

Social Media Marketing Mediated Changes In Consumer Behavior From E-Commerce To Social Commerce

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Abstract. Social commerce is growing rapidly in Indonesia due to the ease of use of social media applications. There is a phenomenon in online commerce known as social commerce, where e-commerce users make purchases through social media. Online shopping capabilities on social media have led some e-commerce users to turn to social media for shopping. The aim of this research is to examine and analyze the influence of social commerce on customer switching behavior of e-commerce customers of Tokopedia, Lazada, Shopee, Blibli.com, and Bukalapak, as well as the role of social media marketing mediation on social media Facebook, Instagram, and Tiktok in social influence commerce on customer switching behavior. This research uses a quantitative method, using 300 respondents. The study is located in Jakarta, Bandung, Surabaya, Yogyakarta and Semarang. The results of this research are (1) Social commerce has a positive and significant impact on customer conversion behavior and social media marketing. (2) Social media marketing has a significant positive impact on customer switching behavior, and mediates the impact of social commerce on customer switching behavior. (3) Social Media Marketing has changed the behavior of consumers who not only buy products, but also participate in marketing by liking, sharing and commenting on the product content. Social Media Marketing also changes the behavior of sellers who not only sell products, but also create viral content for their products. (4) The government needs to evaluate, supervise and separate social media and social commerce to protect consumers, business actors and the e-commerce industry.

Keywords: Digital Marketing, Customer Switching Behavior, E-Commerce, Social Commerce, Social Media Marketing,

INTRODUCTION

E-commerce is a transaction activity conducted online through the Internet. The e-commerce industry in Indonesia is experiencing rapid growth, this issue can be seen from the increasing number of e-commerce companies emerging, business actors joining e-commerce, and the increasing number of internet users who carry out online transactions. There is a phenomenon in online commerce known as social commerce, where e-commerce users make purchases through social media platforms such as Facebook, Instagram, and TikTok. The transfer of e-commerce users to s-commerce is an important issue for e-commerce companies understand the reasons behind this phenomenon. S-commerce is a new way for e-commerce users to conduct online transactions. Changes in consumer behavior are an important factor affecting the transfer of e-commerce users to e-commerce. One of the factors that influences changes in consumer behavior is social media marketing. Social media marketing is a marketing strategy that uses social media to promote products or services. Social media marketing increases brand awareness and influences consumer purchasing decisions in e commerce.

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This study has important implications for e-commerce players to optimize marketing strategies and increase customer loyalty, as well as to understand the potential of social media in mediating the impact of e-commerce on customer switching behavior. The potential of social commerce and social media marketing in increasing business growth on e-commerce platforms, several problems that are the background to the shift of Tokopedia, Lazada, Shopee, Blibli.com, and Bukalapak e-commerce consumers to social commerce, are (1) Consumers feel less satisfied with the shopping experience on e-commerce. (2) E-commerce competition is becoming increasingly fierce, and new competitors are constantly emerging. (3) Social commerce offers greater convenience and comfort in shopping than shopping on e-commerce. (4) The role of celebrities and influencers in social commerce can influence consumer purchasing decisions. (5) Consumers have more trust in social commerce because the products and services offered by sellers provide a more personalized shopping experience.

This study aims to test and confirm some theories, gaps and issues regarding the impact of s-commerce on customer switching behavior through social media marketing variables. The reason why social media marketing variables are selected as mediating variables is because the researchers suspect that social media marketing has direct and indirect effects on customer switching behavior. The problem formulation from the previous explanation is, "How does the use of S-Commerce influence the switching behavior of Tokopedia e-commerce customers, Lazada, Shopee, Blibli.com, and Bukalapak, and what is the role of social media marketing Facebook, Instagram, and Tiktok in this influence?".

LITERATURE REVIEW

Customer Switching Behavior

There are several theories that explain how and why consumer behavior changes. Pursuing variety theory, consumers become bored with a product or service and they do not get new or different experiences. Consumers often move to other brands or platforms that provide some attractive alternatives, namely, offering new products and services regularly, offering promotions or discounts to entice consumers to try new products or services, and creating unique and engaging experiences for consumers. Dissatisfaction theory refers to the discomfort that consumers feel when using products or services that do not meet their needs or desires. Consumers feel they have made a bad choice, and need to move to another brand or platform to remedy the situation. This dissatisfaction can be caused by a variety of factors, such as poor product quality, overpriced or unsatisfactory customer service. Social influence theory explains how consumers are influenced by the people around them in making purchasing

decisions. Consumers are more likely to purchase products recommended by friends, family, or influencers. Customer switching behavior indicators are measured directly to understand customer behavior in terms of switching or switching namely, churn rate, customer retention rate, number of complaints, product return rate, nps (net promoter score), purchase frequency, changes in customer spending, customer activity, service quality and website navigation behavior.

