The Influence of Variety Seeking, Dissatisfaction, and Lifestyle on Smartphone Brand Switching from Android to iPhone (A Study on Students of UPN "Veteran" Jawa Timur)

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ABSTRACT

The intense competition in the smartphone industry in Indonesia requires companies to continuously innovate in order to maintain consumer loyalty and prevent brand switching. The phenomenon of brand switching, particularly from Android to iPhone, is influenced by various psychological and social factors. This study aims to analyze the influence of Variety Seeking, Dissatisfaction, and Lifestyle on brand switching among students of UPN "Veteran" Jawa Timur. This research employs a quantitative method with a causal associative design. The sample consists of 100 UPN "Veteran" Jawa Timur students who have switched from Android to iPhone, selected using purposive sampling techniques. Primary data were collected through an online questionnaire and analyzed using multiple linear regression with SPSS software. The findings reveal that the three variables significantly affect brand switching, both collectively (simultaneously) and individually (partially). The adjusted coefficient of determination (Adjusted R Square) shows that these factors collectively explain 40.2% of the variation in brand switching decisions. Further analysis indicates that Variety Seeking is the most dominant factor, contributing 47.38%, followed by Dissatisfaction at 40.24%, and Lifestyle at 12.38%. Based on these results, the desire to seek new experiences emerges as the primary driver of brand switching, strengthened by dissatisfaction with previous products and validated by lifestyle compatibility.

INTRODUCTION

Indonesia has undergone a significant digital transformation in recent years, with smartphone technology playing a central role in shaping various aspects of daily life. As one of the countries with the largest number of smartphone users in the world, Indonesia's high internet penetration reflects the growing importance of technology in communication, work, and entertainment. This trend is also evident in the steady year-on-year growth of internet usage nationwide. Indonesia's smartphone industry has grown rapidly, becoming an essential part of the country's digital infrastructure for education, work, and entertainment. Datagoodstats.id shows that the number of active smartphone users increased sharply from around 54 million in 2015 to 209.3 million in 2023, making the market highly attractive for mobile device manufacturers.

Figure 1. Graph of Active Smartphone Users in Indonesia

Source: datagoodstats.id, 2024

This rapid adoption fuels intense competition in the market, where brands such as Samsung, Apple, Xiaomi, Realme, Oppo, Vivo, Lenovo, and Huawei actively compete by continuously innovating to launch flagship products that meet the diverse needs of Indonesian consumers (Kiley et al., 2015 in Lestari & Putra, 2022).

Table 1. Smartphone Market Share in Indonesia

Date	Oppo	Samsung	Xiaomi	Vivo	Unknown	Apple	Realme	Infinix	Itel	Tecno	Asus	Huawei
2023-12	17.15	16.54	15.09	13.49	13.2	11.64	7.22	3.79	0.28	0.2	0.39	0.29
2024-01	17.99	17.44	15.25	13.07	11.86	11.57	7.08	3.79	0.32	0.21	0.4	0.3
2024-02	18	16.99	15.39	13.26	12.21	10.88	7.36	3.98	0.32	0.22	0.4	0.28
2024-03	17.41	16.36	14.57	12.77	14.26	11.58	7.24	3.94	0.32	0.24	0.36	0.26
2024-04	17.48	17	15.15	13.04	12.58	11.4	7.13	4.22	0.4	0.27	0.35	0.28
2024-05	17.15	16.76	14.16	12.88	14.18	12.45	6.55	4	0.4	0.26	0.31	0.27
2024-06	17.59	17.19	14.17	12.94	13.76	11.99	6.5	3.94	0.42	0.25	0.32	0.26
2024-07	18.13	17.51	14.31	13.2	11.66	12.04	6.63	4.42	0.48	0.3	0.33	0.26
2024-08	18.24	17.52	14.4	13.45	11.32	11.71	6.81	4.51	0.52	0.31	0.31	0.26
2024-09	17.01	16.43	13.62	13.2	14.03	12.36	6.66	4.79	0.5	0.37	0.26	0.26
2024-10	17.43	16.52	13.27	13.35	13.19	12.87	6.65	4.92	0.53	0.36	0.23	0.23
2024-11	19.81	17.82	15.33	15.69	8.56	6.49	7.53	6.78	0.64	0.5	0.22	0.21
2024-12	19.32	17.89	15.88	15	9.21	6.49	7.32	6.88	0.63	0.56	0.21	0.21

Source: gs.statscounter.com, 2024

Table 1 above provides a detailed overview of the smartphone market share percentages in Indonesia, tracking the performance of major brands monthly from December 2023 to December 2024. The table illustrates the competitive positions of leading Android manufacturers such as Oppo, Samsung, and Xiaomi, alongside Apple.

The data reveals that Indonesia's brand competition structure remains highly dynamic. This competitive landscape not only drives technological advancement but also offers a wide variety of choices that enhance users' digital experiences. As shown in the table, Android brands such as Oppo, Samsung, and Xiaomi continue to dominate, while Apple experienced a decline in market share from 11.64% in December 2023 to 6.49% in December 2024.

Despite this decline, Apple remains a popular choice, particularly among university students. Beyond smartphones, the company also produces devices such as Mac, Apple Watch, and iPad. Previous studies have shown that Apple consistently releases new products with distinctive designs that convey luxury and high quality (Faris et al., 2024). This premium design enhances users' confidence, as the iPhone is often perceived as a symbol of elevated social status (Rahman et al., 2024). Furthermore, Apple's uniqueness is reinforced by proprietary technologies, such as the independently designed A-series chip, which significantly boosts performance and user experience, setting it apart from competitors (He, 2024).

