

## **ABSTRACT**

*This research develops the behavior of consumer's to switching intention of marketplace application services using the PPM framework. The independent variables are (1) Information Searching Behavior; (2) Perceived Benefits of Information Search; (3) Alternative Attractiveness, while the dependent variable is Switching Intentions and Individualism Level as the moderating variable. The target population in this research are consumers who have more than one marketplace application with a sample of 200 respondents. The analysis technique used is SEM PLS with the following research results: (1) Information searching behavior has a positive and significant effect on switching intention; (2) The benefits of information search have no positive and significant effect on switching intention; (3) Alternative attractiveness has a positive and significant effect on switching intention; (4) Individualism level does not moderate the relationship between information searching behavior and consumer's switching intention; (5) The individualism level does not moderate the relationship between the benefits of information search and the consumer's switching intention; (6) Individualism level moderates the relationship between the attractiveness of alternatives to the consumer's switching intention.*

**Keywords:** *Push-pull-mooring, switching intention, marketplace, Indonesia.*

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## ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku keinginan konsumen berpindah merek layanan aplikasi marketplace menggunakan model PPM framework. Adapun variabel independennya adalah (1) Perilaku Pencarian Informasi; (2) Persepsi Manfaat Pencarian Informasi; (3) Daya Tarik Alternatif, sedangkan variabel dependennya adalah Keinginan Berpindah dan Individualism Level sebagai variabel moderasi. Populasi sasaran dalam penelitian ini yaitu konsumen yang memiliki aplikasi marketplace lebih dari satu dengan sampel yang digunakan sebanyak 200 responden. Teknik analisis yang digunakan ialah SEM PLS dengan hasil penelitian sebagai berikut: (1) Perilaku pencarian informasi berpengaruh positif dan signifikan terhadap keinginan berpindah; (2) Persepsi manfaat pencarian informasi tidak berpengaruh positif dan signifikan terhadap keinginan berpindah; (3) Daya tarik alternatif berpengaruh positif dan signifikan terhadap keinginan berpindah; (4) Individualism level tidak memoderasi hubungan antara perilaku pencarian informasi terhadap keinginan konsumen berpindah; (5) Individualism level tidak memoderasi hubungan antara manfaat pencarian informasi terhadap keinginan konsumen berpindah; (6) Individualism level memoderasi hubungan antara daya tarik alternatif terhadap keinginan konsumen berpindah.

**Kata Kunci:** Push-pull-mooring, switching intention, marketplace, Indonesia.



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