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The Influence of Regret, Alternative Attractiveness, and Subjective Norms on Switching Intention: A Study on NIVEA Users in Bandar Lampung

Luna Karina¹, Roslina²

^{1,2} *University of Lampung, Indonesia*

ABSTRACT

This study investigates the influence of regret, alternative attractiveness, and subjective norms on switching intentions among users of NIVEA Body Serum in Bandar Lampung. Amid growing competition in the skincare industry, understanding the psychological and social factors driving brand switching behavior has become critical for companies aiming to retain customer loyalty. The research adopts a quantitative approach, collecting data from 120 respondents who are current or former users of NIVEA Body Serum. Data were gathered through structured online questionnaires using a Likert scale and analyzed using multiple linear regression. The results reveal that both regret and alternative attractiveness significantly influence consumers' intentions to switch brands. Regret arises when users perceive that an alternative brand could offer better performance, prompting dissatisfaction with the current product. Similarly, the attractiveness of competing products, such as those offering superior quality or affordability, further motivates users to consider switching. Conversely, subjective norms—social pressures from peers or significant others—did not significantly affect switching intention in this context. These findings imply that internal evaluations and personal product experiences outweigh external social influences in shaping brand switching decisions. The study contributes to consumer behavior literature by emphasizing the role of cognitive and emotional factors in brand loyalty decisions, specifically within the skincare sector. It also provides practical insights for marketers to address user dissatisfaction and to enhance their value proposition to mitigate switching behavior.

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Corresponding

Author : 

lunakarina0903@gmail.com

INTRODUCTION

The increasing variety of market options has intensified industrial competition, compelling companies to ensure customer loyalty in order to prevent brand switching intentions (Suryawardani & Wulandari, 2020).

Switching intention refers to the degree of certainty with which a consumer is inclined to move from their current service provider to another (Bansal et al., 2005). This concept stands in contrast to repurchase intention, as it indicates a consumer's motivation to migrate from one service provider to an alternative.

Liao et al. (2020) identified two key dimensions influencing switching intentions: push and pull factors. Push factors are negative drivers, such as post-purchase regret, that encourage customers to abandon a brand. Pull factors, on the other hand, are positive influences like the appeal of alternatives and subjective norms, which attract consumers toward other brands. Liao et al. (2020) found that regret can act as a significant motivator prompting consumers to leave their current brand. Similarly, Purnama et al. (2021) highlighted that compelling offers from competing products often lead to switching intentions. Suryawardani and Wulandari (2020) noted that recommendations from reference groups and advancements in technology and media also contribute to this behavior.

Drawing from these prior studies, regret, alternative attractiveness, and subjective norms emerge as critical determinants of brand switching. Regret is a negative emotional state that occurs when consumers believe their previous decisions were suboptimal, prompting them to seek more satisfying alternatives. According to Tsiros and Mittal (2000), regret arises when a consumer perceives that a better outcome could have been achieved through a different choice. Liao et al. (2020) confirmed that regret serves as a push factor influencing switching intentions.

Alternative attractiveness plays a pivotal role in reinforcing consumers' willingness to switch. This concept, also referred to as "alternative attractiveness," describes the perceived superiority of another option over the current brand (Wirtz & Mattila, 2003). Bansal et al. (2005) argued that attractive alternatives stimulate consumers to switch brands, particularly when they believe those alternatives offer greater value (Cheng et al., 2019). Subjective norms represent social pressures or influences from the surrounding environment that shape consumer decision-making. In the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), subjective norms are considered direct predictors of behavioral intentions (Ajzen, 1991, as cited in Sun et al., 2017). These norms have been found to influence consumers' readiness to switch to alternative brands (Liao et al., 2020; Bansal et al., 2005).

Brand switching intentions can manifest across various product categories, including skincare. Common skincare items include body soap, scrubs, deodorants, sunscreen, perfumes, body lotions, and body serums. Originally developed for facial care, serum products are now increasingly being

used for full-body applications. Body serum, unlike traditional body lotion, contains higher concentrations of active ingredients and offers quicker absorption into the skin. The rising popularity of body serum has shifted consumer preferences away from body lotion (Rachmawati, 2023). As not many skincare brands have launched dedicated body serum lines, this trend presents a business opportunity for product innovation in the body care segment. This research specifically focuses on body serum products by NIVEA.

