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The Effect of Perceived Product Quality, Brand Personality, and Loyalty on Brand Switching Intention of Technological Products

The Effect of
Perceived Product
Quality, Brand
Personality

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Abstract

Research Aims: Laptops are essential in people's everyday lives. Since laptop utilization has been very high during the COVID-19 pandemic because of the restrictions imposed by the pandemic, many laptop manufacturers have made efforts to drive consumers to switch to their laptop brands. The main objective of this research is to examine how perceived product quality, brand personality, and loyalty affect brand switching intention.

Design/methodology/approach: The data were collected online from 216 consumers. Structural Equation Modelling (SEM) was employed to analyse the data.

Research Findings: The result demonstrates that perceived product quality, brand personality, and loyalty have both direct and indirect negative effects on consumers' switching intention. It is revealed that variables play a pivotal role in consumers' evaluation of laptop products and their subsequent switching intention.

Theoretical Contribution/Originality: There is currently a dearth of studies testing the impact of brand personality dimensions on consumer brand identification, perceived product quality, loyalty, and switching intention. Our findings provide more insight into switching intention as a means to achieve a competitive edge in global laptop shipments during the Covid-19 pandemic.

Managerial Implications in the South East Asian context: This study can serve as a comprehensive guideline for businesses to position their brands successfully to reduce any consumer switching intentions affecting their products. However, consumers' perspectives on brand personality with a laptop product affect their critical evaluations. Global laptop manufacturers should leverage brand personality to engender positive consumer evaluation and reduce switching intention.

Research Limitations & Implications: Other factors beyond the scope of the research, such as brand-related factors, have many different inherent attributes (e.g., specifications, functions, designs, prices, and advancements) whose influence on switching intention needs to be considered in future research.

Keywords: Perceived Product Quality, Brand Personality, Loyalty, Brand Switching Intention, Laptop Users

INTRODUCTION

High-technology products such as laptops have changed how people communicate. The increased use of communication technology has helped eliminate time- and distance-related obstacles to communication (Fenell, 2018). Currently, during the Covid-19 pandemic, many institutions enforce work and study from home, requiring people to own and use personal laptops at home (ILO, 2020). In addition, most companies have achieved a transition to remote work (McKinsey, 2020). According to a 2020 survey conducted in Indonesia, 40% of respondents switched to other brands following the large-scale social restrictions imposed by pandemic COV-

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ID-19 the (Statista, 2020). Indonesians are already among the world's most avid users of social media, and additional consumers are migrating to digital (McKinsey, 2020). Finally, many laptop brands have entered the Indonesian market. In 2019, approximately 18.78 percent of Indonesian households owned a computer (Statista, 2020). However, during the pandemic, global laptop shipments increased in the second quarter of 2020, with total laptop shipments increasing 27 percent over the same period in the previous year. Moreover, the share of people accessing the internet will continue to increase due to increased ease of access and smartphone use (Tekno Kompas, 2021).

Laptops constitute a highly familiar product category. Many laptop manufacturers try to drive consumers to switch to their laptop brands. A brand is an essential asset of a business, and it can form a relationship between a business and its consumers (McNally & Speak, 2004). As such, a brand is a description of a company's product and service offerings. According to a previous study, brand reputation impacts financial and non-financial performance, demonstrating the relevance of brand management (Abimbola & Kocak, 2007).

People's perceptions of technology brands have shifted dramatically due to technological pervasiveness and virtual communities (Wu & Lin, 2016). A large amount of research has explored the need for variation in brand switching decisions. A study by Calvo-Porrall (2015) stated that customer satisfaction was negatively connected to brand switching intention. Regarding switching intention behaviour, previous research shows that various factors significantly influence consumer switching intention, such as customer satisfaction and loyalty (Jung & Yoon, 2012).

Calvo-Porrall (2015), Jung and Yoon (2012), and Nikhashemi et al. (2017) all reached contradictory findings of brand switching. To date, there has not been any research on the direct and indirect effects of perceived product quality, brand personality, and loyalty on switching intentions. There is a paucity of research on the effect of brand personality on product quality perception, loyalty, and switching intention. By bridging the gaps, researchers may add value to their results and get additional insight into switching intention studies.

Based on the above explanation, the purpose of this research is to examine the impact of perceived product quality, brand personality, and loyalty on switching intention among laptop users. Consumer impressions of brands are highly valued by researchers and marketers (Li et al., 2020). This study reflects the company's performance in providing a laptop brand that suits today's needs. In so doing, this study provides a significant contribution towards better measurement of consumers' brand switching intention for technological products.

