AN EFFECTIVENESS OF CONSUMERS' BRAND SWITCHING TOWARDS ENVIRONMENTALLY FRIENDLY SKINCARE PRODUCTS IN DKI JAKARTA AREA

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ABSTRACT

This research aims to examine the effectiveness of consumer brand switching for environmentally friendly skincare products in the DKI Jakarta area, in terms of brand personality, online customer reviews, and variety seeking. This type of research is associative with a quantitative approach. The population includes consumers who use environmentally friendly body care products in the DKI Jakarta area. A purposive sampling technique was used in this research with the final sample set at 100 respondents. The data analysis technique in the research uses multiple regression. The effectiveness of brand switching is influenced by the three factors above simultaneously. Brand Personality and Online Customer Reviews do not have a significant influence on Brand Switching for environmentally friendly skincare products, while there is a significant influence on Variety Seeking.

Keyword: brand switching, effectiveness, variety seeking

INTRODUCTION

Earth is the planet that was the only place to live for all creatures before the planet Mars was reported to have the potential to become a habitable place. The earth's layers generally consist of several parts, starting from the earth's crust (crush), mantle, and core. The earth is called "living" because it has a source of life needed by living creatures, namely water (Yayasan BPK Penabur, 2023). The water contained in the earth reaches 70% of the entire surface of the earth. However, it is worth knowing that according to a study from the United States Geological Survey (USGS), approximately 72% of the earth is covered by water but 97% of it is salt water which cannot be drunk or consumed properly. The amount of freshwater stored in the ground is much greater than the amount above the ground surface. So it is necessary to dig underground water so that it can be consumed properly. The survey also explained that there are only a few countries that have sufficient excess fresh water, including Indonesia. it can be known that one-third of the world's population lives in 'water-stressed' countries (Lukyani, 2023).

Environmental conditions are changing rapidly due to the many activities that are detrimental to the environment, causing many concerns. The water crisis is only one concrete manifestation of the impact of humans not protecting the environment. Crises or natural disasters do not only occur because of negligent human behavior but can also occur due to other factors.

Figure 1: Environmental Conditions in Indonesia

Source: www.walhi.or.id | 25/08 (2021)

The infographic displayed on the official website of the Indonesian Forum for the Environment (WALHI) in 2021 explains that there is an increase in the earth's temperature resulting from increased carbon dioxide emissions. Carbon dioxide emissions or carbon emissions can be obtained from human activities, such as deforestation, electricity consumption, and manufacturing activities. UN Secretary-General Antonio Guterres stated that if humans do not control the use of fossil fuels, disasters due to climate change will not be able to be controlled in 20 years.

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Indonesia is a country nicknamed the lungs of the world because it contains lots of forests which are a source of oxygen for living creatures. Unfortunately, forests continue to decrease in number due to forced and massive land change. Forest areas have been turned into mining areas and commercial palm oil plantations. According to Schapher (2010), the issue of environmental pollution is a critical problem caused by many things, one of which is the factors involved in the economic sector and business development in the environmental pollution that occurs (Suparna, Ekawati, Gede Suasana, & Sriathi, 2018).

Influence and awareness of environmental issues is something that is commonly heard today. The movement to save the environment, which is popular among the public, creates good attention and has a positive impact on many sectors, including the economic and business sectors. This is due to awareness in the minds of people to protect the places where they live. It can be clearly seen that people are now required to use environmentally friendly shopping bags when shopping in shopping centers, switching to using environmentally friendly eating and drinking utensils, and even using public transportation. In the economic and business environment, there are smart innovations that must be carried out by business actors in developing their business, one way is by reading the behavior of society as a market. People's behavior tends to change quickly due to many factors. People's behavior tends to change quickly due to many factors. Behavior is influenced by a person's goals or objectives. A person can change his behavior with motivation to achieve a desire for a certain goal. Psychologist Skinner (1938) stated that behavior is a person's reaction to the stimulus received (Notoatmodjo, 2018). The form of response resulting from this stimulus is divided into 2, namely respondent response where the response comes from certain stimuli, and operant response where the response arises and develops and is followed by other stimuli or stimuli (Inten Ratna Sari, 2018, hal. 6-7).

Rapid changes in people's behavior along with the emergence of various new problems. The emergence of product innovation that can be felt by the public comes from innovators being quick to read a problem. The phenomenon of switching to using environmentally friendly products occurred some time ago due to increasing awareness of environmental protection. Along with the increasingly rapid development of the times, all aspects are currently developing rapidly, starting from aspects of technology, education, and economics, to health. One of the developments in science relating to environmental phenomena is the development of research and knowledge in economics and business, such as the terms green product, green marketing, green process, and green advertising (Sevima, 2022).

Business people are flocking to innovate the products they produce. It is not only limited to several household needs but also has an impact on environmentally friendly products for individuals, one of which is skincare or skin care products. Skincare users prefer products labeled eco-friendly, cruelty-free, no animal testing, and local skincare brands that actively respond to environmental issues. Apart from being able to compete, skincare brands that care about the environment are considered to be an advantage for the market. The innovations that have emerged have resulted in the proliferation of environmentally friendly products of various types and shapes. The country of origin of environmentally friendly products, especially skincare, is not limited to foreign product brands, but local products are also very aggressive in competing in environmentally friendly skincare innovations. Following what has been explained above, environmentally friendly products, especially body and skin care products or skin care, are considered environmentally friendly products not only from the composition of the product but also from the basic ingredients taken, the production process, and marketing.

