

## The Influence of Marketing Mix and Trust on Smartphone Brand Switching

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### Abstract

Brand switching is a familiar thing in our daily lives. This study aims to analyze how products can affect smartphone brand switching for teenagers in Medan City and also to analyze how prices can affect smartphone brand switching for teenagers in Medan City and to analyze how promotions can affect smartphone brand switching for teenagers in Medan City and to analyze how brand trust can affect smartphone brand switching among teenagers in Medan City and to find out whether there is an influence of Marketing Mix (Product, Price and Promotion) and also brand trust on brand switching by consumers so that companies can take steps to avoid brand switching by consumers. The method used in this research is descriptive qualitative method with interviews and Focus Group Discussions (FGD) and also quantitative method by distributing questionnaires. The results of this study are that the marketing mix (product, price and promotion) affects smartphone brand switching by teenagers in Medan City, and also teenagers' brand trust in smartphone brands affects smartphone brand switching by teenagers in Medan City. The output of this research will be international journals and national journals

### Keywords

Marketing mix, Brand trust, Brand switching, Social media, E-commerce

## 1. Introduction

Brand switching is a familiar thing in our daily lives. When we are not satisfied using a certain brand of product, we will replace it with another brand that is more satisfying. Brand switching

behavior carried out by a consumer can reflect the efforts made by consumers in making changes from the usual brand of products consumed with other similar brand products. The level of brand switching also shows the extent to which a brand has customers who are loyal to the products offered. Brand switching is characterized by significant differences between brands that are able to guarantee satisfaction to customers so that customer efforts to find brands or products that match their expectations are unlikely to be made again (Mudambi et al., 1997).

In the present era of globalization, the digital world has become a familiar domain. This space is extensively employed by businesses to harness the internet's potential in swiftly and easily promoting their products, making them readily accessible to the public. Concurrently, the utilization of digital educational platforms is surging. The rapid progression of online businesses in Indonesia indicates the growing recognition of information technology in this globalized era (Garnaut, 2015). The proliferation of online businesses, or e-commerce, in Indonesia is closely tied to internet development. The convenience of internet access through Wi-Fi or various gadget devices simplifies information retrieval on desired products or services. This convenience is further enhanced by e-commerce companies' robust promotional efforts, providing diverse incentives to facilitate public access.

The emergence of the internet as a medium for online information dissemination offers substantial benefits across various life domains, including communication and business development (Lu et al, 2018). The consistent growth of internet usage holds the potential to significantly ease business activities, especially for small businesses in Indonesia. The internet's ubiquity in society is undeniable, providing multifaceted conveniences, particularly in business operations. Through the internet, information can be accessed from anywhere at minimal cost. A plethora of information and news is available online, opening doors for business opportunities. In the business realm, effective marketing is paramount, and the internet facilitates online marketing through tools such as e-commerce.

E-commerce, a business activity conducted through internet platforms, has seen remarkable growth. This expansion is evident in the increasing number of e-commerce users annually. It's worth noting that alongside the development of information systems, a subset of e-commerce known as E-Commerce emerged. This accessible system facilitates sales and purchases online, transforming people's shopping habits by utilizing websites or applications to fulfill their needs. E-Commerce encompasses various forms of online business. While its most apparent form involves selling products to consumers online, any electronically conducted business falls under the realm of E-commerce. In essence, E-commerce entails establishing, managing, and expanding commercial relationships online (Irawan et al., 2017; Sari & Andriasari, 2023; Trulline, 2021). To maximize the potential of e-commerce, it is essential to optimize marketing efforts within its framework.

Various types of brands offered by companies in order to increase consumer desires provide wider opportunities for consumers to try products and brands offered by consumers. The existence of various types of brands provides support for consumer efforts to get the maximum benefit from the products offered by the company. The variety of products and brands has resulted in consumers more or less having the desire to switch to another brand. Consumers in this case do not know much about the existing product categories, so that the products used are the best products and in accordance with expectations.

Brand switching by consumers always gets the attention of companies in an effort to maximize the amount of revenue and business development efforts that will be carried out in the face of increasingly fierce business competition. Increasingly fierce competition will directly lead to a variety of products, both goods and services offered in various brands by the company. This condition is a consideration for consumers to get products that really match their expectations and increase consumers' desire to try these products in various brands. From this background, researchers are interested in examining how the influence of the marketing mix (product, price and promotion) and also the influence of trust on smartphone brand switching among people in Medan City. Therefore, the researcher made the title of this research, namely Analysis of the Effect of Marketing Mix and Trust on Smartphone Brand Switching among Teenagers in Medan City.

