

The Influence of Sales Promotion, Online Customer Reviews, and Platform Trust on Brand Switching In the Use of Online Transportation in Malang City

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ABSTRACT: *Transportation is one of the primary needs of the entire population. The use of motor vehicles continues to increase each year in accordance with its demand. Online transportation has become a suitable choice for reducing traffic congestion. There are several companies operating in the online transportation sector with different fare offers. Therefore, it is crucial to maintain consumer loyalty and prevent them from switching brands. Several factors influence consumer brand switching, one of which is high fares and application errors. This research aims to examine and understand the influence of sales promotion, online customer reviews, and platform trust on brand switching in the use of online transportation in Malang City. This study adopts a quantitative causal approach. The population consists of users of online transportation applications in Malang City, with a sample size of 349 respondents. A non-random sampling technique, specifically a purposive sampling method. Based on the data analysis, it is evident that the variables of sales promotion and platform trust have a positive and significant impact on brand switching. However, the results show that the variable of platform trust has an influence, but it is the opposite direction the brand switching.*

KEYWORDS – *Brand Switching, Sales Promotion, Online Customer Reviews, Platform Trust, Online Transportation.*

I. INTRODUCTION

The transportation industry is experiencing rapid development (Sugianto & Kurniawan, 2020). Transportation has become a primary necessity for the entire population in supporting daily activities. From 2017 to 2021, there was a 4.53% annual increase in the number of motorized vehicles. This has contributed to increased traffic congestion on both urban and rural roads due to the rising volume of vehicles each year (BPS, 2021). Traffic congestion has become a critical issue for society, resulting in social costs for vehicle users. Online transportation is one way to reduce congestion (Mustaqima, Agustin, & Utomo, 2018).

Online transportation involves the movement of people or goods using motorized vehicles (motorcycles and cars) that utilize internet-based technology through applications (Fakhriyah, 2020; Sugianto & Kurniawan, 2020; Oktaviani, Widyanto, & Ngatno, 2023). Online transportation is popular due to its app-based booking system that can be easily downloaded by smartphone users, both on Android and iOS platforms. One widely used form of online transportation is online motorcycle taxis. In 2019, the economic value of the online transportation sector in Indonesia, including online motorcycle taxis and food delivery, was only US\$6 billion, projected to reach US\$15 billion by 2025 (Databooks, 2022).

Several startup companies are operating in the online transportation field, including Gojek, Grab, Maxim, In-Driver, and others. These companies are involved in various online transportation services such as online motorcycle taxis, online taxis, food delivery, and package delivery (Septiani, 2022). Among them, Gojek is Indonesia's most widely used online transportation service, with the highest market share of 82.6%, followed by Grab at 7.35%, and Maxim at 19.6%. Many Indonesians use online transportation for personal purposes by choosing a suitable platform (Sadya, 2022). Online transportation service providers offer convenience to consumers with a range of service options and fare comparisons. There is fierce competition among these providers to enhance services and innovate features to retain customers. This is crucial in maintaining customer loyalty and preventing brand switching (Fatuh & Widyastuti, 2017; Mustaqima, Agustin, & Utomo, 2018).

Brand switching behavior refers to loyal customers shifting from one brand to another (Wahyuningsih, Dewi, & Farida, 2023). Brand switching occurs when consumers decide to switch from using a particular brand to a different brand that they find more appealing or attractive (Fintikasari & Ardyan, 2018). According to the

research by Arpan & Dewi (2018), consumers tend to engage in brand switching in the online transportation service sector. Factors that drive brand switching include driver unreliability, rude driver behavior, application errors, and higher fares compared to other brands. Based on the study by Fatuh & Widyastuti, (2017), the fares offered by online transportation services vary significantly and are tailored to consumer needs. Additionally, these platforms offer attractive sales promotions to consumers. Sales promotion strategies have been proven effective in influencing consumer decisions to switch brands. Various types of promotions provided by online transportation platforms can provide convenience and benefits to consumers, thereby influencing their decision to switch to another brand (Sari & Dewi, 2019).