Green marketing often called green marketing focuses on the process of marketing products that are carried out in an environmentally

friendly manner. According to the American Marketing Association (AMA), green marketing is product marketing that is more focused on environmental safety and security. This includes all company activities, starting from product innovation, production processes, distribution, promotion, and advertising. The green marketing strategy carried out by several companies is an interesting thing to discuss, not to mention the environmentally friendly marketing efforts carried out by companies operating in the skin health and beauty sector. Awareness of environmentally friendly issues that occur in society comes from the raising of environmental issues by practitioners, academics, government, and the public who are experts and care about the environment. A clean product is a process of producing a product by reducing negative impacts on the environment starting from the selection of raw materials, production waste, to waste disposal. Meanwhile,

green products are often referred to as environmentally friendly products that pay attention to the life cycle of the product (Judijanto, et al., 2024).

According to a Katadata Insight Center survey, public awareness of environmental sustainability has had an impact on increasing interest in buying environmentally friendly or green products. The main reason people buy these products is to preserve the earth. With this trend, it is hoped that greater awareness and concern will be created towards the use of more environmentally friendly products. This survey was carried out as part of the 2021 Sustainability Action for the Future Economy (SAFE) activity which aims to discuss problems and find solutions for sustainable economic development. Respondents in this survey were 3,631 respondents with an age range of 17-60 years

Figure 2: Reasons to Use Environmentally Friendly Products
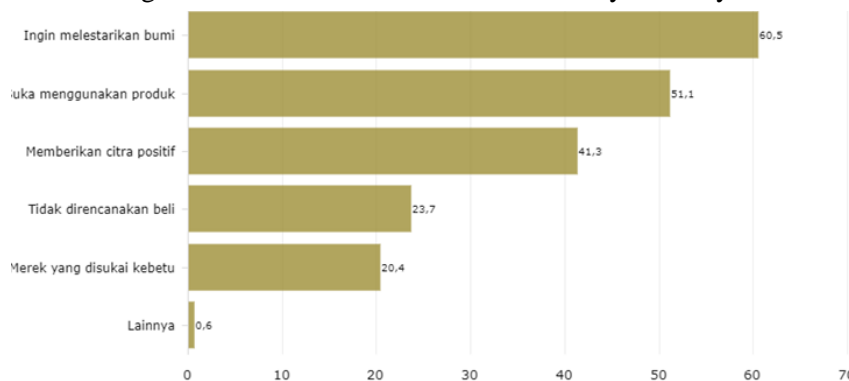
Source: www.databoks.katadata.co.id | 23/08 (2021)

Nyoman Dara Paramita and Ni Nyoman Kerti Yasa (2015) stated that the benefits obtained from consuming environmentally friendly body care will preserve the earth because these products do not contain dangerous things such as no animal testing (experiments on animals) and the use of harmful chemicals. replaced by organic materials in its composition.

The data and information needed by consumers as a basis for decision-making are now very easy to obtain. Data and information seem to come to consumers who are not looking for it anymore. This can happen due to advances in sophisticated technology. As a business actor or a company, you must be careful in responding to this phenomenon. Brand image or personality development needs to be intensified because of market interests and profit orientation. Brand image and personality can be built with good marketing communications. A fast communication medium that is easily accessible to all groups today is a smartphone or device connected to the internet.

Brand personality is often built by a product so that target consumers feel close to the product. According to Cristela Maia Bairrada *et al.* (2018), brand personality can be defined as the emotional connection that is built between consumers and the brand. Consumers will create closeness to brands based on their nature or personality. Based on research conducted by (Azhar, Zulkarnain, & Halim, 2023) which focuses on discussing brand switching that occurs in the millennial generation in choosing a telecommunications provider results in that there is a positive and significant influence between brand personality and the brand switching used. It is proven that brand personality influences consumers in choosing and using certain product brands.

There are various ways and means used by companies to establish a brand personality, one of which is by using social media to introduce their brand. Brand personality can be built through several things, such as brand analysis, market research, characteristic identification, consistent

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communication, and regular evaluation. In addition, brand core values can be identified by knowing what the brand's main purpose is, what makes a brand different from competitors, or how consumers might switch to a particular brand. One of the reasons why building a brand personality is important is because brand personality helps consumers identify the brand and the benefits of the product and match the consumer's expression and personality with the brand. (Trifiyanto, Windasari, & Zakiyah, 2021).

In environmentally friendly skincare and cosmetic brands, the personality built by the company is a personality that reflects consumer behavior. Sincerity, interest in something, a portrayal of competence, worldliness, and high endurance. Brands have succeeded in stealing consumers' attention by building a personality that suits consumers. Brands make consumers feel part of the brand. A brand personality that can be easily recognized today through the official website and social media of the related brand.