## **2. Research Methods**

This research uses descriptive methods with qualitative and quantitative approaches. This research is used to build knowledge through discovery and understanding of the surrounding environment and the tested environment. The descriptive method is used to find out whether the marketing mix including price, product, and promotion and trust affect smartphone brand switching that occurs in teenagers in Medan City, and also to find out the steps taken so that consumers do not switch brands. Qualitative approaches and quantitative approaches are used to obtain deeper information related to the phenomenon so that a more comprehensive explanation is obtained.

This research was conducted in Medan City because Medan City is very prospective and also Medan City is a Metropolitan City. Where many styles are seen, especially teenagers who always follow the latest developments, there is no exception to the use of smartphones, which usually want to be replaced with the latest product every time there is the latest fashion

There are two types of data in this research, namely primary data and secondary data. Primary data collection was carried out by in-depth interviews and also through distributing questionnaires to obtain quantitative data from this study and also Focus Group Discussions (FGDs), while secondary data collection was obtained through library materials and documents. Focus Group Discussion is conducted by inviting a number of people (informants) who have made smartphie purchases by switching brands due to certain things. In-depth interviews were conducted by interviewing informants and also questionnaires were distributed to research respondents in order to get answers from research respondents who aimed to answer the problem formulation of this study.

Analysis was carried out simultaneously with the data collection process (on going analysis). This qualitative analysis was carried out following a process including data reduction, data presentation and drawing conclusions based on the reduction and presentation of data that had been done previously. Data reduction is done to classify, discard unnecessary data, and organize data in such a way that conclusions can finally be drawn and verified. Data presentation is carried out to develop a description of structured information from data that has been reduced in order to then draw conclusions and take action. Furthermore, after the data is developed, conclusions will be obtained from the research that has been carried out.

This research also uses qualitative analysis, where the answers of the research respondents will be entered into SPSS to see their answers whether they are reliable or otherwise which will then be described from the answers that have been obtained.

### 3. Results

Medan is the capital city of North Sumatra province, Indonesia. It is the third largest city in Indonesia after Jakarta and Surabaya and the largest city outside Java. Medan is a very important trade, industrial and business city in Indonesia. In 2020, Medan city has a population of 2,435,252 people, and a population density of 9,522.22 people/km<sup>2</sup>. The author presents the results of data collection obtained using the interview method to informants and also distributing questionnaires to research respondents. Informants and respondents are appointed as data sources that are able to provide relevant information about the object under study according to the needs and objectives of the researcher so as to achieve the objectives of this study. Researchers made direct observations to research respondents, namely teenagers who had switched smartphone brands.

**Table 1.** Validity Test of Product (X1)

No	Statement	r-count	r-table	Description
1	I bought a brand X smartphone because of its good program	0.732	0.196	Valid
2	I bought smartphone X because it is suitable for my needs smartphone X provides comfort for me when used	0.722	0.196	Valid
3	smartphone X gives me comfort when I use it	0.666	0.196	Valid
4	smartphone X quality is guaranteed	0.720	0.196	Valid
5	Smartphone X is not easily damaged	0.709	0.196	Valid
6	the fashion options of the X smartphone are very innovative	0.669	0.196	Valid
7	Smartphone X display catches the eye	0.273	0.196	Valid
8	Smartphone X has many attractive promotions	0.712	0.196	Valid

The validity test is one of the instruments used to determine whether a research instrument is valid or not. To determine the validity of each statement, it can be seen through the r-count and r-table columns at a significant value of 0.05 with a free degree  $df = n - 2 = 100 - 2 = 98$  on a two-way test of 0.198. The results of the validity test on the Product variable (X1) use r-table = 0.196 which was distributed to 100 respondents. All statements on this variable are said to be valid if r-count > 0.196. Table 1 presents the results of the variable validity test for the product variable (X1). Based on Table 1, it is known that all statement items on the Product variable (X1) have an r-count value score exceeding the value of 0.196. Referring to these results, the 8 statements contained in the Product variable (X1) are valid so that they are suitable to be used as instruments for measuring variables in this study.

The results of the validity test on the Price variable (X2) use r-table = 0.196 which was distributed to 100 respondents. All statements on this variable are said to be valid if r-count > 0.196. Table 2 presents the results of the variable validity test for the price variable (X2).

**Table 2.** Validity Test of Price (X2)

No	Statement	r-count	r-table	Description
1	The price offered by smartphone X is affordable for consumers	0.671	0.196	Valid
2	The prices offered by X smartphones are always cheaper than other smartphones	0.686	0.196	Valid
3	The price of smartphone X is in line with the quality of the product	0.682	0.196	Valid
4	The price of smartphones X varies according to the type of product	0.722	0.196	Valid
5	The price of smartphone X is relatively cheap with the quality of the product it has	0.684	0.196	Valid
6	The benefits provided by smartphone X are in line with the price offered	0.500	0.196	Valid
7	The price of smartphone X is in accordance with the benefits and value obtained by consumers of smartphone X	0.371	0.196	Valid
8	The price offered by smartphone X can compete with other products	0.341	0.196	Valid
9	The price offered by smartphone X is more competitive compared to other smartphone products	0.229	0.196	Valid

Based on Table 2, it is known that all statement items on the Price variable (X2) have an r-count value score exceeding the value of 0.196. Referring to these results, the 9 statements contained in the Price variable (X2) are valid so that they are suitable for use as instruments for measuring variables in this study.