Sales promotion plays a vital role in attaining sales goals and increasing corporate profits. Through sales promotion, service providers will create promotional programs that are not only attractive but also provide knowledge about the service and the value of savings that consumers will receive when using the brand's services (Oktaviani, Widyanto, & Ngatno, 2023). In the research by Fatuh & Widyastuti, (2017) it is mentioned that online transportation applications often offer various types of promotions, such as discounts, promotions during specific events, referral code bonuses, and loyalty rewards to consumers. These promotions aim to attract new customers and retain existing ones. Consumers who use online transportation services need to seek information about the services they will use. One way to obtain such information is through reviews or feedback from other consumers who have used the services. Online customer reviews are part of electronic word of mouth (E-WOM), which is a direct opinion from consumers who have made purchases of a particular product (Mafaza & Aminah, 2022). Online customer reviews make it easy for consumers to obtain information, thus helping them make purchasing decisions (Nurhidayat & Marsudi, 2022; Noviana, Dewi, & Prihatini, 2023). Consumer trust in the platform is an important factor in making purchasing decisions for online transportation services. Platform trust depends on consumers' perception of the comparison between their expectations and what they receive (Sudirman, Efendi, & Harini, 2020). Consistent and reliable service quality is crucial in building consumer trust in the platform. Platform trust also allows consumers to explore other platforms without concerns (Sanjaya & Hernita, 2020).

Based on the background information, this study aims to examine "The Influence of Sales Promotion, Online Customer Reviews, and Platform Trust on Brand Switching in the Use of Online Transportation in Malang City".

II. LITERATURE REVIEW

2.1 Sales Promotion

Sales promotion serves as a tactic employed by marketers to accomplish sales targets and enhance the overall profitability of the company. Sales promotion is an important component of the marketing mix and is widely used as a primary incentive (Randabunga, et.al., 2021). The power of sales promotion tools can be linked to consumer perception, where consumers view sales promotions as opportunities to gain benefits. According to Abdurrahim & Sangen (2019), the indicators of sales promotion are as follows:

- a. Frequency of sales promotion: The number of sales promotion activities conducted through sales promotion media within a specific period.
- b. Quality of sales promotion: The measure of how well the promotion activities are executed, such as the content quality, attractive design, and media used to disseminate sales promotions.
- c. Quantity of sales promotion: The number of promotions offered to potential buyers.
- d. Timing of sales promotion: The duration of the promotional period conducted by a company.
- e. Target of sales promotion: The relevance of the target audience when conducting promotions to achieve company objectives.

2.2 Online Customer Reviews

Online customer reviews are an evaluation of product quality and performance by consumers on websites or specific company platforms used to post opinions and reviews (Al-Abbadi, et al., 2022). Online customer reviews are used as a basis for consideration before making a purchase decision regarding a product or service. Generally, online customer reviews are text-based with an open evaluation format for a product, service, or organization, along with a numerical star rating ranging from one to five stars (Bevan-Dye, 2020). The indicators of online customer reviews according to Al-Abbadi, et al. (2022) are a:

- a. Social impact: The social and cultural influence that has a clear impact on consumer purchasing behavior.
- b. Source credibility: The ability of reviews to provide accurate and reliable information.
- c. Review timing: One of the characteristics that describe the words expressed in publishing consumer opinions and comments.
- d. Review size: Products or services that have received many reviews are considered popular and superior.
- e. Benefit gaining: The benefits consumers gain when seeking information before purchasing, product, or service.