Figure 3: Instagram is one of the environmentally friendly skincare products
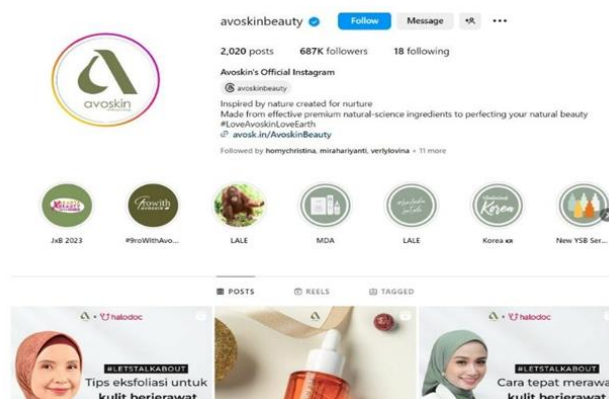
Source: Instagram.com /avoskinbeauty | 18/12/2023

Apart from brand personalities that can be recognized via the internet, consumer reviews and ratings regarding environmentally friendly skincare products can also be known by other consumers. Online customer reviews are currently becoming the basis for decision-making in the form of assessments and reviews that can be given directly by consumers. Trustworthy online customer reviews must also come from valid sources. Social impact, review time is given, so that the quality of the review becomes a benchmark for the review and the assessment can be accepted. According to Mudambi (2010) online customer reviews are a form of electronic word of mouth (e-WOM) which refers to content uploaded by users or consumers online or on third-party websites (Fauzi & Lina, 2021). Research conducted by (Safitri & Septrizola, 2019) resulted in the conclusion that electronic word of mouth (e-WOM) has a positive and significant effect on the shift in the use of cosmetic brands. This means that reviews and assessments given by other consumers regarding the brands of cosmetic products consumed have an influence on decision-making regarding use.

The transition to using certain product brands, especially skincare, can occur due to many factors such as advertising, price, product quality, and communication between consumers, brand image, and the need to look for variations. Seeing the phenomenon of the proliferation of various

types of skincare, it cannot be denied that there are many choices for consumers. According to Septiani, et al. (2020), looking for new diversity in consuming a product is one of the consumer behaviors that in conditions like this consumers will make purchases from brands, usually switching to new brands according to (Kusmawan, 2022). Consumers tend to switch because they don't find innovation in the skincare products they use or simply want to try what kind of environmentally friendly skincare they use. Apart from that, consumers may switch to using environmentally friendly skincare because they feel like looking for new variations and experiences they have never had while using skincare before. Variety seeking or the need to look for other product variations that consumers often feel is normal considering that consumer behavior can change as a result of stimulation by a factor. Many factors influence this, including being bored with the previous product, wanting to try new things, and no longer trusting the previous product brand. Based on research conducted by (Safitri & Septrizola, 2019) resulted in the conclusion that there is a positive and significant influence between the need to look for variations in brand switching. This research focuses on discussing brand switching that occurs among Padang State University students who use other cosmetics than Wardah brand cosmetics.

According to Chin *et al.* (2018), Indonesian people have concerns about environmental issues. People are inspired by their sense of concern for the environment by changing consumption patterns from consuming conventional services or goods to consuming environmentally friendly services or goods (Vannia, Sadat, & Sari, 2022). Regarding the shift in consumption patterns, this was emphasized by Nielsen in an article written by Ghani Nurcahyadi and uploaded on the media platform, namely MediaIndonesia.com (2021) that the desire to switch to using green products is not a discourse. Nielsen reports that 73% of consumers are ready to make the switch to using green products and 41% prefer products that have natural or organic components. This is done because of recognition from consumers who have used green products, they feel that their use can help preserve the environment.

This research aims to examine the effectiveness of consumer brand switching for environmentally friendly skincare products in the DKI Jakarta area, in terms of brand personality, online customer reviews and variety seeking. The benefit of this research is to connect ideas for the world of education regarding brand personality, online customer reviews, variety seeking, and brand switching with the phenomenon of transitioning to the use of environmentally friendly skincare and become material for evaluation and decision making by policy makers in an organization or company.

