

Effects of Switching Intention and Switching Behavior on E-Wallet Users in Indonesia

Asadany Pandu Prabowo, Pepey Riawati Kurnia

¹(Management, PPM School of Management, Indonesia)

²(Management, College/ University Name, Country Name)

Abstract:

Background: In 2019, Indonesia has 38 E-Wallet mobile applications competing not only with technology companies like Gojek and OVO but also with state-owned enterprises in the E-Wallet industry. In the E-Wallet industry in Indonesia, 21% of consumers only use one type of digital wallet, 28% use two types of digital wallet, and 47% use three or more digital wallets. Based on those data, it can be known that switching behavior has occurred in the E-Wallet users in Indonesia, so that it is necessary to conduct a research to determine the process of switching behavior in the E-Wallet industry in Indonesia..

Materials and Methods: Sample or respondent is the Indonesian citizen having more than one E-Wallet account. The techniques used for taking samples are convenience sampling and snowball sampling. Convenience technique is a type of non-probability sampling. The number of samples in this study amounts to 185 E-Wallet users. The data were collected through questionnaire surveys with the respondents. The data obtained were processed statistically using Structural Equation Method (SEM)

Results: the variables of quality value, social value, emotional value, customer satisfaction and service switching cost have a significant effect on the switching intention of the users of E-Wallet in Indonesia. quality, social, emotional factors, customer satisfaction and transfer costs can influence respondents to switch to another E-Wallet application. Second, the variable of perceived value has a significant effect on customer satisfaction. This explains that the value obtained by respondents can have a significant effect on customer satisfaction.

Conclusion: Quality, social, emotional factors, customer satisfaction and switching costs can influence respondents to switch to another E-Wallet application. Second, the variable of perceived value has a significant effect on customer satisfaction. This explains that the value obtained by respondents can have a significant effect on customer satisfaction.

Key Word: Switching Intention; Switching behavior, E- Wallet.

Date of Submission: 03-03-2021

Date of Acceptance: 17-03-2021

I. Introduction

Currently, Indonesia has already had 38 E-Wallet applications that have been officially licensed (Budhiawati, 2019). The proliferation of digital payment applications enables people to make transactions without using cards. Even though the number of E-Wallet users and transactions keeps increasing each year, the overall non-cash transaction in Indonesia has only reached 10% according to World Bank or 24% according to Bank Indonesia (Winosa, 2019). According to Indonesia.go.id (2019), a survey of 727 fintech payment users from middle-upper income group in several cities in Indonesia in October 2018 indicates that 86% of the respondents are familiar with Go-Pay and OVO. This means that the penetration of these two products has reached a very high number. The survey results show that 73% of respondents use OVO and 71% use Go-Pay. However, another survey states that Go-Pay is the market leader. The latest survey conducted by DailySocial states that the current market leader is Gopay with 79% of the respondents surveyed (1,400 respondents), while 58% use Ovo and 55% use T-Cash. Adikara (2020) explained that 21% of the consumers only use one type of digital wallet, 28 % use two types of digital wallet, and 47% use three or more types of digital wallet. Based on the foregoing, it can be known that switching behavior has occurred in the E-Wallet industry in Indonesia. Therefore, it is necessary to conduct research to determine the process of switching behavior in the E-Wallet industry in Indonesia.

This research took samples in Jakarta. Pratomo (2012) explained that Jakarta as the capital of Indonesia has a great contribution to the national economy. Kusnandar (2019) added that in general, the population density in Jakarta has reached 15,663 per square kilometer, where the total area of DKI Jakarta is 662.3 square kilometer with a population of 10.37 million people. Thus, it makes Jakarta the most populous city in Indonesia.

In this research, the researcher made use, as the basis, the research conducted by Lin & Wang entitled "Understanding users' Switching intentions and switching behavior on social networking sites". The research reveals that perceived value (quality/performance value, emotional value, social value, epistemic value), trust and perceived risk have a positive effect on switching intention, while Habit moderates the relationship between switching intention and actual switching. Lin and Wang (2017) suggested that further research should examine other variables, as well as consider switching cost variable and involve more participants.

Through an in-depth examination of the literature study conducted by Lin & Wang (2017), it is known that perceived value affects the relationship between switching intention and actual switching. Lin and Wang (2017) suggested that further research should add other variables and the effects of switching cost on switching behavior. Based on Lin & Wang's research suggestions (2017), the researcher included the contribution of other variables such as Customer Satisfaction and Customer Switching costs. In this research, the variable perceived value refers to the theory of Sweeney & Soutar (2001) which focuses on 4 indicators, namely Quality value, Emotional value, Social value and Epistemic Value. The theory of Sweeney & Soutar (2001) was used because it was also used in the research conducted by Lin & Wang (2017) and the research indicates that 4 indicators of perceived value have a direct influence on the switching intention variable.