2.3 Platform Trust

Platform trust refers to the personal perception of users regarding the platform's ability to fulfill its responsibilities according to their understanding. (Li & Wang, 2020). The platform plays a crucial role in building trust between consumers who will transact with the services provided by the company (Hallem, *et.al.*, 2021). The indicators of platform trust according to Li & Wang (2020) and Wang & Xiao (2022) are:

- a. Platform service quality: It refers to the efforts made to meet consumer needs, including their desires and the accuracy of delivery methods, to fulfill consumer expectations and satisfaction.
- b. Platform security level: It relates to the company's assurance and ability to protect the personal data information of consumers using the platform.
- c. Platform reliability: It refers to the platform service provider's ability to fulfill promises and maintain consistency with consumers.

2.4 Brand Switching

Brand Switching is the possibility of consumers shifting their purchasing transactions from a brand they usually consume to another brand. Consumers often continue to purchase the same brand due to habit or attachment to that brand. However, they can also switch to another brand due to boredom, dissatisfaction, lack of trust, product superiority, lower prices, or the convenience offered by another brand (Wang & Xiao, 2022). The indicators of brand switching according to Randabunga, *et.al.*, (2021) are:

- a. Desire to discontinue using the previous product.
- b. Desire to choose a new product.
- c. Unavailability to use the product again.

III. HYPOTHESIS DEVELOPMENT

3.1 The Influence of Sales Promotion on Brand Switching in the Use of Online Transportation in Malang City

Sales promotion is an essential component of the marketing mix widely used as a primary incentive. Based on the research by Randabunga, *et.al.*, (2021), sales promotion variable has a positive and significant influence on brand switching. This is supported by the study of Zahari & Evanita (2018), which states that the sales promotion variable has a positive and significant influence on brand switching behavior in cosmetic products. Based on the statements above, the research hypothesis is formulated as follows:

H₁: Sales promotion has a positive influence on brand switching in the use of online transportation in Malang City.

3.2 The Influence of Online Customer Reviews on Brand Switching in the Use of Online Transportation in Malang City

Online customer review is part of electronic word of mouth (eWOM). It represents direct opinions from individuals rather than advertisements. Based on the research by Pasaribu & Sugiarto (2019), electronic word of mouth (eWOM) has a positive influence on brand switching among smartphone users. In the study by Musaini & Wijoyo (2021), electronic word of mouth (X₂) is found to have an influence on brand switching (Y) in the cosmetic product context. Based on the statements above, the research hypothesis is formulated as follows:

H₂: Online customer reviews has a positive influence on brand switching in the use of online transportation in Malang City.

3.3 The Influence of Platform Trust on Brand Switching in the Use of Online Transportation in Malang City

In the research by Wang & Xiao (2022), it is stated that platform trust encourages consumers to have brand switching intentions on a sharing apparel platform in China. Platform trust reduces the risk for consumers to try new brands and provides space for consumers to explore. Based on the statements above, the research hypothesis is formulated as follows:

H₃: Platform trust has a positive influence on brand switching in the use of online transportation in Malang City.

3.4 The Influence of Sales Promotion, Online Customer Reviews, and Platform Trust on Brand Switching in the Use of Online Transportation in Malang City

Based on previous studies, it is indicated that sales promotion, online customer reviews, and platform trust have a positive influence on brand switching (Randabunga et al., 2021; Andrew & Erdiansyah, 2021; Mafaza & Aminah, 2022; Wang & Xiao, 2022). Based on the statements above, the research hypothesis is formulated as follows:

H₄: Sales promotion, online customer reviews, and platform trust have a positive influence on brand switching in the use of online transportation in Malang City.

IV. METHODOLOGY

The model in this study involves two variables, the independent variable, and the dependent variable. The dependent variable is brand switching, while the independent variable is sales promotion, online customer reviews, and platform trust. Hence, the research model can be classified as follows.