**Table 3.** Validity Test of Price (X3)

No	Statement	r-count	r-table	Description
1	I always get satisfactory results on X smartphone products	0.706	0.196	Valid
2	I will make a purchase again, when the smartphone X order matches my expectations	0.576	0.196	Valid
3	I will compare X smartphone product with other smartphones before making a purchase.	0.693	0.196	Valid
4	I trust X smartphone product more than any other smartphone product.	0.708	0.196	Valid
5	I trust the products of smartphone X	0.725	0.196	Valid
6	I believe the seller of smartphone X provides products according to my expectations	0.621	0.196	Valid
7	I can trust smartphone X so I am not averse to buying products from smartphone X.	0.597	0.196	Valid
8	I believe in smartphone X and thus become loyal	0.590	0.196	Valid

The results of the validity test on the Promotion variable (X3) use r-table = 0.196 which was distributed to 100 respondents. All statements on this variable are said to be valid if r-count > 0.196. Table 3 presents the results of the variable validity test for the promotion variable (X3). Based on Table 3, it is known that all statement items on the Promotion variable (X3) have an r-count value score exceeding the value of 0.196. Referring to these results, the 12 statements contained in the Promotion variable (X3) are valid so that they are suitable to be used as instruments for measuring variables in this study.

The results of the validity test on the Brand Trust variable (X4) use  $r\text{-table} = 0.196$  which was distributed to 100 respondents. All statements on this variable are said to be valid if  $r\text{-count} > 0.196$ . Table 4 presents the results of the variable validity test for the brand trust variable (X4). Based on Table 4, it is known that all statement items on the Brand Trust variable (X4) have an  $r\text{-count}$  value score exceeding the value of 0.196. Referring to these results, the 12 statements contained in the Brand Trust variable (X4) are valid so that they are suitable to be used as instruments for measuring variables in this study.

**Table 4.** Validity Test of Brand Trust (X4)

No	Statement	r-count	r-table	Description
1	I always get satisfactory results on X smartphone products	0.706	0.196	Valid
2	I will make a purchase again, when the smartphone X order matches my expectations	0.576	0.196	Valid
3	I will compare X smartphone product with other smartphones before making a purchase.	0.693	0.196	Valid
4	I trust X smartphone product more than any other smartphone product.	0.708	0.196	Valid
5	I trust the products of smartphone X	0.725	0.196	Valid
6	I believe the seller of smartphone X provides products according to my expectations	0.621	0.196	Valid
7	I can trust smartphone X so I am not averse to buying products from smartphone X.	0.597	0.196	Valid
8	I believe in smartphone X and thus become loyal	0.590	0.196	Valid

The results of the validity test on the Brand Switching variable (Y) use  $r\text{-table} = 0.196$  which was distributed to 100 respondents. All statements on this variable are said to be valid if  $r\text{-count} > 0.196$ . Table 5 presents the results of the variable validity test for the Brand Switching variable (Y). Based on Table 5, it is known that all statement items on the Brand Switching variable (Y) have an  $r\text{-count}$  value score exceeding the value of 0.196. Referring to these results, the 6 statements contained in the Brand Switching variable (Y) are valid so that they are suitable to be used as instruments for measuring variables in this study.

**Table 5.** Validity Test of Brand Switching (Y)

No	Statement	r-count	r-table	Description
1	I was not satisfied with smartphone product Y so I switched to smartphone product X	0.787	0.196	Valid
2	The capabilities of smartphone product Y do not make me confident that I will own it again	0.781	0.196	Valid
3	The price of smartphone X is cheaper than smartphone Y	0.786	0.196	Valid
4	The price of smartphone Y is too expensive and does not match the features it has	0.816	0.196	Valid
5	I bought smartphone X only because I wanted to change the variety of smartphones	0.820	0.196	Valid
6	I like to use smartphone products that are always different so I don't get bored.	0.657	0.196	Valid

The results of the reliability test for the variables Product (X1), Price (X2), Promotion (X3), Brand Trust (X4), and Brand Switching (Y) in this study were tested using the Statistical Software

program. The reliability test results will be presented in the table below. The reliability test is used to determine whether the answers given by respondents can be trusted or reliable using reliability analysis through the Cronbach alpha method, where an instrument is said to be reliable (reliable) if it has an alpha of more than 0.6 or more.

