CUSTOMER SWITCHING INTENTION: THE INTEGRATED FRAMEWORK OF DISCONFIRMATION THEORY

Widya Prananta
Universitas Negeri Semarang, Indonesia
Email: widyaprananta@mail.unnes.ac.id (corresponding author)

Vitradesie Noekent
Universitas Negeri Semarang, Indonesia
Email: vitradesienoekent@mail.unnes.ac.id

Angga Pandu Wijaya
Universitas Negeri Semarang, Indonesia
Email: apwijaya@mail.unnes.ac.id

Bayu Bagas Hapsoro
Universitas Negeri Semarang, Indonesia
Email: bbhapsoro@mail.unnes.ac.id

Abstract

Due to growing competition, customer retention has become a big problem in many service companies. Within a conceptual model for consumer switching intention, this article examines the influence of customer experience, customer satisfaction, and switching intention to green products, all of which are controlled by online information. Even though scholars have researched consumer switching intentions and the elements that influence them, the complex structural processes that minimize the chance of switching intentions in higher education institutions have remained unstudied. This paper addresses the role of customer experience and customer satisfaction to switching intentions moderated by online information. Data is collected through a questionnaire survey. This study employs purposive sampling to obtain respondents (n = 135), with the criteria, students at Universitas Negeri Semarang, a Conservatory University, who wish to switch to green products. Empirical findings support the proposed model and hypotheses, demonstrating that (1) customer satisfaction is negatively related to switching intention, and (2) The online information factor further strengthens the relationship between customer satisfaction and switching intention. The findings of this study provide a unified understanding of the structural relationships that contribute to increased green switching intention to the development of disconfirmation theories in the higher-education context. Implementing a green campus within Universitas Negeri Semarang, campus communities are encouraged to switch to environmentally friendly products to support green campus policies.

INTRODUCTION

In recent years, environmental preservation has become a critical global issue. It takes a principle and an action to direct human activities toward development, particularly development in environmental conservation. These kinds of commitments and efforts at the local and global levels, one hopes, will generate more globally aware people and future decision-makers who will help mitigate the consequences of global warming and move us toward a more sustainable society. Education is one method for channelling principles, values, actions, and social responsibility. One type of educational institution that can be directly applied in practice is a tertiary institution. Technological science development and technical innovation, universities are significant in developing a sustainable society (Tan et al., 2014; Zhou et al., 2013). The green campus initiative attracts the community's attention and the university itself.

UI Green Metric is one of the programs of the University of Indonesia that publishes the ranking of universities in the world, which is committed to the university's actions towards greening and environmental sustainability. The UI Green Metric Globe University Ranking was created by Universitas Indonesia (UI) as a platform for universities worldwide to share knowledge and best practices for attaining sustainability on their campuses. Each institution could assess its strengths and shortcomings in supporting green universities and sustainable development using the UI Green Metric World University Ranking. According to UI Green Metric, 2019, several universities in Indonesia have implemented a green campus program and obtained a ranking in the world's green campus, one of which is Universitas Negeri Semarang. In 2019 Universitas Negeri Semarang ranked 6th in Indonesia with a value of 7,400. Setting and infrastructure, energy and climate change, waste management, water usage, transportation, and environmental education were the six (6) major categories used in the ranking method. The UI Green Metric World University Ranking has piqued the interest of universities worldwide since its inception. Universitas Negeri Semarang is a University that implements a conservation-based campus program to create a cultured and environmentally friendly campus by managing the environment systematically, consistently, and sustainably based on the Tri Dharma of Higher Education. Universitas Negeri Semarang is working to make its campus more environmentally friendly by encouraging students to recycle or reuse everything from paper and plastic bottles to furniture. Recycling items have been collected in trash cans strategically positioned throughout the dormitories and along the walkway. All to make sustainable behavior more accessible to students, a semester-end event was planned to pass over used furniture to future students. On the other hand, the effectiveness of the time, effort, and money involved in sustainability programs, contingent on the student's desire to put up the work necessary to benefit from the program.

