



The Influence of The Pull Effect on The Switching Behavior of Go-jek Consumers

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ABSTRACT

The development of digitalization is an opportunity for business people to use smartphones to earn income. Go-Jek is a digital platform that is taking advantage of opportunities by offering online transportation services to facilitate people's mobility. Go-Jek is a pioneer in online transportation with many enthusiasts, but the presence of new entrants is a pull effect that causes Go-Jek consumers to shift. This research aims to determine the pull effect which consists of the variables perceived usefulness (PU), perceived ease of use (PEU), and perceived alternative attractiveness (PAA) which directly influence Switching Intention (SI) and Switching Behavior (SB). Apart from that, to test the influence of the mediating variable, namely SI. The method in this research is quantitative using explanatory causal, data processing analysis assisted by PLS 3.0. The results obtained include that the variables PU, PAA, and SI significantly affect SB, while PEU does not affect SB. The variables PU and PAA have a significant effect on SI, while PEU does not affect SI. The SI variable mediates the influence of PU on SB, SI also mediates the influence of PAA on SB. However, SI does not mediate the influence of PEU on SB.

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1. INTRODUCTION

Increasing digitalization has an impact on consumer behavior, especially on purchasing decisions that are more focused on effectiveness and efficiency. The advancement of the internet, which is a source of communication and information, also supports this technological advancement. Opportunities for business actors arise and the internet helps consumers process product purchases (Chen et al., 2017). The transportation industry, especially in Indonesia, has undergone a major transformation as a result of advances in digital technology. To meet their mobility needs, people have started using online transportation services such as Maxim, Go-Jek, and Grab. Users find it easier to switch from one platform to another because of the intense competition among service providers known as switching behavior (Kumar N. et al., 2023).

As online transportation services are growing rapidly in Indonesia, various platforms, including Go-Jek, compete with each other. This phenomenon is known as switching behavior, where customers switch from one service to another. The pull effect, or the attraction offered by other options that are considered more profitable by customers, is a key component that influences this behavior (Rawis et al., 2022). The dynamics of customer switching are often studied through the Push-Pull-Mooring (PPM) theory (Wu et al., 2022). In this case, the pull effect attracts customers to new services, such as more competitive prices, better service quality, or more innovative features. Previous studies have shown that the pull effect has a significant effect on customer switching intentions (Al-Mashraie et al., 2020).

The pull effect, also known as the pull effect, which is the attraction offered by competitors, such as more competitive prices, better service quality, and more innovative features, is one of the main factors that encourage customers to switch. Due to the high number of people using online transportation services in the Serang area, this area is the right location to investigate this phenomenon in this context. According to Hil et al., (2022), alternative attractiveness is usually measured by the number of people who use alternative social media platforms rather than their original social media platforms. In research on users related to PPM switching intentions, the attractiveness of choices has increased, which is shown as a significant pull effect. If alternative platforms offer more attractive services, users may choose to switch to them. (Ye et al., 2022)

Perceived usefulness indicates how users view social media platforms as working. Many types of studies have found that perceived usefulness has a significant impact on information system user behavior (Lou & Yuan, 2019). When someone uses social media easily, it is called ease of use. According to research, there is a significant correlation between the ease of use of an information system and its level of use (Pourkhani et al., 2019).

Previous studies have shown that pull factors have a significant influence on customers' switching decisions. However, there are not many studies that specifically investigate how these pull effects affect customers' switching behavior to Go-Jek in Serang. Another study on the Go-Jek digital platform found that competitors' pulls had the greatest influence on customers' switching intentions and behavior. This suggests that competitors' pulls play an important role in customers' switching decisions.

2. METHODS

Primary and secondary data are used in this study. The method of data collection in this study uses a survey using a questionnaire. A questionnaire is one of the tools that can be used for research using a quantitative approach with a survey method (Hadi, 2015). The method in this study is quantitative to measure opinions, attitudes, and behavior, this approach is often used in management and business science research (Sekaran & Bougie, 2016).