**Table 6.** Product Reliability Tests (X1)

No	Variable	Cronbach's Alpha	N of Items	Description
1	Product Reliability (X1)	.811	8	Reliable
2	Price (X2)	.726	9	Reliable
3	Promotion (X3)	.895	12	Reliable
4	Brand Trust (X4)	.808	8	Reliable
5	Brand Switching (Y)	.867	6	Reliable

Based on Table 6, the reliability coefficient on the Product variable (X1) is 0.811. This means that variable X1 has a reliability coefficient value greater than 0.6. Thus, all statements in the Product variable can be trusted and reliable used in research. The reliability test is used to determine whether the answers given by respondents can be trusted or reliable using reliability analysis through the Cronbach alpha method, where an instrument is said to be reliable (reliable) if it has an alpha of more than 0.6 or more. The reliability coefficient on the Price variable (X2) is 0.726. This means that the X2 variable has a reliability coefficient value greater than 0.6. Thus, all statements in the Price variable can be trusted and reliable to use in research. Moreover, the reliability coefficient on the Promotion variable (X3) is 0.895. This means that variable X3 has a reliability coefficient value greater than 0.6. Thus, all statements in the Promotion variable can be trusted and reliable to use in research.

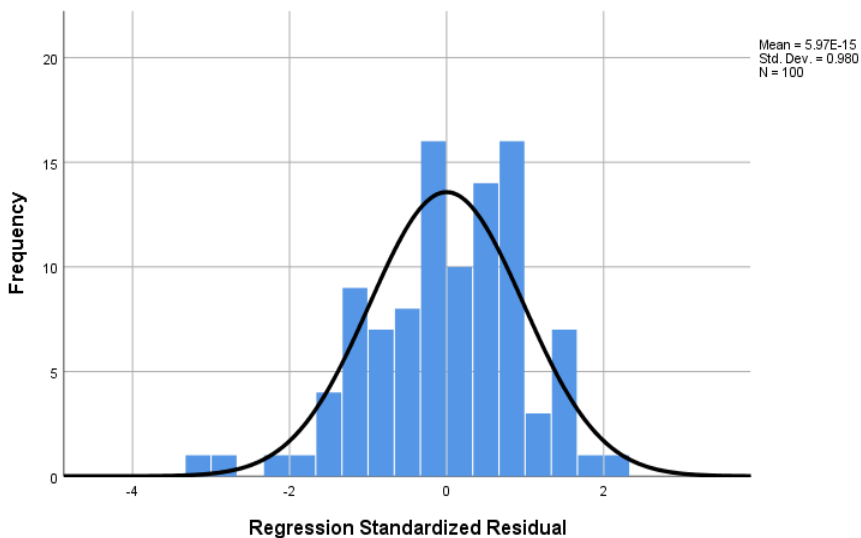
The reliability coefficient on the Brand Trust variable (X4) is 0.808. This means that variable X4 has a reliability coefficient value greater than 0.6. Thus, all statements in the Brand Trust variable can be trusted and reliable to be used in research. Lastly, the reliability coefficient on the Brand Switching variable (Y) is 0.867. This means that variable Y has a reliability coefficient value greater than 0.6. Thus, all statements in the Brand Switching variable can be trusted and reliable to use in research.

**Table 7.** Kolmogorov-Smirnov Test Result (KS)

<b>One-Sample Kolmogorov-Smirnov Test</b>		<i>Unstandardized Residual</i>
<i>N</i>		100
Normal Parameters <sup>a,b</sup>	Mean	.000000
	Std. Deviation	.74332635
Most Extreme Differences	Absolute	.075
	Positive	.036
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.186 <sup>c</sup>
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		

The Kolmogorov-Smirnov (KS) test is conducted to determine whether the distribution of a data is normal. Whether the data distribution is normal or not can be seen from the significant value obtained, if  $\text{sig} > 0.05$  then the data can be said to be normally distributed, whereas if the sig value obtained  $< 0.05$  then the data distribution is not normal. The following are the Kolmogorov-Smirnov test results obtained in this study (Table 7).

Based on Table 11, the value obtained through the Kolmogorov-Smirnov test was found to be 0.186. Based on the provisions, this value exceeds the specified limit value to be able to say that the data is normally distributed, namely 0.05. So it can be said that the data obtained in this study is normally distributed and fulfills the assumptions of the normality test. The histogram graph test is carried out to observe whether the data is normally distributed. Data distribution can be confirmed normal if the histogram graph displayed is bell-shaped (Figure 1).



**Figure 1.** Histogram Chart

Based on Figure 1, it can be seen that the data is normally distributed which can be observed through the histogram graph which is bell-shaped and not too leaning to the left side or to the right side significantly. Generally, histogram graph data can be said to be normal because the data spreads around the diagonal line and also follows the direction of the diagonal line or histogram graph.

Based on the results of data processing that has been carried out, the research P-Plot presented in Figure 2, it is known that the data distribution points follow and approach the diagonal line. It can be concluded that the Probability Plot or P-Plot data conducted in this study is normally distributed.