LITERATURE REVIEW

Perceived Product Quality

Individuals use perceived quality to determine whether or not a product or service

matches their expectations (Severt et al., 2020). The perceived quality of a product is a subjective concept that exists in the minds of consumers (Calvo-Porrall & Lévy-Mangin, 2017). Perceived product quality and customer satisfaction were integrated into important characteristics in choosing various product settings, including that of laptops. Quality is a multidimensional construct that leads to satisfaction, and consumers consider all factors that are essential to their satisfaction when judging quality (Gök et al., 2019). A study by Nikhashemi et al. (2017) found that perceived product quality positively affected customer satisfaction. Therefore:

H1: Perceived product quality has a significant positive impact on customer satisfaction.

Customer satisfaction refers to customer expectations or an overall evaluation based on experience that affects post-purchase (Gerpott et al., 2001). Customer brand identification is a measure of a consumer's connection to a brand. Consumers with a higher degree of identification are more likely to view the exchange relationship with the brand of interest positively (He et al., 2012). From the customer's standpoint, the more strongly they identify with a brand, the more likely it is that they will be satisfied with the items (Papista & Dimitriadis, 2012). Therefore:

H2: Perceived product quality has a significant positive impact on customer brand identification.

Perceived quality is positively related to purchase intention (Coelho do Vale et al., 2016). The research by Nikhashemi et al. (2017) found that consumers may only consider the perceived product quality when making decisions related to switching behaviour intention. As a result, consumers may be less likely to move to another brand if the quality matches their expectations.

Thus, it can be hypothesized that:

H3: Perceived product quality has a significant negative impact on switching intention.

Brand Personality

Ahn et al. (2009) stated that a brand might be differentiated based on its distinct personality, allowing customers to better analyse and appraise the brand's quality. Human traits connected with a brand have been identified as brand personality (Aaker, 1997). To illustrate, Apple users are categorized as members of the upper socioeconomic class and are seen by people to be more up-to-date than other brand users (Aaker, 1997; Nikhasemi et al., 2017). Aaker (1997) described brand personality as a whole, but according to Geuens et al. (2009), the term "brand personality" refers to three characteristics of a brand (down to earth, stable, and responsible), while an "active brand" refers to customers' expectations of dynamism and innovation (Gordon et al. 2016). A responsible brand is one that consumers expect to be practical, realistic, reasonable, rational, established, and trustworthy. Similarly, in this study, an active brand is one that consumers perceive as engaging, energetic, alive, unique, and full of energy and fresh ideas (Japutra & Molinillo, 2019). Con-

sumers should have firsthand encounters with a brand before forming any subjective perceptions or personality traits linked with it (Sung & Kim, 2010). Numerous businesses have committed enormous resources and efforts to establish a reputation for social responsibility (Porter & Kramer, 2011). Brand personality has been investigated in various industries (Japutra & Millano, 2019), such as electronics, food and beverages, shoes, and fashion. A study by Nikhasemi et al. (2017) revealed that brand personality played a pivotal role for mobile phone users. Variables at the product level should be considered when developing the brand personality, since physical functioning is critical to performance at the low product involvement level, whereas it would be evaluated more closely at the high product involvement level (Sang et al., 2018). Electronics such as handphones and computers might be given more consideration by consumers during the Covid-19 pandemic because of their intensive use for working and daily activities. Brand personality is an important factor with regard to brand perceptions and uniqueness (Su & Reynolds, 2019). Embedding a brand with a responsible or engaged personality significantly improves the customer impression of the product (Clemenz et al., 2012). Therefore:

H4: Brand personality has a significant positive impact on perceived product quality.

In a study by Tuškej et al. (2013), customers were observed to express their individuality by selecting a brand based on its personality, so a high level of compatibility with customers' personalities will improve customer satisfaction. When customers perceive that business personalities align with their own and assist them in expressing themselves (Malar et al., 2011), they will be more pleased with their brand purchase. Thus, the following hypothesis is put forward:

H5: Brand personality has a significant positive impact on customer satisfaction.

In addition, research from Fung et al. (2013) stated that consumers would find it easier to identify with brands whose personalities match their own. Such identification can help consumers to express and defend their preferred presentation of themselves. A study by Nikhashemi et al. (2017) stated that brand personality positively affects customer brand identification. Thus, the following hypothesis is formulated:

H6: Brand personality has a significant positive impact on customer brand identification.

