The Influence of The Need to Seek Variation and Consumer Dissatisfaction on Moving The Xiaomi Smartphone Brand in Padang City

Pengaruh Kebutuhan Mencari Variasi Dan Ketidakpuasan Konsumen Terhadap Perpindahan Merek Smartphone Xiaomi Di Kota Padang

Ramadhania[1*], Rina[2]
Universitas Tamansiswa Padang, Indonesia[1,2]
ramadhania010589@gmail.com[1], rinasaya03032000[2]

ABSTRACT

This research aims to determine and analyze the influence of the need to seek variety and consumer dissatisfaction on switching the Xiaomi smartphone brand in Padang City. This research method is descriptive quantitative. The sampling technique in this research was purposive sampling, the research sample was 100 respondents, the data collection method was using Google from. The data analysis techniques used are multiple linear regression, t test, F test and coefficient of determination. From the results of the multiple linear regression test, it is $Y = 0.856 + 0.330X1 + 0.655X2 + e$. The t test carried out showed that the need to seek variety (X1) and consumer dissatisfaction (X2) partially had a significant effect on switching the Xiaomi smartphone brand in Padang City (Y). The results of the F test prove that the need to seek variety and consumer dissatisfaction together have a significant effect on switching the Xiaomi smartphone brand in Padang City. The coefficient of determination was 73.1%, while the remaining 26.9% was explained by other variables not discussed in the research, such as product quality and company image.
Keywords: *The Need To Seek Variety, Consumer Dissatisfaction, And Brand Switching*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kebutuhan mencari variasi dan ketidakpuasan konsumen terhadap perpindahan merek *smartphone* Xiaomi di Kota Padang. Metode penelitian ini adalah kuantitatif deskriptif. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*, Sampel penelitian sebanyak 100 responden, metode pengumpulan data adalah menggunakan *google from*. Teknik analisis data yang digunakan adalah regresi linear berganda, uji t, uji F dan koefisien determinasi. Dari hasil uji regresi linear berganda adalah $Y = 0{,}856 + 0{,}330X_1 + 0{,}655X_2 + e$. Hasil uji t yang dilakukan didapatkan bahwa kebutuhan mencari variasi (X_1) dan ketidakpuasaan konsumen (X_2) secara parsial berpengaruh signifikan terhadap perpindahan merek *smartphone* Xiaomi di Kota Padang (Y). Hasil   uji F terbukti bahwa kebutuhan mencari variasi dan ketidakpuasan konsumen secara bersama- sama berpengaruh signifikan terhadap perpindahan merek *smartphone* Xiaomi di Kota Padang. Hasil koefisien determinasi sebesar 73,1% sedangkan sisanya 26,9% dijelaskan oleh variabel lain yang tidak di bahas dalam penelitian seperti kualitas produk dan citra perusahaan.
Kata Kunci: Kebutuhan Mencari Variasi, Ketidakpuasan Konsumen, Dan Perpindahan Merek

1. Introduction

The increasingly modern development of the worlds has made smartphones a very important item needed by the wider community. The presence of smartphones make human life easier with all the features it has. The high level of public demand for smartphones has resulted in increasing demand for various types of smartphone brands. With increasing demand, the level of competition between smartphone brands is also increasing. As well as making Companies must continue to innovate in facing the complexity of consumer desires. Because to captivate consumers,

it is necessary to create products that suit their desires. Therefore, companies continue to compete in innovating to meet the products that consumers want.

Table 1. Smartphone Sales Data in Padang City 2020-2022

BRAND	Kota Padang			Rangking		
	2020	**2021**	**2022**	**2020**	**2021**	**2022**
1.Samsung	45,8%	43,5%	46,1%	1	1	1
2.Apple	19,20%	17,5%	18,8%	2	2	2
3.Oppo	17,6%	18,7%	20,3%	3	3	3
4.Xiaomi	16,3%	11,1%	13,4%	4	4	4
5.Vivo	13,30%	10,4%	12,3%	5	5	5
6.Huawei	7,5%	5,9%	6,9%	6	6	6

Source: Straight Samsung Store Counter, Oppo Store, Xiaomi Store, Vivo Jacky Cellular in Padang City, 2022

The data above indicate that Xiaomi has experienced yearly fluctuations. In 2020, Xiaomi held a 16.3% market share in Padang City, which decreased to 11.1% in 2021. However, in 2022, Xiaomi rebounded, maintaining its 4th place ranking with a 13.4% share. These fluctuations suggest a reduced consumer focus on Xiaomi over the past four years, especially when compared to Samsung, Apple, and Oppo, which have experienced consistent growth. Consequently, the researchers have developed an interest in studying Xiaomi smartphones due to their unpredictable year-to-year performance.