By using explanatory causal, the purpose of the study is to provide an explanation of the variables studied, including perceived usefulness, perceived ease of use, perceived alternative attractiveness, switching intention, and switching behavior. Primary data were obtained by distributing questionnaires with a stratified random sampling approach to 207 Go-jek customers who had switched from Go-jek.

To analyze the data, this study used Partial Least Square (PLS). The PLS structural equation model (SEM) uses a variance approach. PLS-SEM aims to develop a theory (Ghozali dan Latan, 2015). PLS explains whether or not there is a relationship between latent variables. Because it

does not use current data on a certain scale and uses a small number of samples, PLS is an effective analysis method.

3. RESULTS AND DISCUSSION

Validity test is shown in the model image

Based on the results of data processing using PLS for validity testing, it can be seen in Figure 1 below.

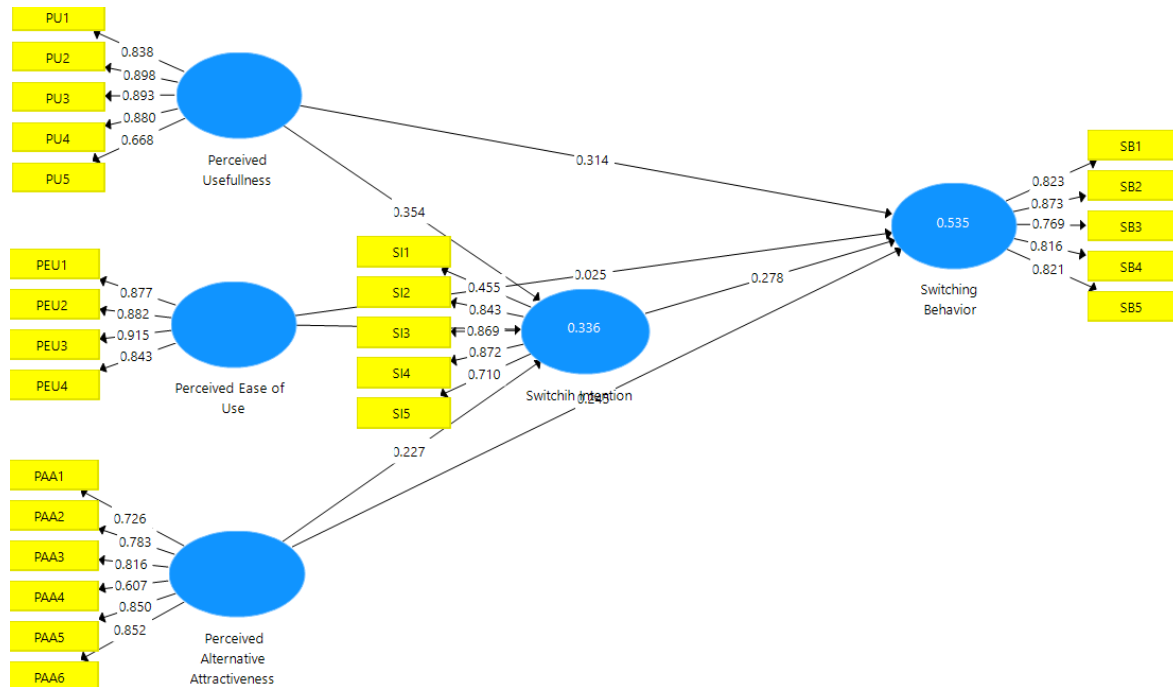


Figure 1. Research Model

Figure 1 explains the validation test that can be seen in convergent validity, the outer loading value per indicator must be above 0.5. In the Switching Intention variable, in the SI 1 indicator the value of 0.455 is below 0.5 so it is removed from the model. So, the model after SI 1 is removed from the model can be seen in Figure 2 below.