According to existing research, a well-defined brand personality perceived by customers may lead to good outcomes such as increased brand recognition, stronger brand loyalty, positive word-of-mouth, and higher purchase intention (Li et al., 2020). Based on this, it can be assumed that a negative brand personality will reduce consumer confidence and purchase intention. Thus, it can be hypothesized that:

H7: Brand personality has a significant negative impact on switching intention.

Customer Satisfaction

Customer satisfaction refers to the pleasure or disappointment that comes from

comparing the perceived performance of a product or service with expectations (Fornell, 1992). Customer brand identification enables customers to evaluate brand performance more favourably when compared to their past expectations (He & Li, 2011). When a brand's performance expectations are fulfilled or surpassed, consumers are reassured of their psychological connection to the brand, which helps the customers maintain their self-esteem (So et al., 2013). Customer satisfaction has a favourable impact on minimizing switching behaviour intention (Liang et al., 2013). Arnett et al. (2003) also emphasized that satisfaction is crucial in brand identification, particularly in university settings. Based on the above arguments, it can be hypothesized that:

H8: Customer satisfaction has a significant positive impact on customer brand identification.

This impact is in line with Li et al.'s (2008) research, which found that customer satisfaction predicts Chinese consumers' repeat purchasing behaviour. Meanwhile, Liang et al. (2013) found that Chinese consumers who are unsatisfied with service quality are more likely to switch brands. According to Sang et al. (2018), when examining the effect of satisfaction on switching intention, product-level characteristics must be addressed. The case of products with high hedonistic features (mobile phones and computers used in research) has a negative relationship between customer satisfaction and brand switching intention. According to Edward and Sahadev's (2011) research, customer satisfaction positively affects customer retention in the mobile phone service industry. As further evidence, Wu et al. (2014) support the negative relationship between customer satisfaction and switching intention. Thus, the following hypothesis is put forward:

H9: Customer satisfaction has a significant negative impact on switching intention.

In their research, Jung and Yoon (2012) stated that customer satisfaction has a beneficial impact on loyalty. Customer satisfaction is the most crucial antecedent of customer loyalty (Bowen & Chen McCain, 2015). Customer satisfaction is a feeling of pleasure experienced by a consumer when evaluating a product or service that can persist even if the product changes due to customer loyalty (Achmad et al., 2018). Thus, it can be hypothesized that:

H10: Customer satisfaction has a significant positive impact on loyalty.

Customer Brand Identification

The concept of identification comes from social identity theory, which states that the self-concept consists of personal identity, abilities and interests, as well as social identity, which includes main group classifications (Ashforth & Mael, 1989; Tajfel & Turner, 1985). Identification is a perceptual construct (Mael & Ashforth, 1992), which implies identity conformity. According to Fung et al. (2013), if a customer strongly identifies with a product or brand, such consumer brand identification will result in favourable consumer outcomes, such as brand loyalty, brand trust, and perceived value. Similarly, Nikhashemi et al. (2017) stated that brand identification allows a person to appear to belong to a particular social class according to the level

of importance of the consumer. Based on this research, it can be assumed that if consumers identify with a laptop brand strongly, they will be less likely to switch to other brands. A study by Nikhashemi et al. (2017) found that customer brand identification reduces switching intention. Thus the following hypothesis is formulated:

H11: Customer brand identification has a significant negative impact on switching intention.

Loyalty and Switching Intention

Loyal customers hold a positive attitude about the brand and demonstrate repeat purchase behaviour (Lin & Lee, 2012). When customers establish this degree of commitment to the brand, they will be less likely to move to competitor products and thus will show reduced switching behaviours (Bowen & Chen McCain, 2015). The research of Jung and Yoon (2012) stated that loyalty reduces switching intention. Therefore:

H12: Loyalty has a significant negative impact on switching intention.

Based on the hypotheses, the research model shown in Figure 1 is developed.

RESEARCH METHOD

This research used a quantitative approach to gather information on consumers’ switching intention with regard to laptop products. The quantitative approach used numerical and statistical data for analysis (Malhotra, 2009). Respondent information was captured through a structured online questionnaire distributed through personal connections and social media. The study was conducted in Indonesia. Questionnaire processed with a purposive sampling and the questionnaire was answered regarding the laptop brand they have experienced. A total of 216 responses were obtained. The number of responses was adequate for the structural equation modeling, exceeding the absolute minimum sample size (Hair et al., 1998). The questionnaire was carried out only for respondents who specifically had their laptops in the early screening stages. The last part of the questionnaire contained several socio-demographic questions.