Research on the effect of switching intention and switching behavior on the users of E-Wallet in Indonesia aims to explain the effect of switching intention and switching behavior on E-Wallet users. The researcher focused on explaining perceived value and customer satisfaction factors mediating the perceived value and switching intention, and the role of service switching cost in moderating the relationship between customer satisfaction and switching intention. Research on the effect of switching intention and switching behavior on E-Wallet users in Indonesia is intended to cover the gaps in previous research by, among other things, adding service switching cost and customer satisfaction variables.

The objective of this research is to determine the relationship between switching intention and switching behavior among E-Wallet users in Indonesia. This research focuses on 3 factors including perceived value (quality value, emotional value, social value, and epistemic value), customer satisfaction, and service switching cost.

II. Theoretical Framework And Methods

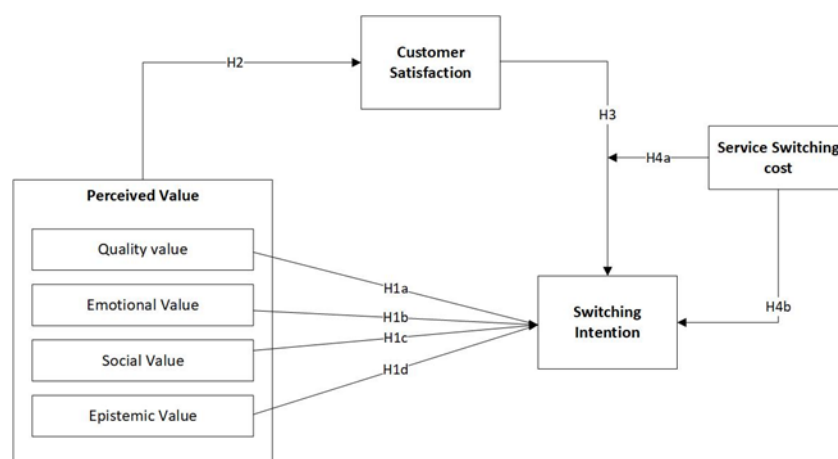


Figure 1.
Theoretical Framework

The concept of perceived value has been defined as an overall assessment of the utility of a product or service based on consumer perceptions (Zeithaml, 1988). Sweeney and Soutar (2001) suggested that the perceived value of consumers consists of their opinions on performance / quality, emotional responses, social status, and other factors. Sheth et al. (1991) classified perceived value including functional, social, emotional, epistemic values and other factors. Turel et al. (2007) provided evidence that perceived value was positively related to intention to use, while Sirohi et al. (1998) noted that the intention to remain loyal to certain retailers was negatively influenced by the perceived value of competitors. In other words, perceived value in a brand that is not currently used by consumers has a positive relationship with switching intention. Based on the previous research, it can be concluded that the hypothesis of this study is:

H1a : Quality/ performance value has a negative effect on switching intention

H1b : Emotional value has a negative effect on switching intention

H1c : Social Value has a negative effect on switching intention

H1d : Epistemic value has a negative effect on switching intention

The result of a study on the relationship between perceived value and customer satisfaction in traditional retail showed that in many cases perceived value greatly affected customer satisfaction (Eggert &

Ulaga, 2002). Research by Deghan, Alizadeh and Alamouti (2015) stated that there was a direct relationship between perceived value and customer satisfaction. Based on the previous research, it can be concluded that the hypothesis of this study is:

H2 : Perceived Value has a positive effect on customer satisfaction

Oliver (1999) argued that customer satisfaction is a cognitive process and satisfaction is the difference between consumer expectations of a product (i.e. before consumption) and the actual product performance (i.e. after consumption). Research from (Bhattacharjee, 2001; Kim et al., 2007) claimed that customer satisfaction is the extent to which users feel that the quality or performance of a product or service has met or exceeded their expectations. In particular, customers are satisfied when they feel that the quality or performance of a product or service meets their expectations. Other studies (Bhattacharjee, 2001; Chen and Lin, 2015; Chang, 2013; Dong et al., 2014; Hsiao et al., 2016; Hsu et al., 2015; Lin, 2012; Zang et al., 2015) which have analyzed IS and e-commerce argued that satisfaction is very important in customer retention and, therefore, increasing repurchase intentions. Other studies (Chen and Chen, 2010; Hsu et al., 2015) argued that customer satisfaction greatly influenced the behavior in question. This study assumes that customer satisfaction affects switching intention. Thus, the researchers propose the following hypothesis:

