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THE CONSUMER BEHAVIOUR MODEL OF SWITCHING PROCESS FORM PREMIUM FUEL TO PERTAMAX

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ABSTRACT
This study describes some of the factors necessary to influence the public to be willing to switch from Premium to Pertamax fuel in Indonesia. Several factors that are drafted so that people switch to green fuels are price, inconvenience of obtaining the product, homogeneity of product attributes, the response of failures, and product retention.

Samples taken as many as 300 people using the purposive method that meets the following criteria: (1) respondent shall have the awareness to switch from Premium to Pertamax, and (2) the respondent must have knowledge of Pertamax. It is intended to prevent perception bias in filling out the questionnaire. The statistical methods used are Multiple Regression Analysis and Hierarchical Multiple Regression Analysis. These methods chosen in order to accommodate the relationship among of variables which are modeled.

The result indicates that the formation switching intention from Premium to Pertamax is a relatively complex behavioral process. The process starts from the way of thinking, feeling, and intention behavior. In this study, the price is a stimulus that directly influence on switching intentions, but its role is further weakened when the process is mediated by a positive attitude. Product attributes are next stimulus that can influence the switching intentions, but this role is lost when the process is mediated by a positive attitude. Acquisistion is stimulus found no role in influencing the switching intention, but this role becomes stronger when mediated by a positive attitude. Retention of the product is the next stimulus that can influence directly on switching intentions, but this relationship weakened when mediated by a positive attitude. The product failure is the last stimulus which obtained influence switching behavior, but its role became lost when the replacement process in forming intentions is mediated by a positive attitude.

In this study also discusses the practical and theoretical implications as well as opportunities for future research.

Keywords: Switching intention, green environment, switching behavior, environmentally friendly fuel.