This strong brand identity and technological advantage are reflected in market rankings, where, according to the 2024 TOP Brand Award, Samsung continues to lead with a 34.70% share, followed by Apple at 26.70%, highlighting the enduring appeal of the iPhone in Indonesia. The next positions are held by Vivo (10.50%), Xiaomi (8.60%), Oppo (7.50%), and both Infinix and Realme, each with 2.40%. Although Table 1 shows that Apple's market share declined from 11.64% in December 2023 to 6.49% in December 2024, its position as the second top brand underscores that Apple's popularity and brand image remain strong among consumers.

**Figure 2**. Top Smartphone Brands in Indonesia

Source: datagoodstats.id, 2024

Building on this strong market position, the iPhone remains a preferred choice among consumers in Indonesia despite fluctuations in market share. Understanding the factors driving this preference is crucial, as they highlight the distinctive attributes that set the iPhone apart from its competitors and influence purchasing decisions in a highly competitive smartphone market.

This preference is driven not only by the iPhone's technical capabilities but also by its emotional and symbolic value, where ownership is associated with lifestyle, personal identity, and social status. In Indonesia's highly competitive smartphone market, the iPhone stands out for its consistent product quality, distinctive design, and seamless device integration, offering a premium and reliable user experience. These attributes strengthen its appeal among consumers who value both functionality and brand prestige, ensuring the iPhone remains a strong contender in purchasing decisions despite fluctuations in market share.

According to Databooks.id (2022), the primary reason Indonesian consumers choose the iPhone is its superior camera quality (74.2%), followed by seamless Apple ecosystem integration (51.6%), high-performance processors (50.9%), and long-lasting product durability (50.7%). Other contributing factors include exclusive branding (48.9%), strong device security (43.2%), ease of use (42.5%), and an intuitive user interface design (41.4%). Although less prominent, features such as elegant color options (26.2%) and stable resale value (23.5%) still influence certain consumers. Overall, the decision to choose an iPhone is largely driven by its technical excellence and premium user experience.

Figure 3. Reasons Indonesian Smartphone Consumers Choose the iPhone
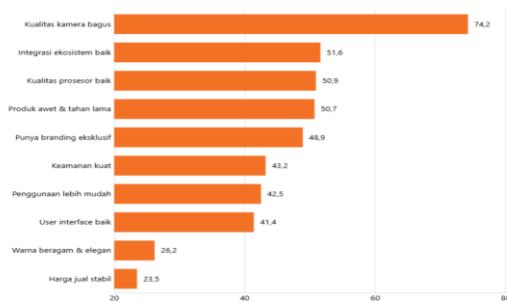
Source: databooks.id, 2022

This phenomenon aligns with consumer behavior theory by the American Marketing Association, as cited in Firmansyah (2018), which explains that purchasing decisions are influenced by psychological, social, personal, and cultural factors. Preference for the iPhone is driven not only by functional needs but also by emotional factors, social identity, perceived value, and lifestyle aspirations, making it a symbol of status and self-image.

Brand switching occurs when a consumer decides to move from one brand to another, abandoning the previous brand to try or consume products from a new brand (Pirdaus et al., 2020). Based on this definition, brand switching refers to consumer behavior in which individuals choose to stop using their usual brand and begin purchasing products from a different brand. In other words, consumers intentionally change their buying patterns by opting for an alternative brand instead of the one they typically choose (Garga et al., 2019).

One of the key drivers of brand switching is variety seeking, a cognitive urge to purchase different brands driven by a desire to try something new or boredom with previously used products (Peter & Olson, 2002 as cited in Musnaini & Wijoyo, 2021). This behavior is not always due to dissatisfaction but can arise when consumers' needs have been met or when they seek new experiences (Arifyantama & Susanti, 2021; (Anggreyni et al., 2023). The wide range of options in the market further stimulates consumers to switch brands to satisfy this need for variety (Rosyidah et al., 2024).

Another factor driving brand switching is consumer dissatisfaction with product quality that fails to meet expectations. According to Tjiptono in At-Thariq et al. (2023), such dissatisfaction often serves as a primary trigger for consumers to abandon their previous brand and seek alternatives that better meet their needs or deliver a more satisfying experience. According to Peter & Olson (2014) in Wardhaniika & Hendrati (2021), consumer dissatisfaction arises when the utility or function of a product fails to meet expected standards. In other words, if a purchased product does not provide the anticipated benefits or performance, consumers are likely to feel disappointed. Dissatisfied consumers tend to be more prone to discontinuing the use of a product from a particular brand and replacing it with another brand (Yani et al., 2022).

Lifestyle is also one of the factors influencing consumers' decisions to switch smartphone brands (Mulyani et al., 2023). According to Viorentina & Santoso (2023), lifestyle is a secondary need that can change over time or due to a person's desire to alter their way of living. In the context of smartphones, consumers may choose a brand they perceive as better suited to their self-image, social status, or lifestyle needs, such as advanced features that support productivity or an elegant design that reflects luxury.

