



INFLUENCE OF PERCEIVED VALUE, VARIETY SEEKING, AND PROMOTION ON BRAND SWITCHING ON FASHION PRODUCTS IN E-COMMERCE (STUDY ON SHOPEE CUSTOMERS IN SURABAYA)

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Abstract

This study was conducted to determine the effect of perceived value, Variety Seeking, and Promotion on Brand switching on Fashion Products in E-Commerce for Shopee customers in the Surabaya area. This type of research is associative research using a quantitative approach. The population in this study are Surabaya people who have made online purchases of fashion products and have experience doing brand switching from one brand of fashion products and to another fashion brand sold in e-commerce. The data collection technique used a questionnaire with a sample size of 100 respondents. The data analysis technique uses multiple linear regression analysis using Statistical Program for Social Science (SPSS) software version 25. The results of this study state that the variables Perceived value (X1), Variety Seeking (X2), and Promotion (X3) simultaneously have a significant effect on Brand switching (Y). Then the variables perceived value and variety seeking partially have a positive and significant effect on brand switching variables, while promotion partially has a negative and significant effect on brand switching variables.

Keywords: Perceived Value, Variety Seeking, Promotion, Brand Switching

INTRODUCTION

The digital age of marketing has brought e-commerce as a form of technology utilization in the economic field. All forms of marketing activities are now moving to the electronic realm, from introducing products to completing payments, all connected via the internet network. This industry innovation catalyzes a shift from traditional approaches to digital marketing strategies that are more responsive to the times. This condition has triggered the emergence of various big names of well-known e-commerce brands such as bukalapak, shopee, tiktokshop, lazada and the like. The increase in the number of e-commerce platforms and the variety of products available makes the competition tighter, so customers have many choices from one brand to another.

The variety of products promoted with various variations by sellers, provides an opportunity for consumers to consume various brands. The ease of finding brand variations today creates an interesting phenomenon in the e-commerce industry, namely brand switching. Products that have been purchased and consumed, then customers will reassess each product offer before making a decision to buy and use the product brand again or change to another brand. Consumers tend to switch brands that can meet their needs from the product brands offered.

The phenomenon of brand switching in Indonesia as a result of the growth and development of the marketplace which is increasingly technologically rapid, so that the interest in online shopping is getting higher and consumers consider online shopping more convenient because it is more practical, efficient, and the products offered are more varied. In addition, promotional programs such as discounts, product advertisements and other forms are also offered so that consumers prefer online shopping which is more profitable. The diversity of product variations and promotions makes consumers more selective with the results of the evaluation provided because consumers will see the value they feel and get from the difference in the benefits and price of a product offer with several other alternatives considered. Therefore, this indirectly changes people's consumption patterns, and ends up becoming a form of lifestyle.

Top Brand Award 2024 data illustrate the level of use of online shopping applications and the Shopee platform is the favorite e-commerce for consumers of online buying and selling sites at 41.80%, shifting other online buying and selling platforms. . Meanwhile, on the databoks website (2024), Fashion ranks 3rd (three) in the best-selling product category in e-commerce shopping in Indonesia in 2023. Based on the proportion of total transaction value in 2022, despite the decline, the fashion category still contributed the most to the overall transaction value. Compared to 2021, the average value of consumer transactions in e-commerce has increased in all product categories. This increase reflects consumers' growing trust in online shopping platforms, as well as their willingness to spend more money. Another supportive factor is people's purchasing power, which remained stable throughout 2022, despite the threat of recession, thus remaining a major contributor to Gross domestic product (GDP).

Fashion is one of the human needs. Shopee as a service provider in facilitating online shopping in the fashion category. From the many choices of variations and brands, which often make consumers tend to move from one brand to another in shopee e-commerce. This brand switching behavior can be influenced by several factors such as perceived value (Sudi et al., 2024), variety seeking (Rahmawati & Nurhadi, 2023), and promotion (Saputri et al.,

2023). Based on the data presented above, brand switching is a problem for competitive advantage. Companies must see the need to increase the variables that can make consumers switch brands. Therefore, the authors want to conduct research on how consumer behavior on brand switching with a research focus on people in Surabaya City with consumer criteria on fashion products in shopee e-commerce.