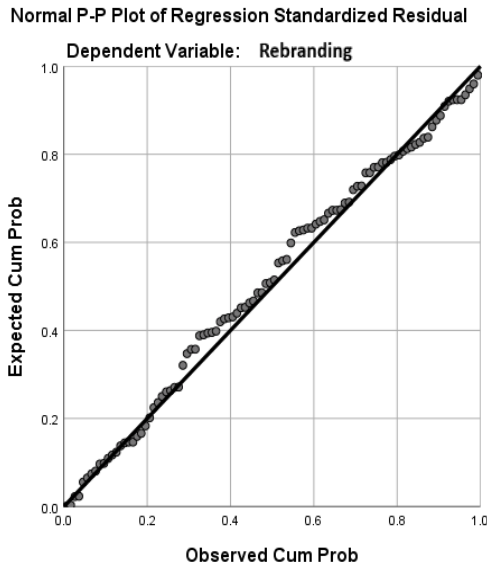


Figure 2. P-Plot Graphs

The multicollinearity test is used to determine whether there is an intercorrelation (strong relationship) between the independent variables. A good regression model is characterized by no intercorrelation between independent variables (no multicollinearity symptoms). One of the most commonly used ways to determine the presence or absence of multicollinearity symptoms is to use the Tolerance and VIF (Variance Inflation Factor) methods. A data is said to be free from multicollinearity symptoms if the Tolerance value is greater than  $> 0.10$  and if the VIF value is smaller than  $< 10.00$ . The following are the results of the multicollinearity test in this study (Table 8).

Table 8. Multicollinearity Test Results

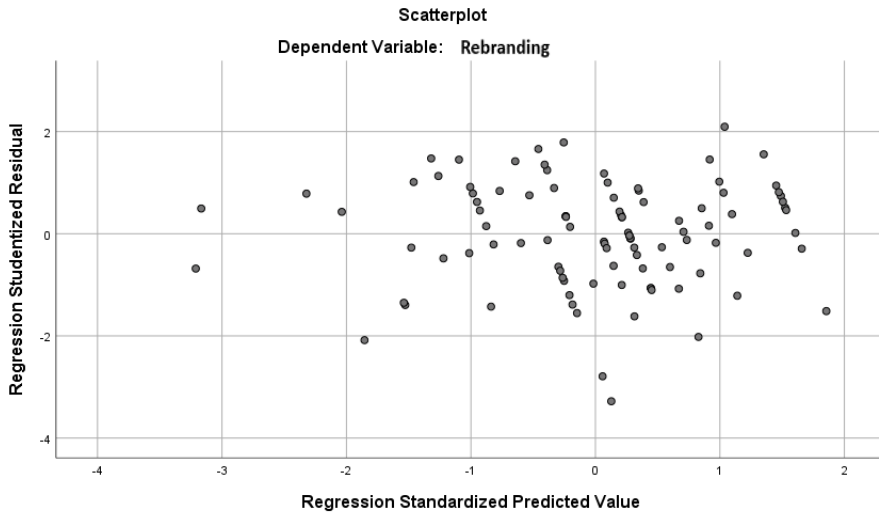
Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	-6.090	.603		-10.100	.000		
Produk	.338	.048	.365	7.099	.000	.107	9.335
Harga	.096	.038	.096	2.530	.013	.198	5.056
Promosi	.257	.027	.443	9.519	.000	.131	7.630
Kepercayaan Merek	.110	.037	.119	3.010	.003	.182	5.508

a. Dependent Variable: Brand Switching

Based on Table 8, it can be seen that the Tolerance value for the sales promotion and pricing variables is 0.107; 0.198; 0.131; and 0.182 which means greater than  $> 0.10$  and the VIF value is 9.335, 5.056; 7.630; and 5.508 which means smaller than  $< 10.00$ . In this result, it can be

concluded that there are no multicollinearity symptoms and the regression model is said to be feasible and can be used for regression equations.

A good regression model is that no heteroscedasticity symptoms occur. The occurrence of heteroscedasticity symptoms in a regression model will cause doubt in the results of the regression analysis performed. The occurrence of heteroscedasticity symptoms can be seen through the scatterplot graph. The spread of data points should not form a certain pattern and only spread in certain areas.



**Figure 3.** Heteroscedaticity Test Results

Based on Figure 3, it can be seen that the data points spread thoroughly and do not form a certain pattern. The data points also spread above and below zero so that it can be seen that the data is spread randomly. This shows that there are no symptoms of heteroscedasticity in the regression model in this study.