H3 : Customer satisfaction has an effect on switching intention

It is clear that the consumers who are dissatisfied tend to switch service providers (Shin and Kim, 2008), unless they perceive their losses to be bigger when they switch (He et al., 2009). Therefore, dissatisfied consumers may feel the high net utility from switching (Kahneman and Tversky, 1979). This is supported by the view of the cost-benefit model of consumer behavior. For example, it is common for customers to engage in any activity only when the utility or perceived benefits outweigh the perceived performance. Thus, marketing scholars have proposed switching to help retain consumers, keeping service providers the same even when they are less satisfied or dissatisfied with those service providers (Jones and Sasser, 1995). Similarly, it is expected that switching costs bind customers to their existing relationship and prevent them from switching the service providers despite their feelings of dissatisfaction. Thus, it can be assumed that switching costs can have a moderating effect on customer satisfaction, preventing customers from making switching intentions. This assumption is consistent with the empirical studies that supported the moderate role of switching costs (Aydin et al. 2005; deMatos et al., 2009). It is suggested that an increase in the level of switching costs affected the relationship between customer satisfaction and purchase retention (Lee et al. 2001). In addition, He et al. (2009) found that satisfied customers are more likely to survive the existence of switching costs. This study assumes that the switching intention of dissatisfied consumers will depend on the existing switching costs in the industry of E-Wallet. Therefore, the following hypothesis was developed:

H4a : Service switching cost moderates the relationship between customer satisfaction and switching intention

Kim et al. (2004) examined switching costs in the context of mobile phone services, by considering them as a combination of loss cost, adaptation cost, and switching cost. According to them, loss cost refers to the perception of consumers on losing social status, relationships, and performance when switching existing service providers, while adaptation cost refers to the problems associated with adopting a new service provider after switching from an existing one (e.g. search fees and learning costs). Move-in cost represents "the perception of the economic costs involved in switching to a new operator". According to the cost model in consumer behavior, before ending the existing relationship, consumers consider changes in net utility (Lee, 2005). While switching to another service provider, if the switching costs are found to be greater than the increase in utility, the consumer prefers not to switch. Previous studies revealed that switching costs contributed significantly to predicting customer retention and/or switching behavior (Kim et al., 2004). As previously stated, this includes all costs that consumers might incur as punishment for showing disloyalty to the current relationship by switching to a different service provider (Chen and Hitt, 2002). Thus, switching costs create barriers to switch. Although several studies have examined the effect of switching costs on service loyalty, only little attention has been given to service switching. Therefore, this study suggests a negative relationship between switching costs and switching intention. Based on this assumption, the following hypothesis was developed:

H4b : Service switching cost has an effect on switching intention Sample size: 300 patients.

Research Method

According to Boomsma (1987) quoted by Ghazali and Fuad (2005), suggested that estimation of structural equations through the Maximum Likelihood method will be effective if the number of samples is at

least 200. Research using a sample of less than 100 will result in incorrect conclusions. According to Ding et al., quoted by Ghozali and Fuad (2005), stated that a sample size of 100 to 150 is the minimum sample size. Thus, the number of samples for this study amounted to 185 users of E-Wallet.

The test of validity is a test which is carried out to determine the level of a measuring instrument whether it is in accordance with what is being measured (Surapranata, 2005). Hair et al., (1995) stated that the standardized factor loading ≥ 0.5 is very significant. Ferdinand (2005) stated that in a reliability research in which the value of Cronbach's alpha is 0.5-0.6, it is sufficient to justify the results of a study. Meanwhile, Hair et al., (1995) stated that a value of ≥ 0.70 reflects good reliability.

The method used in the data analysis is descriptive analysis and structural equation model (SEM). Kline and Klammer (2001) also supported the use of SEM instead of multiple regression for the following 5 reasons: (1) SEM examines the relationship between variables as a unit, unlike multiple regression which approaches incrementally, (2) assumption of reliable and perfect measurement in multiple regression cannot be maintained, and measurement by error can be handled easily by SEM, (3) the modification index produced by SEM provides more about the direction of research and modeling that needs to be followed up than regression, (4) interactions can also be handled in SEM and (5) the ability of SEM to handle non-recursive paths. According to Hair et al., (1995), goodness-of-fit measures divided into three categories as follows:

1. Absolute fit measures: the measure of the fit of the overall model (structural model and measurement model) to the covariance matrix.
2. Incremental/ relative fit measures: the relative fit size of the model, used to compare the proposed model with the base model used.
3. Parsimony/adjusted fit measures: a measure of fit that takes into account the number of coefficients in the model.

III. Result

Respondent's Personal Information

Category	F	%
What is your gender?		
Male	91	49.2%
Female	94	50.8%
How old are you?		
18- 25 years old	30	16.2%
26 - 40 years old	153	82.7%
40- 65 years old	2	1.1%
What is your latest education status?		
Senior/Vocational High School	2	1.1%
Diploma	16	8.6%
Bachelor's Degree	147	79.5%
Master's Degree	20	10.8%
What is your job status?		
State-owned enterprise	6	3.2%
Housewife	6	3.2%
Private employee	143	77.3%
Student	4	2.2%
Civil servant	4	2.2%
Professional	2	1.1%
Entrepreneur	20	10.8%

Table 1.
E-wallet Respondent Data

Based on the gender category, 91 respondents were male and 94 respondents were female. In terms of age, most of the respondents were aged 26-40 years (153 respondents), then those under the 18-25 years category were 30 respondents, and those aged 40-65 years were 2 respondents. Regarding the education category, most of the respondents had an undergraduate education (147 respondents), then 20 respondents with a master's degree, 16 respondents with a diploma, and 2 respondents with a high school/vocational education. Based on the job category 143 respondents work as private employees, 20 respondents work as entrepreneurs,

followed by 6 respondents who work in state-owned enterprises and as housewives respectively, 4 respondents work as students and as civil servants respectively, and those who work as professionals are 2 respondents.