Based on a pre-survey of students at UPN "Veteran" Jawa Timur, 85% reported having used another smartphone brand before switching to the iPhone, with 80% indicating that their decision was influenced by an interest in exploring new features and user experiences. Furthermore, 56.3% noted perceived shortcomings in their previous smartphone brand such as limited battery life, slower performance, or less satisfactory after-sales service, which contributed to their decision to switch. In addition, 57.5% stated that the iPhone aligns more closely with their lifestyle and social needs, reinforcing its perception as a symbol of status and a representation of the desired lifestyle identity.

University students represent an interesting group to study, particularly because the age range of 19–24

is a stage in which they tend to express their identity and assert their presence within their social environment (Mulyati & Haryanto, 2021, as cited in Biilman, 2023). At this age, the need for social recognition within peer interactions becomes one of the factors influencing their behavior, including their preferences for certain products or lifestyles.

Several studies have reported mixed findings regarding the factors influencing brand switching. Yulindasari (2022) found that variety seeking had no significant effect, whereas Ardiansyah & Wardhani (2023) reported a positive and significant impact on smartphone brand switching. Similarly, Kurniawan (2019) found dissatisfaction to be insignificant, while Pulasari & Sukawati (2024) identified it as a significant factor. In terms of lifestyle, Biilman (2023) concluded it had a positive and significant effect, whereas Selamat & Eddyono (2024) found it to be the least influential factor compared to others.

Based on the observed phenomenon, the researcher is interested in examining the extent to which variety seeking, dissatisfaction, and lifestyle influence brand switching decisions among UPN "Veteran" East Java students who have switched from other smartphone brands to the iPhone.

LITERATURE REVIEW

Consumer Behavior

Kotler & Armstrong (2018) state that consumer buying behavior refers to the purchasing behavior of final consumers individuals and households that buy goods and services for personal consumption. Similarly, Firmansyah (2018) defines consumer behavior as the decision-making process in which consumers select, purchase, use, and utilize products, services, ideas, or experiences to meet their needs and desires. In summary, consumer behavior is the decision-making process of individuals or households in choosing, purchasing, and using products or services to fulfill personal needs and wants, encompassing all activities from selection to utilization for personal consumption.

To provide a structural framework for this research, the consumer decision-making process model is adopted as the foundational theory. According to Kotler & Armstrong (2018) in Thaniedsa (2022), this process consists of five key stages: (1) Problem Recognition, (2) Information Search, (3) Evaluation of Alternatives, (4) Purchase Decision, and (5) Post-purchase Behavior. This model explains the logical

sequence a consumer goes through when deciding to switch brands.

Marketing Management

According to Kotler and Keller (2006) in Taufik (2023) marketing management is the art and science of determining target markets and attracting and retaining customers by creating, delivering, and communicating superior value to meet their needs and ensure sustainable satisfaction. Similarly, Budiarti (2023) describes it as a comprehensive process involving strategy design, pricing, distribution, and promotion to deliver high value, achieve objectives, and drive organizational growth and success.

In conclusion, marketing management is a process that combines art and science to determine target markets, attract, and retain customers by creating and delivering superior value through the planning, pricing, distribution, and promotion of products or services a process that supports the achievement of goals and the growth of the organization or business.

Exploratory Purchase Behavior

Exploratory purchase behavior refers to consumers' actions in seeking and trying alternative options perceived as superior (Indrawati & Untarini, 2017). Hoyer and Ridgway (1984) in Indrawati & Untarini (2017) state that this behavior includes brand switching and adopting new innovations. According to Hoyer and MacInnis (2010) in Indrawati & Untarini (2017), innovation aims to meet the needs of variety-seeking loyal customers and understand how they adopt new products, though perceived risks may lead them to reject innovations or switch brands. Such decisions are influenced by factors including individual differences, product characteristics, decision strategies, situational factors, dissatisfaction with previous brands, and problem-solving efforts.

Brand Switching

According to Peter & Olson (2010), "*brand switching is a purchasing pattern characterized by a change from one brand to another.*" Similarly, Rosyidah et al. (2024) define it as consumer behavior involving a shift from one brand to another due to specific factors influencing their decisions. Junaidi and Dharmmesta (2002) in Indrawati & Untarini (2017) describe it as a change in consumption or product usage from one brand to another.

The measurement of brand switching in this study refers to the research conducted by Indrawati &

Untarini (2017), which includes the following indicators:
1. Unwillingness to Reuse the Product
2. Preference for Another Brand
3. Satisfaction After Switching Brands

Variety Seeking

According to Mowen and Minor (2018) in Septiani et al. (2020), variety seeking refers to consumers' tendency to spontaneously choose new brands, even when satisfied with previous ones, often to avoid boredom. Similarly, (Biilman et al., 2024) describe it as the desire to explore new experiences, where consumers notice differences between their current and other products, prompting them to try alternatives.

Peter & Olson (2010) define it as a cognitive decision to choose different brands driven by curiosity, novelty seeking, or the need to avoid monotony. Indrawati & Untarini (2017) add that the desire for variety is a natural human trait, as consumers tend to enjoy trying new things and embracing diversity in their choices. In summary, variety seeking is the natural tendency to try new brands or products despite satisfaction with previous choices, driven by curiosity, novelty, and the desire to avoid boredom.