REVIEW OF LITERATURE

Marketing Theory

Meithiana in Indrasari (2019) reveals that marketing is a planned, comprehensive, and integrated action carried out by organizations or agencies in meeting the needs of market demand through the creation of products of selling value, pricing, communication, distribution, and exchange of offers that provide value to consumers, clients, partners, and the wider community. It can be simplified, marketing is the activity of identifying the process of introducing products, or services to grab the attention of potential buyers with advertising, promos, public relations and sales as aspects of marketing.

Consumer Behavior

Marketing activities have the main objective of facilitating the buying process in a series of consumer activities, which are influenced by various aspects such as opinions, perceptions, and recommendations for certain products. According to Tjipjono (Indrasari, 2019), consumer behavior refers to the various processes of searching, utilizing, and evaluating products and services, including the stages of decision making before and during these activities. The factors that drive consumer behavior patterns refer to the opinion of Kotler and Armstrong in Indrasari (2019), including cultural factors, social factors, personal factors, and psychological factors.

Brand Switching

The American Marketing Association reveals, a brand is a name, term, design, symbol, or other element aimed at helping to recognize and form a difference in certain goods or services and distinguish them from competitors' products. Brands also function as a quality mark for consumers, helping them recognize certain products, reducing search costs, and reducing perceived risks.

Based on the above definition, it is concluded that brand switching is a consumer decision to switch from a product with a previous brand due to certain reasons. Consumer impressions of using a product can create commitment to a particular brand. However, if the experience results in dissatisfaction or negative judgment, consumers tend to look for alternatives by switching to another brand.

Perceived Value

Perceived value refers to consumers subjective perceptions of the benefits and experiences of value after consuming a product or service, then making comparisons with the sacrifices that must be made such as price, time, effort or risk. This concept focuses on how consumers assess the experiences, benefits and satisfaction they get which are more influenced by personal perceptions than objective factors. According to Rahardja in (Juliana et al., 2022) customer experience has a positive and significant influence on perceived value.

Variety Seeking

According to Sharma in (Rahmawati & Nurhadi, 2023) a consumer will identify and compare prices, features, quantity, packaging, incentives and other attributes of similar products. Consumers in an effort to fulfill their needs will continue to search for the desired sense of satisfaction. This is done by evaluating the use of several previous products and looking for other brands of similar products.

From the above definition, it can be concluded that variety seeking is the tendency of consumers to look for product variations and new experiences even though the previous product has received a sense of satisfaction. In the fashion world, this tendency encourages consumers to search and compare and then be interested in the latest trends and different designs.

Promotion

According to Laksana (2019) in (Wiyanti & Farida, 2024) promotion is a medium of communication between sellers and buyers with the aim of attracting buyers who previously did not know the product to remember the product being sold. This marketing communication activity comes from information related to the product or service to be traded. The information conveyed in the promotion must be in accordance with the product because as a reference in achieving communication success, the success of marketing communication depends on the extent to which understanding is effectively received by the target audience.

Based on this description, it can be concluded that promotion is an activity that has the aim of getting the attention of potential buyers so that potential buyers continue to remember and are likely to buy the product. Promotion in brand switching is one of the influencing factors, because promotion has a relationship with the price and variety of products to be sold. The stimuli from this promotion can influence consumer responses in terms of preferences or purchasing decisions.

RESEARCH METHOD

This research applies a quantitative approach with the type of associative research intended to find the results of the relationship between variables statistically. This research sample determination technique uses a non-probability sampling approach with purposive sampling technique. The sample of this study consisted of 100 respondents with the criteria of having purchased fashion products online and having experience brand switching fashion products in shopee e-commerce.

