

**MODEL BRAND SWITCHING BEHAVIOR
BERDASARKAN TEORI PUSH-PULL-MOORING PADA
PLATFORM DIGITAL GO-JEK**

DISERTASI

Diajukan Untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Doktor
Manajemen Pada Program Studi Manajemen



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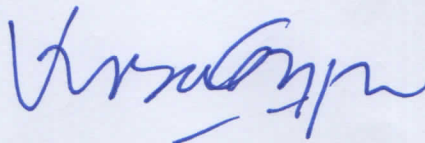
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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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2024**

LEMBAR PENGESAHAN
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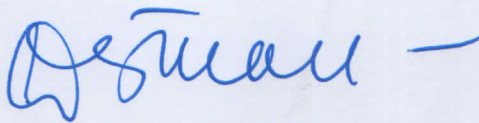
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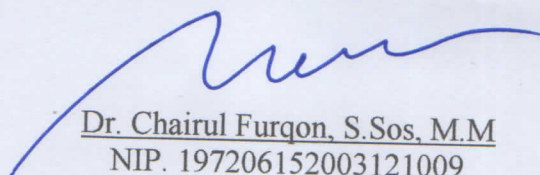
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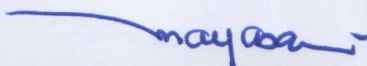
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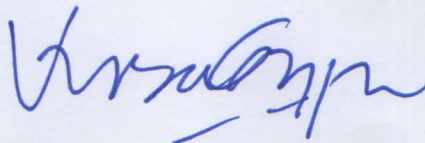
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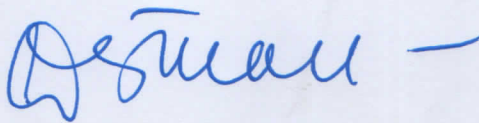
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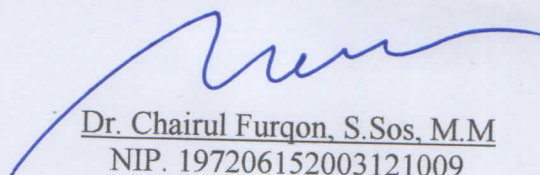
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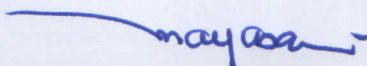
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ABSTRAK

Arum Wahyuni Purbohastuti, NIM 2106201 Model *Switching Behavior* Berdasarkan Teori *Push-Pull-Mooring* Pada *Platform Digital* Go-jek; dibawah bimbingan promotor: Prof. Dr. Vanessa Gaffar, SE., AK., MBA., Ko-Promotor: Prof. Dr. H. Disman, M.S. dan Anggota: Dr. Chairul Furqon, S.Sos, M.M.

Permasalahan yang dialami oleh Go-jek selama *pandemic Covid-19* sempat mengalami penurunan konsumen, selain itu hadirnya pesaing yang menerapkan biaya dibawah harga Go-jek, pelanggan yang cenderung memiliki aplikasi *platform* transportasi *online* lebih dari satu, kebiasaan konsumen yang suka membandingkan harga sebelum memesan transportasi *online*, dan kebijakan pemerintah yang menaikkan tarif transportasi *online*. Tujuan penelitian ini untuk mengukur bagaimana pengaruh *Push*, *Pull*, *Mooring* terhadap *Switching Intention*; pengaruh *Push*, *Pull*, *Mooring* dan *Switching Intention* terhadap *Switching Behavior*; pengaruh *Switching Intention* memediasi hubungan antara *Push*, *Pull*, *Mooring* terhadap *Switching Behavior*; pengaruh *Age* dan *Income* memoderasi *Push*, *Pull*, *Mooring*, *Switching Intention* terhadap *Switching Behavior*. Penelitian ini menggunakan metode deskriptif kuantitatif dengan analisis data menggunakan PLS-SEM secara statistik. Unit analisis dalam penelitian ini adalah pengguna Go-jek yang melakukan peralihan dengan jumlah responden sebanyak 683, laki-laki sejumlah 216 dan perempuan sejumlah 467 orang. Teknik sampel yang digunakan yaitu *stratified random sampling*. Hasil penelitian ini berupa model yang berimplikasi pada peningkatan *switching behavior* pengguna Go-jek. Kebaruan (Novelty) struktural pada penelitian ini faktor *pull* yang mempunyai pengaruh paling tinggi terhadap *switching intention* maupun *switching behavior*, sedangkan kebaruan (Novelty) konseptual selain pengaruh faktor *push*, *pull*, *mooring* dan *switching intention* terdapat pengaruh faktor eksternal yang tidak teliti yaitu faktor teknologi dan kebijakan pemerintah. Saran untuk pihak Pemerintah hendaknya membatasi perusahaan transportasi *online* asing yang masuk ke Indonesia agar perusahaan milik anak bangsa mampu berkembang.

Kata kunci: *Push*, *Pull*, *Mooring*, *switching intention*, *switching behavior*.

ABSTRACT

Arum Wahyuni Purbohastuti, NIM 2106201 *Switching Behavior Model Based on Push-Pull-Mooring Theory on The Go-jek Digital Platform; under the guidance of promotor: Prof. Dr. Vanessa Gaffar, SE., AK., MBA., Co-Promotor: Prof. Dr. H. Disman, M.S. and Members: Dr. Chairul Furqon, S.Sos, M.M.*

The problems experienced by Go-jek during the COVID-19 pandemic were a decrease in consumers, apart from competitors who charge below Go-jek prices, customers who tend to have more than one online transportation platform application, and the habit of consumers who like to compare prices before ordering. Online transportation, and government policies that increase online transportation rates. This research aims to measure the influence of push, pull, and mooring on switching behavior; the influence of push, pull, mooring, and switching intention on switching behavior; the influence of switching intention mediates the relationship between push, pull, mooring, and switching intention. This research uses quantitative descriptive methods with statistical data analysis using PLS-SEM. The unit of analysis in the study is Go-jek users who made the switch with 683 respondents, 216 men, and 467 women. The sampling technique used was stratified random sampling. The results of this research are in the form of a model that has implications for increasing the switching behavior of Go-jek users. Structural novelty in this research is the pull factor which has the biggest influence on switching intention and switching behavior, while conceptual novelty apart from the influence of push, pull, mooring, and switching intention factors, is the influence of external factors which are not rigorous, namely technological factors and government policy. Suggestions for the Government are to limit foreign online transportation companies entering Indonesia so that companies owned by the nation's children can develop.

Keywords: *Push, Pull, Mooring, switching intention, switching behavior.*

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