

Can Brand Switching Of Consumers Of The Originote Skincare Products In Sidoarjo Be Influenced By Electronic Word Of Mouth (E-Wom), Variety Seeking, And Service Quality?

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Abstract

This study aims to determine whether the Brand Switching of The Originote Skincare Product Consumers in Sidoarjo is Influenced by Electronic Word Of Mouth (E-WOM), Variety Seeking, and Service Quality? This study uses a descriptive quantitative method, in its own population are users of The Originote skincare products with a sample of 100. The sampling technique uses a purposive sampling technique with respondents being the people of Sidoarjo at least 17 years old. The data collection technique uses a questionnaire that will be distributed through social media, and the answers are measured using a Likert scale. This study uses PLS-SEM data analysis. The results of this study prove that Electronic Word Of Mouth influences Brand Switching of The Originote Skincare consumers, Variety Seeking influences Brand Switching of The Originote Skincare consumers, and Service Quality influences Brand Switching of The Originote Skincare consumers.

Keywords: *electronic word of mounth (E-wom), variety seeking, service quality, brand switching.*

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A. INTRODUCTION

In today's era, companies compete with each other in improving and releasing the latest products, especially in skincare products where competition between products is getting tighter. Everyone must use skincare every day to avoid skin problems such as dry skin, acne, blackheads, oily skin and others ([Syauki & Amalia Avina, 2020](#)). There are skincare brands circulating on the market for consumers to consider when buying the right skincare product. Therefore, not only looking for good products but also considering awareness of product personalization, product composition, product innovation, and other factors that influence consumers in choosing skincare products, this can encourage companies to innovate and adapt to changing needs. Skincare is one of the business products that enters the market to meet a person's secondary needs ([Lestari, 2022](#)). The largest market share for skincare products today is generation Z ([Purnama et al., 2021](#)). The majority of 76% of Gen Z views the role of beauty products to increase self-confidence ([Muthiah, 2024](#)).

The Originote is a local Chinese skincare brand released in 2018 which entered Indonesia in 2022 and was once booming on social media because of good reviews from consumers after using it, consumers even had difficulty finding products because many people wanted to try The Originote products. Product sales performance through social media and marketplaces in Indonesia showed very positive results. Because of this brilliant record, The Originote brand was given a very prestigious award, the Brand Choice Award in 2023 which was presented by INFOBRAND.ID in collaboration with TRAS N CO Indonesia as a research institution. Brand choice 2023 is a prestigious award and recognition presented by TRAS NCO Indonesia in collaboration with INFOBRAND.ID media to national and international brands that sell their products using marketplaces in Indonesia and are decided to be the choice of Indonesian consumers.

The need for skincare has now become a need that is considered important by modern society or generation Z. This need is very much considered by cosmetic or skincare companies so that many new skincare brands or brands are released. This phenomenon has made many skincare brands promote their products to meet the needs of the community. Several new companies or brands have released skincare that has the best ingredients. This has caused skincare products to soar and become more diverse. It is the company's obligation to retain its consumers, because the cost of retaining its consumers is much cheaper than the cost of attracting new consumers.

Consumers who feel dissatisfied tend to look for other alternatives by choosing other brands that are more attractive. The problem with brand switching is that there is no sense of satisfaction with brands that are often used, interest in other brands, boredom and mismatched expectations experienced by consumers ([Audina et al., 2023](#)). Dissatisfaction arises due to the information process in evaluating a brand ([Wardhaniika & Hendrati, 2021](#)) So dissatisfaction can trigger brand switching

Brand switching, where consumers who use frequently used products switch to other brand products, which is due to consumer actions seeking variety, previous product problems, and also other brand offers ([Rooroh et al., 2024](#)). Effective social media marketing can increase brand switching by consumers. Therefore, cosmetic manufacturers are looking for solutions so that their products are known to the entire community ([Rooroh et al., 2024](#)). By utilizing social media, it will be easier for people to get to know, get and share interesting information with other people.