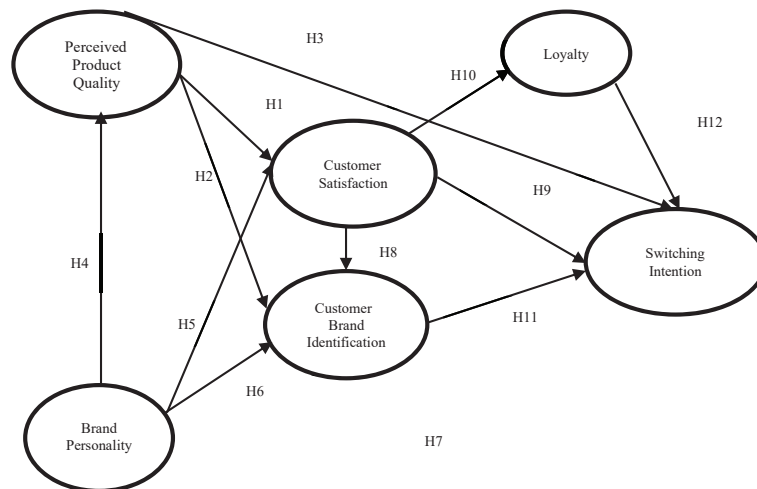


Figure 1
Research Model

The research framework of this study is composed of six variables, each of which is measured with multiple items obtained from the extant literature to enhance the content validity and reliability of the questionnaire (Churchill & Iacobucci, 2009; Hair et al., 2006). The measure of perceived product quality was modified from the perceived product quality scale instrument and comprised five items (Konuk, 2019; Rosillo-Díaz et al., 2019; Vera, 2015) to assess customers' perception of the product value. Brand personality comprised six items (Geuens et al., 2009; Gordon et al., 2016). Customer brand identification comprised three items (Bagozzi & Dholakia, 2006; Bergami & Bagozzi, 2000). Customer satisfaction comprised five items (Fornell, 1992; Sang et al., 2018; Japutra & Molinillo, 2019). Loyalty comprised five items (Kressmann et al., 2006; Ramaseshan & Tsao 2007). Switching intention comprised five items (Sang et al., 2018; Hirschman, 1970; Dekimpe et al., 1997; Anton et al., 2007).

A seven-point Likert scale, with all the points labelled (1 = strongly disagree to 7 = strongly agree), was used to gather data for this study. These are permitted degrees of intensity to be expressed that could be adjusted and used for statistical analysis (Sekaran & Bougie, 2016). The questionnaire was translated into the Indonesian language to ensure that respondents understood the questions thoroughly. Validity and reliability tests were performed before proceeding to the main test. The main test was analysed using structural equation modelling using LISREL software.

RESULTS AND DISCUSSIONS

Based on the demographic profile, the majority of respondents were female (142; 65.7%), and the dominant age group of laptop users is 18-25 years (144; 66.7%). This age group is in line with the millennial generation, whose cohorts tend to adopt new technology. Most respondents reported monthly expenditures of IDR 1-3 million (89; 41.2%). Regarding education level, most respondents had a bachelor's degree (181; 83.8%). The demographic profile showed that all demographic groups used laptops. Respondent characteristics are presented in Table 1.

Regarding the laptop brand used, respondents used ASUS (76; 35.2%), HP

	Category	Frequency	Percentage (%)
Gender	Female	142	65.7%
	Male	74	34.3%
Age	< 18	0	0.0%
	18 – 25	144	66.7%
	26 – 30	59	27.3%
	31 – 40	10	4.6%
	> 40	3	1.4%
Education	< Diploma	22	10.2%
	Diploma/Bachelor's degree	181	83.8%
	Master's degree	11	5.1%
	Doctoral degree	2	0.9%
Monthly Expenditure	< IDR 1 million	39	18.1%
	IDR 1 – 3 million	89	41.2%
	IDR 3 – 5 million	50	23.1%
	IDR 5 – 10 million	28	13.0%
	IDR > 10 million	10	4.6%

Table 1
Demographic Profile

(42;19.4%), and MacBook (28; 13%). This distribution shows that ASUS dominates the laptop brand. The majority of respondents are willing to spend more than IDR 10 million on a laptop. It is essential for millennial respondents to own a laptop, as they use these devices for 8-10 hours a day for work or other daily activities. Millennial respondents are the generation more likely to own a laptop rather than a desktop computer because of its flexibility. These demographics are presented in Table 2.