Biilman et al. (2024) explain that there are three factors driving variety seeking behavior:
1. The Need for Variety
2. Lack of Innovation in Available Choices
3. Perceived Differences Between Brands

Dissatisfaction

According to Kotler and Keller (2009) in Gusmadara & Utami (2015), dissatisfaction occurs when consumer expectations are not met or exceed the quality of products or services provided by marketers. Similarly, Septiani et al. (2020) state that it arises when expectations are misaligned or higher than the quality or performance received, while Firmansyah (2018) explains it as a negative gap between pre-purchase expectations and actual performance.

Indrawati & Untarini (2017) note that dissatisfaction can drive exploratory purchasing behavior, prompting consumers to seek alternatives, including brand switching to products they perceive as better suited to their needs. In summary, dissatisfaction occurs when expectations are not met due to lower-than-expected performance, leading to

disappointment and motivating consumers to take alternative actions.

The indicators of dissatisfaction in this study refer to Kotler & Keller (2009) in Asri & Hendratmoko (2022) and are as follows:
1. Presence of Perceived Complaints
2. Mismatch Between Quality and Expectations
3. Dissatisfaction with the Brand's Quality

Lifestyle

According to Kotler & Armstrong (2018), lifestyle is a person's way of living expressed through activities, interests, and opinions. Similarly, Adnyana & Seminari (2018) define it as individual behavior reflected in these aspects, particularly in relation to self-image as a reflection of social status. Biilman et al. (2024) describe lifestyle as a pattern of life, part of secondary needs, evident in how individuals conduct activities, show interests, and express opinions. In summary, lifestyle is an individual's behavioral pattern reflected in activities, interests, and opinions, linked to self-image and social status, and shaped by secondary needs that influence how people live and express themselves.

Kotler & Armstrong (2018) outline several key indicators for measuring lifestyle, namely:
1. Activities
2. Interests
3. Opinions

Research Framework

Figure 4. Research Framework
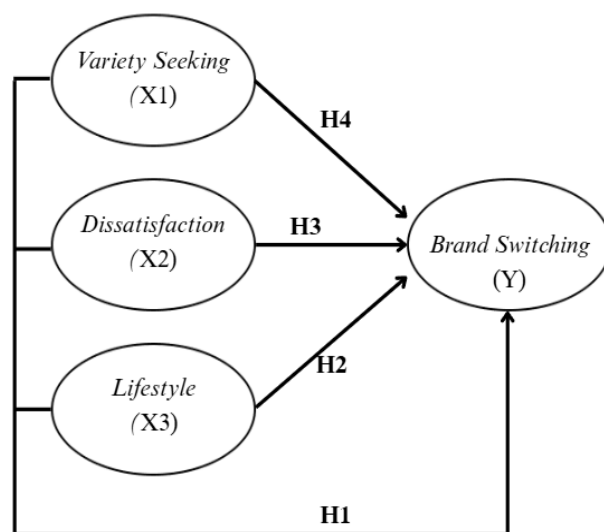
Source: Researcher Data, 2025

H1 = Variety Seeking, Dissatisfaction, and Lifestyle have a significant simultaneous effect on brand

switching from Android to iPhone among students of UPN "Veteran" Jawa Timur.

H2 = Variety Seeking has a significant partial effect on brand switching from Android to iPhone among students of UPN "Veteran" Jawa Timur.

H3 = Dissatisfaction has a significant partial effect on brand switching from Android to iPhone among students of UPN "Veteran" Jawa Timur.

H4 = Lifestyle has a significant partial effect on brand switching from Android to iPhone among students of UPN "Veteran" Jawa Timur.

METHOD

This study employs a quantitative approach with a causal associative research design, aiming to explain the cause-and-effect relationships among the variables: variety seeking (X1), dissatisfaction (X2), and lifestyle (X3) as independent variables, and brand switching (Y) as the dependent variable. The research population consists of active undergraduate students at UPN "Veteran" Jawa Timur from the 2021–2023 cohorts who have switched from using an Android smartphone to an iPhone. The sample comprises 100 respondents selected based on the following criteria; (1) active undergraduate students from the 2021–2023 cohorts, (2) having used an iPhone for at least three months, and (3) having previously used an Android smartphone for a certain period. The data collected include primary data obtained through questionnaires and secondary data sourced from scientific journal articles, physical and electronic books, credible websites, and other reliable references. Statistical data processing in this study was conducted using IBM SPSS Version 31.

RESULT

Respondent Characteristic

Table 2. Respondent's Age

Age	Amount	Precentage
18-20	43	43%
21-23	34	34%
>24	23	23%
Total	**100**	**100%**

Source: Researcher Data, 2025

Based on the respondent characteristics table, the sample is dominated by young adults, with 43 respondents (43%) aged 18–20 and 34 respondents

(34%) aged 21–23, making up 77% combined. The remaining 23 respondents (23%) are aged over 24.

Table 3. Respondent Faculty

Faculty	Amount	Precentage
Social, Cultural, and Political Sciences	18	18%
Technique	14	14%
Computer Science	11	11%
Agriculture	16	16%
Economics and Business	12	12%
Architecture and Design	14	14%
Law	15	15%
Total	**100**	**100%**

Source: Researcher Data, 2025

Based on the respondent characteristics table, the distribution of faculties is diverse, with no single discipline dominating. Of the 100 respondents, the Faculty of Social, Cultural, and Political Sciences has the highest representation at 18%, followed by Agriculture (16%), Law (15%), Engineering (14%), Architecture and Design (14%), Economics and Business (12%), and Computer Science with the lowest at 11%.