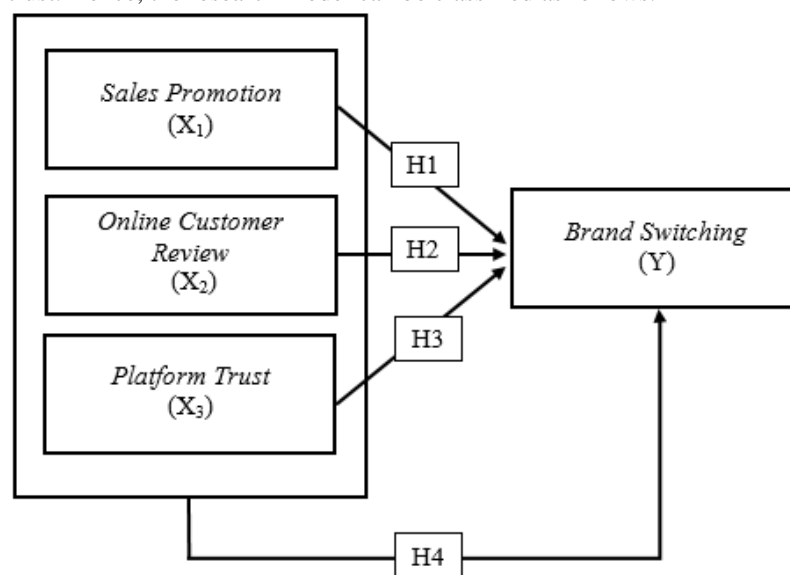


Figure 1. Research Model

The type of research used is quantitative causal research. Causal research aims to determine the cause-and-effect relationship between independent and dependent variables. The population in this study consists of users of online transportation services residing in the city of Malang, with unknown or infinite population size. The study uses the Isaac & Michael Table to determine the sample size, with an infinite population and with a 5% level of error, which is 349 respondents. The sampling technique used is non-random sampling with a purposive sampling method. The sample criteria in this study are respondents who reside in Malang, use online transportation applications, have the application installed, and use the online transportation service at least twice a month.

The data collection technique used in this research is a questionnaire. Respondents will fill out the questionnaire through a Google Form that will be distributed. The measurement scale used in this study is the Likert scale. The Likert scale consists of four options: Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA). The data collected will be analyzed using SPSS software version 20.0.

V. RESULT AND DISCUSSION

5.1 Result

Respondents Profile Data

Based on the questionnaire distribution results, the grouping of samples based on the study's criteria amounted to 349 respondents. The respondent's profile data is shown below.

Table 1. Respondents Profile Data

Characteristics	Tottal	Percentage
Gender		
Male	99	28%
Female	250	72%
Age		
15-25	280	80%
26-46	69	20%
Having and Using Online Transportation Platforms		
Yes	349	100%
No	0	0%
Using online transportation applications at least twice a month		
Yes	349	100%
No	0	0%
Online transportation applications used		
Gojek	290	42%
Grab	255	37%
Maxim	120	17%
Indriver	33	4%
Anterin	0	0%
Nujek	0	0%

Source: Processed Data (2023)

Validity Test

The validity test was used to determine the validity of each question item on the study's questionnaire. Each statement item is considered to be valid if r count r table at a 5% level of significance (Suganda & Cahyadi, 2020).

Table 2. Validity Test Result

Variable	Items	R Count	R Table	Result
Sales Promotion	X1.1	0.658	0.361	Valid
	X1.2	0.632	0.361	Valid
	X1.3	0.584	0.361	Valid
	X1.4	0.416	0.361	Valid
	X1.5	0.560	0.361	Valid
	X1.6	0.632	0.361	Valid
	X1.7	0.651	0.361	Valid
Online Customer Review	X2.1	0.839	0.361	Valid
	X2.2	0.896	0.361	Valid
	X2.3	0.536	0.361	Valid
	X2.4	0.817	0.361	Valid
	X2.5	0.879	0.361	Valid
	X2.6	0.616	0.361	Valid
	X2.7	0.673	0.361	Valid
Platform Trust	X3.1	0.556	0.361	Valid
	X3.2	0.691	0.361	Valid
	X3.3	0.540	0.361	Valid
	X3.4	0.670	0.361	Valid
	X3.5	0.681	0.361	Valid
	X3.6	0.703	0.361	Valid
	X3.7	0.720	0.361	Valid
	X3.8	0.521	0.361	Valid
	X3.9	0.771	0.361	Valid
	X3.10	0.518	0.361	Valid
Brand Switching	Y.1	0.381	0.361	Valid
	Y.2	0.449	0.361	Valid
	Y.3	0.649	0.361	Valid
	Y.4	0.703	0.361	Valid
	Y.5	0.433	0.361	Valid