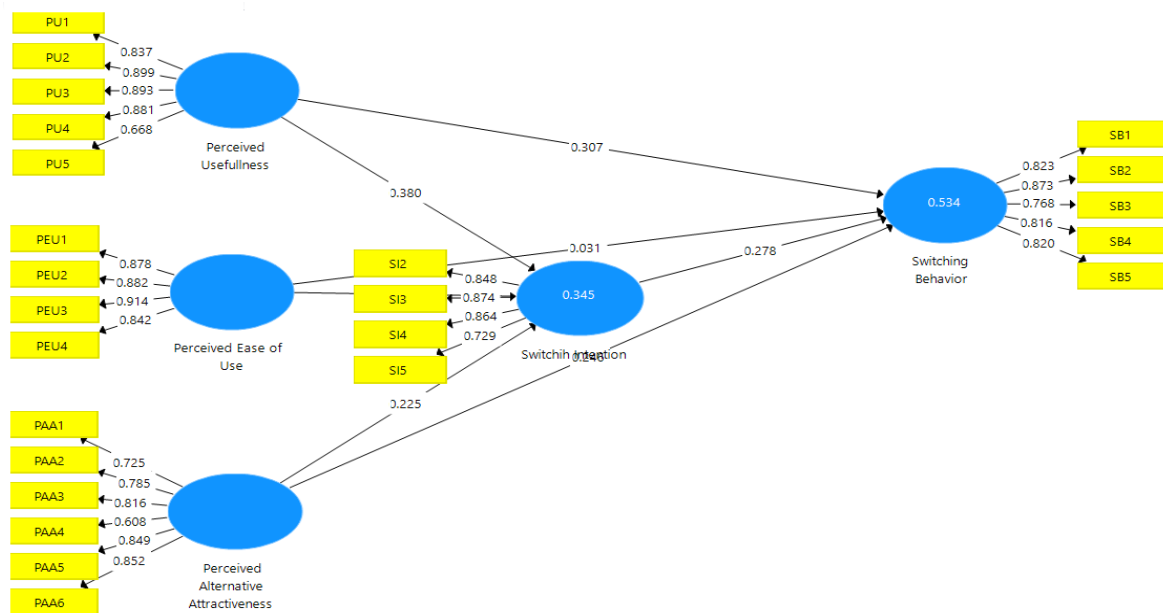


Figure 2. Research Model

After SI 1 is removed from the model so that for convergent validity the outer loading value per indicator is above 0.5. For reliability testing, the results can be seen in Table 1 below.

Table 1. Reliability

Variable	Cronbach Alpha	AVE
PAA	0,872	0,604
PEU	0,902	0,774
PU	0,895	0,706
SI	0,848	0,691
SB	0,879	0,674

Based on Table 1, it can be seen that the Cronbach Alpha value and AVE value of each variable in the research model have met the requirements to be said to be reliable.

Structural Model Test

Based on the model structure test, the R square value can be seen in Table 2 below.

Table 2. R Square

Variable	R Square	R Square Adjusted
SI	0,345	0.335
SB	0,534	0,525

The R square of path model 1 is 0.345, meaning that the ability of PU, PEU, and PAA variables to explain z is 34.5 percent (in the weak category). The R square of path model 2 is 0.533, meaning that the ability of PU, PEU, and PAA variables to explain z is 53.4 percent (in the moderate category).

Direct Effect

The direct influence of variable x on y can be seen in the results of the path coefficients test in Table 3 below.

Variabel	Original Sample	P Values
PAA→ SI	0,225	0,014
PAA→ SB	0,256	0,008
PEU→ SI	0,035	0,743
PEU→SB	0,031	0,758
PU→SI	0,380	0,000
PU→SB	0,307	0,001
SI→SB	0,278	0,000

Based on Table 3, the path coefficients test can be described that the direct influence value of each variable is as follows:

H1: The influence of Perceived Usefulness (PU) on Switching Behavior (SB) is 0.307 with a p-value of 0.001, which is stated as significant.

H2: The influence of Perceived Ease of Use (PEU) on Switching Behavior (SB) is 0.031 with a p-value of 0.758, which is stated as insignificant.