1. Social Media Marketing

Social media is a marketing communication tool that facilitates relationships between sellers and buyers, using words, signs, and symbols to attract potential customers' attention to their products and influence customers to buy them. The function of social media in marketing communications is to alert, inform and influence consumers, and it is always changing with the development of new media systems, growing in scope and complexity. Social media marketing management is marketing that uses social media platforms to communicate and engage with people for the purpose of that engagement. Social media marketing is a marketing strategy that optimizes the use of social media as a tool to interact with consumers, build your brand, and promote your products or services. Social media is considered an effective means of influencing consumer behavior, both directly and indirectly. Social media marketing indicators are measured directly to understand the performance of social media marketing campaigns namely, number of followers, engagement rate, number of comments, number of likes, conversion rate, number of shares, customer retention rate, number of clicks (click-through rate), page load time (page load time), and nps (net promoter score).

2.Social Commerce

Social commerce is an e-commerce concept that involves using social media as a platform to conduct buying and selling transactions, expand market reach, and increase product sales. Social Selling is one of the best promotional methods for company brands to be able to collaborate with social media celebrities. Social commerce differs from social selling in that it has a more complete set of features, from displays or catalogs, promotions, providing shorter product information, to buying and selling transactions. Marketing strategies on social media, such as Facebook, Instagram, and TikTok, are key in creating consumer trust and influencing their purchasing decisions. The use of influencers or famous figures on social media can also increase product popularity and consumer trust. Influencers play an important role in social media marketing. Some celebrities and influencers have quite large followers and are emotionally attached to them. When a celebrity or influencer recommends a company's product or service, consumers tend to be more interested in trying that product or service. Social

commerce indicators are measured directly to understand business performance in carrying out sales operations via social media, namely, conversion rate, income from social media, number of transactions, engagement rate, number of product reviews and ratings, customer retention rate, share rate, page load time, customer activity, and average purchase value.

1. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

There is an exogenous variable in this study, namely the social commerce variable (X), hereinafter referred to as SC, and the endogenous variable is the customer switching behavior variable (Y), hereinafter referred to as CSB, and the mediating variable is social media marketing (Z), hereinafter abbreviated to SSM.

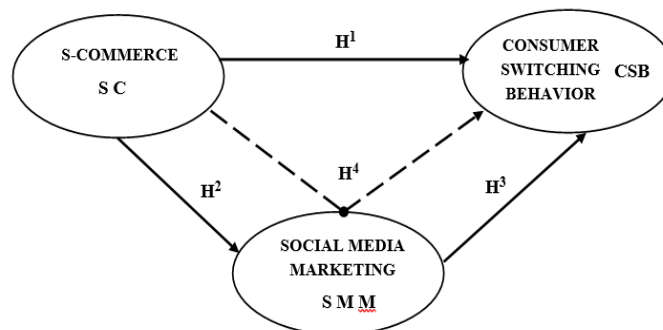


Figure 3.1. Conceptual Framework

Source: Data processed by the Author (2022)

1. H1: Social commerce has a direct and significant impact on customer switching behavior.
2. H2: Social commerce has a direct and significant impact on social media marketing.
3. H3: Social media marketing has a direct and significant impact on customer conversion behavior.
4. H4: Social commerce has a significant indirect impact on customer conversion behavior through social media marketing.

2. RESEARCH METHOD

This study adopted a quantitative approach using PLS-SEM model analysis technique. The research locations were carried out in 5 cities in Indonesia, namely Jakarta, Bandung, Surabaya, Yogyakarta, and Semarang from January 2022 to June 2022. The population of this research was all e-commerce customers of Tokopedia, Lazada, Shopee, Blibli.com, and Bukalapak. Sampling methods that aim at a population that meets certain standards. In order to obtain a representative sample that meets

specified standards, there are. (1) Respondents who have used five e-commerce applications: Tokopedia, Lazada, Shopee, Blibli.com and Bukalapak in the past 3 years. (2) Respondents who have used Facebook, Instagram and TikTok in the past three years. This study has a total of 30 question items, the ideal and representative number of respondents depends on the number of all question items multiplied by 5-10, the researcher takes the maximum limit which is $30 \times 10 = 300$. Therefore, 300 respondents will be sampled. This number is considered sufficient to represent the population to be studied, i.e. the maximum sample limit.