In addition, the public also needs consumer opinions on products on social media also have an important role. Positive and negative reviews or comments submitted by prospective consumers, actual consumers, and former consumers about products via the internet can also be called electronic word of mouth (E-WOM). This form of communication is associated with the provision of free advice from customers and fans who are committed to promoting the brand ([Ruslan & Hartini, 2023](#)). E-WOM can be a positive or negative expression of customer trust using social media on the internet network ([Evalianitha Randabunga et al., 2021](#)).

Electronic word of mouth (E-WOM) plays an important role in influencing buyers' perceptions of brand switching, especially on digital platforms. When customers see positive reviews and suggestions from other customers, they tend to research, seek variety, and explore various recommended products to find alternatives that best suit their needs and preferences. In addition to E-WOM, seeking variety or what is commonly called variety seeking is also a factor in brand switching. Seeking variety can be a consumer behavior that seeks different qualities from a brand, and consumers in this situation are more likely to buy the brand they are using to a new ([Septiani et al., 2020](#)).

Variety seeking is a behavior that arises from factors such as boredom with the products they usually use, curiosity about other products, and unfulfilled needs and desires from products that are often used ([Ramadhania, 2023](#)). So it can be concluded that seeking variety refers to the behavior of customers who actively seek variety in the products they currently use, even though they are satisfied with the current brand but are still effectively seeking variety when choosing a product. In the context

of skin care, seeking variety can occur when consumers want to try new products that offer different active ingredients or different customer experiences. The urge to seek variety is often driven by interest or a desire to avoid boredom.

Another factor that also influences brand switching is the service quality provided by the company. Service quality includes several aspects such as response to consumer questions and complaints, ease of purchasing and returning products, and suitability of product delivery. Friendly, fast and professional service increases customer loyalty to the brand. Service quality is a form of consumer assessment of the service received ([Sari Dea Pramesty Noor Indah, Febriansya Rizky Eka, 2024](#)). Conversely, if the service provided is poor, it can cause disappointment and cause customers to switch to brands that offer a more satisfying experience. that the service quality of the service is intended for consumers to get satisfaction and its impact on the company is to get maximum profit ([Armazura et al., 2019](#)). If the service provided is very good, consumers will feel satisfied and will not switch to other products.

In previous studies, electronic word of mouth has an effect on brand switching ([Musnaini & Wijoyo, 2021](#)). Another study stated that the results given were different, that the electronic word of mouth variable in a partial manner did not have a positive and insignificant effect on brand switching on the Tokopedia market ([Maharani & Farida, 2023](#)). Then in previous studies, it was stated that multiple linear regression revealed that there was a positive and significant effect on the Variety Seeking variable on Brand Switching ([Felicia & Widyastuti, 2024](#)). However, this is in contrast to other studies which state that the Variety Seeking variable does not have a positive effect on brand switching on Yamaha Mio in the city of Semarang ([Yazlisa & Basiya, 2023](#)). The study stated that Service Quality has a positive and significant effect on Brand Switching on online market places for generation Z ([Sembiring et al., 2021](#)). However, other studies have shown that the regression analysis that has been carried out shows that the Service Quality variable has no effect on Brand Switching ([Yani et al., 2022](#)).

Many previous studies have diverse and inconsistent results. Evidence GAP is the result of the latest research but the results given are contradictory and inconsistent with previous research. Therefore, re-research is needed to determine the consistency or inconsistency of the variables ([Anggraini & Sari, 2024](#)). It can be concluded that this study uses GAP, namely Evidence GAP, which proves that there is a gap in previous research between the variables of electronic word of mouth, variety seeking, service quality on brand switching (Brand Switching).