Source: Processed Data (2023)

Based on Table 2, all question items have correlation coefficients (R count) \geq the table correlation value (R table), which is 0.361. Therefore, it can be concluded that all questionnaire items are considered valid.

Reliability Test

The reliability testing criteria state that if Cronbach's Alpha coefficient is \geq 0.6, the questionnaire items are considered reliable or consistent in measuring the variables.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Result
Sales Promotion	0.740	Reliable
Online Customer Review	0.785	Reliable
Platform Trust	0.758	Reliable
Brand Switching	0.687	Reliable

Source: Processed Data (2023)

Based on table 3, it is known that each dependent (X) and independent (Y) variable has a Cronbach's Alpha value \geq 0.6. So it can be declared reliable.

Normality Test

The purpose of normality testing is to determine whether the disturbance variables in a regression model are normally distributed or approximately normal. A good regression model has normal or approximately normal data distribution with a significance value $>$ 0.05.

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		349
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3,21045002
Most Extreme Differences	Absolute	,039
	Positive	,028
	Negative	-,039
Kolmogorov-Smirnov Z		,736
Asymp. Sig. (2-tailed)		,651

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Data (2023)

Based on table 4, it can be seen that the probability value p (0.651) \geq 0.05 means that the normality assumption is fulfilled or the data is normally distributed.

Multicollinearity Test

Multicollinearity testing is conducted to determine whether there is a strong correlation or relationship among independent variables in a regression model. If the tolerance value is \geq 0.10 or the Variance Inflation Factor (VIF) value is \leq 10, it indicates the absence of multicollinearity.

Table 5. Multicollinearity Test Result

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sales Promotion	,633	1,580
	Online Customer Review	,724	1,381
	Platform Trust	,646	1,547

a. Dependent Variable: Brand Switching

Source: Processed Data (2023)

Based on Table 5, it is observed that the independent variables sales promotion (X1), online customer reviews (X2), and platform trust (X3), have tolerance values \geq 0.10 and VIF values \leq 10. Therefore, it can be concluded that there is no multicollinearity issue among the independent variables in this study.

Autocorrelation Test

The autocorrelation test aims to determine whether there is any disturbance error in the previous period t-1. The Durbin Watson (DW) test is used for autocorrelation testing.

Table 6. Autocorrelation Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,161 ^a	,026	,018	3,224	1,854

a. Predictors: (Constant), Platform Trust, Online Customer Review, Sales Promotion
 b. Dependent Variable: Brand Switching

Source: Processed Data (2023)

Based on Table 6, the DW value obtained is 1.854. This value will be compared with the significance table value at a 5% level, with a sample size (N) of 349 and 3 independent variables (k = 3). Using the formula, we obtain the values of dL = 1.81315 and dU = 1.83613. Additionally, the autocorrelation calculation using the formula 4-dU = 4-1.83613 = 2.16387. Based on the comparison, the DW value is larger than dU and smaller than 4-dU, that is dU < DW < 4-dU = 1.83613 < 1.854 < 2.16387. From the Durbin-Watson test results, it can be concluded that there is no autocorrelation.

Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is an inequality of variances between residuals from one observation to another in the regression analysis. Heteroscedasticity testing in this study is detected using Spearman's Test method.