E-Wallet Respondent Data		
Kategori	F	%
Do you have an E-Wallet account?		
Yes	185	100.0%
How many E-Wallet applications do you use?		
2 - 3 applications	117	63.2%
more than 3 applications	68	36.8%
How many times do you use E-Wallet in a week?		
Once a week	22	11.9%
2- 3 times a week	92	49.7%
4- 5 times a week	26	14.1%
more than 5 times a week	45	24.3%
Which E-Wallet application do you use? (You can choose more than one)		
OVO	179	96.8%
GOPAY	179	96.8%
DANA	112	60.5%
LINKAJA	24	13.0%
DOKU wallet	2	1.1%
Flip	4	2.2%
SHOPEEPAY	82	44.3%
Jenius	8	4.3%
Sakuku	6	3.2%
Uangku	2	1.1%

Table 2.
E-Wallet Respondent Data

Based on the category of E-Wallet account ownership, all respondents answered 'yes'. In terms of the number of E-Wallet applications used, 117 respondents answered 2-3 applications and 68 respondents answered more than 3 applications. Meanwhile, regarding the number of times E-Wallet is used in a week, 92 respondents answered 2-3 times a week, 45 respondents answered more than 5 times a week, 26 respondents answered 4-5 times a week, and 22 respondents answered once a week. Based on the E-Wallet application used, the majority of the respondents answered OVO (179 respondents), 179 respondents answered GOPAY, 112 respondents answered DANA, 82 respondents answered SHOPEEPAY, 8 respondents answered JENIUS, 6 respondents answered SAKUKU, 4 respondents answered Flip, and those who answered DOKU Wallet and Uangku were 2 respondents respectively.

SEM Analysis

Measurement Model

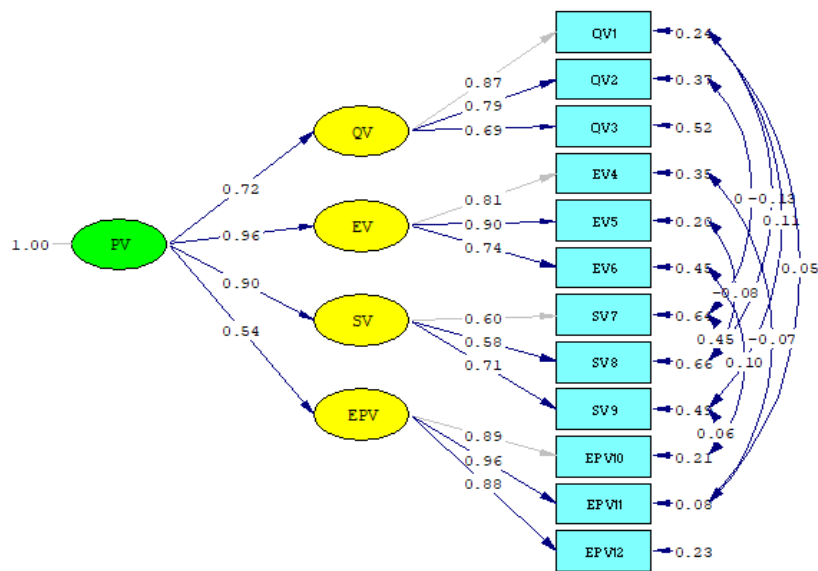
This evaluation is carried out on each construct or measurement model (the relationship between latent variables and the observed variables) separately through the validity and reliability of the measurement model. A variable is said to have good validity of the construct or its latent variable if the value of standardized loading factor is greater than or equal to the critical value of 0.50, where standardized loading can be obtained directly through the output of the LISREL program application, and ϵ_j is a measurement error for each indicator or observed variable. The cut-off level for being able to say that the construct reliability is good is greater than 0.70, while the cut-off level for being able to say that the average variance extracted is good is greater than 0.50. Based on the output of the LISREL calculation results, the values of standardized loading factor are obtained and then used to calculate the CR and VE values which are summarized in the following figure:

Table 3. PV Validity and Reliability

CFA PV Validity and Reliability						
Dimension	Indicator	λ	error	CR	λ^2	AVE
<i>QV</i>	QV1	0,870	0,100	0,892	0,757	0,735