H3: The influence of Perceived Alternative Attractiveness (PAA) on Switching Behavior (SB) is 0.246 with a p-value of 0.008, which is stated as significant.

H4: The influence of Switching Intention (SI) on Switching Behavior (SB) is 0.278 with a p-value of 0.000, which is stated as significant.

H5: The influence of Perceived Usefulness (PU) on Switching Intention (SI) is 0.380 with a p-value of 0.000, which is stated as significant.

H6: The Effect of Perceived Ease of Use (PEU) on Switching Intention (SI) of 0.035 with a p-value of 0.743 is stated as insignificant.

H7: The effect of Perceived Alternative Attractiveness (PAA) on Switching Intention (SI) of 0.225 with a p-value of 0.014 is stated as significant.

The influence of Perceived Usefulness (PU) on Switching Behavior (significant)

Customers tend to look for goods or services with greater benefits than those they currently use, perceived usefulness (PU) or perceived usefulness affects switching behavior (SB). Based on the open-ended questions in the sample, there are main reasons for the effect of PU on SB, namely Customers are more likely to switch to new products or services because they believe that new products will meet their needs or increase their productivity. Products or services with high PU usually offer better efficiency, which reduces the time and effort required to complete tasks, and encourages customers to switch for a better experience. Consumers usually make decisions based on the benefits they get. Services will consider switching if they offer higher functional value.

The influence of Perceived Ease of Use (PEU) on Switching Behavior (insignificant)

Perceived Ease of use of a product or service is not the only major factor that drives users to switch, perceived ease of use (PEU) does not always have a positive impact on switching behavior (SB). Here are some of the main reasons why PEU does not have a positive impact on SB: If the new product or service is easier to use, consumers will not abandon it if they do not see significant benefits (perceived benefits) from the change. If the new product offers benefits that are much greater than just ease of use, people are more likely to switch. Switching can be time-consuming and costly, such as adaptation, training, and subscriptions. Users will stick with the old service if they find the new service easier to use but not profitable enough to cover the cost of switching. Users who are already familiar with a product are less likely to switch even if there are other easier-to-use options. Loyalty to a brand or ecosystem (such as people who stick with an iPhone even though there are simpler Android phones) can inhibit switching.

The influence of Perceived Alternative Attractiveness (PAA) on Switching Behavior (Significant)

Perceived attractiveness of alternatives (PAA) or perceived attractiveness of alternatives influences switching behavior (SB) because when someone perceives other options as more attractive, they are more likely to abandon the service or product they are using. Here are some of the main reasons why PAA influences SB: Customers naturally compare the products or services they use with available alternatives. If an alternative is perceived as more attractive in terms of features, price, quality, or benefits, customers are more likely to switch if they see a better alternative. This makes the decision to switch easier because they see a better alternative. If there are switching costs (switching costs such as money, time, or effort), the choice of alternatives can make customers more willing to pay those costs for greater benefits.

The influence of Switching Intention (SI) on Switching Behavior (Significant)

Since the intention to switch is the first step that drives a person to actually switch, the intention to switch (SI) influences switching behavior (SB). Here are some of the main reasons why SI has a positive impact on SB: Most of the time, a person decides to switch because they are dissatisfied with the product or service they are currently using. Due to this dissatisfaction, they end up looking for other alternatives. Once a person becomes aware of a more attractive or beneficial alternative, a shift in intention occurs. The likelihood that a person will look for ways to actually switch increases with the strength of their intention to switch. A person is more easily motivated to switch by things that come from outside, such as promotions, discounts, or friends' suggestions.