NIVEA is a German skincare brand under Beiersdorf AG, established in 1911. The brand name, derived from the Latin "nix, nivis" meaning "snow," refers to the creamy, snow-like texture and color of NIVEA's first product. Today, NIVEA offers a wide range of products tailored to diverse skincare needs, including moisturizers, body lotions, facial care products, deodorants, and sun protection items. Among its popular products are NIVEA Creme, NIVEA Soft, NIVEA Sun, NIVEA Men, and the NIVEA Body Lotion line. NIVEA's body care offerings are categorized into Body Lotions and Body Serums, both designed to moisturize skin, but ideally used together for enhanced results. Two notable variants of NIVEA Body Serum – NIVEA Extra Care & Protect 8 Super Food Body Serum and NIVEA Extra Bright Night Nourish Body Serum – have garnered significant customer reviews. The former has a 4.4/5 rating with 96% recommendation from 3,576 users, while the latter scores 4.1/5 with 98% recommendation from 1,071 users (Female Daily, 2024). Despite the overall positive feedback, Table 1.1 shows that 14% of users for the first product and 10.7% for the second rated them between 1–3 stars, indicating dissatisfaction and potential switching behavior. This presents a challenge that NIVEA must address to mitigate brand switching risks. As Lal and Shukla (2019) in Purnama et al. (2021) argue, improving product quality can reduce consumers' likelihood of shifting to rival brands.

Competing products offering similar benefits at competitive prices further elevate switching risks. Table 1.2 lists rival body serum products from brands like Marina, Vaseline, Citra, and Herboist, which provide comparable functionalities such as UV protection, skin brightening, and hydration – often at lower costs. According to Liao et al. (2020), consumer awareness of better alternatives significantly enhances the strength of switching intentions. Customer reviews on the Female Daily app reveal regretful experiences with NIVEA Body Serum, citing poor product performance and discrepancies between marketing claims and actual outcomes. This regret has led to decisions not to repurchase and to explore alternative brands.

Other reviews compare NIVEA Body Serum unfavorably with competitor products, indicating greater satisfaction with rival offerings that deliver

superior performance and affordability. These observations support Bansal et al.'s (2005) assertion that the attractiveness of alternative options fosters switching behavior. Additionally, feedback influenced by subjective norms – such as recommendations from trusted individuals to avoid NIVEA – further illustrates the role of social influence in switching decision. Liao et al. (2020) emphasized that such external input can shape consumer behavior and facilitate migration toward alternatives.

Therefore, the interplay of regret, alternative attractiveness, and subjective norms contributes significantly to switching intentions. Liao et al. (2020) demonstrated that regret exerts a positive influence on switching in the telecommunications sector. Likewise, in the skincare market, the presence of compelling alternatives and negative product experiences may intensify consumers' intent to switch brands. This research seeks to examine whether regret, the attractiveness of alternatives, and subjective norms significantly affect consumers' intention to switch brands. Specifically, it aims to determine the extent to which each of these variables influences switching behavior among NIVEA users. The findings are expected to provide theoretical contributions by enriching academic literature and serving as a reference for future studies, especially those exploring similar constructs. Practically, the research may assist companies in addressing switching behavior by offering insights into customer decision-making processes. This can guide businesses in developing strategies to retain customers and reduce brand-switching risks, particularly in competitive markets like skincare.

RESEARCH METHOD

Type of Research

This study adopts a quantitative research approach, which is characterized by the systematic collection and analysis of numerical data to examine relationships between variables. According to Hair et al. (2020), quantitative research involves coding data and constructing data files for further analysis. The data in this study were obtained through structured questionnaires, a method commonly employed in quantitative designs to ensure consistency and reliability in responses (Sekaran & Bougie, 2017). The objective of this research is to empirically investigate the influence of regret, the attractiveness of alternative options, and subjective norms on consumers' switching intentions. By utilizing measurable data and statistical techniques, the study aims to provide objective insights into the behavioral patterns of NIVEA users in Bandar Lampung, contributing to a deeper understanding of the factors that

drive brand-switching behavior within the context of consumer decision-making in the skincare industry.