B. LITERATURE REVIEW

Brand Switching

Brand switching refers to a consumer's decision to move from one brand to another, deviating from their usual purchasing pattern ([M. Anang Firmansyah, 2019](#)). This behavior reflects a shift in consumer preferences influenced by dissatisfaction, better alternatives, or attractive marketing by competing brands ([Wulandari, 2000](#)).

The main indicators of brand switching include product quality, price, promotion, satisfaction, and the desire to seek variety. When consumers perceive poor quality, higher prices, or lack of innovation, they are more likely to switch brands. Effective promotions and new experiences also play crucial roles in driving this behavior.

Electronic Word Of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) refers to consumer-generated communication, both positive and negative, regarding products, services, or brands that is shared across digital platforms such as social media, online forums, review websites, and e-commerce platforms ([Wardhana, 2022; Rayhaniah, 2022](#)). Unlike traditional word of mouth, E-WOM has a far broader reach and higher potential for influencing consumer behavior, given the immediacy, visibility, and permanence of online content. These digital testimonies serve as virtual recommendations or warnings that can significantly shape the attitudes, perceptions, and purchase intentions of prospective consumers.

The main indicators of E-WOM include intensity—the frequency and level of consumer engagement with online content, valence—the positive or negative tone of the shared information, and content—the substance, clarity, and usefulness of the reviews or comments. When consumers encounter negative E-WOM, particularly detailed and credible reviews, it tends to diminish trust in the brand and may trigger brand switching behavior ([Desak Made Febri Purnama sari, 2021](#)). In contrast, strong and consistent positive E-WOM can enhance brand credibility and foster loyalty. Therefore, managing online reputation and responding strategically to E-WOM has become a vital aspect of brand management in the digital era.

Variety seeking

Variety seeking refers to a consumer's tendency to seek diversity in their purchasing decisions, often driven by psychological factors such as curiosity, boredom, or a desire for stimulation ([M. Anang](#)

[Firmansyah, 2019](#)). Unlike dissatisfaction-based switching, variety seeking occurs even when consumers are relatively satisfied with a product, but feel the urge to explore other options for the sake of novelty. This behavior highlights an intrinsic motivation to experience different product attributes, brands, or services, especially in low-involvement product categories where emotional satisfaction plays a greater role than functional utility ([Wulandari, 2000](#)).

Key indicators of variety seeking include the need for novelty, perceived brand differentiation, and a lack of innovation in current offerings. When consumers perceive little innovation or uniqueness in a brand, their motivation to switch intensifies as they search for new and engaging alternatives ([Safitri & Seprizola, 2019](#)). This behavioral tendency is further amplified in highly competitive markets, where diverse choices and constant innovation are readily available. Empirical studies confirm that a higher level of variety seeking behavior is significantly associated with increased brand switching, as consumers aim to fulfill their desire for new experiences and avoid the monotony of repetitive consumption ([Mown, 2002](#)).

Service Quality

Service quality refers to a company's capacity to fulfill customer needs and expectations through consistent, reliable, and satisfying service delivery ([Jeyalakshmi & Meenakumari, 2016](#)). It encompasses not only the technical execution of services but also the interpersonal aspects of customer interaction, such as empathy, attentiveness, and professionalism ([Armazura et al., 2019](#)). High levels of service quality contribute significantly to customer satisfaction and long-term loyalty, acting as a key differentiator in highly competitive markets. Conversely, when service expectations are unmet, even loyal customers may reconsider their choices and explore alternatives.

Indicators of service quality include operational efficiency, responsiveness to customer inquiries or complaints, and the degree of alignment between the service delivered and customer expectations. A consistent decline in these areas can erode trust and satisfaction, prompting customers to switch to brands that promise and deliver better service experiences ([Jan & Matolia, 2019](#)). Furthermore, in the digital age where customer experiences are quickly shared through online platforms, poor service delivery can have a ripple effect, damaging brand reputation and accelerating brand switching behavior across broader customer segments ([Tumewu et al., 2019](#)).