Implementing the green campus, of course, to run requires a large amount of promotion and funds to support the program (Shuqin et al., 2019). Environmentally friendly products are those that are intended to have a low environmental impact, from design to manufacturing to use to waste management (Fraccascia et al., 2018). Its goal is to reduce pollution, protect the environment, and have fewer negative effects on human health (Nuttavuthisit & Thøgersen, 2017). Sustainable supply chains and environmental sustainability are central to the concept of green products (Shen et al., 2019). The green university project may not be the greatest option for everyone if universities are not well equipped. Some institutions, for example, may try to save energy by decreasing air conditioning usage. Green buildings, which rely less on air

conditioners and are constructed with natural ventilation, should be ideal. Unfortunately, the approach may not be acceptable for structures not constructed to accommodate it. If the air conditioning in such buildings were switched off, people would be uncomfortable and unhappy. This situation could be detrimental to university stakeholders. Implementing a green campus within Universitas Negeri Semarang, the campus community is indirectly encouraged to switch to environmentally friendly products to support green campus policies. The rise of customer desire is referred to as switching intention.

Switching Intention is the emergence of the desire of consumers to move from previous products to other products accompanied by various choices of alternatives (Liang et al., 2018). According to Peng et al., (2016), there are three factors consumers can switch to other products functional deprivation, monetary deprivation, and personal innovation. Deprivation is a psychological condition in which a person is dissatisfied with their current circumstances. Consumer satisfaction and switching intentions are tightly linked (Calvo-Porral et al., 2017; Han et al., 2011). Meanwhile, customer satisfaction is inversely related to switching intentions (Hsieh et al., 2011; Mannan et al., 2017; Nikbin et al., 2012). This is what makes the gap in the research so that it is interesting to do further research again. The disconfirmation hypothesis is one of the most prevalent theories of contentment (Fan & Suh, 2014). According to the disconfirmation hypothesis, contentment is proportional to the magnitude and direction of experience (Szymanski & Henard, 2001). Satisfaction is the consequence of firsthand experience with items or services, which is measured by comparing standards perceptions (Mattila & Neill, 2003).

Another factor that influences switching intention is customer experience. Customer experience is the goal of marketing that can increase customer satisfaction, which means that the ultimate satisfaction of consumers or customers will be obtained if consumers can feel the overall experience that is formed. That is why experiential marketing as a new approach is more appropriate for providing maximum customer satisfaction (Holmlund et al., 2020). To increase customer satisfaction, retailing companies must be able to understand and ensure optimal customer experience (Rose et al., 2012).

Information technology advancements have revolutionised the retail industry by integrating various channels available to improve customer experience (Shi et al., 2020). When information dissemination is so fast, the role of Information technology is very influential in determining consumers' move from a product (Bhattacherjee et al., 2012). Information technology can be a strength for the company to inform the product's superiority to consumers, but this can also make a boomerang for the company if it cannot manage the information correctly. This research adopts research from (Shuqin et al., (2019) dan Tan et al., (2014) which discusses developing a green campus in China but in this study it has a novelty regarding the implementation of a green campus carried out by Universitas Negeri Semarang in influencing the campus community's intention to switch to green products. This study aims to analyse and test the research gap in the form of inconsistency from previous research which tested the relationship between customer satisfaction, customer experience, and information technology as a moderating variable on switching intentions through the disconfirmation theory approach.

LITERATURE REVIEW
Customer Satisfaction

Customer satisfaction is an important marketing idea since it ensures that a company's requirements and wishes are met. Researchers typically focus on the

customers' overall evaluation when describing total customer happiness. Consumer satisfaction is described as a customer's direct experience with a product or service, and it is assessed by comparing standards. (Mattila & Neill, 2003). Green product is a product that does not cause damage to the environment and natural resources, and does not cause pollution (Hong et al., 2020). Customer satisfaction is defined as a customer's appraisal of how well his expectations for a product or service were satisfied based on his own experience. Similarly, most academics think that the higher the degree of customer satisfaction, the more likely customers will stay with a company and the less likely they would transfer to a rival. Customer satisfaction is defined as a customer's overall assessment of whether his overall expectations for services received from a provider have been satisfied based on his experience (Parasuraman et al., 1985). As a result, if a consumer is unsatisfied with one service provider due to poor service quality or experience, he is far more inclined to switch providers. Consumer satisfaction and switching intentions are tightly linked (Calvo-Porral et al., 2017; Han et al., 2011). Meanwhile, found that customer satisfaction is inversely related to switching intentions (Hsieh et al., 2011; Mannan et al., 2017; Nikbin et al., 2012).