**Table 9.** Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.090	.603		-10.100	.000
	Product	.338	.048	.365	7.099	.000
	Price	.096	.038	.096	2.530	.013
	Promotion	.257	.027	.443	9.519	.000
	Brand Trust	.110	.037	.119	3.010	.003

*a. Dependent Variable: Brand Switching*

The results of the classical assumption test that has been carried out show that the regression model in this study is suitable for use because it is free from data normality problems, does not show symptoms of multicollinearity, and does not show symptoms of heteroscedasticity. This

multiple linear regression analysis aims to test the effect of independent variables, namely Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) on the dependent variable Brand Switching (Y). The results of multiple linear regression analysis tests in this study will be presented as in Table 9.

Based on the regression test results in Table 9, the multiple linear regression analysis model used in this study can be formulated as:

$$Y = -6.090 + 0.338X1 + 0.096X2 + 0.257X3 + 0.110X4$$

The multiple linear regression equation attached above can be explained that the constant coefficient amounts to -6.090, the meaning is that if the Independent variables, namely Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) are 0 (zero), then the value of Brand Switching (Y) is -6.090. Moreover, the Product regression coefficient (X1) is 0.338, meaning that every increase in the value of X1 by 1 unit, the Brand Switching variable (Y) will increase by 0.338. The coefficient has a positive value, meaning that there is a positive relationship between the Product variable (X1) and the Brand Switching variable (Y). The higher the value of the X1 variable, the higher the Y value will be.

The Price (X2) regression coefficient is 0.096, meaning that every increase in the X2 value by 1 unit, the Brand Switching variable (Y) will increase by 0.096. The coefficient has a positive value, meaning that there is a relationship between the Price variable (X2) and the Brand Switching variable (Y). The lower the value in the X2 variable, the lower the Y value will be. The Promotion (X3) regression coefficient is 0.257, meaning that every increase in the X3 value by 1 unit, the Brand Switching variable (Y) will increase by 0.257. The coefficient has a positive value, meaning that there is a positive relationship between the Promotion variable (X3) and the Brand Switching variable (Y). The higher the value of the X3 variable, the higher the Y value will be.

The regression coefficient of Brand Trust (X4) is 0.110, meaning that every increase in the value of X4 by 1 unit, the Brand Switching variable (Y) will increase by 0.080. The coefficient has a positive value, meaning that there is a positive relationship between the Brand Trust variable (X4) and the Brand Switching variable (Y). The higher the value of the X4 variable, the higher the Y value will be. The regression coefficient of Product (X1) is 0.338, meaning that every increase in the value of X1 by 1 unit, the Brand Switching variable (Y) will increase by 0.338. The coefficient has a positive value, meaning that there is a positive relationship between the Product variable (X1) and the Brand Switching variable (Y). The higher the value of the X1 variable, the higher the Y value will be.

The Price (X2) regression coefficient is 0.096, meaning that every increase in the X2 value by 1 unit, the Brand Switching variable (Y) will increase by 0.096. The coefficient has a positive value, meaning that there is a relationship between the Price variable (X2) and the Brand Switching variable (Y). The lower the value in the X2 variable, the lower the Y value will be. The Promotion (X3) regression coefficient is 0.257, meaning that every increase in the X3 value by 1 unit, the Brand Switching variable (Y) will increase by 0.257. The coefficient has a positive value, meaning that there is a positive relationship between the Promotion variable (X3) and the Brand Switching variable (Y). The higher the value of the X3 variable, the higher the Y value

will be. Finally, the regression coefficient of Brand Trust (X4) is 0.110, meaning that every increase in the value of X4 by 1 unit, the Brand Switching variable (Y) will increase by 0.080. The coefficient has a positive value, meaning that there is a positive relationship between the Brand Trust variable (X4) and the Brand Switching variable (Y). The higher the value of the X4 variable, the higher the Y value will be.

Hypotheses can be considered as provisional answers, as they are founded on assumptions and theories. To ascertain the accuracy of a hypothesis, preliminary testing is necessary. This study will employ partial testing (T-test) and simultaneous testing (F-test) to validate the hypotheses in this research.

**Table 10.** Partial Significance Test Results (T Test)

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.090	.603		-10.100	.000
	Product	.338	.048	.365	7.099	.000
	Price	.096	.038	.096	2.530	.013
	Promotion	.257	.027	.443	9.519	.000
	Brand Trust	.110	.037	.119	3.010	.003

*a. Dependent Variable: Brand Switching*

The T test is used to determine the effect of the Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) variables partially on the Brand Switching variable (Y) whether it has a significant effect or not. The level of significance used is 5% or 0.05 (two tailed test) with a degree of freedom  $df = n - k = 100 - 3 = 97$ , so a table value of 1.984 can be obtained. The results of the partial significance test (T test) are as in Table 10.