Research Data Sources and Data Collection Methods

This study employs both primary and secondary data sources to address the research objectives. Primary data refer to original information collected directly by researchers to investigate the variables of interest (Sekaran & Bougie, 2017). In this context, primary data were gathered through the distribution of online questionnaires to consumers in Bandar Lampung who had previously used NIVEA products. The questionnaire included structured items measuring regret, attractiveness of alternatives, subjective norms, and switching intention. In addition, secondary data were obtained from indirect sources such as literature reviews, academic journals, printed books, e-books, websites, and social media. These secondary materials were used to support and enrich the analysis (Sekaran & Bougie, 2017).

The data collection techniques employed in this study consisted of library research and survey methods. Library research involved reviewing scholarly publications and other relevant written sources to understand the conceptual framework. Meanwhile, the survey method used structured questionnaires comprising closed-ended questions to collect standardized responses from participants (Sekaran & Bougie, 2017). The questionnaire was created using Google Forms and distributed online. A Likert scale was used to capture the degree of agreement with each statement, offering five response options: strongly disagree, disagree, neutral, agree, and strongly agree (Sekaran & Bougie, 2016; Sekaran & Bougie, 2017).

Population and Sample

The population in this study comprises individuals who have previously used NIVEA products. According to Frankfort-Nachmias et al. (2015), a population refers to the entire set of relevant analytical units from which generalizations are made. Hair et al. (2020) further define a population as encompassing all entities – whether individuals, organizations, or institutions – that share specific characteristics. This study is characterized by an indefinite population size, as the precise number of NIVEA users is unknown. Consequently, the research targets a general population of past users without limiting the scope to a quantifiable group.

The sampling technique adopted is non-probability sampling, specifically purposive sampling. Hair et al. (2020) suggest a minimum sample size of five to ten times the number of indicators; with 12 indicators used, the sample size is calculated as 120 respondents. Purposive sampling is employed to deliberately select participants based on defined criteria to ensure the relevance of the

information collected (Sekaran & Bougie, 2016). This technique is appropriate when the researcher seeks data from individuals possessing specific knowledge or experiences. The study is geographically confined to Bandar Lampung due to time constraints and population relevance. The sampling units are individuals who (1) currently or previously used NIVEA Body Serum, (2) have an intention to switch brands, and (3) reside in Bandar Lampung.

Operational Definition of Variables

The operational definitions of variables in this study are designed to provide clarity and consistency in measurement. The first variable, regret, is understood as a cognitively driven negative emotion experienced when individuals realize that a better outcome might have been achieved had they made a different decision (Zeelenberg, 1996, as cited in Tsiros & Mittal, 2000). Regret is measured through three indicators: feelings of sadness or disappointment over decisions made, the belief in the existence of better alternatives, and comparisons between the performance of the chosen product and that of the rejected option (Liao et al., 2020). All indicators are assessed using a Likert scale.

The second variable, alternative attractiveness, refers to the perceived superiority of competing brands in terms of reputation, image, and service quality (Kim et al., 2004). This construct is measured by the availability of better alternatives, perceived higher quality of these alternatives, and greater potential satisfaction compared to the current product (Liao et al., 2020). The third variable, subjective norms, reflects the social influence exerted by significant others on a consumer's intention to switch products (Liao et al., 2020). Lastly, switching intention is defined as the deliberate consideration and willingness of consumers to shift their brand loyalty (Mazursky et al., 1987), measured through intention, consideration, and determination to switch in the future (Liao et al., 2020).

Data Analysis Methods

Instrument testing in research is crucial for ensuring the validity and reliability of data collection tools. According to Ghazali (2018), validity tests are used to assess whether a questionnaire effectively measures the concept it is intended to capture. In this study, construct validity will be tested using factor analysis with SPSS software. An indicator is considered valid if the factor loading value is greater than or equal to 0.50 (Ghozali, 2018). Reliability testing, on the other hand, measures the consistency of the instrument in producing stable results. Hair et al. (2020) argue that reliability is critical to ensuring the consistency of research findings. This study will employ Cronbach's Alpha,

with a reliability threshold of >0.6 to confirm the instrument's reliability (Ghozali, 2018).