The following is the customer satisfaction Index, which was adapted from research by Nikbin et al., (2012): The whole experience of utilizing the product has been positive for me. Overall, I am dissatisfied with the product; yet, I am pleased I picked it. How satisfied are you with the overall quality of the product? Overall, I am pleased with the product's service experience.

H1: Customer Satisfaction has negative effect on Switching Intention of Green Products.

Customer Experience

Customer experience is defined as a psychological construct consisting of subjective responses resulting from interactions between customers and sellers at various levels (Lemke et al., 2011). "The complete experience, encompassing the stages of search, purchase, consumption, and after-sale," is what the phrase "customer experience" refers to (Verhoef et al., 2009). It is shaped "not just by aspects over which the retailer has control but also by elements over which the retailer has no influence," according to the report. Based on this and preceding definitions, we describe customer experience as the customer's subjective response to the firm's holistic direct and indirect experiences, including but not limited to the communication encounter, the service encounter, and the consuming encounter. Consumer experience and switching intentions are tightly linked (Holmlund et al., 2020; Rose et al., 2012).

The indicators used in this study were taken from (Barari et al., 2020); the indicators for the dimensions of emotional experience are as follows: Having a good time/having a bad time, enthralling/ uninspiring, Enjoyable/Unenjoyable, Delightful/ Not Delightful, Thrilling/Not Thrilling The following are the aspects of cognitive experience indicators: Effective/Efficient, Helpful vs. not-so-helpful, If you're looking for a way to tell if something is working or not, Needed vs. Unnecessary, Irrational vs. practical.

H2: Customer Experience has positive effect on Switching Intention of Green Products.

Switching Intention

Customers usually incur large risks when switching service providers since evaluating a service before contracting with it is difficult. As a result, transferring from one provider to another becomes

easier when clients have a wide grasp of the many types of services offered in the marketplace. Customers, in particular, must discover an appropriate alternative supplier before switching service providers; as a result, they must invest time and effort in seeking one. As a result, having a thorough understanding of the alternatives and possibilities lowers the switching barrier, boosting the possibility of customers engaging with other suppliers. In marketing literature that investigates brand or service switching, customers' intentions to switch brands or services have been researched. Switching Intention is a consumer choice of several alternatives to replace the service or product adopted by the previous provider (Liang et al., 2018). On the other hand, customer switching intention can be described as a customer's choice to leave or terminate a service contract with a certain organization. This notion refers to a user's unhappiness with a prior product or service and their perception of the benefits of a replacement product or service (Hsieh et al., 2011). The switching intention indicator was adopted from a study by Nikbin et al., (2012) these indicators are as follows, I intend to replace my product now, I will not need my product services now, and I will not continue to use this product.

Online Information

Online information is a process of searching each individual's insights into information sources, filtering, and then conducting a selection process related to these sources, and how they complete the search process (Savolainen, 2015). Advances in Information Technology have led to a revolution in the retail industry through the integration of various channels available to improve customer experience (Shi et al., 2020). When information dissemination is so fast, the role of Information technology is very influential in determining consumers' move from a

product (Bhattacherjee et al., 2012). Information technology can be a strength for the company to inform the product's superiority to consumers, but this can also make a boomerang for the company if it cannot manage the information correctly.

This study's indicators were adopted from the study (Metzger, 2007). The indicators are: Check to see if the information is up to date, and so on. Think about whether the information offered is true or false. Check to make sure the information is accurate and full. Look for more sources of information to confirm what you've learned. Consider the writer's intent/goal in posting material. Look up the author's name. That internet site, Seek suggestions from people you know. Check the site to see whether that person's or organization's contact information is available. Check the author's credentials.