Table 4. Respondent Cohort

Cohort	Amount	Precentage
2021	32	32%
2022	35	35%
2023	33	33%
Total	**100**	**100%**

Source: Researcher Data, 2025

Of the 100 respondents, the 2022 cohort had the largest representation with 35 respondents (35%), followed closely by the 2023 cohort with 33 respondents (33%) and the 2021 cohort with 32 respondents (32%). This nearly equal distribution indicates that the data reflects perspectives from multiple cohorts rather than a single year group.

Table 5. Respondents' Monthly Allowance

Monthly Allowance	Amount	Precentage
< Rp.1.000.000	47	47%
Rp.1.000.000 – Rp. 2.000.000	45	45%
Rp.2.000.000 – Rp.3.000.000	5	5%
>Rp.3.000.000	3	3%
Total	**100**	**100%**

Source: Researcher Data, 2025

Based on the table, most respondents in this study had a lower to middle monthly allowance. The largest group earned less than Rp 1,000,000, accounting for 47 respondents (47%), followed closely by those with

Rp 1,000,000–Rp 2,000,000 at 45 respondents (45%). Combined, these two groups represent 92% of the total sample. In contrast, only a small portion had higher allowances, with 5 respondents (5%) in the Rp 2,000,000–Rp 3,000,000 range and 3 respondents (3%) earning more than Rp 3,000,000.

Table 6. Respondent's iPhone Type

Type	Amount	Precentage
iPhone X Series	20	20%
iPhone SE	29	29%
iPhone 11 Series	20	20%
iPhone 12 Series	15	15%
iPhone 13 Series	14	14%
iPhone 14 Series	4	4%
iPhone 15 Series	6	6%
iPhone 16 Series	2	2%
Total	**100**	**100%**

Source: Researcher Data, 2025

Based on the data, the analysis of iPhone models used by respondents shows a clear tendency for most users to prefer models released several years ago rather than the latest series. The iPhone 11 series holds the largest share at 29%, followed by the iPhone X series at 20%, together accounting for 49% of the total sample. The next significant portions are the iPhone 12 series (15%) and iPhone 13 series (14%), followed by the iPhone SE at 10%. In contrast, the three most recent series collectively account for only 12% of respondents, with the iPhone 15 series at 6%, iPhone 14 series at 4%, and the iPhone 16 series as the smallest group at just 2%.

Table 7. Usage duration of the iPhone

Usage Duration	Amount	Precentage
< 1 Year	57	57%
1-5 Year	43	43%
> 5 Year	-	-
Total	**100**	**100%**

Source: Researcher Data, 2025

Based on the data in the table, the analysis of usage duration shows that the majority of respondents are relatively new users of their current iPhones. Specifically, 57 respondents (57%) reported having used their iPhones for less than one year, while the remaining 43 respondents (43%) are long-term users who have used their devices for a period of one to five years.

Research Instrument Testing

1. Validity Test

Table 8. Validity Test Results for the Variety Seeking Variable (X1)

	Correlations			
Item	**r-value**	**r-table**	**Sig.**	**Results**
VS_1	.857**	0,197	0,001	Valid
VS_2	.851**	0,197	0,001	Valid
VS_3	.854**	0,197	0,001	Valid
VS_4	.876**	0,197	0,001	Valid
VS_5	.825**	0,197	0,001	Valid
VS_6	.864**	0,197	0,001	Valid

Source: Researcher Data, 2025

Table 9. Validity Test Results for the Dissatisfaction Variabel (X2)

	Correlations			
Item	**r-value**	**r-table**	**Sig.**	**Results**
DS_1	.845**	0,197	0,001	Valid
DS_2	.813**	0,197	0,001	Valid
DS_3	.786**	0,197	0,001	Valid
DS_4	.810**	0,197	0,001	Valid
DS_5	.810**	0,197	0,001	Valid
DS_6	.829**	0,197	0,001	Valid

Source: Researcher Data, 2025

Table 10. Validity Test Results for the Lifestyle Variabel (X3)

	Correlations			
Item	**r-value**	**r-table**	**Sig.**	**Result**
L_1	.795**	0,197	0,001	Valid
L_2	.783**	0,197	0,001	Valid
L_3	.796**	0,197	0,001	Valid
L_4	.817**	0,197	0,001	Valid
L_5	.818**	0,197	0,001	Valid
L_6	.754**	0,197	0,001	Valid

Source: Researcher Data, 2025

Table 11. Validity Test Results for the Brand Switching Variabel (Y)

	Correlations			
Item	**r-value**	**r-table**	**Sig.**	**Result**
BS_1	.897**	0,197	0,001	Valid
BS_2	.851**	0,197	0,001	Valid
BS_3	.883**	0,197	0,001	Valid
BS_4	.877**	0,197	0,001	Valid
BS_5	.811**	0,197	0,001	Valid
BS_6	.869**	0,197	0,001	Valid

Source: Researcher Data, 2025

Based on the tables (8, 9, 10, 11), it can be seen that all statement items for the independent variables (Variety Seeking, Dissatisfaction, and Lifestyle) as well as the dependent variable (Brand Switching) have r-values greater than the r-table value of 0.197 (r-value > r-table). Therefore, it can be concluded that all items in these variables are valid and can be used as measurement instruments in this study.