In this research, operational variable indicators are as follows: (1) Social Commerce (X), is a variable measured in carrying out business performance and sales operations via social media, with the indicators being the conversion rate, income from social media, number of transactions, engagement rate, number of product reviews and ratings, customer retention rate, share rate, average purchase value, page load time, customer activity. (2) Customer Switching Behavior (Y), is a variable used to measure customer behavior in switching to online shopping, with the indicators for churn rate, customer retention rate, number of customer complaints, product return rate, NPS (net promoter score), purchase frequency, changes in customer spending, customer activity, service quality, navigation behavior, website. (3) Social Media Marketing (Z), is a variable used to measure the performance of social media marketing campaigns, with the indicators being the number of followers, engagement rate, number of comments, number of like conversions, number of shares (sharing), customer retention rate, number of clicks (click-through rate), page load time, NPS (net promoter score).

RESULTS AND DISCUSSION

A. Evaluation of Outer Model (Measurement Model)

1. Convergent Validity

According to Ghazali and Latan (2015), an individual indicator is considered reliable if its loading factor value is higher than 0.70. However, during the research-scale development phase, loadings of 0.50 - 0.60 are still acceptable.

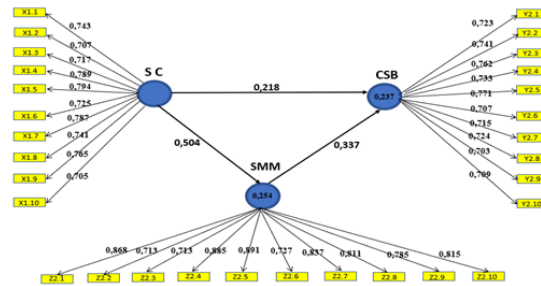


Figure 5.1 Convergent Validity

Source: Data Processing with SmartPLS by the

In Figure 5.1, it can be seen that the loading factor value of each item is >0.7 . This issue shows that the indicators are valid.

2. Discriminant Validity

Discriminant validity is a cross loading factor value that is useful for finding out whether a construct variable has the adequate discriminant, namely by comparing the loading value on the intended construct variable which must be greater than the loading value with another construct (Hussein, 2015; Ghozali & Latnan, 2015). It can be seen from Table 5.1, Table 5.2, and Table 5.3, that each indicator of the target variable has discriminant validity, that is, each construct indicator is not highly correlated with other construct indicators used in measurement research.

Indikator	Cross Loading			Description
	Social Commerce	Social Media Marketing	Customer Switching Behavior	
X1.1	0,743	0,168	0,343	Valid
X1.2	0,707	0,313	0,441	Valid
X1.3	0,717	0,213	0,362	Valid
X1.4	0,789	0,185	0,433	Valid
X1.5	0,794	0,191	0,471	Valid
X1.6	0,725	0,227	0,437	Valid
X1.7	0,787	0,237	0,315	Valid
X1.8	0,741	0,211	0,434	Valid
X1.9	0,765	0,185	0,433	Valid
X1.10	0,705	0,315	0,449	Valid

Tabel 5.1. Social Commerce Validity Test Results Using Cross Loading

<u>Indikator</u>	Cross Loading			Description
	S-Commerce	Social Media Marketing	Customer <u>Swtching</u> Behavior	
X1.1	0,343	0,868	0,423	Valid
X1.2	0,307	0,713	0,341	Valid
X1.3	0,317	0,713	0,462	Valid
X1.4	0,389	0,885	0,333	Valid
X1.5	0,394	0,891	0,371	Valid
X1.6	0,425	0,727	0,407	Valid
X1.7	0,387	0,837	0,415	Valid
X1.8	0,341	0,811	0,324	Valid
X1.9	0,365	0,785	0,303	Valid
X1.10	0,405	0,815	0,409	Valid