The primary data source for this research is Google Form which is used to collect primary data from respondents. Secondary data is obtained through literature from journals, books, websites, and internet searches. The questionnaire was used to collect data, the researcher used google form to compile a questionnaire that would be distributed online to 100 respondents. The structural model is assessed using: 1) Data analysis using validity and reliability tests; 2) Classical Assumption Test using Normality Test, Multicollinearity Test, and Heteriskedasticity Test; 3) Multiple Linear Analysis; 4) Coefficient of Determination (R²); 5) Hypothesis Test, namely Simultaneous Test (f) and Partial Test (t).

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Gender	Male	21	21%
	Female	79	79%
	Total	100	100%
Age	17 – 20	14	14%
	21 – 30	75	75%
	31 - 40	10	10%
	>40	1	1%
	Total	100	100%

Source: Primary Data, 2025

The majority of respondents in this study were female (79%), far more than male respondents (21%). The dominance of female respondents indicates that brand switching on fashion products with purchases in shopee e-commerce. This means, those who make brand switches on fashion products with the shopee platform are dominated by women.

In terms of age distribution, most respondents are aged 17-20 years (14%), followed by 21-30 years (75%) and 31-40 years (10%) and > 40 years (1%). The concentration of respondents in their early twenties indicates that this age group may be the most active in online shopping and brand engagement through social media. Young adults, especially those in their early twenties, are often more digitally savvy, more receptive to social media marketing strategies, and more susceptible to fashion trends and online promotions. Their familiarity with social media platforms and engagement with online fashion brands suggests that they are a prime target demographic for digital marketing strategies.

Validity Test

validity test in research aims to ensure that the instrument used is valid or not a research instrument. If the response rate exceeds the response table ($r \text{ count} \leq r \text{ table}$), the questionnaire statement is considered valid; otherwise, it is considered invalid. To obtain the r table, which is 0.196, the validity test in this study employed a significant threshold of 5% (0.05).

Table 2
Validity Test

Variable	Statement	r-count	r-table	Description
Perceived Value (X1)	X1.1	0,789	0,361	Valid
	X1.2	0,793	0,361	Valid
	X1.3	0,814	0,361	Valid
	X1.4	0,900	0,361	Valid
	X1.5	0,818	0,361	Valid
	X1.6	0,773	0,361	Valid
Variety Seeking (X2)	X2.1	0,648	0,361	Valid
	X2.2	0,823	0,361	Valid
	X2.3	0,732	0,361	Valid
	X2.4	0,771	0,361	Valid

	X2.5	0,831	0,361	Valid
Promotion (X3)	X3.1	0,835	0,361	Valid
	X3.2	0,847	0,361	Valid
	X3.3	0,849	0,361	Valid
	X3.4	0,858	0,361	Valid
	X3.5	0,749	0,361	Valid
Brand Switching (Y)	Y1	0,893	0,361	Valid
	Y2	0,530	0,361	Valid
	Y3	0,851	0,361	Valid
	Y4	0,802	0,361	Valid
	Y5	0,886	0,361	Valid

Source: Primary Data, 2025

Each questionnaire in the study can be said to be valid if the $r_{count} > r_{table}$ value, and vice versa the item is said to be invalid if the r_{count} value $< r_{table}$. With 100 respondents ($n = 100$) used as a sample with a significance level of 5% (0.05), the r_{table} value is determined, namely $N-2$, $df = 30-2 = 28$. It can be seen that the r_{table} value of $df = 28$ with $ALPA = 5\%$ is 0.361. It can be concluded that the validity test results of each indicator in the Perceived Value (X1), Variety Seeking (X2), Promotion (X3), and Brand switching (Y) variables are declared valid because $r_{count} > r_{table}$.