Some previous research findings that were used as literature studies on brand personality variables include (1) Research by Zulham Azhar *et al.* (2023) on the Millennial Gen's decision to choose a telecommunications provider involving 150 respondents from 15 sub-districts in Pekanbaru City with findings that confirm the brand personality variable on brand switching significantly with a negative influence of 50 percent while the highest is perceived value also with a negative influence of 36 percent. (2) Lidya Nur Hanifati and Imam Salehudin (2024) regarding laptop products during the Covid-19 pandemic involving 216 consumers. The results show that brand personality and loyalty have direct and indirect negative effects on consumers' switching intentions. Several previous research findings that were used as literature studies on online consumer/customer review variables include: (1) Research by Lisnawati, *et al.* (2021) on consumers of Nature Republic Aloe Vera 92% Sooting Gel in Sukabumi City of 150 respondents involved with findings that confirm the online consumer reviews variable on consumer loyalty significantly with an influence of 41.1 percent while the brand image influences only 26.7 percent. (2) Michelle Angelique *et. al.* (2021) at the Pinterest Company from consumers who use e-commerce Shopee, Tokopedia, and Instagram with 210 respondents involved with findings that confirm that online review variables and consumer experience have a significant influence on brand image and purchasing decisions. (3) Verani Niken Saputri *et al.* (2023) on the use of online transportation in Malang City involving 349 respondents with findings that confirmed the online customer reviews variable on brand switching significantly with a positive influence of 7.2 percent compared to platform trust with a negative influence of only 4.5 percent. Some previous research findings that were used as literature studies on the variety-seeking variable include (1) Research by Ardina Safitri and Whyosi Septrizola (2019) on Wardah cosmetic products by Padang State University students involving 394 respondents with findings that confirm the variety-seeking variable towards brand switching significantly with an influence of only 11.5 percent while the highest is religiosity with an influence of 35.3 percent. (2) Research by Dwi Apriliani *et al.* (2021) on Natasha skincare consumers in Bandar Lampung involving 100 respondents with findings that confirm the variety-seeking variable on brand switching significantly with an influence of 43.8 percent while packaging only influences 34.3 percent. (3) Research by Hendra Kusmawan (2022) on Vans shoe users involving 65 Oraqle & Co Vans Authorized Dealer Bandung respondents with findings that confirm the variety-seeking variables and product attributes regarding brand switching. There are not many studies that discuss brand personality and online customer reviews along with variety seeking, especially in testing the effectiveness of brand switching, the findings of the results are still a gap behind researchers in creating a paradigm model in this research. The model in research is something relatively small in size and aims to show the relationship between variables that influence each other (Supranto & Limakrisna, 2019, hal. 31). Furthermore, a building (model) can be in the form of structure, form, content, and meaning with certain parameters and limitations in making decisions (Husain, 2019). A research paradigm is a framework that is designed and needed as a medium for a researcher's thinking framework to be specifically formulated into a research model.

Figure 4: *Brand Switching* Research Paradigm Model
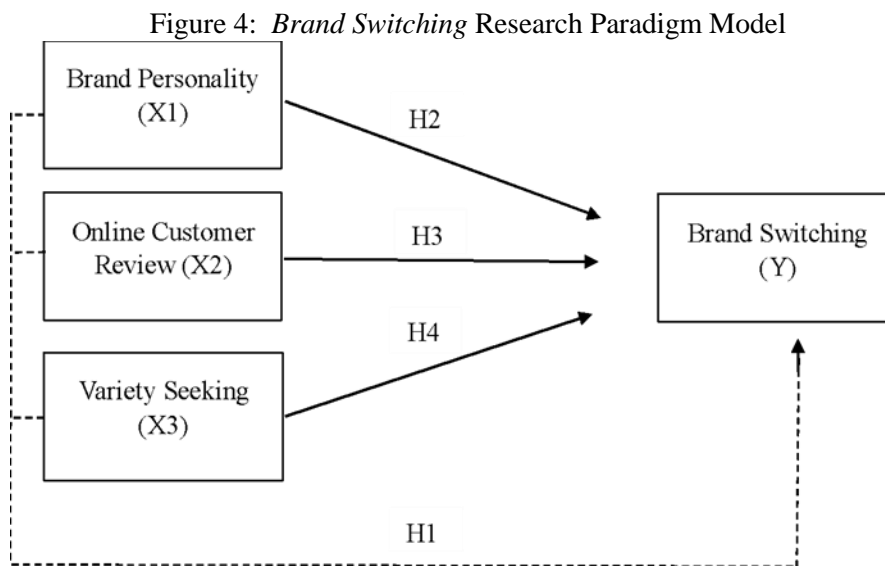
Source: Proposed in (2024)

The alternative hypothesis proposed in this research is:

H_1: There is an influence between brand personality (X_1), *online customer review* (X_2), dan *variety seeking* (X_3) on *brand switching* (Y) for environmentally friendly skincare products simultaneously

H_2: There is an influence between brand personality (X_1) on *brand switching* (Y) for environmentally friendly skincare products

H_3: There is an influence between *online customer review* (X_2) on *brand switching* (Y) for environmentally friendly skincare products

H_4: There is an influence between *variety seeking* (X_3) on *brand switching* (Y) for environmentally friendly skincare products

RESEARCH METHODS

This type of research is associative with a quantitative approach. According to Sugiyono (2018, hal. 44). Associative research aims to determine the influence or relationship between two or more variables. Associative research aims to determine the influence or relationship between two or more variables. In a quantitative approach that focuses on hypothesis testing, the data used must be measurable, and will produce conclusions that can be generalized (Muslich & Iswati, 2017, hal. 157) This research was conducted in the DKI Jakarta area and carried out on consumers who switched to using environmentally friendly skincare products at least twice in two months. The time required for this research is from September 2023 to February 2024. The operationalization of variables is summarized in the research instrument grid in Table 1 below:

Table 1 Recapitulation of Research Operationalization Variables

No.	Variable	Dimension	Indicator
1.	Brand *personality* (X_1) According to Xiao Tong *et al.* (2018), brand personality is an expression of the brand and symbolic meaning that can form emotional bonds to build significant relationships between customers and brands, which of course have the same personality (Sulistio, Santoso, & Wijaya, 2021)	*Sincerity*	1. What kind of useful products are being promoted 2. Quality as advertised 3. Seriousness in use
		Excitement	1. Products innovate well 2. The product has unique characteristics 3. Products that are always attractive in their promotions
		Competence	1. The product has been tested well 2. The product uses basic ingredients that are environmentally friendly