The influence of Perceived Usefulness (PU) on Switching Intention (Significant)

Because the fact that a person may perceive a product or service as more useful is not necessarily enough to drive their intention to switch, Perceived Usefulness (PU) does not always have a positive impact on Switching Intention (SI). Here are some of the main reasons why PU does not have a significant impact on SI: Even though customers recognize that a new product is more useful, they still resist switching because of switching costs, such as the time and effort required to learn to use the new system and financial costs, such as subscription or termination fees. Technical barriers such as compatibility with existing ecosystems or devices. Customers may stick with legacy services because of: Habit (they are comfortable with the old way of working). Habit is often more important than functional benefits. They may be concerned about the new service lacking in customer support, security, or reliability.

The Effect of Perceived Ease of Use (PEU) on Switching Intention (insignificant)

Some key reasons why Perceived Ease of Use (PEU) may not contribute significantly to Switching Intention (SI): Ease of use is not a major factor in determining whether someone will have the intention to switch to a new service or product. If a new product has greater features or usability, customers will not switch even if it is easy to use. Because users care more about whether the product actually adds value, PU has a greater impact on switching intention than PEU, according to many studies. If the old product still works well, ease of use alone will not motivate someone to switch. Customers must have a stronger reason to leave a company, such as superior features, lower prices, or better service. Many customers stick with old services not because the new product is difficult; rather, they are familiar with the old product and are comfortable with it. Curiosity and emotional attachment often trump ease of use.

The effect of Perceived Alternative Attractiveness (PAA) on Switching Intention (Significant)

Some of the main reasons for the great influence of Perceived Alternative Attractiveness (PAA) on Switching Intention (SI) are that PAA encourages users to compare the goods or services they currently use with alternatives that are more attractive than the ones they currently use. Customers will start to have the intention to switch if the alternatives offer better features, lower prices, or more satisfying experiences. If the alternatives are more attractive, customers will be less loyal to the old product or service, and they will be more open to the possibility of switching and more actively seek information about other options.

Indirect Effect

The results of testing the indirect influence and mediation influence can be seen in Table 4 as follows.

Tabel 4. Spesific Indirect Effects

Variabel	Original Sample	P Values
PAA→SI→SB	0,063	0,038
PEU→SI→SB	0,010	0,745
PU→SI→SB	0,105	0,011

Based on Table 4, the specific indirect effect test can be described that the indirect influence value is as follows:

H8: The influence of Perceived Usefulness (PU) on Switching Behavior (SB) through Switching Intention (SI) of 0.105 with a p-value of 0.011 is stated as significant, meaning that Switching Intention (SI) plays a role in mediating the influence of PU on SB.

H9: The influence of Perceived Ease of Use (PEU) on Switching Behavior (SB) through Switching Intention (SI) of 0.010 with a p-value of 0.745 is stated as insignificant, meaning that Switching Intention (SI) does not play a role in mediating the influence of PEU on SB.

H10: The influence of Perceived Alternative Attractiveness (PAA) on Switching Behavior (SB) through Switching Intention (SI) of 0.010 with a p-value of 0.038 is stated as significant, meaning that Switching Intention (SI) plays a role in mediating the influence of PAA on SB.

4. CONCLUSION

Based on the research results, it can be concluded that the direct influence on the Switching Behavior (SB) variable consisting of four hypotheses, only one hypothesis is stated as insignificant, namely H2. While other variables, namely Perceived Usefulness (PU), Perceived Alternative Attractiveness (PAA), Switching Intention (SI) have a significant effect on Switching Behavior (SB). In addition, of the three hypotheses that test the direct influence on Switching Intention (SI), only one hypothesis does not significantly affect SI, namely H6. While two hypotheses are stated as accepted on the variables Perceived Usefulness (PU) and Perceived Alternative Attractiveness (PAA) have a positive effect on SI. In the mediation test, there are three hypotheses, where only one hypothesis states that Switching Intention (SI) does not play a role in mediating the relationship between Perceived Ease of Use (PEU) and Switching Behavior (SB). While two hypotheses are stated as accepted. From the results above, Perceived Ease of Use (PEU) cannot influence Switching Intention (SI) and Switching Behavior (SB), because based on open questions, the usefulness of the services offered by Go-jek is not much different from the services offered by its competitors.

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