**Tabel 5.2. Social Media Marketing Validity Test
Results Using Cross Loading**

<u>Indikator</u>	Cross Loading			Description
	S-Commerce	Social Media Marketing	Customer <u>Swtching</u> Behavior	
X1.1	0,443	0,368	0,723	Valid
X1.2	0,407	0,413	0,741	Valid
X1.3	0,317	0,313	0,762	Valid
X1.4	0,289	0,285	0,733	Valid
X1.5	0,294	0,291	0,771	Valid
X1.6	0,325	0,327	0,707	Valid
X1.7	0,287	0,437	0,715	Valid
X1.8	0,441	0,411	0,724	Valid
X1.9	0,365	0,385	0,703	Valid
X1.10	0,305	0,415	0,709	Valid

**Tabel 5.3. Customer Switching Behavior Validity Test Results
Using Cross Loading**

RELIABILITY TEST

1. Composite Reliability

According to Ghozali and Latan (2015), a composite reliability value greater than 0.7 indicates that the construct is reliable. According to the values in Table 5.4, all values meet the composite reliability requirement > 0.7 . Therefore it can be said that social commerce, social media marketing and customer switching behavior variables have high reliability.

<u>Variabel</u>	Average Variance Extracted (<u>>0,5</u>)	Composite Reliability (<u>>0,7</u>)	Cronbach Alpha (<u>>0,7</u>)	Description
S-Commerce	0,566	0,936	0,872	<u>Reliabel</u>
Social Media Marketing	0,575	0,991	0,974	<u>Reliabel</u>
Customer <u>Swtching</u> Behavior	0,598	0,961	0,876	<u>Reliabel</u>

Tabel 5.4. Reliability Test Results

Source: Data Processing with SmartPLS by the author

3. Average Variance Extracted (AVE)

According to Ghozali and Latan (2015), an Average Variance Extracted (AVE) value that is greater than 0.5 means the instrument can be said to be reliable. Based on the values in Table 5.4, all values have met the Average Variance Extracted (AVE) requirement > 0.5 . Therefore, it can be said that the social commerce, social media marketing and customer switching behavior variables in the model measurement evaluation have good discriminant validity.

4. Cronbach Alpha

According to Ghozali and Latan (2015), values that have a Cronbach alpha greater than 0.7 can be said to be reliable. In Table 5.4, all values meet the Cronbach Alpha requirement > 0.7 . Therefore, it can be said that social commerce, social media marketing and customer switching behavior variables have good reliability.

B. Model Structural-Inner Model**1. Koefisien Determinasi (R²)**

According to Ghozali and Latan (2015), the size of R² shows the size of the influence of exogenous variables on endogenous variables. If the R² value is 0.75; 0.50 and 0.25, we can draw the conclusion that the model is strong, medium or weak.

<u>Variabel</u>	R-Square
Z	0,254
Y	0,237

Table 5.5. Determination Coefficient Values

Source: Data Processing with SmartPLS by the author (2022)

According to Table 5.5, the R-squared value of the Social Media Marketing (Z) variable

is 0.254, indicating that 25.40% will be affected by the Social Commerce variable (X) while the remaining 74.60% will be affected by other variables outside the study. The R-squared value of the Converting Behavior Customer (Y) variable is 0.237, indicating that the Converting Behavior Customer (Y) variable is affected by Social Commerce (X) and Social media marketing (Z) variable accounts for 23.70% and the remaining 76.30% is affected by other variables outside the study. The higher the R-Square value, the greater the ability of the independent variable to explain the dependent variable so, that the better the structural equation.

2. Predictive Relevance (Q²)

According to Ghazali and Latan (2015), predictive correlation or Q² measure how well a model generates observations as well as estimated parameters. A Q² value greater than 0 indicates that the model is predictively relevant, while a Q² value less than 0 indicates that the model is not predictively relevant. The standard for model strength is based on Q², which is 0.35 (strong model); 0.15 (medium model); and 0.02 (weak model). The Q² calculation is as follows:

$$\begin{aligned}\text{Q2 Value} &= 1 - (1 - R^2) \times (1 - R^2) \\ &= 1 - (1 - 0.254) \times (1 - 0.237) \\ \text{Q2 Value} &= 0.431\end{aligned}$$

The calculation results show that the Q² value is 0.431, meaning that the amount of diversity in research data that can be explained by the structural model is 43.10%, while the remaining 56.90% is explained by other factors outside the model.