Reliability Test

The reliability test tests the quality of the instrument in the questionnaire to be reliable and consistent when measuring the same object and obtaining the same results. The test in this study used SPSS 25 and used the Cronbach Alpha (α) statistical test. The reliability test criteria in this study are declared reliable on the variable if it provides a Cronbach Alpha value > 0.60 . The results of this research reliability test can be seen in the following table:

Table 3

Reliability Test

Variable	Cronbach Alpha	α	Description
Perceived Value (X1)	0,894	0,60	Reliabel
Variety seeking (X2)	0,809	0,60	Reliabel
Promotion (X3)	0,878	0,60	Reliabel
Brand Switching (Y)	0,844	0,60	Reliabel

Source: Primary Data, 2025

The table above shows the results of each variable have a Cronbach Alpha (α) of more than 0.60 and it can be concluded that all variables are said to be reliable. Thus, processing can be continued to the next step.

Normality Test

P-Plot

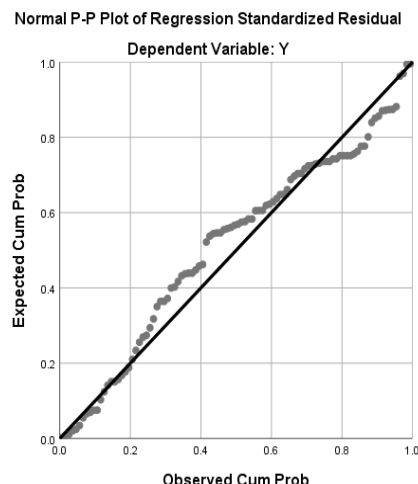


Figure 1. P-Plot Model
 Source: Primary Data, 2025

Based on the picture above, normality testing can be seen from the results of analyzing the P-Plot. The results show that the data are scattered and follow a diagonal line, indicating that the test results are normally distributed. Then, the Kolmogorov-Smirnov statistical test was carried out in SPSS 25 to confirm the normality results. With the distribution of Asymp. Sig (2-tailed) > 5% (0.05), the conclusion is said to be normal.

One-Sample Kolmogorov-Smirnov Test

Table 4
One-Sample Kolmogorov-Smirnov Test
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.04175645	
Most Extreme Differences	Absolute	.130	
	Positive	.079	
	Negative	-.130	
Test Statistic		.130	
Asymp. Sig. (2-tailed)		.000 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.059 ^d	
	99% Confidence Interval	Lower Bound	.053
		Upper Bound	.065

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 299883525.

Source: Primary Data, 2025

Based on the results of Table 4, it is known that the significance or Asymp. Sig (2-tailed) of $0.059 > 0.05$, so the conclusion is that this research residual value is normally distributed.

Multicollinearity Test

Table 5
Multicollinearity
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.800	2.630		1.445	.152		
	X1	.509	.095	.543	5.384	.000	.616	1.624
	X2	.280	.125	.207	2.238	.028	.729	1.372
	X3	-.094	.097	-.090	-.976	.332	.741	1.350

a. Dependent Variable: Y

Source: Primary Data, 2025

Multicollinearity test in the regression model aims to find the correlation between independent or independent variables. If the tolerance value > 1 or $VIF < 10$, it is said that there is no multicollinearity. Based on table 5, it shows that the tolerance value of each variable is greater than 0.1 ($a > 0.1$) and the VIF count for each attribute is less than 10 ($VIF < 10$). Referring to the explanation above, it is concluded that among the independent variables there is no multicollinearity.

Heteroskedasticity Test

The heteroscedasticity test has the aim of finding the results of the inequality of variance from the residuals of one experience to the residuals of other experiences in the regression model Heteroscedasticity will not occur in the Scaterplot study if the difference between the independent variable and the residual is less than 0.05; otherwise heteroscedasticity will occur if the difference is smaller than 0.05. Figure 2 shows that the results of the heteroscedasticity test with a statistical test using scaterplot.