Before the main test was processed, validity and reliability tests were conducted. Cronbach's alpha values ranged from 0.75 to 0.95, above the threshold (Anderson & Gerbing 1998; Hair et al., 1998). The composite reliability was greater than 0.5, meeting the criterion (Hair et al., 1998). Because the composite reliability (CR) was more than 0.7 and average variance extracted (AVE) values were both more than 0.5, the findings of the SEM revealed that the questionnaire used was valid and reliable (Hair et al., 2017). Table 3 depicts the validity and reliability measuring model.

The suggested model was evaluated using the Goodness of Fit Index (GOFI) value, which yielded a good fit index. The Normed Fit Index resulted in a satisfactory result. The model's Root Mean Square Error of Approximation (RMSEA) was 0.072, which indicated a good fit. The Normed Fit Index (NFI) was 0.96, and the Non-Normed Fit Index (NNFI) was 0.97. The Comparative Fit Index (CFI) suggested a cut-off point above 0.90. The CFI result was 0.98, which shows a good fit index. These fit indices indicate that the model overall demonstrated a good fit. The goodness of fit index is presented in Table 4.

The statistical results of structural equation modelling consist of t-values and SLF can be seen in Table 5. The results show that perceived product quality positively influenced customer satisfaction (t-values = 4.70; SLF =0.42). Therefore, the results for H1 support the finding of Espejel et al. (2007) that higher perceived product quality increased the level of customer satisfaction. Thus, H1 was accepted. In different level of products, perceived product quality and customer satisfaction

	Category	Frequency	Percentage (%)
Laptop brand used	ASUS	76	35.2%
	Acer	17	7.9%
	Toshiba	7	3.2%
	HP	42	19.4%
	MacBook	28	13%
	Lenovo	27	13%
	Dell	10	4.2%
	Others	9	3.8%
Number of hours using laptop per day	< 2 hours	4	2.1%
	2-4 hours	54	25.0%
	4-6 hours	56	26.0%
	8-10 hours	68	31.3%
	> 10 hours	34	15.6%
Willingness to spend buying a laptop brand	< IDR 4 million	13	6.0%
	IDR 1-3 million	47	21.8%
	IDR 3-5 million	33	15.3%
	IDR 5-10 million	38	17.6%
	> IDR 10 million	85	39.4%

Table 2
Questions about Laptop Brand

were important characteristics. Customer satisfaction refers to a general assessment based on personal experiences (Gerpott et al., 2001). Customers are expected to be more satisfied due to product features that result in a favourable experience for them. Product characteristics that have enhanced client needs are anticipated to lead to higher satisfaction (Corral, 2012; Peng et al., 2014). Consumer willingness to spend more than IDR 10 million on a laptop shows that consumers expect a good-quality laptop product. Based on the research, consumers were already satisfied with the quality of the brand of laptop they used.

Similar to H1, H3, predicted a significant negative effect of perceived product quality on switching intention (t-values= -1.83; SLF= -0.22). From the results, we can conclude that product quality perception has a detrimental impact on switching intention. Therefore, H3 was supported. In order to compete with their rivals, it is necessary for brands to develop high-quality goods that give favourable customer impressions and experiences (Raj & Roy, 2015). High perceived product quality has the power to retain and attract both current and new customers and entice individuals away from low-quality competitors and back to their preferred items (Baba-

Variable Items	SLF	Error	CR	AVE	Results
Perceived Product Quality			0.91	0.69	Reliable
PPQ1	0.71	0.49			Valid
PPQ2	0.66	0.56			Valid
PPQ3	0.86	0.25			Valid
PPQ4	0.95	0.10			Valid
PPQ5	0.94	0.12			Valid
Brand Personality			0.90	0.60	Reliable
BP1	0.76	0.43			Valid
BP2	0.77	0.40			Valid
BP3	0.75	0.44			Valid
BP4	0.77	0.40			Valid
BP5	0.82	0.33			Valid
BP6	0.78	0.39			Valid
Customer Brand Identification			0.79	0.57	Reliable
CBI1	0.67	0.56			Valid
CBI2	0.62	0.61			Valid
CBI3	0.95	0.10			Valid
Customer Satisfaction			0.94	0.75	Reliable
CS1	0.90	0.19			Valid
CS2	0.92	0.15			Valid
CS3	0.90	0.19			Valid
CS4	0.81	0.34			Valid
CS5	0.82	0.32			Valid
Loyalty			0.92	0.69	Reliable
LO1	0.84	0.29			Valid
LO2	0.79	0.38			Valid
LO3	0.86	0.26			Valid
LO4	0.85	0.28			Valid
LO5	0.85	0.28			Valid
Switching Intention			0.95	0.80	Reliable
SI1	0.83	0.31			Valid
SI2	0.85	0.27			Valid
SI3	0.91	0.17			Valid
SI4	0.94	0.11			Valid
SI5	0.93	0.13			Valid