C. Hypothesis Testing

1. Testing of Direct Effects

This study uses a direct effects test to test Hypotheses 1, 2, and 3. This test uses the path coefficient value, taking into account the t-statistics value which is more than 1.96 than the t-table, and the p-value < 0.05 has the conclusion that the hypothesis can be accepted, so the direct effect is positive and significant among the variables tested.

	Original Sample (O)	Standart Deviation (STDEV)	t-Statistics (O/STERR)	P-Value
H1 : X → Y	0,214	0,106	2,896	0,013
H2 : X → Z	0,506	0,062	7,592	0,001
H3 : Z → Y	0,338	0,116	2,364	0,008

Table 5.6. Path Coefficients Testing Direct Effects

Source: Data Processing with SmartPLS by the author (2022)

According to Table 5.6, hypotheses 1, 2, and 3 show a t-statistic value that is 1.96 higher than the t-table, and the p-value is <0.05 so it can be concluded that hypotheses 1, 2 and 3 are accepted and have a positive effect.

2. Testing of Indirect Effects

The results of the fourth hypothesis testing in Table 5.7, the relation of the social commerce (X) variable with the customer switching behavior through social media marketing (Z) shows the indirect path coefficient value of 0.168 with a t count value of 2.799, which means greater than 1.96 and the value P-value of 0.005 or smaller than 0.05. This result means that social media marketing has a significant impact in mediating social commerce on customer switching behavior.

	Original Sample (O)	Standart Deviation (STDEV)	t-Statistics (O/STERR)	P-Value
H4: X \Rightarrow Z \Rightarrow Y	0,168	0,059	2,799	0,005

Tabel 5.7. Path Coefficients Testing Indirect Effects
Source: Data Processing with SmartPLS by the author (2022)

3. The Influence of Social Commerce on Customer Switching Behavior

The parameter coefficient test results between social commerce and customer conversion behavior show that there is a correlation between social commerce and customer conversion behavior, with a coefficient value of 0.214 and a significance value of 0.013. Thus, the hypothesis that states that social commerce affects the customer switching behavior is received, with the most role social commerce indicator is the number of transactions, the level of engagement rate, the number of reviews and ratings of the product, the level of customer retention, the level of division (share rate). Consumers using social commerce will have a different shopping experience when using social commerce. Customers feel more comfortable and satisfied when shopping in social commerce due to the use of influencers and social media to attract their attention (Chigwende & Govender, 2021; Thalath & Velmurugan, 2022; Rachmad, 2022). The influence of social commerce has the potential to increase consumers' purchase intentions and help expand the influence of products and brands through social media marketing platforms (Dong & Qiu, 2021; Rachmad, 2022; Yen, 2022).

4. The Influence of Social Commerce on Social Media Marketing

The test results of the parameter coefficient between social commerce and social media marketing showed the existence of social commerce relations on social media marketing with a coefficient value of 0.506 and significant with a value of P values of 0.001. Thus, the

hypothesis that states that social commerce affects social media marketing is accepted, with the most instrumental social commerce indicator is the number of transactions, the level of engagement rate, the number of reviews and product ratings, customer retention rates, distribution rates. Ordinary consumers are satisfied with the services provided by social commerce, which can create a good online purchasing experience for users. Social commerce uses social media as a platform to promote products, expand market reach and increase brand awareness (Tan & Trang, 2021; Savita & Jhahra, 2020). Social commerce combines social aspects with e-commerce transactions (Rachmad, 2022; Prasad & Srivastava, 2021). Consumers can make transactions through social media that can influence their decision to switch from e-commerce platforms to social commerce (Puengwattanapong & Leelasantitham, 2022; Yelamanchili et al., 2021).

5. The Influence of Social Media Marketing on Customer Switching Behavior

The test results of the parameter coefficient between social media marketing and customer switching behavior showed a social media marketing link to the customer switching behavior with a coefficient value of 0.338 and significant with a value of P value of 0.008. Thus, the hypothesis that states that social media marketing affects the customer switching behavior is accepted, with the most instrumental social media marketing indicator is the number of followers, the level of engagement rate, the number of comments, the number of as if conversion (conversion rate), the number Share (Sharing). Consumers are increasingly connected to social media, the use of social media marketing is very important for companies to build and maintain their brand position in the market (Nykänen et al., 2021; Rachmad, 2022; Yu & Chen, 2022). Brand interaction with consumers through social media is increasingly important for building long-term relationships with consumers and expanding the customer base (Rangaswamy et al., 2022; Chigwende & Govender, 2020; Akhter, 2021). The impact of social media marketing on changes in consumer behavior is also affected by other factors such as product quality, price, user experience, and competition with other brands (Hsiao, 2021; Rachmad, 2022; Jour, 2022).