No.	Variable	Dimension	Indicator
			and safe for the skin
			3. The product is suitable for me to use in the long term
		Sophistication	1. Products pass sophisticated testing and are safe for the environment
			2. The product gives an up to date and contemporary impression
			3. The product can attract my attention
		Ruggedness	1. Products have the power to attract consumer attention
			2. The product has a positive and safe impression
			3. Products can be remembered that are safe and have good benefits
2.	*Online Customer Review* (X$_2$) According to Lina Hamdan Al-Abbadi *et al*. (2022) states that online customer reviews are reviews given by consumers regarding the quality and performance of products uploaded to certain company websites or platforms in the review column (Saputri, Triwijayati, & Adriana, 2023)	*Social impact*	1. Reviews and ratings are useful for consumers.
			2. Reviews and assessments influence decision making
			3. Influential reviews and ratings for related product brands
		Source credibility	1. Reviews and ratings come from trusted platforms
			2. Reviews and ratings by someone who is experienced in using skincare
			3. Review and rating by an expert
		Review timing	1. Reviews and ratings are very relevant today
			2. The reviews and ratings provided are very up to date
			3. The reviews and assessments provided are based on current environmental conditions
		Review size	1. There are many reviews and ratings that I use
			2. Reviews and ratings use a positive impression
			3. Reviews and ratings are as they are and not excessive
		Benefit gaining	1. The reviews and ratings given seem positive and good.
			2. Reviews and ratings made me use the product today
			3. Feel helped by product reviews and ratings
3.	*Variety seeking* (X$_3$) Septiani *et al.* (2020), stated that looking for new diversity in consuming a product is one of the consumer behaviors that in conditions like this consumers will make purchases from brands, usually switching to new brands (Kusmawan, 2022)	*The need to seek variety*	1. Feeling bored with the old product and switching to using a new product
			2. Using a product because it requires another variation
			3. Use this product because it attracts more attention than the old product
		There are no other	1. There is no innovation from old products

No.	Variable	Dimension	Indicator
		innovations	2. There is no improvement in the benefits and quality of the old product
			3. Feeling that the formula of the old product is out of date
		Perceived differences between brands	1. The products currently used are more useful
			2. The formulation of the products currently used is better
			3. Feel better physically and mentally because you use products that care about the environment
4.	*Brand Switching* (Y) According to Wang and Xiao (2018), brand switching can occur due to boredom, dissatisfaction with the old product brand, shortages, trust, decreased product superiority, the price of the new product brand being more affordable, or the convenience offered by another product brand. Brand switching is a transition of purchase transactions that occur from an old product brand to another product brand (Saputri, Triwijayati, & Adriana, 2023)	*Desire to switch brands*	1. Switched to using environmentally friendly products because I felt my old products were no longer useful
			2. Switch to using environmentally friendly products because old products are no longer reliable
			3. Switch to using environmentally friendly products because they are more beneficial for the skin
		Not willing to use the product again	1. Do not intend to repeat the use of old products
			2. Switch to environmentally friendly products because old products don't work as expected
			3. Don't like the old product anymore
		Desire to speed up cessation of use	1. Want to stop using the old product
			2. Find better products that are environmentally friendly
			3. Choose to use environmentally friendly products

Source: Proposed in (2024)

The type of data is primarily sourced with collection using observation techniques. The questionnaire was used as an instrument distributed to respondents, with a population of consumers who use environmentally friendly body care products in the DKI Jakarta area. A purposive sampling technique was used in this research to determine the following characteristics in determining the sample: (i) domiciled in DKI Jakarta; (ii) consumers are at least 14 years old; and (iii) consumers who switch to using environmentally friendly skincare products under the Avoskin/NPure/The Body Shop brands. The final sample was determined at 100 respondents. The measurement scale uses ordinal categories - 'Likert' uses 5 (five) score ranges of answers to the statements provided through the instrument with a '1' Strongly Disagree Scale until '5' Strongly Agree Scale (Sugiyono, 2018, hal. 94).

The data analysis technique in the research uses multiple regression. This research data processing uses the SPSS Ver26 application or software. The data was analyzed using the research instrument quality testing stage (validity and reliability) which requires the r-count to be greater than the r-table and a Cronbach's alpha value of at least 0.6. The classical assumption test is carried out in the stages of data normality test, heteroscedasticity test, and multicollinearity test. The multiple linear regression test in this study forms an equation, $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$.

RESULT AND DISCUSSIONS

Processing research data using SPSS Ver26 software. Testing the quality of research instruments includes validity tests and reliability tests. Data validity is aimed at measuring whether or not the statement items in the questionnaire/questionnaire are valid. The r table value was determined for 100 respondents at a 95% confidence level, namely 0.1986. This reliability is used how many times to measure the same object, using Cronbach's alpha value, the

results of which are then concluded to be reliable (minimum 0.6).