Table 7. Heteroscedasticity Test Result

Correlations

			Unstandardized Residual	Sales Promotion	Online Customer Review	Platform Trust
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1,000	,045	,011	,037
		Sig. (2-tailed)		,400	,836	,491
		N	350	350	350	350
Sales Promotion		Correlation Coefficient	,045	1,000	,472**	,543**
		Sig. (2-tailed)	,400		,000	,000
		N	350	350	350	350
Online Customer Review		Correlation Coefficient	,011	,472**	1,000	,469**
		Sig. (2-tailed)	,836	,000		,000
		N	350	350	350	350
Platform Trust		Correlation Coefficient	,037	,543**	,469**	1,000
		Sig. (2-tailed)	,491	,000	,000	
		N	350	350	350	350

** Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data (2023)

Based on Table 7, the Sig. (2-tailed) results for sales promotion (X1) is 0.400, online customer reviews (X2) is 0.836, and platform trust (X3) is 0.491. The significance values are greater than 0.05, indicating that there is no heteroscedasticity issue in the regression model.

Multiple Linear Regression

Multiple Linear Regression analysis is conducted to determine the influence of variables X1, X2, and X3 on Y.

Table 8. Multiple Linear Regression Coefficient Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,425	,253		41,183	,000
	Sales Promotion	,119	,010	,556	11,414	,000
	OCR	,072	,009	,358	7,825	,000
	Platform Trust	-,045	,008	-,272	-5,661	,000

a. Dependent Variable: Brand Switching

Source: Processed Data (2023)

$$Y = 10,425 + 0,119 X_1 + 0,072 X_2 - 0,045 X_3$$

Keterangan:

Y = Brand Switching

α = Constanta

- X_1 = Sales Promotion
- X_2 = Online Customer Reviews
- X_3 = Platform Trust

Based on Table 8, the coefficient for the sales promotion variable (0.119) and online customer reviews variable (0.072) indicate a positive relationship with brand switching. On the other hand the coefficient for the platform trust variable (-0.045) is negative, indicating a relationship but in the opposite direction to brand switching. This implies that the sales promotion variable has the highest influence among the other variables. Therefore, it can be interpreted that the provision of sales promotion by online transportation platforms can enhance consumer brand switching behavior.

Hypothesis Testing

1. The F Test

The testing criteria state that if the F-test statistic \geq F-table or the probability \leq the level of significance (a), then there is a significant simultaneous effect.

Table 9. F Test Result

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,163	3	21,721	93,238	,000 ^b
	Residual	80,372	345	,233		
	Total	145,536	348			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Platform Trust, OCR, Sales Promotion

Source: Processed Data (2023)

Based on Table 9, the calculated F-test statistic is 93.238 with a probability of 0.000. The calculated F-test statistic of $93.238 \geq$ the F-table value of 2.638 or a probability of $0.000 \leq$ the significance level of 0.05. Therefore, it can be concluded that there is a significant effect of sales promotion, online customer reviews, and platform trust on brand switching in the use of online transportation.

2. The T Test

The testing criteria state that if $|t\text{-test statistic}| \geq t\text{-table}$ or the probability \leq the significance level (a), then there is a significant partial effect.

Table 10. T Test Result

Independennt Variable	Dependent Variable	T Statistics	Probability
(Constanta)	Brand switching	41,183	0,000
Sales Promotion	Brand Switching	11,414	0,000
Online Customer Review	Brand Switching	7,825	0,000
Platform Trust	Brand Switching	-5,661	0,000

Source: Processed Data (2023)

Based on Table 10, the test results show that the T-statistics $>$ T-table value (1.969) and the probability of $0.000 <$ the significance level ($\alpha = 0.05$). This indicates that there is a significant individual effect of sales promotion, online customer reviews, and platform trust on brand switching in the use of online transportation.

3. The Coefficient of Determination Test

The coefficient of determination (R^2) testing is used to measure the extent to which dependent variables can explain the variation. The estimation of the coefficient of determination can be obtained using the adjusted R-squared value.