Table 3
Convergent Validity and
Reliability of Constructs

kus et al., 2004). This argument is supported by prior findings that consumers will not switch to other brands in high involvement products until they find problems with the quality of their products (Sang et al., 2018). Based on the study's findings, the average respondent used a laptop as much as 8-10 hours a day, so good quality is needed to prevent switching to another brand. H3, H4, H5, and H6 were also supported. The results show that brand personality had a positive influence on perceived product quality (t-values = 9.52; SLF = 0.80), customer satisfaction (t-values = 4.94; SLF = 0.46), and customer brand identification (t-values = 1.91; SLF = 0.25). Therefore, the higher the brand personality, the higher the perceived product quality, customer satisfaction, and brand identification. Therefore, H4, H5, and H6 were accepted. This result supports the previous study conducted by Nikhashemi et al. (2017) that brand personality describes the quality of products, customer satisfaction, and brand identification. H7 shows that brand personality had a negative significant effect on switching intention (t-values = -2.00; SLF = -0.26). Thus, the higher the brand personality, the lower the customer's intention to switch. Research from Klabi and Debabi (2011) also stated that brand personality could be used as a product differentiation strategy because it produces brand preference, greater emotional attachment, and brand loyalty. Furthermore, brand-customer contact is a dynamic process in which consumers see the brand as a contributing and active partner, inferring brand personality from several characteristics (Li et al., 2020). In addition, H8 (t-values = 3.65; SLF = 0.46) was accepted. The results for H8 are in line with the research of Li et al. (2008) finding that satisfied customers have high brand identification. Research by Liang et al. (2013) found that customer satisfaction is considered a prerequisite for customer loyalty, which positively impacts switching behaviour. Customer satisfaction is also a predictor of brand identification, since satisfied customers have a favourable attitude toward the product or brand (Kuenzel & Vaux Halliday, 2008). Customer satisfaction has a favourable impact on loyalty, according to H10. Therefore, H10 was accepted (t-values = 9.11;

Table 4
Goodness of Fit Index

GOFI	Cut-off point	Output	Results
Chi-Square		839.16	
df		365	
NFI	NFI \leq 0.80	0.96	Good Fit
NNFI	NNFI \leq 0.80	0.97	Good Fit
RMSEA	RMSEA \leq 0.08	0.072	Good Fit
CFI	CFI \geq 0.90	0.98	Good Fit

Table 5
Hypothesis Testing Results

Hypothesis Path	t-value	SLF	Results
H1 Perceived Product Quality \rightarrow Customer Satisfaction	4.70	0.42	Supported
H2 Perceived Product Quality \rightarrow Customer Brand Identification	1.52	0.18	Not Supported
H3 Perceived Product Quality \rightarrow Switching Intention	-1.83	-0.22	Supported
H4 Brand Personality \rightarrow Perceived Product Quality	9.52	0.80	Supported
H5 Brand Personality \rightarrow Customer Satisfaction	4.94	0.46	Supported
H6 Brand Personality \rightarrow Customer Brand Identification	1.91	0.25	Supported
H7 Brand Personality \rightarrow Switching Intention	-2.00	-0.26	Supported
H8 Customer Satisfaction \rightarrow Customer Brand Identification	3.65	0.46	Supported
H9 Customer Satisfaction \rightarrow Switching Intention	-1.14	-0.17	Not Supported
H10 Customer Satisfaction \rightarrow Loyalty	9.11	0.77	Supported
H11 Customer Brand Identification \rightarrow Switching Intention	-0.63	-0.08	Not Supported
H12 Loyalty \rightarrow Switching Intention	-4.86	-0.52	Supported