	QV2	0,790	0,200		0,624	
	QV3	0,690	0,370		0,476	
EV	EV4	0,810	0,170	0,900	0,656	0,750
	EV5	0,900	0,130		0,810	
	EV6	0,740	0,370		0,548	
SV	SV7	0,600	0,010	0,761	0,360	0,517
	SV8	0,580	0,664		0,336	
	SV9	0,710	0,450		0,504	
EPV	EPV10	0,890	0,208	0,936	0,792	0,829
	EPV11	0,960	0,078		0,922	
	EPV12	0,880	0,226		0,774	

Table 3.
PV Validity and Reliability



Chi-Square=82.71, df=41, P-value=0.00012, RMSEA=0.074

Figure 2.
CFA PV (Standardized Display)

CFA PV (Standardized Display)

Based on the table above, each indicator on the PV variable has a loading factor value greater than 0.5, so it can be concluded that all of these indicators are valid. The CR values obtained were 0.892; 0.900; 0.761; and 0.936 respectively (the value is greater than 0.7) and the AVE values obtained were 0.735; 0.750; 0.517; and 0.829 (greater than 0.5), so it can be concluded that all dimensions in the PV variable are reliable. The next result from CFA processing is a model fit test from the measured results (in the output, it can be seen on Goodness of Fit). Based on several indicators of the existing fit model, it can be said that the measuring instrument is fit because the results showed that 10 out of the 11 indicators have been met.

Goodness of Fit

Goodness-of-Fit Criteria Evaluation

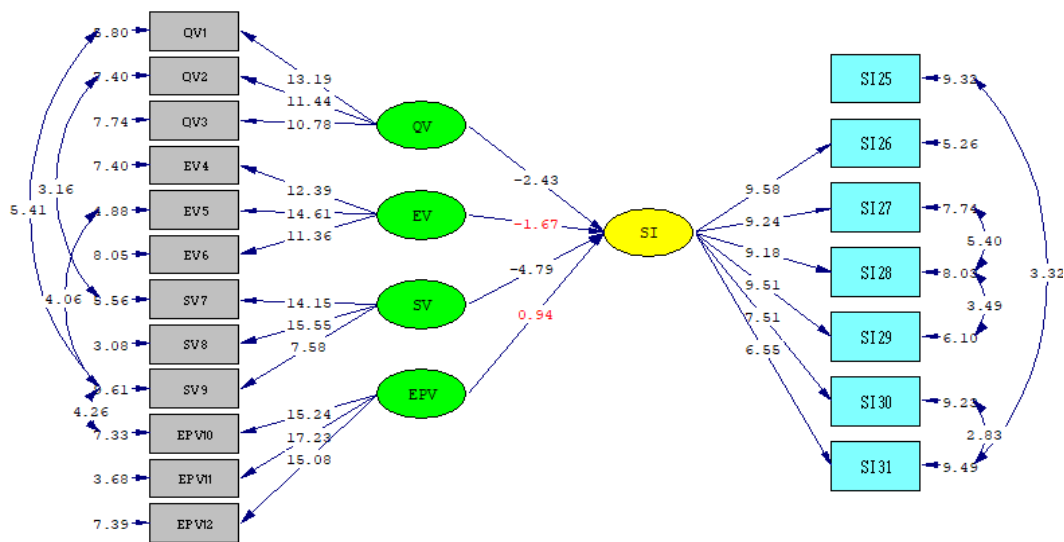
GOF Indicator	Fit Target	Note
Normal Theory Weighted Least Squares Chi-Square = 1717.26 (P = 0.000)	P Value > 0.05	No Fit
RMSEA = 0.074	< 0.05 atau 0.05 ≤ RMSEA < 0.08	Medium Fit
NFI = 0.91	≥ 0.90	Good Fit

NNFI = 0.91	≥ 0.90	Good Fit
CFI = 0.93	≥ 0.90	Good Fit
IFI = 0.93	≥ 0.90	Good Fit
RFI = 0.91	≥ 0.90	Good Fit
RMR = 0.028	≤ 0.10	Good Fit
Standardized RMR = 0.028	≤ 0.10	Good Fit
GFI = 0.92	≥ 0.90	Good Fit
AGFI = 0.93	≥ 0.90	Good Fit