Variety-seeking is a behavior driven by several factors, such as curiosity, boredom, and unfulfilled needs or desires from previously or currently used products. This behavior typically arises when the risk is small and there is little or no brand commitment (Febiastuti & Nawarini 2018). The desire for variety stems from consumers' inclination to try new, rarely or never consumed products, as well as their interest in exploring price variations and bonuses (Thanigan et al., 2015). When consumers repetitively make random purchases, boredom can ensue, thereby triggering the need for variety. Consumers with high levels of this need are more susceptible to the promotional strategies of other brands (Salpage 2011).

Xiaomi's challenge lies in the need for variety. For instance, while Realme products are widely recognized for their high value for money, they lack variation. Current smartphones feature NFC, but this is not necessarily the case for Realme products. Meanwhile, consumers are seeking the latest variations in Realme products. Despite Realme's reputation for affordability, numerous other vendors offer low-priced smartphones with superior features. This could make Realme a competitor for Xiaomi, especially considering the products it produces.

Consumer dissatisfaction refers to the disappointment that arises when a product's perceived performance or results do not meet expectations (Puspitaweni et al., 2021). Thus, whether a consumer is satisfied depends on the product's performance compared to their expectations. If the performance falls short of expectations, the consumer will likely be dissatisfied. Dissatisfaction arises when the outcomes do not meet consumer expectations. If the performance is below expectations, customers will likely feel disappointed or dissatisfied (Restiana 2021).

Xiaomi faces several issues, including consumer dissatisfaction. For instance, (1) consumers are dissatisfied with Realme products as they only receive a distributor warranty upon purchase. This is disadvantageous for consumers as they cannot claim warranties at Realme centers if issues arise with their smartphones. (2) Negative experiences also contribute to dissatisfaction, as Realme has yet to launch a dedicated gaming smartphone, despite the high demand.

Previously, consumers were dissatisfied with Xiaomi due to low selling prices, rapid overheating, an excessive number of distributors, and a lack of additional accessories such as headsets. This dissatisfaction can lead to brand-switching behavior as consumer expectations are not met or surpassed by the performance they experience in the market. Consumer dissatisfaction, defined as a situation where a product or brand's performance falls short of expectations, can lead to actions such as complaints or suggestions to the manufacturer or service provider.

Brand switching is a purchasing pattern characterized by switching from one brand to another (Yoon et al., 2021). This can be triggered by a variety of other product offerings and issues with previously purchased products (Kumar et al., 2021). The decision to switch from one brand to another is a complex phenomenon influenced by certain behavioral factors, competitive scenarios, and time. For Xiaomi products, brand switching occurs because consumers are seeking better quality than they previously experienced. Brand switching can occur due to consumer dissatisfaction with a product, prompting consumers to stop using the product and switch to another brand as a replacement (Azzura & Perissani 2021).

Brand switching problems for Xiaomi include (1) the desire to switch. For example, a consumer may initially be satisfied with a Realme smartphone, but upon discovering the lack of a stereo speaker, they become discontent and switch to Xiaomi, which offers products more aligned with their desires. Therefore, consumers decide to switch brands because their previous purchase did not meet their expectations. This dissatisfaction, which arises because of higher consumer expectations, can trigger brand-switching decisions after a purchase.

The issue of brand switching can be attributed to consumer saturation, leading them to switch to the Xiaomi brand.

Beyond dissatisfaction, other factors such as reference groups also contribute to brand switching. A reference group serves as a benchmark for an individual in their purchasing and consumption decisions. It influences a person's choice in products or brands (Chen et al., 2020). The internet now facilitates the sharing of information and consumer experiences about products, influencing other consumers through electronic Word Of Mouth (Ewom) (Bukhari et al., 2020). Therefore, Ewom is one of the factors persuading consumers to switch from their previous brand to a brand that offers more value and benefits (Zhao et al., 2021). Based on these definitions, it can be concluded that brand switching is a behavior where consumers shift their loyalty from one specific product brand to another.

2. Methods

This research employs quantitative research methods. The population in this study consists of consumers who have switched to using Xiaomi smartphones and those already using Xiaomi smartphones in Padang City, the exact number of which is unknown. The sampling technique employed is non-probability sampling. Data analysis techniques include descriptive analysis, validity testing, reliability testing, multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and the coefficient of determination.

3. Results and Discussion

Based on data analysis using the SPSS.20 program, then the results of the regression equation can be obtained as follows:

$$Y = 0.856 + 0.330\ X1 + 0.655\ X2 + e$$

The regression equation above shows the relationship between variables independent with the dependent variable partially, from the equation it can be concluded that:

1. The constant value is 0.856, meaning that if there is no change in the variable, the need to seek variety, consumer dissatisfaction (X1, X2, is 0). then the movement of the Xiaomi smartphone brand remains at 0.856.
2. The regression coefficient value for the need to look for variations is = 0.330, meaning if the variable need to search (X_1) increases by 1 (unit) with assuming the consumer dissatisfaction variable (X2), and the constant (a) is 0 (zero), then interest in buying Xiaomi smartphones in Padang City increases amounting to 0.330 units.
3. The consumer dissatisfaction coefficient value is 0.655, meaning if consumer dissatisfaction variable (X2) increases by 1 (unit) assuming the variable needs to look for variations (X1), and constants (a) is 0 (zero), then there is interest in buying a Xiaomi smartphone in Padang City increased by 0.655 units.