Conceptual Framework

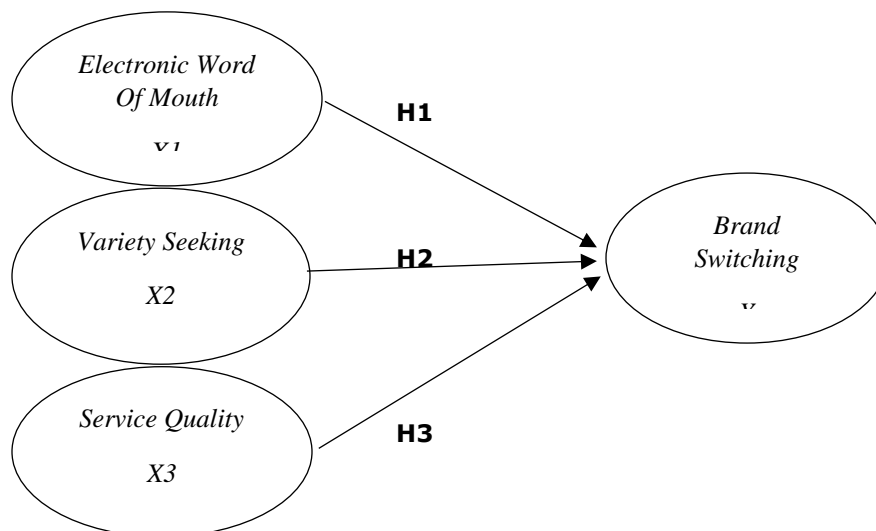


Figure 1. Conceptual Framework

Hypothesis

H1: Electronic Word Of Mouth has an effect on Brand Switching on The Originote product

H2: Variety Seeking has an effect on Brand Switching on The Originote product

H3: Service Quality has an effect on Brand Switching on The Originote product

C. RESEARCH METHODS

This study uses a quantitative approach with a descriptive method. The population used in this study were all people domiciled in Sidoarjo who were at least 17 years old and had used The Originote

skincare products. The sampling technique used in this study used the Nonprobability Sampling Technique and the type of sample used was purposive sampling. In this study, the population was unknown, so this study used the lemeshow formula. The sample calculation using the lemeshow formula is 96.04, but the number of samples that are eligible for use in this study is between 30 and 500. In meeting the needs of this study, researchers used Roscoe's theory which states that 30 to 500 is a feasible number in a study ([Sugiyono, 2023](#)). So the sample used is 100 samples.

Data collection in this study uses primary data. Primary data is data obtained directly from data collectors ([Suharsimi, 2010](#)). This study uses a Questionnaire technique (Questionnaire) via Google Forms which are distributed via social media. The scale in this study uses a Likert scale. This scale answers to each instrument are arranged as a gradation from very positive to very negative including: Strongly agree with a score (5). Agree with a score (4). Neutral with a score (3). Disagree with a score (2). Strongly disagree with a score (1) ([Karimuddun Abdullah, Misbahul Jannah, Ummul Aiman, Suryadin Hasda, Zahra Fadilla, Taqwin, Masita, ketut Nugraha Ardiawan, 2022](#)). The data analysis technique used in this study uses the Partial Least Square (PLS) method.

RESULTS AND DISCUSSION

A. Research Result

the results of the questionnaire that has been distributed by the author to respondents, shows the results of respondent data domiciled in Sidoarjo who have used the Origin skincare product with a percentage of 100%. Respondents with female gender are 67% while those with male gender are 33%. Based on the age of respondents with a percentage of 55% for those aged $\geq 17 - 21$ years, while the percentage is 45% for those aged 22 - 25 years.

1. Testing the measurement model (outer model)

Outer model testing is conducted to see the validity and reliability of a measurement of a construct or indicator. Internal consistency (composite reliability), indicator reliability, convergent validity (average variance extracted) and discriminant validity are used in this test. The loading factor value indicates that the number is significant if the relationship value is greater than 0.7. Therefore, these numbers can be used for the next process.