H3: Customer Satisfaction moderated by Online Information will strengthen the relationship between Customer Satisfaction and Switching Intention of Green Products.

H4: Customer Experience moderated by Online Information will strengthen the relationship between Customer Experience and Switching Intention of Green Products.

Conceptual Framework

The purpose of this research is to analyse and test the research gap in the form of inconsistency between the relationship of Customer satisfaction, Customer Experience, and Information Technology as a moderating variable to Switching Intention through the Disconfirmation Theory approach. The theory formulated by Richard L. Oliver in 1980, Expectancy Disconfirmation Theory can abbreviated as EDT is the theory commonly used for to how satisfied or dissatisfied it is formed. EDT theory is a theoretical model explaining that a sense of

satisfaction or dissatisfaction is obtained after buying a product and then comparing expectations with actual product perfor-mance. The disconfirmation hypothesis is one of the most prevalent theories of contentment (Fan & Suh, 2014). The disconfirmation hypothesis is one of the most prevalent theories of contentment (Fan & Suh, 2014). According to the disconfirmation hypothesis, contentment is proportional to the magnitude and direc-tion of experience (Szymanski & Henard, 2001). Satisfaction is the consequence of first-hand experience with items or ser-vices, which is measured by comparing standards perceptions (Mattila & Neill, 2003). Based on literature reviews and similar research studies, Figure 1 shows the research framework that builds relationships between variables based on previous research which consists of the relationship variables customer satisfac-tion, customer experience, and information technology as moderating variables on switching intention.

RESEARCH METHOD
Measurement Scale

The Table 1 presents the measurement scale of variables adopted from various similar research sources.

Sample And Data Collection

The population being studied in this project is the academic community at Universitas Negeri Semarang. Data collec-tion was carried out through a question-naire survey. This study used purposive sampling to get respondents with the cri-teria of students at Semarang State Univer-sity, Conservatory University, class of 2019 to 2022 from 8 faculties which are spread proportionally and also these students have a desire to switch to green products through screening questions. Determination of the minimum number of samples in this study refers to statement by Hair et al., (2010) that the number of

samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming n x 5 observed variables (indicator) up to n x 10 observed variables. In this research, the number of items is 27 questions used to measure 4 variables, so the number of respondents used is 27 statement items multiplied by 5 equals 135 respondents.

Data Analysis Technique

Moderation analysis is a statistical tech-nique used to examine whether the rela-tionship between two variables is affected by a third variable. Moderation analysis is used to understand how the strength or direction of the relationship between two variables changes under different condi-tions (Strasheim, 2014). In Structural Equation Modeling (SEM), moderation occurs when the relationship between two variables changes based on the level of a third variable. Moderation is also referred to as an interaction effect, and it can be thought of as the impact of one variable on the relationship between two other variables (Sardeshmukh & Vandenberg, 2017). To test for a moderation effect in SEM, need to add an interaction term. If the interaction term is statistically signi-ficant, it indicates that the third variable moderates the relationship between the two variables. In AMOS, moderation analysis can be conducted using a SEM approach. The process involves estimating two models: one with the moderator included and one without the moderator (Harindranath & Jacob, 2018). SEM with the application of the AMOS Version 23 program used to analyse the data.