The Influence of the Variable Need to Seek Variation on Transfer of Xiaomi smartphone brand to Padang City.

The hypothesis testing results confirm that the need to seek variation has a significant and positive influence on brand switching to Xiaomi smartphones in Padang City. According to the descriptive results, the statement with the highest approval rating for the "need to seek variation" variable is "When I switched brands to Xiaomi, I felt the difference between the Xiaomi brand and the previous one." This suggests that consumers appreciate the unique aspects of the Xiaomi brand.

From the research results, it is evident that Xiaomi is continually improving its brand reputation and quality compared to other brands. Xiaomi pays close attention to the values that consumers will consider in the future, which encourages consumers to consistently choose Xiaomi smartphones. However, one statement where the need for variation is not supported is "consumers feel unaffected by price due to competition with the increasing number of smartphones," suggesting that other companies might sell other brands of smartphones at more attractive prices.

Every consumer has a need to seek variety. Repetitive purchases can lead to boredom, thus triggering the need for variety. Tjiptono's study found a significant influence between the variables of the need to seek variation and brand-switching decision. This implies that an increase in the need for variety will increase the decision to switch to Xiaomi in Padang City. These results support previous research conducted by Huda & Umam (2022) showed that both consumer dissatisfaction and the need to seek variety have a positive impact on brand switching.

The Influence of Consumer Dissatisfaction Variables on Switching Xiaomi Smartphone Brand in Padang City

The hypothesis testing results confirm that consumer dissatisfaction has a positive effect on the brand-switching to Xiaomi smartphones in Padang City. From the descriptive results, it's found that the statement with the highest approval rating for the consumer dissatisfaction variable is "My poor experience with other smartphone brands led me to decide to switch to Xiaomi." This indicates that consumer dissatisfaction with previous smartphones has led consumers to switch to Xiaomi smartphones. On the other hand, the statement with the lowest approval rating is "I chose to switch brands to Xiaomi because what I need is in the Xiaomi brand."

Based on the consumer dissatisfaction data, Xiaomi should concentrate on enhancing recommendations for consumers to use or choose Xiaomi smartphones in Padang City. Tjiptono

suggests that customer satisfaction or dissatisfaction is a customer's response to the perceived or confirmed discrepancy between prior expectations and the actual performance experienced by the user. Essentially, customer satisfaction includes differences in the outcomes perceived by users or customers.

Dissatisfied consumers will likely take one of two actions: they may try to reduce dissatisfaction by seeking information that usually reinforces high product ratings. According to Astusi & Santoso (2020), there is a positive and significant influence between consumer dissatisfaction and brand switching.

This research supports previous studies such as Appiah et al. (2019) which found a positive and significant influence between consumer dissatisfaction and the need for variation in brand switching.

The Influence of the Need to Seek Variety and Consumer Dissatisfaction Regarding the Migration of the Xiaomi Smartphone Brand in Padang City

Based on the test results, it is confirmed that the need to seek variation and consumer dissatisfaction collectively have a significant effect on brand-switching to Xiaomi smartphones in Padang City. When a consumer experiences dissatisfaction after consumption, they are likely to change their purchasing behavior by seeking other brands in future consumption to increase satisfaction. The combined influence of the need to seek variations and consumer dissatisfaction can boost Xiaomi smartphone sales in Padang City. This can be achieved by providing positive information through social media and offering affordable prices for consumers from all socio-economic classes. The independent variables account for a significant portion of the dependent variable, while the remaining portion is explained by other variables not examined in this study.

This research supports previous studies such as Hanifati & Salehudin (2021) found that consumer dissatisfaction, the need to seek product variations, and competitor product advertisements collectively influence the decision to switch brands.

4. Conclusions

Based on results of the research and discussion that has been carried out, the following conclusion can be drawn: The variable need to seek variety has a significant effect on switching the Xiaomi smartphone brand in Padang City. Consumer dissatisfaction has a significant influence on the movement of the Xiaomi smartphone brand in Padang City. Taken together, there is a significant influence between the need to seek variety and consumer dissatisfaction with the switching of the Xiaomi smartphone brand in Padang City. While the adjusted r square value is 0.731. This means that the contribution of the independent variable in explaining the dependent variable is 73.1%, the remaining 26.9% is explained by other variables not discussed in the research

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