Based on the T test results in Table 10, it can be concluded that in the Product variable (X1) on Brand Switching (Y), the t-count value is  $7.099 > 1.984$  with a significance level of  $0.000 < 0.05$  and has a regression coefficient value of 0.338. This shows that the Product variable has a positive and significant effect on the Brand Switching variable (Y). In the Price variable (X2) on Brand Switching (Y), the t-count value is  $2.530 > 1.984$  with a significance level of  $0.013 < 0.05$  and has a regression coefficient value of 0.096. This shows that the Price variable has a positive and significant effect on the Brand Switching variable (Y).

In the Promotion variable (X3) on Brand Switching (Y), the t-count value is  $9.519 > 1.984$  with a significance level of  $0.000 < 0.05$  and has a regression coefficient value of 0.257. This shows that the Promotion variable has a positive and significant effect on the Brand Switching variable (Y). In the Brand Trust variable on Brand Switching (Y), the t-count value is  $3.010 > 1.984$  with a significance level of  $0.003 < 0.05$  and has a regression coefficient value of 0.038. This shows that the Brand Trust variable has a positive and significant effect on the Brand Switching variable (Y).

Furthermore, in the Price variable (X2) on Brand Switching (Y), the t-count value is  $2.530 > 1.984$  with a significance level of  $0.013 < 0.05$  and has a regression coefficient value of 0.096. This shows that the Price variable has a positive and significant effect on the Brand Switching variable (Y). In the Promotion variable (X3) on Brand Switching (Y), the t-count value is  $9.519$

< 1.984 with a significance level of  $0.000 < 0.05$  and has a regression coefficient value of 0.257. This shows that the Promotion variable has a positive and significant effect on the Brand Switching variable (Y). Lastly, in the Brand Trust variable on Brand Switching (Y), the t-count value is  $3.010 < 1.984$  with a significance level of  $0.003 < 0.05$  and has a regression coefficient value of 0.038. This shows that the Brand Trust variable has a positive and significant effect on the Brand Switching variable (Y).

Simultaneous test (F test) is conducted to see whether the independent variables, namely Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) have an overall or joint effect on the dependent variable, namely Brand Switching (Y). Decision making on the F test is based on several criteria, namely :

1. If  $F\text{-count} > F\text{-table}$  then the independent variable (X) affects the dependent variable (Y), then  $H_0$  is rejected. Conversely, the null hypothesis ( $H_0$ ) is accepted.
2. If the significance (sig.)  $< 0.05$  then  $H_0$  is rejected or significant. Otherwise  $H_0$  is accepted.
3. With a significance level of 5% or 0.05.  
In determining the F-table value, it is based on several provisions, namely :
  1. Numerator Degree =  $k - 1 = 5 - 1 = 4$
  2. Denominator Degree =  $n - k = 100 - 3 = 97$

Based on some of the above provisions, the F-table value is 2.470.

*Description :*

$k$  = number of variables

$n$  = number of respondents ; (sample)

The results of the simultaneous test (F test) conducted through Statistical Software will be presented as in Table 11.

**Table 11.** Simultaneous Test Results (F test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1976.689	4	494.172	858.238	.000 <sup>b</sup>
	Residual	54.701	95	.576		
	Total	2031.390	99			

*a. Dependent Variable: Brand Switching*

*b. Predictors: (Constant), Brand Trust, Price, Promotion, Product*

Based on the results of data processing in Table 11, it can be seen that the F-count value obtained is  $858.238 > 2.470$  or based on the sig. value of  $0.000 < 0.05$ . These results mean that the independent variables, namely Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) have a joint (simultaneous) effect on the dependent variable, namely Brand Switching (Y). The coefficient of determination test in this study will be presented as in Table 12.

Based on the results of data processing displayed in Table 12, it is known that the correlation coefficient (R) value of 0.986 is obtained, which means that there is a relationship between the variables Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) on Brand Switching (Y) of 98.6% so that the relationship between these variables can be categorized as very close. The Adjusted R Square value of 0.972 or the coefficient of determination displays that the

variables of Product (X1), Price (X2), Promotion (X3), and Brand Trust (X4) on Brand Switching (Y) are 97.2%, while the remaining 2.8% is influenced by factors outside this research model.

**Table 12.** Determination Coefficient Test Results ( $R^2$ )

<b>Model Summary<sup>b</sup></b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.986a	.973	.972	.75881
<i>a. Predictors: (Constant), Brand Trust, Price, Promotion, Product</i>				
<i>b. Dependent Variable: Brand Switching</i>				

## 4. Discussion

### 4.1. The Effect of Products on Smartphone Brand Switching

In the marketing mix strategy, product strategy is the most important element, because it can affect other marketing strategies (Manullang & Hutabarat, 2016; Secapramana, 2000). Selection of the type of product to be produced and marketed will determine the promotional activities needed as well as determining the price and method of distribution. When in competitive conditions it is very dangerous for a company if it only relies on existing products without any particular effort to develop them, therefore when a company is in a competition it must continue to innovate or create new products to increase or maintain the sales volume of the products offered to consumers.