2. Reliability Test

Table 12. Reliability Test Results

Variabel	Cronbach's Alpha Value	Cronbach's Alpha (α)	Result
Variety Seeking (X1)	0.926	0,60	Reliable
Dissatisfaction (X2)	0,899	0,60	Reliable
Lifestyle (X3)	0,883	0,60	Reliable
Brand Switching (Y)	0,932	0,60	Reliable

Source: Researcher Data, 2025

Based on the table, all variables (Variety Seeking (X1), Dissatisfaction (X2), Lifestyle (X3), and Brand Switching (Y)) have Cronbach's Alpha values greater than the minimum threshold of 0.60. This indicates that all measurement items for these variables are reliable and can be consistently used as instruments in this study.

Classical Assumption Test

1. Normality Test

Table 13. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandar-dized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.63956657
Most Extreme Differences	Absolute		.036
	Positive		.035
	Negative		-.036
Test Statistic			.036
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.991
	99% Confidence Interval	Lower Bound	.989
		Upper Bound	.994

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source: Researcher Data, 2025

Based on the results of the Normality Test in the table above, the obtained Asymp. Sig. (2-tailed) value is 0.200, which is greater than the standard significance level of 0.05 (0.200 > 0.05). This indicates that the regression model meets the normality assumption. With this assumption fulfilled, subsequent statistical analyses can be conducted.

2. Multicolonearity Test

Table 14. Multicollinearity Test Results

Collinearity Statistics		
Variabel	**Tolerance**	**VIF**
Variety Seeking	.926	1.080
Dissatisfaction	.973	1.027
Brand Switching	.917	1.091

Source: Researcher Data, 2025

Based on the Multicollinearity Test results presented in Table 14, no multicollinearity issues were found in the regression model. This is evidenced by the VIF values for Variety Seeking (1.080), Dissatisfaction (1.027), and Lifestyle (1.091), all well below the critical threshold of 10, and Tolerance values of 0.926, 0.973, and 0.917, all above the 0.10 threshold. Therefore, the model meets the non-multicollinearity assumption, indicating no high correlation among the independent variables and confirming its validity for further analysis.

3. Heteroscedasticity Test

Figure 5. Heteroscedasticity Scatterplot Test
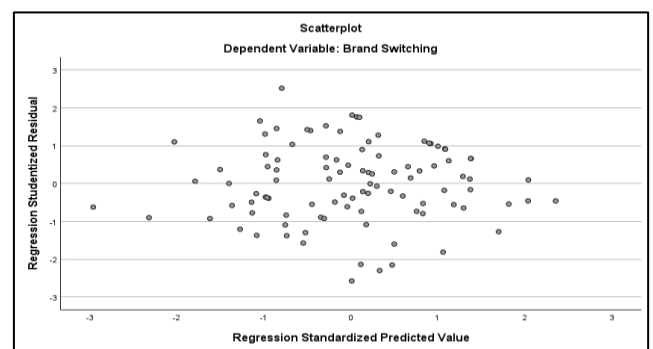
Source: Researcher Data, 2025

Based on the Scatterplot in Figure 5, it can be concluded that the regression model does not exhibit heteroscedasticity. This is evident from the randomly dispersed data points that do not form any specific pattern, with points distributed evenly above and below the value of 0 on the Y-axis (Regression Studentized Residual). Therefore, the

homoscedasticity assumption is satisfied, and the regression model is appropriate for further analysis.

Multiple Linear Regression Analysis

Table 15. Results of Multiple Linear Regression Analysis

			Coefficients[a]			
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-1.664	2.424		-.686	.494
Variety Seeking	.444	.077	.466	5.774	<.001
Dissatisfac-tion	.403	.084	.379	4.815	<.001
Lifestyle	.286	.087	.266	3.283	.001

a. Dependent Variable: Brand Switching

Source: Researcher Data, 2025

From the Unstandardized Coefficients (B) column, the resulting regression equation is:

Y = -1.664 + 0.444 X1 + 0.403 X2 + 0.286 X3 + e

The interpretation of each coefficient in the equation is as follows:

a. Constant (a): The constant value is -1.664, indicating that if all independent variables (Variety Seeking, Dissatisfaction, and Lifestyle) are zero, the Brand Switching value would be -1.664 units.

b. Variety Seeking Coefficient (b1X1): A coefficient of 0.444 means that a one-unit increase in Variety Seeking raises Brand Switching by 0.444 units, assuming other variables remain constant.

c. Dissatisfaction Coefficient (b2X2): A coefficient of 0.403 indicates that a one-unit increase in Dissatisfaction increases Brand Switching by 0.403 units, holding other variables constant.

d. Lifestyle Coefficient (b3X3): A coefficient of 0.286 shows that a one-unit increase in Lifestyle increases Brand Switching by 0.286 units, assuming other variables are constant.

Coefficient of Determination Test R^2

Table 16. Result of Coefficient of Determination Test R^2

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648[a]	.420	.402	3.69600

a. Predictors: (Constant), Lifestyle, Dissatisfaction, Variety Seeking

Source: Researcher Data, 2025

Based on Table 16, the coefficient of determination test shows an R Square value of 0.420 and an Adjusted R Square value of 0.402. This indicates that the independent variables Lifestyle, Dissatisfaction, and Variety Seeking jointly explain 40.2% of the variation in Brand Switching, while the remaining 59.8% is influenced by other factors not included in the model. The R value of 0.648 signifies a moderately strong relationship between the independent and dependent variables.