Table 2 Recapitulation of Research Instrument Quality Tests

(Variable) Items	Dimension	r-Score	Validity Conclusion	Cronbach Alpha score	Reliability Conclusion
Brand Personality (X_1):					
X_1.BP1	*Sincerity*	0,556	valid		
X_1.BP2		0,545	valid		
X_1.BP3		0,584	valid		
X_1.BP4	*Excitement*	0,523	valid		
X_1.BP5		0,591	valid		
X_1.BP6		0,526	valid		reliable,
X_1.BP7	*Competence*	0,389	valid	0,825	because
X_1.BP8		0,594	valid		0,825 > 0,6
X_1.BP9		0,465	valid		
X_1.BP10	*Sophistication*	0,563	valid		
X_1.BP11		0,567	valid		
X_1.BP12		0,640	valid		
X_1.BP13	*Ruggedness*	0,484	valid		
X_1.BP14		0,500	valid		
X_1.BP15		0,601	valid		
Online Customer Review (X_2):					
X_2.OCR1	*Social impact*	0,594	valid		
X_2.OCR2		0,461	valid		
X_2.OCR3		0,561	valid		
X_2.OCR4	*Source credibility*	0,557	valid		
X_2.OCR5		0,630	valid		
X_2.OCR6		0,468	valid		reliable,
X_2.OCR7	*Review timing*	0,625	valid	0,857	because
X_2.OCR8		0,553	valid		0,857 > 0,6
X_2.OCR9		0,693	valid		
X_2.OCR10	*Review size*	0,609	valid		
X_2.OCR11		0,622	valid		
X_2.OCR12		0,552	valid		
X_2.OCR13	*Benefit gaining*	0,671	valid		
X_2.OCR14		0,672	valid		
X_2.OCR15		0,484	valid		
Variety Seeking (X_3):					
X_3.VS1	*The need to seek variety*	0,638	valid		
X_3.VS2		0,571	valid		very
X_3.VS3	*There are no other innovations*	0,682	valid	0,721	reliable,
X_3.VS4		0,533	valid		because
X_3.VS5		0,685	valid		0,721 > 0,6
X_3.VS6	*Perceived differences between brands*	0,437	valid		
X_3.VS7		0,498	valid		
X_3.VS8		0,587	valid		

| (Variable) Items	Dimension	r-Score	Validity Conclusion	Cronbach Alpha score	Reliability Conclusion
Brand Switching (Y):					
Y.BS1	*Desire to switch brands*	0,685	valid		reliable, because 0,775 > 0,6
Y.BS2		0,518	valid	0,775	
Y.BS3	*Not willing to use the product*	0,662	valid		
Y.BS4	*again*	0,763	valid		
Y.BS5	*Desire to speed up cessation of*	0,600	valid		
Y.BS6	*use*	0,734	valid		

Source: Results in (2024)

The recapitulation results of the data validity test (table 2) which requires the r-count to be greater than the r-table of each dimension and statement item produce the highest r-count on the sophistication dimension and item X1.BP12 of 0.640 and the lowest r-count on the competence dimension and item X_1.BP7 is 0.389 for the brand personality variable (X_1). The highest r-count for the benefit gaining dimension and item X_2.OCR14 was 0.672 and the lowest r-count for the social impact dimension and item X_2.OCR2 was 0.461 for the online customer review variable (X_2). The highest r-count for the dimension of no other innovations and item X_3.VS5 was 0.685 and the lowest r-count for the dimension of perceived differences between brands and item X_3.VS7 was 0.498 for the variety-seeking variable (X_3). The highest r-count for the dimension of not being willing to use the product again and item Y.BS54 is 0.763 and the lowest r-count for the dimension of

desire to switch brands and item Y.BS2 is 0.518 for the brand switching variable (Y). In all the data above, it is known that the calculated r-score for each item/statement item is above the r-table score, which means it is valid within the validity assumption. Based on the recapitulation of the instrument quality tests above, the brand personality variable (X_1) shows a Cronbach alpha value of 0.825, the online customer review variable (X_2) shows a Cronbach alpha of 0.857, the variety seeking variable (X_3) shows a Cronbach alpha value of 0.721, and the variable brand switching (Y) shows a Cronbach alpha value of 0.775, where all values produce more than 0.600, which means all reliable instruments used in this research.

The data normality test uses the distribution for each variable by looking at the residual value which is done by looking at the data points in the P-P Plot graphic image in Figure 5 below:

Figure 5: *P-P Plot*, normality test results
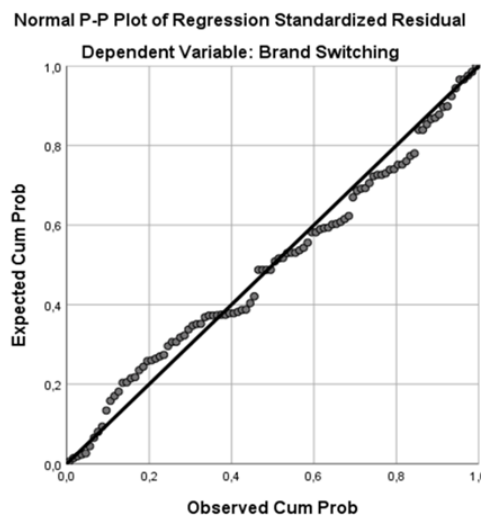
Source: Results from programs (2024)