SLF = 0.77). This finding supports the previous study conducted by Shirin and Puth (2011) that greater satisfaction will increase loyalty. Consumers must feel satisfied to be loyal to a laptop brand. Customer loyalty is achieved, according to Turel and Serenko (2006), by increasing satisfaction. Research continues to show that there is a strong link between consumer satisfaction and recurrent purchases, as well as higher brand loyalty, implying that the two are favourably linked (Dubrovski, 2001). The majority of respondents were 18-25 years old that possible to develop loyalty among millennial respondents because laptops are a basic need that must be fulfilled to do various activities. The statistical results showed that H12 was supported (t-values = -4.86; SLF = -0.52). Therefore, the higher the loyalty, the lower the customer intention to switch brands. The findings for H12 were consistent with prior studies by Jung and Yoon (2012) that consumers tend to be loyal and find it difficult to switch to other brands. The higher a person's loyalty, the lower the switching intention will be.

In contrast, the finding related to the second hypothesis regarding the impact of perceived product quality on customer brand identification was not significant (t-values=1.52; SLF=0.18). Therefore, H2 was rejected. The results indicate that perceived product quality did not influence customer brand identification. This finding indicates that laptop users have a lower tendency to recognize brand reputation and prefer to use laptop brands because of their good quality. This finding rejects the role of brand differences with customer brand identification because respondents tend to use laptops as only part of complementary work. Also, the statistical results show that H9 was rejected (t-values = -1.14; SLF = -0.17). The results indicate that customer satisfaction did not influence switching intention. The results show that customer satisfaction had an indirect effect on switching intention mediated by loyalty. Thus, it can be said that customer satisfaction can prevent consumers from switching brands if consumers are loyal to a brand. Brand variety can also boost loyalty (Sheorey et al., 2014). The result for H11 shows that customer brand identification does not have a significant negative effect on switching intention. Therefore, H11 was rejected (t-values = -0.63; SLF = -0.08). The results indicate that customer brand identification does not influence customer switching intention. Nowadays, laptop usage might be more utilitarian and have less to do with consum-

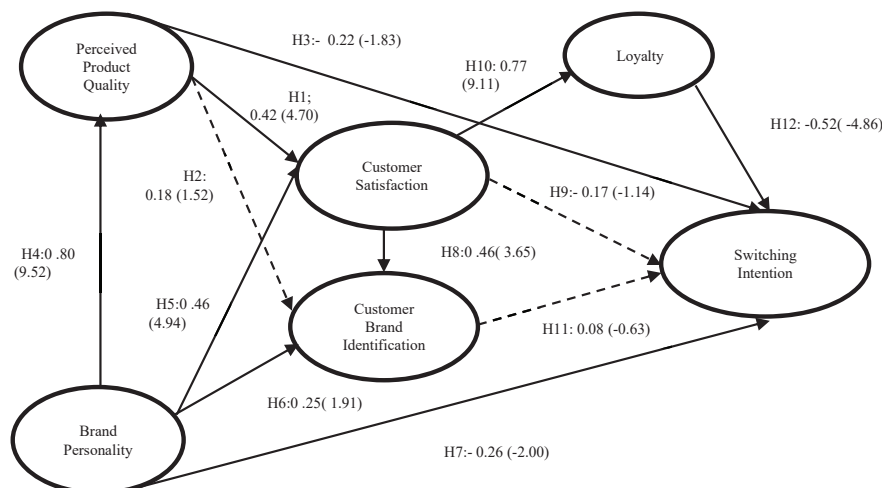


Figure 2
Hypothesis Testing Results

ers' self-expression. It can thus be concluded that consumers pay less attention to the prestige of laptops brands. This result is in line with prior research by Hidayanti et al. (2018). The summary of hypothesis testing results can be seen in Figure 2.

MANAGERIAL IMPLICATIONS IN THE SOUTH EAST ASIAN CONTEXT

In a competitive market, the main aim of businesses is to retain their customers (Nikhashemi et al., 2017). This research may be very beneficial to policymakers and global business strategists, as it shows that brand personality has a favourable impact on consumer perceptions of product quality and that brand loyalty reduces consumer switching intentions. To learn how to increase brand personality, marketers must devote more time to brand personality research and development, particularly in terms of stability and responsibility and the quality of laptop products targeted at the market to prevent consumers from switching from other laptop brands. The research also verified a study by Jung and Yoon (2012) which showed that satisfied consumers became more loyal, thus decreasing switching intention. However, satisfied customers may still switch. Thus, laptop brand marketers should focus more on retaining loyal customers rather than satisfied consumers. This study can be relevant for switching intention in the context of technological products that are high involvement but that do not depend on prestige, because the study results indicate that brand identification mean is not high through the social characteristics of the Indonesian respondents. The study's conceived framework may serve as complete guidance for firms looking to position their brands in the Indonesian market, particularly during the Covid-19 pandemic, when laptop usage is very high.