Data analysis methods will include both descriptive analysis and multiple linear regression. Descriptive analysis aims to measure the percentage of regret, alternative attractiveness, and subjective norm on the intention to switch to NIVEA in Bandar Lampung. Respondents will evaluate each item on a Likert scale, providing insight into their perceptions. Multiple linear regression analysis will be used to predict future demand and understand the effect of independent variables on a dependent variable. The regression equation will follow the form: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$, where Y is the switching intention, and X_1 , X_2 , and X_3 represent regret, alternative attractiveness, and subjective norm, respectively. Hypothesis testing will be conducted using t -tests, F -tests, and R -squared analysis to evaluate the significance and explanatory power of the model (Ghozali, 2018).

RESULT AND DISCUSSION

Descriptive Analysis

Data collection in this study was conducted through the distribution of an online questionnaire via Google Forms, which was made available from February 20 to 22, 2025. A total of 120 respondents, who met the study's criteria – those who have used or are currently using NIVEA Body Serum, have an intention to switch brands, and reside in Bandar Lampung – participated in the survey. The respondents' demographic characteristics, including gender, age, education, monthly expenditure, and usage patterns of NIVEA Body Serum, were recorded. The data obtained provides a comprehensive overview of the profile of respondents who align with the study's criteria.

The descriptive analysis of the respondents reveals several key trends. Gender distribution shows a dominant female respondent pool, with 84.2% (101 respondents) compared to 15.8% (19 respondents) male participants. This trend aligns with existing literature suggesting that women tend to engage more in skincare product purchases than men, who may have lower levels of awareness and interest in such products (Putri, 2023). Age-wise, the largest group of respondents were young adults aged 20-35 years, comprising 70.8% (85 respondents) of the total sample. This age group is known for its active engagement with skincare products, particularly among millennial women who prioritize skincare (Syauki & Avina, 2020). Furthermore, education level analysis showed that the majority of respondents held a bachelor's degree (72.5%), suggesting that higher education correlates with a more critical and

informed approach to product selection, impacting their brand-switching intentions (Sihombing & Abidin, 2024).

In terms of monthly expenditure, the majority of respondents (28.3%) reported spending between Rp0-Rp999,999, a reflection of the young adult demographic who may have a modest income. Skin care products are increasingly becoming essential expenditures within this group, who view such products as part of their basic needs (Sari & Indrarini, 2021). The majority of respondents (42.5%) have been using NIVEA Body Serum for more than three months. Meanwhile, 41.7% have used it for 1–3 months, and 15.8% for less than one month. Analysis of the specific NIVEA Body Serum variants used shows that the most popular choice was the NIVEA Care & Protect 8 Super Food Body Serum (28.7%), followed by NIVEA Instant Glow (20%) and NIVEA Radiant & Smooth (14.9%). In terms of brand-switching intentions, Vaseline emerged as the most frequently chosen alternative brand (45.1%), followed by Marina (11.5%) and Lavojoy (10.7%), reflecting the competitive nature of the skincare market and consumer preferences for alternative options when switching from NIVEA.

Frequency Distribution of Respondents' Answers

The research on the distribution of responses from 120 participants in Bandar Lampung highlights several key findings related to regret, alternative attraction, and subjective norms that influence the intention to switch from NIVEA Body Serum to alternative brands. The questionnaire used a Likert scale ranging from 1 to 5, with a scoring technique that allowed for the calculation of mean scores. The results for regret (X1) show a mean score of 3.61, indicating that regret among users of NIVEA Body Serum is relatively high, suggesting that the brand's users are somewhat dissatisfied with their choice. Notably, the highest mean was observed in the statement, "I will choose a brand other than NIVEA Body Serum because it offers better product performance," which aligns with findings by Liao et al. (2020), who assert that regret significantly influences switching intentions.

In terms of the alternative attractiveness (X2), the mean score of 4.04 suggests that NIVEA Body Serum users are strongly drawn to competing brands. The highest mean was recorded for the statement, "There are other brands that might offer more satisfaction than NIVEA Body Serum," implying that users are aware of potentially superior alternatives. Cheng et al. (2019) note that consumers' alternative attractiveness increases when they perceive better product performance from competing brands. Additionally, the statement, "There are other brands that are better than NIVEA Body Serum," also received

strong support, indicating that users recognize alternatives as offering higher value, which can intensify their desire to switch.