Table 1. Nilai Loading Factor

	<i>Electronic word of mouth</i>	<i>Variety seeking</i>	<i>Service quality</i>	<i>Brand switching</i>
E-WOM1	0.956			
E-WOM2	0.972			
E-WOM3	0.968			
VS1		0.950		
VS2		0.959		
VS3		0.940		
SQ1			0.959	
SQ2			0.953	
SQ3			0.960	
SQ4			0.955	
SQ5			0.962	
BS1				0.912
BS2				0.896
BS3				0.860
BS4				0.888
BS5				0.892

Source: data processed by SmartPLS 3.0 (2024)

Based on the table above, the results of the loading factor calculation can be said that all the variable markers above can be said to be valid because they meet the correlation requirements, namely having a loading factor > 0.70 . In addition to being seen from the outer loading value, convergent validity (average variance extracted). can also be used to see the validity of an indicator. The concurrent validity value is shown in Table 2.

Table 2. Validitas Konvergen (AVE)

Indikator	Average Variance Extracted (AVE)	Keterangan
<i>Electronic word of mouth (X1)</i>	0.932	Valid

Variety seeking (X2)	0.946	Valid
Service quality (X3)	0.977	Valid
Brand switching (Y)	0.792	Valid

Source: data processed by SmartPLS 3.0 (2024)

From the table above, the AVE value can be said to have good convergent validity because all existing values are greater than 0.5. After conducting the validity test, the next step is to measure the reliability of the internal consistency of the construct using the cronbach's alpha value, rho_A and composite reliability value with a minimum value of 0.7 each. Table 3 shows the results of the strength test.

Table 3 discriminant validity (cross loading)

	Brand Switching	Service Quality	Variety Seeking	Electronic Word Of Mouth
BS1	0.912	0.698	0.668	0.634
BS2	0.896	0.643	0.640	0.623
BS3	0.860	0.764	0.678	0.797
BS4	0.888	0.613	0.592	0.610
BS5	0.892	0.801	0.673	0.751
EWOM3	0.784	0.968	0.588	0.706
EWOM1	0.746	0.956	0.593	0.675
EWOM2	0.783	0.972	0.626	0.681
SQ1	0.710	0.561	0.959	0.567
SQ2	0.720	0.655	0.953	0.658
SQ3	0.662	0.528	0.960	0.576
SQ4	0.681	0.581	0.955	0.623
SQ5	0.737	0.654	0.962	0.660
VS1	0.749	0.687	0.640	0.950
VS2	0.736	0.652	0.593	0.959
VS3	0.724	0.689	0.604	0.940

Source: data processed by SmartPLS 3.0 (2024)

From the table above, the values between the indicators and the variables can be seen so that it can be concluded that each indicator of a variable is different from the indicators of other variables, indicated by a higher construct loading value. Therefore, the instrument used in this study has met the discriminant requirements. The next stage after conducting the validity test is to measure the reliability of the internal consistency of the construct based on the Cronbach's alpha value, composite reliability (Rho_a) and composite reliability (Rho_c) with a minimum value of 0.7. The following are the results of the reliability test in this study

2. Structural model testing (Inner Model)

Testing the measurements in this model can be a structural model that is done to predict whether there is a causal relationship between variables. Through the bootstrapping process, the T-statistic test parameters are obtained to predict the relationship between variables. The measurement of the inner model shows how strong the estimates are between variables.

Uji R-Square

The coefficient of determination or R-Square is a step used to determine the magnitude of the dependent variable construct that can be explained by the independent variable. The R-Square value is between 0 and 1. Structural model testing begins with the R-Square value of each dependent variable as the predictive power of the structural model. If the R-Square value is 0.67, there is a strong influence, if the R-Square value is 0.33, there is a moderate influence and the R-Square value of 0.19 explains that the influence is weak. The results of the R-Square test from this study are presented in Table 4.