Table 3.
Goodness-of-Fit Criteria Evaluation

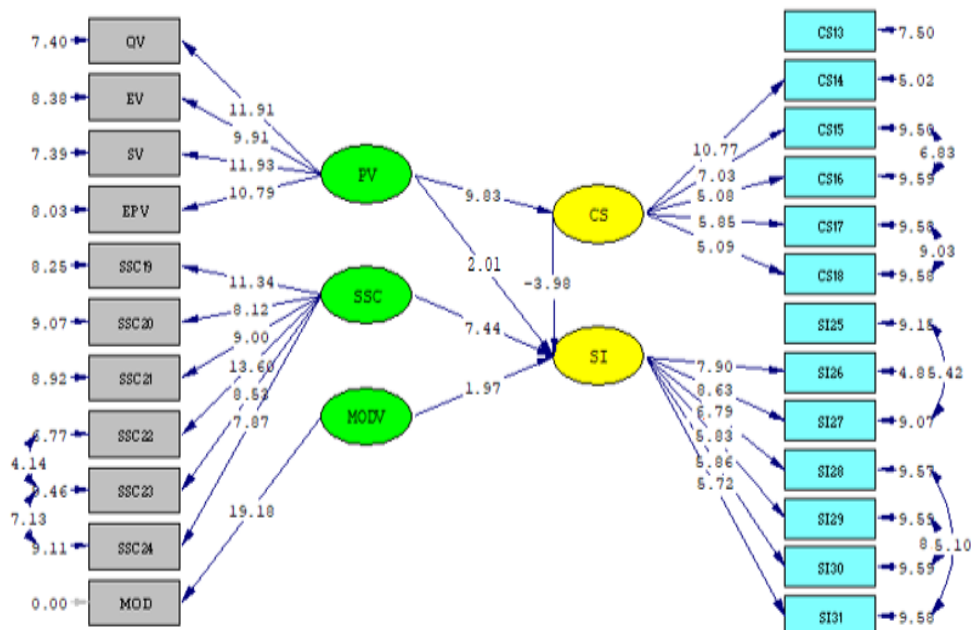
Comparison of the value of chi-square / df = 7.21 which means the model is not fit for this measurement. Schumacker and Loomax (2004) recommend Chi-square (X²), df and p level (insignificant is good); NFI, GFI, CFI (good if > 0.90) and RMSEA with confidence intervals (good if < 0.05). Thus, based on several indicators of the existing fit model, it can be said that the measuring instrument is fit because the results showed that the 11 indicators have all been met.

Hypothesis Testing



Chi-Square=349.66, df=134, P-value=0.00000, RMSEA=0.074

The next hypotheses can be seen on the following figure:



Chi-Square=1717.06, df=238, P-value=0.00000, RMSEA=0.074

H	Structural Path	T Value	Note	Conclusion
H1a	Q →SI	-2,43	Data support the hypothesis	Quality value (Q) has a negative and significant effect on Switching Intention (SI)
H1b	E →SI	-1,67	Data support the hypothesis	Emotional Value (E) has a negative and significant effect on Switching Intention (SI)
H1c	S→SI	-4,79	Data support the hypothesis	Social value (S) has a significant effect on Switching Intention (SI)
H1d	EP→SI	0,94	Data do not support the hypothesis	Epistemic Value (EP) does not have a negative and significant effect on Switching Intention (SI)
H2	PV→CS	9,83	Data support the hypothesis	Perceived Value (PV) has a positive and significant effect on Switching Intention (SI)
H3	CS→SI	-3,98	Data support the hypothesis	Customer Satisfaction (CS) has a significant effect on Switching Intention (SI)
H4a	SSC→SI	1,97	Data support the hypothesis	Service Switching Cost (SSC) has a significant effect on Switching Intention (SI)
H4b	SSC→CS→SI	7,44	Data support the hypothesis	Service Switching Cost (SSC) moderates the relationship between Customer Satisfaction (CS) and Switching Intention (SI).

Table 4.
Result of Hypothesis Testing

IV. Discussion and Conclusion

The conclusions that can be obtained from the research on the effect of Switching Intention and Switching Behavior on the Users of E-wallet in Indonesia are as follows: first, the variables of quality value, social value, emotional value, customer satisfaction and service switching cost have a significant effect on the switching intention of the users of E-Wallet in Indonesia. This explains that quality, social, emotional factors, customer satisfaction and transfer costs can influence respondents to switch to another E-Wallet application. Second, the variable of perceived value has a significant effect on customer satisfaction. This explains that the value obtained by respondents can have a significant effect on customer satisfaction.

The research analysis and findings can produce several contributions in scientific development, including: 1) it is expected that the industry focuses more on quality, social and emotional factors, satisfaction, and transfer costs in developing the E-Wallet application in Indonesia, 2) to avoid consumers' switching intention, stakeholders must improve the quality and customer satisfaction as well as provide obstacles so that consumers find it difficult to switch to the other products, 3) the obstacles may make the dissatisfied consumers think over and over again before switching to competitor's products.

Because of that, this study is potentially useful to E-Wallet provider's planning their business strategies, and seeking to optimize their service/value based on a detailed understanding of the concerns of users. The findings from this study contribute in developing insight for marketers and managers or any position that use consumer behavior in their strategies to make better plans and effectively prevent their customers from switching. This finding could enhance value for users and providers in this industry.

Based on the findings of this study, the suggestions are as follows: 1) for further research, it is expected that other factors that can affect switching intention can be added so that the result of the research results can be better, 2) it is also expected that the samples for the further research will be more diverse and in a bigger number, and 3) the model should be improved to make it more suitable so that the research can have a better finding.