Regarding subjective norms (X3), the mean score of 3.71 suggests that social influence plays a significant role in shaping the intention to switch brands. The highest mean was observed for the statement, "My friends use skincare products other than NIVEA Body Serum," indicating that peer recommendations are an important factor in the decision-making process. Ismail (2022) emphasizes that recommendations from friends or significant others can strongly influence consumer behavior, especially when they perceive satisfaction with an alternative product. These findings are consistent with the research by Liao et al. (2020), which indicates that normative pressure can significantly affect switching intentions. Consequently, these results indicate that regret, alternative attraction, and subjective norms collectively drive the intention to switch from NIVEA Body Serum.

Regarding switching intention (Y), the overall mean score for the brand switching intention variable is 4.01, indicating a high level of switching intention among NIVEA Body Serum users in Bandar Lampung. The highest mean score (4.05) corresponds to the statement, "I am determined to switch to another brand in the future," reflecting a firm intention that is often driven by a strong and persistent desire to achieve better outcomes (East et al., 2005). The second highest score (4.00) is linked to users' consideration of switching, suggesting that they are influenced by previous experiences, product knowledge, and media exposure, which shape their evaluation of current and alternative brands (Sambandam & Lord, 1994). Meanwhile, the third statement, with a mean of 3.98, emphasizes the user's intention to switch, showing that the decision-making process is already underway. Such intention reflects the likelihood or certainty of brand transition in response to perceived advantages (Bansal et al., 2005; Sun et al., 2017).

Multiple Linear Regression Test

The multiple linear regression analysis applied in this study aims to assess the impact of regret, alternative attractiveness, and subjective norms on the switching intention of NIVEA users in Bandar Lampung. The sample consists of 120 respondents, with a significance level set at 95% ($\alpha = 5\%$). The regression model, is as follows:

$Y = 1.868 + 0.162X_1 + 0.640X_2 + 0.059X_3 + \varepsilon$. The interpretation of the coefficients reveals the relationships between the independent variables (X1, X2, and X3) and the dependent variable (Y), which is the switching intention.

The constant coefficient of 1.868 indicates a positive relationship between the independent variables and the dependent variable. Specifically, when all

independent variables (regret, alternative attractiveness, and subjective norms) are zero, the switching intention is predicted to be 1.868. This suggests that, in the absence of changes in the predictors, the baseline switching intention remains positive. Regarding the individual independent variables, the regression coefficient for regret (X1) is 0.162, signifying a positive effect. This implies that a 1% increase in regret results in a 0.162% increase in switching intention, assuming other variables remain constant. Therefore, regret is a significant factor in influencing users' switching behavior.

Similarly, the regression coefficient for alternative attractiveness (X2) is 0.640, indicating a stronger positive effect compared to regret. This suggests that a 1% increase in the attractiveness of alternatives leads to a 0.640% increase in switching intention, holding other variables constant. Lastly, the coefficient for subjective norms (X3) is 0.059, demonstrating a positive but weaker relationship with switching intention. A 1% increase in subjective norms leads to a 0.059% increase in the switching intention, with other variables controlled. Thus, while subjective norms do influence switching intention, their impact is less pronounced compared to regret and alternative attractiveness. These findings are crucial for understanding the factors that drive consumer switching behavior in the context of NIVEA users.

Hypothesis Test

The t-test is employed in this study to examine the partial effects of regret (X1), alternative attractiveness (X2), and subjective norms (X3) on switching intention (Y). The hypothesis testing follows the steps outlined: (1) defining the hypotheses, (2) setting a 95% confidence level ($\alpha = 0.05$), and (3) determining the significance. The decision rule states that if the p-value is less than 0.05, the null hypothesis (H_0) is rejected, indicating a significant effect. Conversely, if the p-value is greater than 0.05, H_0 is accepted. The critical t-value is 1.96 (Hair et al., 2020). The results of the t-test, which shows that regret (X1) and alternative attractiveness (X2) have a significant partial impact on switching intention (Y), whereas subjective norms (X3) do not.