Table 4. R-Square test

Indikator	R Square	R Square Adjusted
Brand Switching (Y)	0.768	0.761

Source: data processed by SmartPLS 3.0 (2024)

Based on the table above, it can be seen that the R-Square value is 76.1%. Which means that there is the ability of the independent variables, namely electronic word of mouth (E-WOM), variety seeking, and service quality in explaining the dependent variable or brand switching by 76.1%. Then the remaining 23.9% is influenced by other variables not mentioned in this study.

Hypothesis Test

Table 7 . Path Coefficients

Indikator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	results	Hypothesis
Electronic Word Of Mouth (X1) → Brand Switching Variety Seeking → Brand Switching	0.405	0.401	0.104	3.895	0.000	has positive and significant effect.	Accepted
Service Quality → Brand Switching	0.302	0.302	0.111	2.718	0.007	has positive and significant effect.	Accepted
Service Quality → Brand Switching	0.287	0.288	0.098	2.912	0.004	has positive and significant effect.	Accepted

Source: data processed by SmartPLS 3.0 (2024)

Based on the table above, it can be seen that the Electronic Word Of Mouth (E-WOM) variable (X1) on the Brand Switching variable (Y) has an original sample value of 0.405 and a T-Statistic value of 3.895 which is greater than the T table value (1.96) and also a P value of 0.000 which is lower than 0.05. **Based on these results, it states that Electronic Word Of Mouth has a positive and significant effect on Brand Switching.** So the H1 hypothesis can be accepted.

In the Variety Seeking variable (X2) against the Brand Switching variable (Y) has an original sample value of 0.302 and a T-statistic value of 2.718 which is greater than the T table value (1.96) and a P value of 0.007 which is lower than 0.05. **This states that Variety Seeking has a positive and significant effect on Brand Switching.** So the H2 hypothesis can be accepted.

In the Service Quality variable (X3) on Brand Switching (Y) has an original sample value of 0.287 and also a T-statistic value of 2.912 which is higher than the T-table value (1.96) and a P value of 0.004 which is lower than 0.05. **Based on these results, it states that Service Quality has a positive and significant effect on Brand Switching.** So the H3 hypothesis can be accepted.

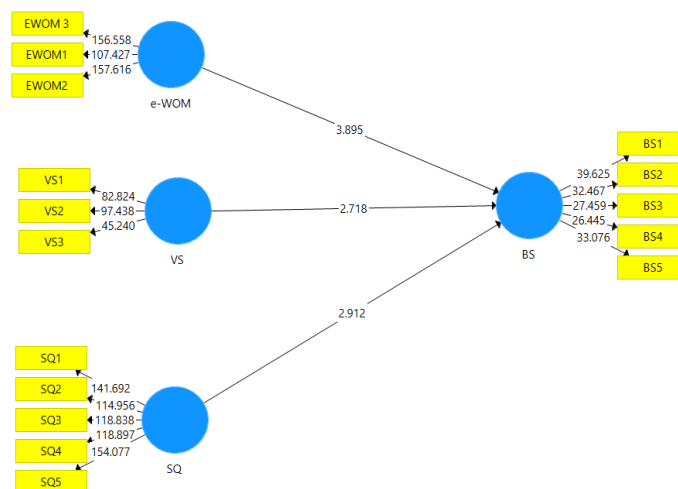


Figure 2. Bootstrapping Result

D. DISCUSSION

Electronic Word Of Mouth has an influence on Brand Switching on The Originote products

