

ANALYSIS OF ELECTRONIC WORD-OF-MOUTH (E-WOM), VARIETY SEEKING, AND BRAND IMAGE ON BRAND SWITCHING IN THE TOKOPEDIA MARKETPLACE

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Abstract

The advancement of digital technology has driven a major transformation in consumer behavior, particularly in Indonesia's e-commerce sector. This shift is marked by a transition from conventional shopping methods to online platforms, in line with increasing population, urbanization, and purchasing power. Marketplaces, as online buying and selling platforms, have become the main choice for consumers. However, the growing number of e-commerce platforms has also triggered the phenomenon of brand switching, including a decline in user loyalty toward Tokopedia, which previously dominated the market. This study aims to analyze the influence of Electronic Word-of-Mouth (E-WOM), Variety Seeking, and Brand Image on Brand Switching. The sample consisted of 180 respondents residing or conducting activities in DKI Jakarta who had used at least two e-commerce platforms, one of which was Tokopedia. A quantitative approach was used with purposive sampling technique, and data were collected via Google Form. The data were analyzed using descriptive and inferential methods with the SmartPLS 4.1 software. The results show that: (1) E-WOM has a significant effect on Brand Switching with a path coefficient of 0.435, (2) Variety Seeking has a significant effect with a coefficient of 0.294, and (3) Brand Image has a significant effect with a coefficient of 0.153. The R-Square value of 70.3% indicates that the three independent variables collectively explain changes in Brand Switching, while the remaining 29.7% is influenced by other factors not included in this study.

Keywords: *Electronic Word-of-Mouth, Variety Seeking, Brand Image, Brand Switching, Tokopedia, Marketplace, E-commerce*

ANALISIS *ELECTRONIC WORD-OF-MOUTH* (E-WOM), *VARIETY SEEKING* DAN CITRA MEREK TERHADAP *BRAND SWITCHING* PADA TOKOPEDIA MARKETPLACE

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Abstrak

Perkembangan teknologi digital telah mendorong transformasi besar dalam perilaku konsumen, khususnya dalam sektor *e-commerce* di Indonesia. Perubahan ini ditandai dengan pergeseran pola belanja masyarakat dari transaksi konvensional ke platform online, seiring dengan meningkatnya populasi, urbanisasi, dan daya beli. *Marketplace* sebagai tempat transaksi jual beli secara daring kini menjadi pilihan utama konsumen. Namun, meningkatnya jumlah platform *e-commerce* juga memicu fenomena brand switching atau perpindahan merek, termasuk penurunan loyalitas pengguna terhadap Tokopedia yang sebelumnya mendominasi pasar. Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word-of-Mouth* (E-WOM), *Variety Seeking*, dan Citra Merek terhadap *Brand Switching*. Sampel penelitian terdiri dari 180 responden yang berdomisili atau beraktivitas di DKI Jakarta serta pernah menggunakan minimal dua platform *e-commerce*, salah satunya Tokopedia. Pendekatan yang digunakan adalah kuantitatif dengan teknik *purposive sampling*, dan data dikumpulkan melalui Google Form. Analisis data dilakukan menggunakan metode deskriptif dan inferensial dengan analisis software SmartPLS 4.1. Hasil penelitian menunjukkan bahwa: (1) E-WOM berpengaruh signifikan terhadap *Brand Switching* sebesar 0,435 (2) *Variety Seeking* berpengaruh signifikan sebesar 0,294 dan (3) Citra Merek berpengaruh signifikan sebesar 0,153. Nilai R-Square sebesar 70,3% menunjukkan bahwa ketiga variabel independen secara bersama-sama mampu menjelaskan perubahan *Brand Switching*, sementara sisanya sebesar 29,7% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata kunci: *Electronic Word-of-Mouth, Variety Seeking, Citra Merek, Brand Switching, Tokopedia, Marketplace, E-commerce*