The P-P Plot graph (Figure 5) shows a normal graphic pattern, this can be seen from the points spread around the diagonal line and the distribution follows the diagonal line. Based on this explanation, it can be concluded that the regression

model meets the normality assumption. The Heteroscedasticity Test in this research also uses looking at the distribution of scatterplot graphs, with the results in Figure 6 below:

Figure 6: *Scatterplot*, heteroscedasticity test results

Scatterplot
Dependent Variable: Brand Switching (Y1)
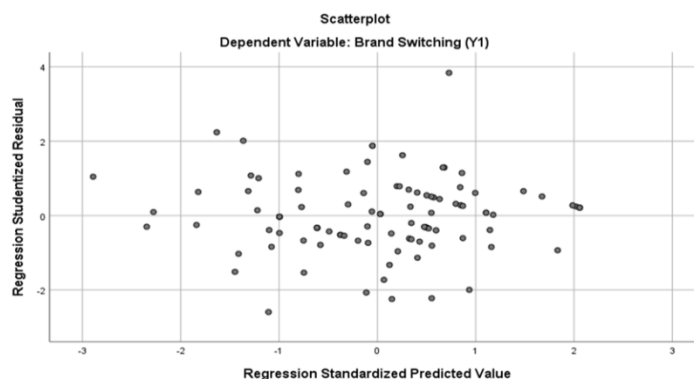
Source: Results from programs (2024)

The scatter plot graph (Figure 6) does not have a clear distribution pattern or does not form certain patterns and the points are spread above and below the number 0 on the Y-axis. Thus, this shows that there is no heteroscedasticity interference in the regression model so this regression model is suitable to be used.

Table 3 VIF dan *Tolerance Score,* multicollinearity test results

Independent variable	VIF score	*Tolerance score*
Brand Personality (X_1)	3,454	0,290
Online Customer Review (X_2)	3,495	0,286
Variety Seeking (X_3)	1,535	0,651

Source: Results in (2024)

The VIF scores obtained for each independent variable, namely Brand Personality (X_1), Online Customer Review (X_2) and Variety Seeking (X_3) were 3.454, 3.495, and 1.535, where the three values were less than 10 while the tolerance score obtained for each variable was 0.290, 0.286, and 0.651. Thus, this regression model does not have interference or multicollinearity problems. Hypothesis testing is carried out using the coefficient of determination (R^2), t-test, and F-test stages. The t-table value is known to be 1.9850, each research variable tested is summarized in Table 4 as follows:

3Table 4 Recapitulation of Hypothesis Test Results

Relationship between Variables	R^2 Score	Probability of Significance	t/F-*values*	Conclusion of Test Results
Brand Personality (X_1), *Online Customer Review* (X_2), and *Variety Seeking* (X_3) $\rightarrow$ *Brand Switching* (Y)		0,000	19,395	H_1 accept
Brand Personality (X_1) $\rightarrow$ *Brand Switching* (Y)	0,358	0,160	1,417	H_2 reject
Online Customer Review (X_2) $\rightarrow$ *Brand Switching* (Y)		0,802	0,252	H_3 reject
Variety Seeking (X_3) $\rightarrow$ *Brand Switching* (Y)		0,000	4,410	H_4 accept

Source: Results in (2024)

The coefficient of determination value with Adjusted R-Square is 0.358, which in the regression model explains the contribution of the effectiveness of consumer Brand Switching for environmentally friendly Skincare products in the DKI Jakarta area, meaning that 35.8 percent is influenced by factors originating from Brand Personality (X_1), Online Customer Review (X_2) and Variety Seeking (X_3), the remaining 64.2 percent is influenced by other variables included in the regression model. The t values for the relationship between the Brand Personality (X_1) variables and Brand Switching (Y) are less than (t-table), namely 1.417 with a probability of 0.160, then the Online Customer Review variable (X_2) with Brand Switching (Y) is also less than t -table, namely 0.252 with a probability of 0.802, but the Variety Seeking (X_3) variable on Brand Switching (Y) has a t-count that is greater than the t-table, namely 4.410 with a probability of 0.000, meaning that Brand Personality and Online Customer Reviews have no influence on either of them. Brand Switching in

environmentally friendly skincare products is significant, while there is a significant influence of Variety Seeking. The F-calculated value of the relationship between the variables Brand Personality (X_1), Online Customer Review (X_2) and Variety Seeking (X_3) on Brand Switching (Y) with a probability of less than 0.05, namely 0.000, meaning Brand Personality, Online Customer Review, and Variety Seeking have a simultaneous influence on Brand Switching in environmentally friendly skincare products.

DISCUSSIONS

The results of regression analysis on the variables Brand Personality (X_1), Online Customer Review (X_2), and Variety Seeking (X_3) to prove H_1 regarding its effectiveness on Brand Switching (Y) have an F-count of 19.395 with a probability of 0.000 which is statistically significant. So, it can be concluded that there is a simultaneous influence of the Brand Personality, Online Customer Review, and Variety-seeking variables on environmentally friendly skincare products effectively on Brand Switching because the probability of significance is less than 0.05 which accepts H_1. This finding also produces an adjusted R-Square of 0.358, which in the regression model explains the contribution of the effectiveness of consumer Brand Switching for environmentally friendly Skincare products in the DKI Jakarta area, meaning that 35.8 percent is influenced by factors originating from Brand Personality, Online Customer Review, and Variety Seeking, the remaining 64.2 percent is influenced by other variables included in the regression model.