The results of this study indicate that Electronic Word of Mouth (E-WOM) has a positive and significant effect on Brand Switching on The Originote skincare products. This finding confirms that information circulating on social media plays a major role in shaping consumer perceptions and decisions. Consumers tend to be more open to other people's opinions on digital platforms, where negative reviews about The Originote can reduce trust in the brand, while positive reviews about other brands increase the attractiveness of alternatives. In addition, skincare consumers often look for recommendations before purchasing, so other users' positive experiences with competing brands can strengthen their interest in trying new brands. Advice from users who are considered credible, such as beauty influencers or beauty communities, also further strengthens consumers' intention to switch brands because testimonials from fellow users are more trusted than direct promotions from brands. The implications of this finding emphasize the importance of The Originote in managing brand image on social media. Responding to negative reviews, encouraging positive testimonials, and collaborating with influencers can help maintain customer loyalty. In addition, continuous product innovation is also needed to reduce the tendency of consumers to switch to other brands. Overall, a good digital reputation is key to preventing Brand Switching.

The results of this study are in line with the theory that states that negative opinions or comments from consumers make old or new consumers hesitate to buy the brand and will look for other brands. A bad comment given by a previous consumer who has bought a product, then the desire of new consumers when reading the review to carry out brand switching behavior ([Desak Made Febri Purnama sari, 2021](#)). The results of this study are also in line with other studies that state that the Electronic Word Of Mouth variable has a positive and significant effect on Brand Switching ([Pirdaus et al., 2020](#)). This study is also in line with other studies that state that Electronic Word Of Mouth has a significant effect on Brand Switching. ([Rahma & Restu Millaningtyas, 2023](#)) Other studies also state the same thing that Electronic Word Of Mouth has a positive and significant effect on Brand ([Monica Dyah Purwaningsih, n.d.](#)). Other studies also state that electronic word of mouth has a positive and significant effect on brand switching ([Nadarajan et al., 2018](#)). The results of other studies also state the same thing that Electronic word of mouth has a positive and significant effect on brand switching ([Wardhani & Andarini, 2024](#)). Electronic word of mouth has a positive and significant effect on brand switching ([Harjadi, 2024](#)). Electronic word of mouth has a positive and significant effect on brand ([Bella Yugistira1, Ida Farida Oesman2, 2024](#)). Electronic word of mouth has a positive and significant effect on brand switching ([Sahru Ramadhan & Marpaung, 2024](#)).

Variety Seeking has an influence on Brand Switching on The Originote products

The results of this study indicate that Variety Seeking has a positive and significant effect on Brand Switching on The Originote skincare products. Consumers tend to experience boredom with products that have been used for a long time, encouraging them to seek new experiences by trying other brands. In addition to boredom, differences in quality and service between brands also play an important role in the decision to switch brands. Consumers who feel that other brands offer more innovative products that suit their needs are more likely to switch. The lack of innovation from The Originote is the main factor that increases consumers' desire to seek alternatives. In the competitive skincare industry, continuous innovation in product formulation, packaging, and benefits is essential to maintaining brand appeal. In addition, evolving beauty trends also influence consumer preferences, so they are encouraged to try new products that are considered more modern or have benefits that are more in line with their skin needs. The implications of these findings indicate that The Originote needs to continue to innovate to remain attractive to consumers. Presenting new variants, updating formulas, and improving product experiences can reduce Brand Switching. Marketing strategies that emphasize product excellence and differentiation are also important to maintain customer loyalty amidst market competition.

The results of this study are also in line with the theory that states that consumers who are always looking for variety so as not to get bored will tend to look for other brands to fulfill their desires. The greater need for consumers to find alternative brand variations can increase brand switching behavior ([Safitri & Septrizola, 2019](#)). This study is in line with other researchers who state that Variety seeking has a significant effect on brand switching ([Rahma & Restu Millaningtyas, 2023](#)). This is also in line with other studies which state that there is a positive and significant effect between variety seeking and brand switching ([dwi apriliani, A. Zuliansyah, 2021](#)). And other studies also state that variety seeking has a positive effect on brand switching ([Harahap & Saragi, 2024](#)). The results of previous studies also stated that Variety seeking has a positive and significant effect on brand switching ([Sembiring et al., 2021](#)). The results of similar studies conducted by previous researchers also stated that Variety seeking

has a positive and significant effect on brand switching ([Arifyantama, 2021](#)). Variety seeking has a positive and significant effect on brand switching ([Audina et al., 2023](#)). Variety seeking has a positive and significant effect on brand switching ([Sari & Fachri, 2024](#)). Variety seeking has a positive and significant effect on brand switching ([Felicia & Widyastuti, 2024](#)). Variety seeking has a positive and significant effect on brand switching ([Lestari, 2022](#)).

