-Service Quality has an effect on Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic covid-19 era. This shows that E-Service Quality perception of customer is also influenced on switching behavior, the better quality of a product offered and the consistency of its E-Service Quality influence on the customer to do switching behavior.
4. Reputation has no effect on Customer Switching Behavior towards E-Wallet of ShopeePAY in Manado during pandemic covid-19 era. This shows that most customer do switching because the convenience and ease of use as well as the advantages of the promotions offered, reputation is not the main factor that influence

customer do switching in the use of E-Wallet during pandemic covid-19 era, and ShopeePay showing e-service quality is not a major factor in customer switching or has little opportunity for customers to make a switch

Recommendation

1. For the good sales promotion which is one of factor customers are interested in making a switching, the sales promotion of ShopeePay must giving the offers that keep customers loyal. With a strategy of promoting service products that attract customers, in the end it can create a persistent demand for service products and retain customers, even though sales promotion is a short-term campaign marketing strategy. The Sales Promotion method continues to be developed with an attractive appearance and the right and consistent price offer and makes a decent award to customers to make awareness of ShopeePay's service products well realized, thereby also being able to attract new customers to make the move in using E-Wallet.
2. For the E-Service Quality must be better to retain all the service that make customers reduce the customer's desire to switch to another E-Wallet, by increasing the data security in transactions collaborating with the relevant financial institutions so that all customer data remains safe, increase the satisfaction of using E-Wallet by providing a quick and precise response when a customer submits a complaint, and provide updates in each application design that is diverse but obvious and easy to use.
3. The results of this study can be used by other researchers as a reference for scientific development of Marketing, especially in the field of Sales Promotion and E-Service Quality on customer switching behavior. Further research is expected to cover larger areas or regions with different demographics, especially in larger cities, so as to be able to see the switching behavior more comprehensively, not just specifically in Manado City, so the results can be compared.

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