The results of the regression analysis on the Brand Personality variable (X_1) to prove H_2 regarding its effectiveness on Brand Switching (Y) have a t-count of 1.417 (the t-table is known to be 1.9850 which is not statistically significant. So, because the t-count value < t-table it can be concluded that partially there is no influence of the brand personality variable on environmentally friendly skincare products effectively in a positive direction because the probability of significance is more than 0.05 which rejects H_2. This finding does not support the research (Azhar, Zulkarnain, & Halim, 2023) which confirms the positive influence of brand personality variables on brand switching on the Millennial Gen's decision to choose a telecommunications provider and also research (Hanifati & Salehudin, 2024) which confirms the negative influence of brand personality variables on consumer switching intentions for laptop products in the future. Covid-19 pandemic. The ineffectiveness of the brand personality variable which uses the dimensions of sincerity, excitement,

competence, sophistication, and ruggedness in this research is also proven by the fact that there are still several items that have low validation, namely X_1.BP7, namely the product has been tested well in competence dimensions and several other indicators. The brand personality built by the product creates an attraction that can be felt by consumers so consumers tend to consume products with brands that match the consumer's personality. Better or not the Brand Personality (X_1) of environmentally friendly skincare products in the DKI Jakarta area in this research does not have any effectiveness in Brand Switching.

The results of the regression analysis on the Online Customer Review variable (X_2) to prove H_3 regarding its effectiveness on Brand Switching (Y) have a t-count of 0.252 (the t-table is known to be 1.9850 which is not statistically significant. So, because the t-count value < t-table it can be concluded that partially there is no influence of the online customer review variable on environmentally friendly skincare products effectively in a positive direction because the probability of significance is more than 0.05 which rejects H_3. This finding does not support the research (Lisnawati, Ramdan, & Jhoansyah, 2021) yang which confirms the positive influence of the online consumer review variable on brand switching among consumers of Nature Republic Aloe Vera 92% Sooting Gel and also research (Saputri, Triwijayati, & Adriana, 2023) which also confirms the positive influence of the variable online consumer review of brand switching in the use of online transportation in this research is also proven by the ineffectiveness of online customer review variables that use the dimensions of social impact, source credibility, review timing, review size and benefit gaining. namely X_2.OCR2, namely reviews and assessments that influence decision-making on the social impact dimension and several other indicators. These online customer reviews must be trustworthy and must also come from valid sources. Social impact, review time is given until the quality of the review becomes a benchmark for reviews and the assessment can be accepted by consumers/customers. Whether the Online Customer Review (X_2) is better or not on environmentally friendly skincare products in the DKI Jakarta area in this research does not have any effectiveness on Brand Switching

The results of the regression analysis on the Variety Seeking variable (X_3) to prove H_4 regarding its effectiveness on Brand Switching (Y) have a t-count of 4.410 (the t-table is known to be 1.9850 which is statistically significant. So, because the t-count > t-table it can be concluded that partially

there is an effective influence of the variety-seeking variable on environmentally friendly skincare products in a positive direction, because the probability of significance is less than 0.05 which accepts H_4. This finding does not support research (Safitri & Septrizola, 2019) on the product Wardah cosmetics; research (Apriliani, Zuliansyah, & Sanjaya, 2021) on Natasha skincare consumers, and research (Kusmawan, 2022) on Vans shoe users from the variety seeking variable towards brand switching in this research using dimensions, namely desire to switch brands, unwillingness to use. the product again, and the desire to speed up discontinuation. The need to seek variety (variety seeking) is something that some consumers have. Identifying customers who like to look for variety is one of the important things for companies because brand switching behavior can arise due to the need to look for variety. The better the Variety Seeking (X_3) activity carried out on environmentally friendly skincare products in the DKI Jakarta area in this research, the more effective it will be in determining Brand Switching.

CONCLUSIONS

This research aims to examine the effectiveness of consumer brand switching for environmentally friendly skincare products in the DKI Jakarta area, in terms of brand personality, online customer reviews, and variety seeking involving 100 respondents, concluding that the effectiveness of brand switching is influenced by the three factors above simultaneously. Brand Personality and Online Customer Reviews do not have a significant influence on Brand Switching for environmentally friendly skincare products, while Variety Seeking has a significant influence. Some suggestions from this research are: (1) companies can evaluate strategies regarding brand personality, online customer reviews, and variety seeking because they have a rather low contribution, namely 35.8 percent. (2) Companies can carry out brand awareness through media that is frequently accessed by consumers, further introduce the brand to consumers, and increase approach behavior towards consumers that prioritizes the company's brand personality. (3) Positive reviews and ratings help consumers in making decisions with more interactive communication techniques for online customer product reviews. (4) Companies can innovate products and brands so that there are differences between brands that are perceived by consumers. Companies can enrich product choices according to consumer benefits and needs.

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