References

- [1]. Adikara, B. (2020). Pengguna Dompot Digital Semakin Banyak Di Indonesia. Diakses di <https://www.jawapos.com/ekonomi/15/01/2020/pengguna-dompot-digital-semakin-banyak-di-indonesia/>
- [2]. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2): 179–211.
- [3]. Ajzen, I. and Fishbein, M. (2005), "The influence of attitudes on behavior", in Albarracín, D., Johnson, B.T. and Zanna, M.P. (Eds), *The Handbook of Attitudes*, Erlbaum, Mahwah, NJ, pp. 173-221.
- [4]. Ajzen, I. (2006), "The TPB constructs", diakses di: www.people.umass.edu/ajzen/index.html
- [5]. Ariyanti, D., J. dan Elena, M. (2020). Adu Kuat Dompot Digital Semakin Ketat, diakses di <https://infografik.bisnis.com/read/20200618/547/1254609/adu-kuat-dompot-digital-semakin-ketat->
- [6]. Bansal, H, Taylor, S., dan James, Y. (2005). "Migrating" to New service Providers: Toward a Unifying Framework of Consumer's Switching Behaviors". *Journal of the Academy of Marketing Science* 2.,200-218
- [7]. Bartikowski, Boris and Merunka, Dwight (2015) "Modeling the Effects of the Three Dimensions of Trust towards the e-Vendor on Online Consumer Behavior," *Systèmes d'Information et Management: Vol. 20 : Iss. 1 , Article 2.*
- [8]. Bauer, R., 1967. Consumer behavior as risk taking. In: Cox, D. (Ed.), *Risk Taking and Information Handling in Consumer Behavior*. Harvard University Press, Cambridge, MA.
- [9]. Bhattacharjee, A. (2001), "An empirical analysis of the antecedents of electronic commerce service continuance", *Decision Support Systems*, Vol. 32 No. 2, pp. 201-214.
- [10]. Brema, Y. N. (2009). Customer Service Quality and Customer Satisfaction in the Retail Banking Industry in Ghana. *Journal Of Business and Retail Management Research*. Vol 4 Issue 1.