RESULTS AND DISCUSSIONS

A survey was administered to the aca-demic community at Universitas Negeri Semarang. A total of 135 participants got the survey. the participants age compo-sition table is presented in Table 2. This data shows that respondents are dominated from the age of 15 to 20 years.
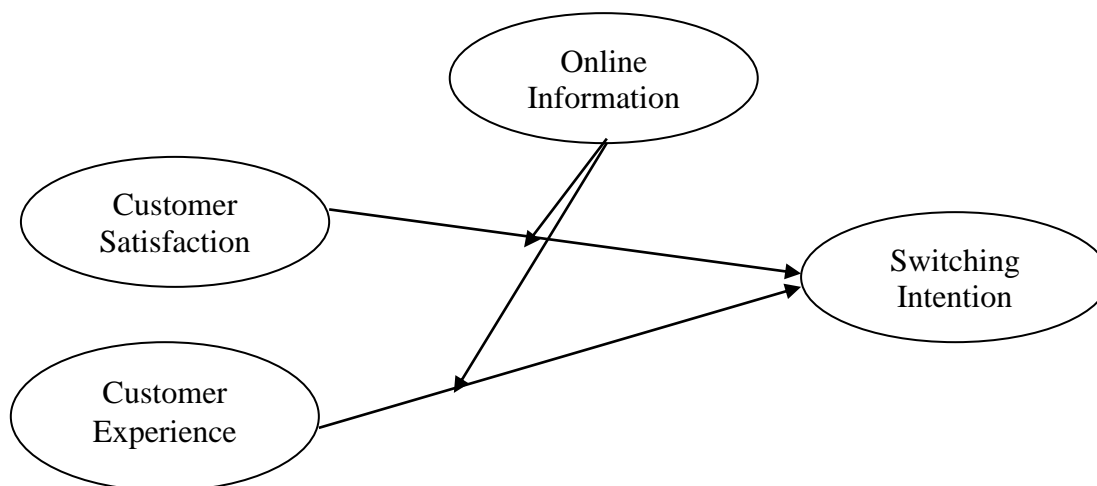
Figure 1. Conceptual Framework

Source: Adapted from (Barari et al., 2020; Nikbin et al., 2012; Metzger, 2007)

Table 1. Measurement Scale

Construct	Scale Reference	Adapted Scale
Customer Satisfaction	(Nikbin et al., 2012)	• I am content with products that are not environmentally friendly. • I am not satisfied with a not Environmentally Friendly Product • I prefer products that are not environmentally friendly. • I am satisfied with the quality of Products that are not Environmentally Friendly. • I am happy with the service Product is not environmentally friendly.
Customer Experience	(Barari et al., 2020)	• I am not happy to use a product that is not Environmentally Friendly. • I feel that I have no passion when using Products, not Environmental Friendly. • I am reluctant to use not Eco-friendly Products. • I have doubts and misgivings when using not Eco-friendly Products. • Not Environmentally Friendly Products do not pleasure their users. • Not Environmentally Friendly product, Not Effective when Used. • Not Environmentally Friendly Product does not provide benefits to its users. • Not Environmentally Friendly products cannot function properly. • Not Environmentally friendly product cannot meet the needs of consumers • Not Environmental Friendly product is more complicated in their use
Switching intention	(Nikbin et al., 2012)	• I intend to immediately replace my current product with an Eco-friendly Product. • I will not need my product services now and move on to Green Products. • I will not continue to use my product now and switch to Environmentally Friendly Products.
Online Information	(Metzger, 2007)	• The information available on the Green Products Website is always updated regularly. • Information provided by Green Product providers is a fact. • The information provided by the manufacturer of environmentally friendly products is complete and can be well received by consumers. • Look for other sources to ensure the accuracy of information before using Green Products. • Need to find information about the purpose of the author in posting information about these Environmentally Friendly Products. • The website provided Green Products to show the author's name. • Seek recommendations from others first before using Eco-friendly Products. • Green Products provide Contact Center services on the website. • The website provided Green Products that show the author's qualifications.

Source: (Barari et al., 2020; Nikbin et al., 2012; Metzger, 2007)

Validity, Reliability and Normality Test

The data validity test is used to assess a measuring instrument's accuracy in carrying out its measurement function. The validity of the questionnaire can then be tested by examining the correlation between the scores of each item in the questionnaire and the total score to measure. The data validity test results are presented in the Table 3. The value shows that all items of the statement on the regression weight value of p<0.01, so the conclusion is that the five variables, both independent variables, moderation, and dependent variables, are all valid.

A reliability test is performed to determine the consistency of the measuring device and if it can be depended upon for future use. Table 4 shows the results of the data reliability test. The reliability test results show that the Composite Reliability Value (CR) above 0.70 and Average Variance Extracted (AVE) above 0.50, indicating that all items measuring the variables in the questionnaire are reliable (Hair et al., 2010).