According to Situmorang (2011), the concept of a “product” extends far beyond its physical form. According to Situmorang’s perspective shared in 2011, a product takes on a much broader meaning within the realm of marketing and consumer behavior. It encompasses anything that a business or individual can offer to the market, aiming to capture the attention of potential consumers, facilitate the acquisition process, enable its use, or ultimately fulfill certain wants and needs that individuals may have. This definition emphasizes that products are not limited to tangible items; they also encompass services, which play a significant role in the modern economy. Services can range from the experience provided by a hotel stay to the expertise of a financial advisor. Moreover, the concept of a “product” extends to intangible aspects such as prestige – how a brand is perceived and associated with status – and even ideas that can influence and shape people’s thoughts and actions.

Having subjected the data to testing procedures, it becomes evident that the assertions encompassed within the independent variable “product” have proven to be both valid and dependable. This validity and reliability are particularly evident in the case of the product variable, which employs a set of indicators: performance, durability, and features. Each of these indicators has undergone comprehensive testing to assess its impact on the phenomenon of smartphone brand switching, yielding significant results that highlight their influence.

### 4.2 The Effect of Price on Smartphone Brand Switching

Price according to Chaerudin & Syafarudin (2021), Kotler & Keller (2009), and Wantara & Tambrin (2019) is the amount of value that consumers exchange to get the benefits of owning or using a product or service. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements cause expenses. Based on the data

that has been tested above, it is known that all statements contained in the independent variable price are valid and reliable. Where the price variable uses four indicators in this study, namely price affordability, price compatibility with product quality, price compatibility with benefits and price according to ability/competitiveness.

Promotion is the process of communicating marketing mix variables which is very important for companies to implement in marketing products (Mohamad & Rahim, 2021; Setyarko, 2016). Promotion is a determining factor in the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. Based on the data that has been tested above, it is known that all statements contained in the independent variable promotion are valid and reliable. There are six promotional indicators used in this study, namely advertising, sales promotion, events and experiences, online and social media marketing, mobile marketing and personal selling.

Brand trust is the perception of reliability from the consumer's point of view based on experience, or more on the sequence of transactions (Gultom et al., 2020; Pandiangan et al., 2021; Perdana et al., 2020). consumers are based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of expectations of product performance. (Apriliani, 2019; Putri et al., 2023; Sandora, 2020). Based on the data that has been tested above, it is known that all statements contained in the independent variable brand trust are valid and reliable. There are three indicators used in this variable, namely consumer satisfaction, trustworthiness and trust results.

#### **4.3 The Effect of Marketing Mix (Product, Price and Promotion) and Brand Trust on Smartphone Brand Switching**

Marketing strategy is a set of principles that are appropriate, consistent, and feasible for companies to implement in order to achieve long-term target markets and long-term corporate goals (objectives), in certain competitive situations (Heriyati, 2022). Situmorang (2011) defines marketing mix as a tactic in integrating the offer, logistics, and communication of a company's products or services. marketing mix can be further grouped into two parts, namely offering in the form of product and price, and access in the form of place and promotion.

In line with Assauri (2013), the marketing mix strategy comprises four fundamental elements that play a pivotal role in shaping successful marketing endeavors. These elements encompass product strategy, price strategy, channeling/distribution strategy, and promotion strategy. These components collectively form the foundation upon which effective marketing campaigns and approaches are built.

Drawing from the research description provided earlier, a noteworthy observation arises. The variables encapsulated within the marketing mix, specifically Product, Price, and Promotion, join forces with the concept of Brand Trust to yield a compelling influence on a crucial phenomenon: brand switching (Y). This confluence of factors underscores the significant impact that the interplay of these variables can have on consumer behavior, particularly when it comes to the pivotal decision of switching brands. This finding not only underscores the relevance of Assauri's identified marketing mix elements but also highlights the importance of fostering brand trust in driving or deterring brand-switching behavior. The interconnectedness of these variables underscores the intricate dynamics at play within the realm of consumer choices and preferences.

## 5. Conclusion

This study delved into the effects of various key factors on smartphone brand switching behavior among teenagers in Medan City. Within the marketing mix strategy, the product strategy emerged as a pivotal element influencing other marketing strategies. The study underlined the significance of continuous innovation and the introduction of new products to sustain sales and competitiveness in a dynamic market. Situmorang's expansive definition of a "product" highlighted its scope beyond tangible items to encompass services, prestige, places, organizations, and ideas. The research confirmed the validity and reliability of product-related indicators such as performance, durability, and features, all of which significantly influenced smartphone brand switching. Moreover, the study verified the validity and reliability of indicators within the price and promotion variables, demonstrating their substantial impact on brand switching behavior. Brand trust, rooted in positive experiences and reliability, was also found to play a vital role in influencing brand switching decisions among teenagers.

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