- [11]. Budiawati, A. D. (2019). Transaksi Rp21 Triliun, Ini Daftar Dompot Digital Terpopuler di Indonesia. Diakses dari <https://www.dream.co.id/dinar/transaksi-rp21-t-daftar-E-Wallet-terpopuler-di-indonesia-190814j.html>.
- [12]. Constantinescu, R. (2019). E-wallets: an overview of key developments and essential trends. Diakses dari <https://thepaypers.com/expert-opinion/E-Wallets-an-overview-of-key-developments-and-essential-trends--1239463>
- [13]. CNN Indonesia. (2019). Pengguna Aplikasi Dompot Digital di Indonesia Naik. Diakses dari <https://www.cnnindonesia.com/teknologi/20190813154902-185-420933/pengguna-aplikasi-dompot-digital-di-indonesia-naik>
- [14]. Setyowati, D. (2018). Pengguna Internet Indonesia Paling Suka Chatting dan Media Sosial. <https://katadata.co.id/berita/2018/02/19/pengguna-internet-indonesia-paling-suka-chatting-dan-media-sosial>
- [15]. Featherman, M.S. & Pavlou, P.A. (2003) Predicting e-services adoption: a perceived risk facets perspective. *Int. J. Human-Computer Studies* 59 , pp 451–474.
- [16]. Flavián, C.; Guinalu, M.; Gurrea, R. (2006), « The Role Played by Perceived Usability, Satisfaction and Consumer Trust on Website Loyalty », *Information & Management*, Vol. 43, no 1, p. 1-14
- [17]. Gale, B. (1994) *Managing customer value: Creating quality and service that customers can see*: Free Press.
- [18]. Ghozali, Imam dan Fuad (2005), *Structural Equation Modeling – Teori, Konsep dan Aplikasi dengan Program LISREL 8.54*, Badan Penerbit Universitas Diponegoro, Semarang.
- [19]. Hair J.F. et.al (1995), “*Multivariate Data Analysis With Reading*”, Fourth Edition, Prentice Hall. New Jersey
- [20]. Hamilton, S. dan N. L. Chervany (1981). "Evaluating Information System Effectiveness - Part I: Comparing Evaluation Approaches." *MIS Quarterly*.
- [21]. Irawan, Handi, 2008. *Membedah strategi Kepuasan pelanggan*. Cetakan pertama. Jakarta : Pradnya Paramitha, h. 45. Kelompok Gramedia.
- [22]. Jabeen, Samrena., Hamid, Abu Bakar Abdul., dan Rehman, Saif Ur. 2015. Switching Intentions: A Case of Saudi Arabian Hypermarkets. *International Journal of Economics and Financial Issues*, 5(2):215-222.
- [23]. Jones, M.A., Reynolds, K.E., Mothersbaugh, D.L. & Beatty, S.E. (2007). The Positive and Negative Effects of Switching Costs on Relational Outcomes. *Journal of Service Research*, 9, (4), 335-355.
- [24]. Kline, Theresa J.B. dan Joy D. Klammer. (2001). *Path Model Analysis*, PHD dissertation, Department of Education, University of Chicago.
- [25]. Kline, R.B. (2005). *Principles and Practice of Structural Equation Modeling* (2nd edition ed.). New York: The Guilford Press.
- [26]. Limayem, M. and Hirt, S.G. (2003), “Force of habit and information systems usage: theory and initial validation”, *Journal of the Association for Information Systems*, Vol. 4 No. 1, pp. 65-95.
- [27]. Limayem, M., Hirt, S.G. and Cheung, C.M.K. (2007), “How habit limits the predictive power of intention: the case of information systems continuance”, *MIS Quarterly*, Vol. 31 No. 4, pp. 705-737.
- [28]. Lin, K. Y., Wang, Y. T.(2017). Understanding Users Switching intentions and switching behavior on social networking sites. *Aslib Journal of Information Management* Vol 69 No. 2, 2017, pp. 201-214.
- [29]. Lin, K. Y., Wang, Y. T. & Hsu, H. Y. S.(2016). Why do people switch mobile platforms? The moderating role of habit. *Internet Research* Vol. 27 No. 5, 2017 pp. 1170-1189
- [30]. Malhotra, N. K.(2004). *Marketing Research :An Applied Orientation*. Fifth Edition. Pearson Education, Inc. New Jersey, USA.
- [31]. Monroe, K.B.(1990). *Pricing Making Profitable Decisions*. New York: McGraw-Hill.
- [32]. Sheth, J., Newman, B. and Gross, B. (1991), *Consumption Values and Market Choices, Theory and Applications*, South-Western Publishing Co., Cincinnati, OH.
- [33]. NN. (2019). *Persaingan dompot digital*. <https://www.indonesia.go.id/narasi/indonesia-dalam-angka/ekonomi/persaingan-dompot-digital>.
- [34]. Nafi, Muchamad. (2019). *Penetrasi Smartphone terhadap Jumlah Penduduk Indonesia*. Dikutip dalam [Dikutip dalam https://databoks.katadata.co.id/datapublish/2019/07/05/penetrasi-smartphone-terhadap-jumlah-penduduk-indonesia](https://databoks.katadata.co.id/datapublish/2019/07/05/penetrasi-smartphone-terhadap-jumlah-penduduk-indonesia).
- [35]. Oliver, R.L.(1997). *Satisfaction : A behavioral perspective on the consumer*. New York: Irwin. McGraw- Hill
- [36]. Quoquab, F., Mohammed, J., Yasin, N. M., and Abdullah, N, L. (2018). Antecedents of switching intention in the mobile telecommunications industry. *Asia Pacific Journal of Marketing and Logistics* .Vol 30 No. 4, 2018. Pp. 1087- 1111.
- [37]. Reisinger, Y., & Mavondo, F. (2005). Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research*, 43, 212-225.
- [38]. Rosmayanti. (2019). *Apa Itu Dompot Digital?*. Dikases dari <https://www.wartaekonomi.co.id/read212834/apa-itu-dompot-digital.html>
- [39]. Wijanto, Setyo H. (2008). *Structural Equation Modeling dengan Lisrel 8.8*. Graha Ilmu. Yogyakarta.
- [40]. Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling* (2nd ed.). Lawrence Erlbaum Associates Publishers.
- [41]. Sheth, J., & Mittal, B. (2004). *Consumer Behavior: A Manajerial Perspective*, second edition. Thompson South Western. USA
- [42]. Sheth, J.N., Newman, B.I. and Gross, B.L. (1991a), “Why we buy what we buy: a theory of consumption values”, *Journal of Business Research*, Vol. 22, pp. 159-70
- [43]. Subyanto, Wahyu. (2019). *Hasil Riset iPrice: Dompot Digital Lokal Paling Banyak Dipakai di Indonesia*. Dikutip dalam <https://nextren.grid.id/read/011833462/hasil-ri-set-iprice-dompot-digital-lokal-paling-banyak-dipakai-di-indonesia?page=all>
- [44]. Sweeney, J.C & Soutar, G.N. (2001). Consumer Perceived Value: The Development of a Multiple item Scale. *Journal of Retailing* 77: 203- 220.
- [45]. Winosa, Y. (2019). *4 Tantangan Leapfrog Industri Pembayaran Digital*. Dikutip dalam <https://www.wartaekonomi.co.id/read216609/4-tantangan-leapfrog-industri-pembayaran-digital.html>.
- [46]. Wirtz, J., Xiao, P., Chiang, J., & Maholtra, N. (2014). Contrasting the Drivers of Switching Intent and Switching Behavior in Contractual Service Settings *Journal of Retailing* 90 (4, 2014) 463–480.

Asadany Pandu Prabowo, et. al. “Effects of Switching Intention and Switching Behavior on E-Wallet Users in Indonesia.” *IOSR Journal of Business and Management (IOSR-JBM)*, 23(03), 2021, pp. 51-59.