Table 1 displays the t-test results as follows: Hypothesis 1 (H1) on regret (X1) shows a t-value of 2.011, which is greater than the critical t-value of 1.96, with a p-value of 0.047, indicating that the hypothesis is accepted. This means that regret significantly influences switching intention. Hypothesis 2 (H2) on alternative attractiveness (X2) has a t-value of 7.157, which is also greater than 1.96, with a p-value of 0.000, supporting the hypothesis that alternative attractiveness significantly impacts switching intention. On the other hand, Hypothesis 3 (H3) regarding subjective norms (X3) has a t-value of 0.753, which is less than the critical value, with a p-value of 0.453, leading to the rejection of

the hypothesis. This indicates that subjective norms do not significantly influence switching intention in this context.

Table 1.
Hypothesis Result

Hypothesis	t Value	t Critical	Sig.	Description
H1: Regret affects Switching Intention	2.011	1.96	0.047	Hypothesis accepted
H2: Alternative Attractiveness affects Switching Intention	7.157	1.96	0.000	Hypothesis accepted
H3: Subjective Norms affect Switching Intention	0.753	1.96	0.453	Hypothesis rejected

F Test

The F test was conducted to assess the simultaneous effect of the independent variables, regret (X1), alternative attractiveness (X2), and subjective norms (X3), on switching intention (Y). The hypothesis was as follows: **Ho**: the variables do not have a significant simultaneous effect on Y, and **Ha**: the variables have a significant simultaneous effect on Y. With a 95% confidence level ($\alpha = 0.05$), the degrees of freedom were calculated as 116 ($n = 120 - 3 - 1$), and the critical F value was 2.682. The calculated F value was 53.700, which exceeds the critical F value, and the significance value was 0.000, which is less than 0.05. As a result, the null hypothesis (Ho) was rejected, and the alternative hypothesis (Ha) was accepted, indicating that regret, alternative attractiveness, and subjective norms significantly and simultaneously influence switching intention among NIVEA users in Bandar Lampung.

Coefficient determination test

The analysis of the coefficient of determination (R^2) reveals that the adjusted R^2 value is 0.581, or 58.1%, indicating that the independent variables – regret (X1), alternative attractiveness (X2), and subjective norms (X3) – explain 58.1% of the variance in switching intention (Y). The remaining 41.9% of the variance is attributed to other factors not captured by the model. This suggests that while the chosen variables have a substantial influence on the dependent variable, additional factors may contribute to the explanation of switching intention that were not included in this analysis.

The Effect of Regret on Switching Intentions of NIVEA Users in Bandar Lampung

Regret has been identified as a significant factor influencing a consumer's intention to switch from their current brand to an alternative (Liao et al., 2020). The results of the t-test conducted in this study reveal that regret (X1) has a

statistically significant impact on switching intention (Y), with a t-value of 2.011, which exceeds the critical value of 1.96, and a significance level of 0.024, which is below the 0.05 threshold, indicating that the hypothesis is supported. This suggests that regret plays a crucial role in motivating NIVEA users in Bandar Lampung to consider switching to alternative brands. When consumers experience regret and perceive that an alternative brand may offer superior product performance, their interest in the alternative brand increases (Cheng et al., 2019). This heightened interest leads consumers to critically evaluate both their current brand and competitors, strengthening their intention to switch if they believe the alternative will provide better results. These findings align with previous studies by Liao et al. (2020) and Bansal et al. (2005), both of which confirmed that regret has a significant positive effect on switching intention. However, this study's results contrast with those of Sun et al. (2017), who found no significant relationship between regret and switching intention.

The Effect of Alternative Attractiveness on Switching Intentions of NIVEA Users in Bandar Lampung

The alternative attractiveness refers to the features and characteristics of competing brands that can capture consumers' attention and motivate them to switch from their current brand to a competing brand (Liao et al., 2020). The appeal of an alternative brand can make consumers believe that the reputation, image, and quality of the competitor's brand will surpass those of their current brand (M. K. Kim et al., 2004). The findings from the partial t-test in this study indicate that the attraction of alternatives (X2) has a significant influence on switching intention (Y), with a t-value of 7.157, which exceeds the critical value of 1.96, and a significance level of 0.000, which is less than 0.05, thereby confirming the hypothesis. This implies that the attractiveness of alternative brands plays a significant role in influencing consumers' intentions to switch brands.