Simultaneous Test (F-test)

Table 17. Simultaneous Test Results (F)

			ANOVA[a]		
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	951.042	3	317.014	23.207	<.001[b]
Residual	1311.398	96	13.660		
Total	2262.440	99			

a. Dependent Variable: Brand Switching
b. Predictors: (Constant), Lifestyle, Dissatisfaction, Variety Seeking

Source: Researcher Data, 2025

Based on the simultaneous significance test (F-test) in Table 4.30, the regression model in this study is valid and significant, with an F-value of 23.207 and a significance level < 0.001. Since this value is lower than the set significance level of $\alpha = 0.05$, the hypothesis H1: $\beta1$, $\beta2$, $\beta3 \neq 0$ is accepted. This indicates that Variety Seeking (X1), Dissatisfaction (X2), and Lifestyle (X3) jointly have a significant effect on Brand Switching.

Partial Test (t-test)

Table 18. Result of Partial t-test

			Coefficients[a]		
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-1.664	2.424		-.686	.494
Variety Seeking	.444	.077	.466	5.774	<.001

Dissatisfacti-on	.403	.084	.379	4.815	<.001
Lifestyle	.286	.087	.266	3.283	.001

a. Dependent Variable: Brand Switching

Source: Researcher Data, 2025

Based on the partial significance test (t-test) in Table 4.31, the results are as follows:

a. Variety Seeking (X1) shows a t-value of 5.774 with Sig. < 0.001 < 0,05, indicating a positive and significant effect on Brand Switching (H1 accepted).

b. Dissatisfaction (X2) shows a t-value of 4.815 with Sig. < 0.001 < 0,05, indicating a positive and significant effect on Brand Switching (H2 accepted).

c. Lifestyle (X3) shows a t-value of 3.283 with Sig. 0.001 < 0,05, also indicating a positive and significant effect on Brand Switching (H3 accepted).

Effective Contribution and Relative Contribution

To calculate the Effective Contribution (EC) and Relative Contribution (RC), three main data components are required. First, the R Square (R^2) value of 0.420, as presented in Table 16. Second, the Beta values (Standardized Coefficients) for each independent variable, obtained from table 15. Finally, the correlation coefficients for each variable, derived from the results of the Pearson Correlation test presented in the following table.

Table 19. Pearson Correlation

Correlations				
	Variety Seeking	Dissatisfac-tion	Life-style	Brand Switching
Variety Seeking	1	.073	-.251*	.427**
		.471	.012	<.001
	100	100	100	100
Dissatis-faction	.073	1	.123	.446**
	.471		.224	<.001
	100	100	100	100
Lifestyle	-.251*	.123	1	.196
	.012	.224		.051
	100	100	100	100
Brand Switching	.427**	.446**	.196	1
	<.001	<.001	.051	
	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher Data, 2025

The results of the Pearson Correlation test by SPSS software show that the Variety Seeking variable is 0.427, the Dissatisfaction variable is 0.446, and the Lifestyle variable is 0.196. These values were then calculated using the formula

$$EC = \beta \; x \; Correlation \; (r) \; x \; 100$$

The results obtained from the application of the formula are presented below.

Table 20. Result of Effective Contribution (EC)

Variabel	Beta (β)	Corre-lation (r)	Precentage	Result
Variety Seeking (X1)	0.466	0.427	100	19,9%
Dissatisfaction (X2)	0.379	0.446	100	16,9%
Lifestyle (X3)	0.266	0.196	100	5,2 %
Total				0.420 (42%)

Source: Researcher Data, 2025

The results of the Effective Contribution (EC) analysis indicate that the three independent variables collectively explain 42% of the variation in Brand Switching. Among them, Variety Seeking (X1) provides the largest contribution, accounting for 19.9%, followed by Dissatisfaction (X2) with 16.9%, and Lifestyle (X3) with the smallest contribution of 5.2%.

Subsequently, the Relative Contribution represents the percentage contribution of each variable. This value is calculated after obtaining the Relative Contribution (RC).

$$RC = \frac{EC}{R \; Square} x \; 100\%$$

The calculation derived from the application of the formula is presented below.

Variabel Variety Seeking (X1)

$$RC = \frac{19,9}{0,420} x \; 100\%$$

$$RC = 47,38\%$$

Variabel Dissatisfaction

$$RC = \frac{16,9}{0,420} x \; 100\%$$

$$RC = 40,24\%$$

Variabel Lifestyle

$$RC = \frac{5,2}{0,420} \, x \, 100\%$$

$$RC = 12,38\%$$

Interpretation of Relative Contribution (RC) shows the proportion of each independent variable's contribution compared to the others in explaining Brand Switching. From the total model influence of 100%, Variety Seeking is the most dominant with 47.38%, followed by Dissatisfaction at 40.24%, and Lifestyle with the smallest share of 12.38%. The analysis indicates that Variety Seeking is the strongest predictor of Brand Switching, both in terms of effective and relative contribution, followed by Dissatisfaction, while Lifestyle plays the least significant role in the model.

DISCUSSION

Simultaneous Effect of Variety Seeking (X1), Dissatisfaction (X2), and Lifestyle (X3) on Brand Switching (Y)

Based on the results of the simultaneous F-test, the calculated F value was 23.207 with a significance level (Sig.) of <0.001, which is smaller than the alpha level of 0.05. This indicates that the independent variables Variety Seeking (X1), Dissatisfaction (X2), and Lifestyle (X3) together have a significant effect on Brand Switching (Y). The Adjusted R Square value of 0.402 shows that these three variables collectively explain 40.2% of the variation in Brand Switching, while the remaining 59.8% is influenced by other factors outside the model. The correlation coefficient (R) of 0.648 further indicates a moderately strong relationship between the independent and dependent variables.