6. Social Media Marketing Mediates the Influence of Social Commerce on Customer Switching Behavior

The results of the fourth hypothesis testing in Table 6, the relationship between the Social Commerce (X) variable with the customer switching behavior through social media marketing (Z) shows the indirect path coefficient value of 0.168 with a t count value of 2.799, which means greater than 1.96 and the value P-value of 0.005 or smaller than 0.05. This result means that social media marketing plays an important role as a mediator between social

commerce and consumer decisions, by providing relevant information and building good relationships with consumers. Social media marketing can mediate the impact of social commerce on the customer switching behavior of e-commerce consumers who switch to social commerce purchases. Social media marketing can be a factor that affects the relationship between social commerce and customer switching behavior of e-commerce consumers who switch to purchase social commerce (Akhter et al., 2021; Rachmad, 2022; Adams, 2021; Blazheska et al., 2022). Social media marketing can help build relationships between consumers and e-commerce platforms and provide relevant information about the products or services offered (Adams, 2021; Maity & Sandhu, 2021). Social Media Marketing plays an important role as a mediator between social commerce and consumer decisions, by providing relevant information and building good relationships with consumers (Nuseir et al., 2021; Rachmad, 2022; Kelly, 2021).

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

1. Social commerce has a positive and significant impact on customer conversion behavior, which means social commerce has a high level of engagement, number of reviews and product ratings, customer retention rate, diversion rate social commerce customer satisfaction.
2. Social Commerce has a positive and significant effect on social media marketing, meaning that social commerce has a net promoter score, purchase frequency, changes in customer expenditure, customer activity, service quality, navigation behavior, this can affect the customer switching behavior from e-commerce to s-commerce.
3. Social Media Marketing has a positive and significant effect on customer switching behavior, meaning social media marketing that has the number of followers, the level of involvement, number of comments, number of like conversion, number of shares, customer retention rate, this can have a major effect on social media marketing will be a source of information by prospective buyers before shopping at social commerce.
4. Social media marketing mediates the impact of social commerce on customer switching behavior, which means that social media marketing directly and indirectly mediates behavioral changes of consumers and sellers in online transactions. The seller has changed behavior with the transition from the seller to a product content maker, and is active on social media to become viral. Consumer behavior has changed from being a buyer to taking an ongoing proactive role in product marketing by liking, sharing and

commenting on product content shared by sellers.

B. Suggestion

1. The government is expected to protect trade through healthy electronic systems, local traders and e-commerce industry players. This issueIt is said this is because social e-commerce platforms have a monopoly on traffic, that is, the platforms have the ability to control the market, set unfair prices, and treat people unfairly. different, discriminatory pricing, and consumers are directed to buy certain products without realizing it.
2. The government is expected to protect domestic products and MSME entrepreneurs, because social commerce platforms are suspected of being able to easily manipulate algorithms to encourage certain foreign products to appear continuously on users' social media, and at the same time make it difficult for local products to appear on social media.
3. The government is expected to be more assertive in providing personal data protection, because social media is intended for entertainment, so personal data from social commerce platforms is not for trading. User demographic data and aggregate purchases on social commerce platforms are very likely to be duplicated as a basis for making your own products or affiliated with platforms that run businesses simultaneously.
4. The government is expected to regulate the business separation between social media and e-commerce, stipulating that social commerce platforms can only serve as a means of providing goods and/or services. In this case, the social commerce platform should impose restrictions on buying, selling and payment transactions on its electronic systems.
5. The government is expected to formulate regulations on social commerce platforms and provide greater clarity on the licensing of platforms that conduct transaction business through electronic systems (PMSE).

C. Limitation

1. Subsequent research is expected to use several more diverse online platforms, such as online flight booking platforms, online food booking platforms, and digital payment platforms.

2. Subsequent research is expected to consider other factors that influence purchasing decisions, such as psychological factors, such as consumer attitudes and perceptions of social commerce, as well as environmental factors, such as competition between e-commerce platforms and social commerce.

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