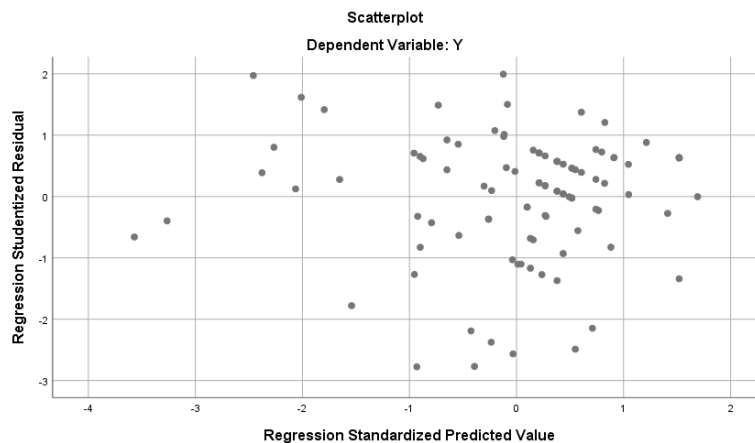


Figure 2

Scatterplot test

Source: Primary Data, 2025

Based on the scatterplot test, the regression model does not experience heteroscedasticity because there is no clear pattern in the distribution of residuals. The points on the scatterplot appear to spread randomly, without forming a certain pattern such as conical (wedge-shaped) or widened, and there is no systematic pattern that indicates a relationship between the residuals and the predicted value of the regression. Thus, the assumption of homoscedasticity is met, which means that the regression model can be used properly without the need for additional corrections.

Multiple Linear Regression Analysis

Multiple liner regression analysis is used to determine how much influence between two or more independent variables and the dependent variable. The formula used in multiple linear regression analysis is $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$. The results of data analysis with SPSS 25 in this study obtained the following calculations:

Table 6
Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.805	2.782		2.806	.006
	X1	.216	.100	.248	2.158	.033
	X2	.327	.132	.261	2.474	.015
	X3	.048	.102	.050	.473	.637

a. Dependent Variable: Y

Source: Primary Data, 2025

Based on Table 5, the regression equation is obtained as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 3.800 + 0.509 X_1 + 0.280 X_2 - 0.094 X_3 + e$$

Based on the results of linear regression analysis, the regression equation that describes the effect of Perceived Value (X1), Variety Seeking (X2), and Promotion (X3) on Brand Switching (Y) shows that Perceived Value (X1) has a significant positive effect on Brand Switching, with a coefficient of 0.509. This means that every one unit increase in Perceived Value will increase Brand Switching by 0.509 units. In addition, Variety Seeking (X2) also has a positive effect on Brand Switching, with a coefficient of 0.280, which indicates that consumers' tendency to seek variety can encourage them to switch brands. However, Promotion (X3) has no significant effect on Brand Switching (p = 0.332), with a negative coefficient of -0.094. Overall, Perceived Value has the greatest influence on Brand Switching behavior compared to the other two variables.

Coefficient Determination (R²)

Table 7
Coefficient Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.400	.381	2.073

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

b. Dependent Variable: Y

Source: Primary Data, 2025

Based on the results of the coefficient of determination test in the table above, the Adjusted R Square value is 0.381. This gives the conclusion that brand switching is influenced by the variables perceived value, variety seeking, and promotion by 38.1% and the remaining 61.9% is influenced by other causes that are not included in this study.

Hypothesis Test

F-test (Simultaneous)

Table 8
F-test (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274.682	3	91.561	21.298	.000 ^b
	Residual	412.708	96	4.299		
	Total	687.390	99			

a. Dependent Variable: Y

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

Source: Primary Data, 2025

Based on table 8, it is known that the value of $F_{hitung} \geq F_{tabel}$, namely $21.298 > 3.090$ and the significance value is smaller than 0.05, namely 0.00 ($0.00 > 0.05$), it can be stated that H1 is accepted. It can be concluded that the variables perceived value (X1), Variety seeking (X2), and Promotion (X3) have a simultaneous and significant effect on Brand switching (Y).