Table 11. Coefficient of Determination Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,669 ^a	,448	,443	,48266

a. Predictors: (Constant), Platform Trust, OCR, Sales Promotion

b. Dependent Variable: Brand Switching

Source: Processed Data (2023)

Based on Table 23, the resulting coefficient of determination is the adjusted R-squared value of 0.443 (44.3%). This indicates that the variables sales promotion (X_1), online customer reviews (X_2), and platform trust (X_3) collectively explain 44.3% of the variation in the brand switching variable (Y). The remaining portion

(100% - 44.3% = 55.7%) is explained by other variables that are not included in this study.

5.2 Discussion

The results of this study indicate that the variables sales promotion and online customer reviews have a significant influence on brand switching in the use of online transportation platforms, while platform trust does not have an impact on brand switching. The result for the sales promotion variable (X1) is 0.119, which means that there is a significant influence on brand switching. This can be attributed to the fact that every online transportation platform offers promotions to consumers, with the possibility of providing greater and more attractive promotions. Therefore, consumers will choose and use the online transportation platform that offers promotions that suit their needs.

The result for the online customer reviews variable (X2) is 0.072, which indicates a significant influence on brand switching, although it has a small effect. This can be attributed to the fact that every online transportation platform has reviews provided by consumers. These reviews are used by potential users and current consumers of the platform. Potential users rely on online customer reviews to assess positive and negative feedback from other consumers who have used the platform. This serves as a consideration in their decision-making process. On the other hand, consumers who have used the platform provide their reviews, either positive or negative, as a reflection of their satisfaction. Satisfied consumers will provide positive reviews, while dissatisfied consumers will give negative reviews and may not recommend using the platform. Based on the responses from the survey, the majority of respondents (42%) use the Gojek app, followed by Grab (32%) and Maxim (14%). The reviews given by customers through the Google Play Store for these three apps have similarly high ratings. The rating for the Gojek app is 4.6, while Grab and Maxim have ratings of 4.8. This indicates that each online transportation platform receives predominantly positive reviews and that consumers are satisfied with the platform.

The result for the platform trust variable (X3) is -0.045, which means that there is an opposite effect on brand switching. This can be attributed to the fact that every online transportation platform provides good service quality, security measures, and reliability. Each platform strives to offer the best and most satisfying applications, services, and protection for consumers. Therefore, the indicators of platform trust are industry standards that are met by every company and are no longer a competitive advantage for online transportation platforms.

Based on the explanation above, it can be concluded that these three variables do not strongly influence customer loyalty in using online transportation platforms. This may be because each platform has its own sales promotions, high ratings for online customer reviews, and adheres to the same industry standards in the online transportation field. The calculations for the variables sales promotion (X1), online customer reviews (X2), and platform trust (X3) only account for 44.3% of the influence on brand switching (Y), while the remaining impact comes from other variables or factors.

VI. CONCLUSIONS

Based on the data collection results, 349 respondents met the research criteria. The data analysis in this study reveals that sales promotion and online customer reviews have a positive and significant influence on brand switching. However, platform trust has the opposite effect on brand switching. Therefore, consumers will consider the promotions offered by companies, and the platform reviews, and choose a platform that functions well and provides high security.

VII. LIMITATION

The limitation of the study is the calculations for the independent variables sales promotion (X1), online customer reviews (X2), and platform trust (X3) only account for 44.3% of the influence on brand switching (Y), while the remaining impact comes from other variables or factors. Thus, there are still 55.7% of variables or other factors that are not explained in this study, such as customer satisfaction, customer loyalty, and others. Additionally, the scope of the study is limited to online transportation only and within the area of Malang City.

VIII. RECOMMENDATIONS

For future researchers, it is hoped that they can expand the scope of the research to make the findings more comprehensive. They can consider adding or replacing other variables that may influence brand switching.

For companies operating in the online transportation industry, it is recommended to build and enhance promotional activities, as well as maintain positive customer reviews to provide a satisfying platform for users.

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