Service Quality has an influence on Brand Switching on The Originote products

The results of the study indicate that Service Quality has a positive and significant effect on Brand Switching on The Originote products. Consumers tend to switch brands when the service provided does not meet expectations. The inability of staff to respond to customer needs, unprofessional service, and inadequate facilities can reduce trust in the brand. If consumers feel that the company's staff do not care about their satisfaction, the tendency to look for other brands that offer better service increases. Consumers expect responsive and professional service, both in handling complaints, providing product information, and ensuring a comfortable customer experience. When the service does not match the promise, trust in the brand decreases, so they consider other alternatives. In addition, staff who are less responsive or seem indifferent create negative experiences that accelerate the decision to switch brands. Not only interactions with staff, inadequate facilities and supporting materials, such as the availability of product information or after-sales service, also contribute to negative perceptions of service quality. These findings emphasize that The Originote needs to improve service quality by paying more attention to staff responsiveness, professionalism, and concern for customers. Customer service training, improving the quality of interactions, and optimizing facilities and supporting materials are important steps in building consumer trust. With these improvements, The Originote can reduce the tendency of Brand Switching, maintain customer loyalty, and strengthen its position in the market. The results of this study are also in line with the theory that states that service quality that does not match what consumers want will cause a desire to switch brands. The higher the quality of service provided, the higher the customer satisfaction, so that consumers will consider switching brands to others ([Zulhijja et al., 2023](#)). This study is also in line with other studies that state that service quality has a significant effect on brand switching ([Tumewu et al., 2019](#)). And other studies also say that service quality has a significant effect on brand switching ([Jan & Matolia, 2019](#)). And also other studies state the same thing that service quality has a significant effect on brand switching ([Arlianda & Saputri, 2024](#)). Service quality has a significant effect on brand ([Felicia & Widyastuti, 2024](#)). Service quality affects brand switching positively and significantly ([Sembiring et al., 2021](#)). Service quality shows a positive and significant effect on brand switching ([Zulhijja et al., 2023](#)). Service quality has a positive and significant effect on brand switching ([Kadariusman, 2020](#)). Service quality has a positive and significant effect on brand switching ([Arochman & Tamonsang, 2021](#)). Service quality has a positive and significant effect on brand switching ([Rozin & Yugopuspito, 2022](#)).

E. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Electronic Word of Mouth (E-WOM), Variety Seeking, and Service Quality have a positive and significant effect on Brand Switching on The Originote product. E-WOM plays an important role in increasing buyer awareness, where negative comments can encourage brand switching. Variety Seeking shows that consumers tend to look for alternatives when they feel bored or lack innovation. Service Quality also plays a crucial role, especially in the aspects of responsiveness and reliability, failure to meet expectations increases the likelihood of consumers switching. Therefore, improving the quality of E-WOM, product innovation, and customer service is the main strategy to reduce Brand Switching and maintain consumer loyalty.

This study has several limitations, first, the sample is limited to consumers of The Originote Skincare products in Sidoarjo, so the results cannot represent all consumers in other areas or other skincare brands. Second, this study only focuses on three variables, namely Electronic Word Of Mouth (E-WOM), Variety Seeking, and Service Quality, so other factors that may influence Brand Switching, such as price or brand loyalty, are not explained further. Therefore, further research is expected to expand the scope of the region, consider additional variables, and use more diverse methods to obtain more accurate results.

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