T- Test (Parcial)

The T test or partial test is part of the order to test whether the independent variable affects the dependent variable. In this study, the variables Perceived value (X1), Variety Seeking (X2), Promotion (X3) are independent variables that will be evaluated for their influence on the dependent variable, namely on Brand Switching (Y).

Based on the t test results, it is known that the Perceived Value (X1) and Variety Seeking (X2) variables have a significant effect on Brand Switching because they have a significance value of 0.000 and 0.028 ($p < 0.05$) respectively. This means that partially, Perceived Value and Variety Seeking are able to explain changes in Brand Switching behavior in consumers. Meanwhile, the Promotion variable (X3) has no significant effect on Brand Switching, because its significance value is 0.332 ($p > 0.05$). Thus, only Perceived

Value and Variety Seeking are statistically proven to have an influence on consumer brand switching behavior on fashion products in e-commerce.

The effect of perceived value, variety seeking, and promotion has a simultaneous effect on brand switching

Based on data analysis, the results of the f test test obtained the value $F_{hitung} \geq F_{tabel}$, namely $21.298 > 3.090$ and a significant value of $0.00 < 0.05$. Simultaneously proven H_0 is rejected and H_1 is accepted significantly. The conclusion is that the variables perceived value (X1), Variety seeking (X2) and Promotion (X3) simultaneously and significantly affect Brand switching (Y) on fashion products in e-commerce.

Hypothesis testing can be said to have a simultaneous effect because brand switching behavior, consumer action is formed by the influence of perceived value, variety seeking, and promotion. If consumers switch brands of fashion products to other brands of fashion products in shopee e-commerce, the main factor is due to the influence of the perceived value of the product brand, variety seeking due to the variety of choices available, and the low promotion provided.

The Influence of Perceived value (X1) on Brand switching (Y)

Based on the results of the t test, the perceived value variable partially has a positive and significant influence on brand switching. The t test on the perceived value variable test proves that the partial effect is answered through the t test by looking at the tcount and ttable. In the t test, this variable research obtained a t test result of $5.384 > t_{table} 1.984$ with a significant value of $0.000 < 0.05$. The conclusion is that H_0 is rejected and H_1 is accepted, meaning that there is an effect of perceived value (X1) on brand switching (Y) partially on fashion products in shopee e-commerce.

Based on the results of the analysis above, perceived value plays a role in shaping consumer behavior to choose brand switching for fashion products sold in shopee e-commerce. Perceived value is the value perceived by customers from products and services which is then compared to the costs incurred. It can be interpreted that the higher the value perceived by consumers, both in terms of price, quality and shopping experience, the more likely customers are to switch to competing brands that are perceived to provide better value. Businesses need to focus not only on promotions, but also on quality, convenience, and shopping experience so that customers feel they are getting more benefits and are reluctant to move to competitors. Therefore, fashion product brands sold by Dishopee can emphasize increasing perceived value in order to maintain consumer loyalty and reduce the likelihood of brand switching.

Based on the results of previous research by Mohamad Rafli Azhar and Sophiyanto Wuryan (2024) Perceived value variables have a positive effect on repurchase intention, while the results prove that perceived value has a positive and significant effect on brand switching. Differences in product context and behavior, in previous studies in the context of McDonald's food, consumers tend to be loyal because they are looking for a consistent taste and experience, so that perceived value strengthens repurchase. Conversely, in the context of fashion in shopee, consumers are more sensitive to price and quality, so perceived value encourages switching brands when they find more attractive competitor offers.