THEORETICAL IMPLICATIONS

The purpose of this research was to examine the variables that influence customer switching intentions. As a result, in the setting of laptop users, this research attempted to determine the effects of brand personality and perceived product quality on switching intention through the mediation of customer satisfaction, customer brand identification, and loyalty. Based on the results, brand personality is a good predictor of positive consumer evaluations of product quality (Ramaseshan & Tsao, 2007), ultimately resulting in a negative relationship of switching intention. Furthermore, brand personality affects switching intention through customer satisfaction and loyalty. Brand personality may not prevent consumers from switching brands if consumers are not satisfied and loyal. The study also shows that customer satisfaction positively affects brand identification, in line with the research of Kuenzel and Halliday (2008). Perceived product quality is a good predictor of switching intention, supported by findings by Sang et al. (2018) that consumers will not switch until they find problems with the quality of their products. Based on the loading factor value, the dimensions of brand personality that had a significant effect were stability and responsibility. Brand personality has a positive impact on consumer perceived product quality, and loyalty, in turn, reduces the switching intentions of consumers.

Some limitations should be acknowledged for future studies. First, the research was limited to consumers who have one laptop from one brand, so there was no

multi-brand use. Second, in a previous study, brand switching intention was used to compare the level of products. Specifically, there were high involvement and low involvement products (Sang et al., 2018). Although the present study included various factors that might influence switching intention, product involvement was not included in the study. In order to validate the findings of the study, future research should be encouraged to examine this hypothesized model in different technological products.

Based on Calvo-Porrall (2015), the corporate image should be considered a critical factor for companies to build and maintain relationships with customers. Other factors outside of the research should also be considered; for example, a brand might have many different inherent attributes such as specifications, functions, designs, prices, and advancements whose potential influence on switching intention should be considered. In addition, a study by Liang et al. (2013) stated that other diverse characteristics of consumers affected their loyalty and switching intention. This examination provides more value for findings and insight into switching intention for future research.

CONCLUSION

To summarize, the goal of this study was to show how brand personality, perceived product quality, customer brand identification, and loyalty affect switching intention. First, brand personality had a directly negative effect on switching intention. Second, perceived product quality through brand personality reduced switching intention. Third, loyalty had a directly negative impact on switching intention. Although brand personality plays a crucial role in many behavioural studies, such as customer satisfaction (Tuskej et al., 2013), our findings show that brand personality cannot prevent customers from switching if they are not loyal and perceive decent product quality. Due to this reason, other than direct relationships, brand personality was seen to impact switching intention indirectly. In line with the research of Nikhashemi et al. (2017), brand personality has a significant influence on consumers' perceptions of product quality and loyalty. A negative link has been demonstrated between consumer switching behaviour intention and product quality, satisfaction, and loyalty. Consumers positively evaluate product quality due to a strong brand personality, which leads to increased customer satisfaction and loyalty while also preventing customers from switching to other laptop brands.

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APPENDIX

Perceived Product Quality

1. The product was visually attractive
2. I am sure the product offered is in good condition
3. This brand always represents a very good product
4. This brand is one of quality
5. The products within this brand are quality products

Brand Personality

1. Active
2. Dynamic
3. Innovative
4. Down to Earth
5. Stable
6. Responsible

Customer Brand Identification

1. I believe others respect me for my association with the brand
2. I would experience an emotional loss if I had to stop using brand
3. I consider myself a valuable partner of brand

Customer Satisfaction

1. I am satisfied with my decision
2. What I get from my products falls short of what I expect for it
3. How does your current brand compare with an ideal one?
4. How well does your brand meet your needs at this time?
5. My decision to choose this product is a wise one

Loyalty

1. I will keep an ongoing relationship with the brand
2. I will spread positive word-of-mouth about the brand
3. The brand of this product would be my first choice over another
4. I will recommend the brand to my friends and others
5. I have a strong intention to buy the same brand again

Switching Intention

1. What is the likelihood that you will continue to use brand for the next year?
2. How likely are you switching to a competing brand during next year?
3. I have decided to switch to another brand that offers better services
4. I have decided to switch to another brand that offers a variety of products and services
5. I have considered changing to another brand