Variety Seeking serves as the initial trigger, reflecting consumers' desire to try new experiences, often arising from curiosity or boredom. This tendency is reinforced by Dissatisfaction, which provides a stronger reason to abandon the current brand. Finally, Lifestyle acts as a determinant that directs the choice toward a brand that better aligns with one's self-image and social circle. The combination of variety seeking, dissatisfaction, and lifestyle collectively strengthens the influence on brand switching decisions.

These findings are consistent with and reinforce previous studies, such as Pulasari & Sukawati (2024), who found that dissatisfaction and variety seeking

simultaneously have a significant impact on smartphone brand switching. This research model was further expanded by incorporating lifestyle as an additional factor, supported by Biilman et al. (2024), who also confirmed that lifestyle and variety seeking jointly influence brand switching significantly.

The Partial Effect of Variety Seeking (X1) on Brand Switching

The t-test results show that Variety Seeking has a t-value of 5.774 with a significance level (Sig.) < 0.001, which is smaller than α = 0.05. Thus, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, indicating that Variety Seeking (X1) has a positive and significant partial effect on Brand Switching (Y). This is further supported by the effective contribution (EC) of 19.9% and the relative contribution (RC) of 47.38%, making Variety Seeking the most dominant factor in driving brand switching compared to other variables.

These findings are consistent with Biilman et al. (2024) and Ardiansyah & Wardhani (2023), who also confirmed that variety seeking significantly influences smartphone users' brand switching decisions. The significance can be explained by its role as a key psychological driver of consumer behavior, as the desire to try new experiences, seek novelty, or overcome boredom motivates consumers to actively explore and consider alternative brands even without major dissatisfaction with their current one.

The Partial Effect of Dissatisfaction (X2) on Brand Switching (Y)

The test results show that the t-value for Dissatisfaction (X2) is 4.815 with a significance level (Sig.) < 0.001, which is much smaller than the alpha level (α = 0.05). Thus, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted, indicating that Dissatisfaction has a positive and significant partial effect on Brand Switching (Y). Effective Contribution (EC) and Relative Contribution (RC) further confirm this, with Dissatisfaction being the second-largest contributing variable after Variety Seeking, accounting for 16.9% effective contribution and 40.24% relative contribution to the model's explanatory power. This highlights its important role in driving brand switching, though its influence is lower than Variety Seeking.

These findings are strongly supported by Pulasari & Sukawati (2024), who found that dissatisfaction significantly and positively affects brand switching in

the shift from Android to iPhone, even emerging as the most dominant factor. This consistency reinforces that dissatisfaction is a key trigger in purchase decisions when consumer expectations are unmet, disappointment arises, pushing consumers to seek alternatives they believe can deliver greater satisfaction.

The Partial Effect of Lifestyle (X3) on Brand Switching (Y)

The test results show that the t-value for Lifestyle (X3) is 3.283 with a significance level of 0.001, which is below the alpha level (α = 0.05). Thus, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, indicating that Lifestyle has a positive and significant partial effect on Brand Switching (Y). However, based on Effective Contribution (EC) and Relative Contribution (RC), Lifestyle provides the smallest contribution compared to the other variables, with only 5.2% effective contribution and 12.38% relative contribution. This suggests that although significant, Lifestyle is not a primary driver of brand switching but acts more as a complement to Variety Seeking and Dissatisfaction.

Despite its smaller contribution, Lifestyle still plays an important role. It shows that switching to iPhone is not solely driven by functional factors but also by self-expression, as the brand reflects identity, lifestyle, and exclusivity through its premium design and strong image. These findings are consistent with Biilman et al. (2024), who also found Lifestyle to have a significant partial effect on brand switching from Android to iPhone. This supports the view that lifestyle is a key determinant of brand switching, as consumers tend to move toward brands that better represent their desired self-image and way of life.

CONCLUSION

The results of this study show that Variety Seeking, Dissatisfaction, and Lifestyle simultaneously have a significant influence on Brand Switching from Android to iPhone among UPN "Veteran" Jawa Timur students, with an Adjusted R^2 of 0.402, meaning these variables collectively explain 40.2% of switching decisions. Partially, all three variables have a positive and significant effect, but Variety Seeking is identified as the most dominant factor, contributing the largest share in explaining switching behavior. This indicates that students' desire to seek novelty, overcome boredom, and experience different user benefits is the

strongest driver in switching to iPhone, followed by Dissatisfaction with previous Android performance, and Lifestyle considerations that reflect self-image and social status.

Based on these findings, several suggestions can be made. For companies, the high satisfaction after switching highlights that user experience is key. Apple should maintain this advantage by ensuring long-term performance, reliable software updates, and responsive after-sales service to strengthen customer loyalty. Marketing efforts should also emphasize how Apple's ecosystem supports modern lifestyles while consistently introducing innovative features to meet the demands of novelty-seeking consumers. For future research, since the three variables in this study explain only 40.2% of Brand Switching, it is recommended to include additional factors such as reference groups, brand image, promotions, or pricing to provide a more comprehensive understanding of consumer switching behavior.

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