The Influence Influence of Variety seeking (X2) on Brand switching (Y)

Based on the results of the t test shows the variable Variety seeking partially has a positive and significant influence on brand switching. The t test on the variety seeking variable test proves that there is a partial influence which is reflected in the t test results by looking at the tcount and ttable. In the t test, this variable research obtained a tcount of 2.238 < ttable 1,984 dengan tingkat signifikan sebesar 0,028 > 0.05. The conclusion that can be drawn H0 is rejected, meaning that variety seeking (X2) partially has a positive and significant effect on brand switching (Y) on fashion products in shopee e-commerce.

The t test shows, variety seeking has a significant effect on brand switching. Variety seeking is the desire of customers to find variety in shopping. The t test results show that the higher the consumer's urge to seek variety, the greater the likelihood of potential buyers switching brands. In the context of fashion, consumers tend to have a higher desire to try various brands following the trendy style, because fashion is dynamic and is strongly influenced by personal taste, seasonal changes, and social media developments. Therefore, driven by the ease of technological development, consumers are now easier to access a wide variety of brands and models in fashion and also the ease of buying online through shopee e-commerce, the higher the push in brand switching.

The results of this study are in line with the research of Elok Rahmawati and Nurhadi (2023), which found that variety seeking has a positive and significant effect on brand switching behavior, indicating that consumers tend to switch brands not because of dissatisfaction, but because of the urge to try new things. In the context of e-commerce such as Shopee, the large selection of products and brands makes it easier for consumers to meet the need for variety, thus encouraging brand switching.

The Influence of Promotion (X3) on Brand switching (Y)

The T-test proves that the promotion variable partially has a negative and significant effect on brand switching. The t-test on the promotion variable test indicates the partial effect shown from the t-test results by looking at tcount and ttable. In the t-test, this variable research obtained the tcount -0.976 < t table 1.984 with a significant level of 0.332 < 0.05. So the conclusion that can be drawn H0 is rejected and H1 is accepted, meaning that there is an effect of promotion (X3) on brand switching (Y) partially on fashion products in e-commerce shopee.

Based on the results of the t test, promotion does not have a significant effect on brand switching. Promotion has a negative and significant effect on brand switching, meaning that the more frequent or attractive promotions offered by a brand, the less likely customers will switch to another brand. Negatively affects the direction of the relationship where when the promotion increases, brand switching decreases. In fashion e-commerce which has a lot of competition, price is often the main consideration. Attractive promotions make customers feel they are getting attractive offers. Promotion creates perceived loss or customers will feel lost if they move to another brand without a promo.

Based on previous research conducted by Boston Tambunan and Budi Prabowo (2024), the promotion variable has a positive impact on customer satisfaction, which means that promotions are considered capable of increasing positive consumer perceptions and encouraging loyalty. However, in my research, the promotion variable has a negative and significant effect on brand switching, meaning that the more frequent or attractive the promotions offered by a brand, the less likely customers will switch to another brand.

This condition can occur because promotions that are too frequent or excessive can create the impression that competition between brands focuses only on price, so consumers tend to be tempted to switch to competitors who offer more profitable promos. Effective promotions not only attract new customers, but also prevent existing customers from moving to competitors. Therefore, fashion brands on Shopee need to maintain a smart promotion strategy - not just cutting prices, but also providing added value that is hard for customers to resist.

CONCLUSION

The conclusion of the data analysis process related to the Effect of Perceived value, Variety Seeking, and Promotion on Brand switching on Fashion Products in E-Commerce (Study on Shopee Customers in Surabaya). Thus, the conclusion points obtained by the variables Perceived value, Variety Seeking, and Promotion simultaneously have a significant effect on Brand switching on fashion products in shopee e-commerce. The variable perceived value (X1) and Variety seeking (X2) partially has a positive and significant effect on brand switching (Y), and the variable Promotion (X3) partially has a negative and significant effect on brand switching (Y).

For future researchers, it is hoped that adding other variables that have more influence on brand switching and being able to examine more deeply the problems faced, so that better results are obtained and are useful for the development of science, especially in digital marketing. In this study there are variables that have no effect, so future researchers should consider using or adding other independent variables.

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