The results of this research demonstrate that the appeal of alternative brands is a significant factor influencing NIVEA users in Bandar Lampung to switch to a competing brand. This finding is consistent with prior research by Liao et al. (2020), which found that the attractiveness of alternatives has a positive and significant impact on consumers' intention to switch brands, particularly in the smartphone market. However, the current study contradicts the findings of Sun et al. (2017), who discovered that the attractiveness of alternatives did not significantly influence the switching intention of users of mobile instant messaging (MIM) applications. This difference can be attributed to the nature of the products: in the case of smartphones, consumers are more likely to switch to a brand they believe offers better satisfaction, whereas MIM

apps require users to adopt the same app as those around them in order to communicate effectively (Sun et al., 2017).

In this study, consumers who intend to switch and have made up their minds to do so in the future will opt for brands they have critically evaluated and believe can offer superior satisfaction and results. Among the respondents, the majority (45.1%) chose Vaseline as their preferred alternative brand, followed by Marina (11.5%) and Lavojoy (10.7%). This indicates that Vaseline was seen as a more attractive alternative, likely due to its perceived advantages in terms of brand appeal and the belief that it would deliver better results than NIVEA. The attractiveness of alternatives is especially significant in consumer products where there is no necessity for consumers to use the same brand as those around them. However, if there is social pressure to stick with a particular brand to maintain conformity with others, the impact of alternative attractiveness may diminish significantly.

The Effect of Subjective Norms on Switching Intentions of NIVEA Users in Bandar Lampung

Subjective norms can play a role in influencing consumers' intentions to switch brands, as they represent the social pressures individuals perceive from those around them to act in a certain way. However, the results from the partial t-test in this study reveal that subjective norms (X3) do not significantly impact switching intentions, as the t-value (0.753) is less than the critical t-value (1.96), and the significance value (0.453) exceeds 0.05, leading to the rejection of the hypothesis. These findings suggest that subjective norms do not have a significant effect on the switching intentions of NIVEA users in Bandar Lampung.

This study's results contradict the findings of previous research by Sun et al. (2017) and Liao et al. (2020), which found that subjective norms had a positive and significant influence on switching intentions. The lack of significance in this study can be attributed to several factors, including the absence of strong social pressure and the influence of internal factors such as personal attitudes and prior experiences. In cases where consumers are unaware or unconvinced that better alternatives are available, subjective norms may not play a pivotal role in their decision-making process. Moreover, social pressure to conform, which can enhance the effect of subjective norms, may not have been sufficiently strong in this context. Supporting studies by Zaini and Soediono (2018) and Sulistyowati et al. (2024) have similarly demonstrated that subjective norms did not significantly impact consumer behavior in other contexts, such as the use of herbal medicine and environmentally friendly products. Thus, while subjective norms are an important factor in consumer

behavior, their influence on switching intentions may vary depending on contextual factors and stronger determinants such as individual attitudes and experiences.

CONCLUSION

The analysis indicates that regret (X1) and alternative attraction (X2) significantly partially affect the switching intentions (Y) of NIVEA users in Bandar Lampung, whereas subjective norms (X3) do not have a significant influence on these intentions. Regret is a significant factor influencing users' intentions to switch to alternative brands, with increased levels of regret associated with a heightened desire for brand change. The appeal of alternative brands significantly influences consumer motivation to switch, especially when these brands are perceived to provide greater satisfaction than their current selection, NIVEA Body Serum. This attraction enhances the intention to switch, particularly among consumers who perceive that competing brands offer better results and satisfaction.

Conversely, subjective norms exhibit a negligible impact on the switching intentions of NIVEA users in Bandar Lampung, indicating that social pressure and external influences are minimal in this context. This may be due to minimal social pressure and a greater impact of individual satisfaction and previous interactions with the brand. These findings suggest that brands should mitigate regret and enhance alternative attraction by refining product offerings and bolstering customer loyalty, potentially leading to increased positive word-of-mouth. Future research should investigate additional variables such as social attitudes and experiences, and extend the study to various demographics and industries to provide a more comprehensive analysis of switching intentions.

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