A normality test can be used to determine whether confounding or residual variables in the regression model have a normal distribution. The results of the normalcy test are shown in the Table 5. Based on the normality test, the value of the multivariate test results in C.R. kurtosis below 2.58 (assuming α = 1%). If the value of C.R. kurtosis above 2.58, then the value of the univariate test in kurtosis above 2.58; this means the regression model, confounding, or residual variables have a normal distribution.

Structural Model Assessment

Based on testing the full model in shows there is one indicator on the customer satisfaction variable that is considered an outlier so the indicator is omitted. The Figure 2 and Table 5 shows the goodness of fit. According to the table, all output results indicate that the specified cut-off value indicates that the suitability index

and the cut-off value for use in testing a model are acceptable (Lee et al., 2001).

Coefficient Determination

The results of the coefficient of determination is presented in the Table 6. The coefficient of determination based on the output model demonstrates that the variables customer satisfaction, customer experience, and online information influence or contribute to the 71.3 percent green product switching intention.

Hypothesis Test

The hypothesis testing in this study shown in the Table 6. Hypothesis testing of the relationship between customer satisfaction variables and switching intention shows that the P-value 0.05 (5%), with a P-value = 0.050, indicates a negative and significant influence between the customer satisfaction variable and switching intention.

Hypothesis testing of the relationship between customer experience variables and switching intention shows that the P-value < 0.05 (5%), with a P-value = 0.010, indicates a positive and significant influence between the customer experience variable and switching intention. The hypothesis of a positive and substantial association between customer experience variables and switching intention was examined, and the results demonstrate that there is one.

Hypothesis testing of the relationship customer satisfaction variables moderated by online information to switching intention shows that the P-value < 0.05 (5%), with a P-value = 0.005, Based on testing the hypothesis about the relationship of customer satisfaction variables moderated by online information to switching intention shows, there are negative and significant influences.

Hypothesis testing of the relationship customer experience variables moderated by online information to switching intention shows that the P-value > 0.05 (5%),

with a P-value = 0.146, Based on testing the hypothesis about the relationship of customer experience variables moderated by online information to switching intention shows, there are positive and insignificant influences.

Table 2. Participants' Age Composition Table

Age	Number
15-20	45
21-30	30
31-40	25
40-50	25
>51	10

Table 3. Source of Variable and Validity

Variable and Sources	Code	Estimate	S.E	CR	P	Noted
Customer Satisfaction	cs5	1.000				Valid
	cs4	.991	.146	6.789	***	Valid
	cs3	.838	.137	6.136	***	Valid
	cs1	1.000				Valid
Customer Experience	ce10	1.000				Valid
	ce9	1.131	.331	3.416	***	Valid
	ce8	1.413	.384	3.683	***	Valid
	ce7	1.281	.369	3.476	***	Valid
	ce6	1.153	.351	3.283	.001	Valid
	ce5	.990	.324	3.060	.002	Valid
	ce4	.783	.244	3.216	.001	Valid
	ce3	1.739	.451	3.857	***	Valid
	ce2	1.409	.386	3.655	***	Valid
	ce1	.684	.262	2.605	.009	Valid
Switching Intention	si1	1.000				Valid
	si2	3.106	.825	3.767	***	Valid
	si3	3.487	.876	3.980	***	Valid
Online Information	oi1	1.000				Valid
	oi2	.795	.157	5.081	***	Valid
	oi3	.838	.160	5.244	***	Valid
	oi4	.514	.130	3.956	***	Valid
	oi5	.581	.133	4.371	***	Valid
	oi6	.858	.175	4.907	***	Valid
	oi7	.585	.151	3.887	***	Valid
	oi8	.729	.154	4.740	***	Valid
	oi9	.620	.159	3.899	***	Valid

Table 4. Reliability Test

	CR	AVE	Noted
Cus_Satis	0.7376	0.6137	Reliable
Cus_exp	0.7562	0.5463	Reliable
Switch_Int	0.7683	0.6258	Reliable
Online_Info	0.7435	0.5481	Reliable

Table 5. Normality Test

Variable	min	Max	skew	c.r.	kurtosis	c.r.
oi9	3,000	5.000	-.108	-.514	-.448	-1.064
oi8	3.000	5.000	.025	.121	-.167	-.396
oi7	3.000	5.000	-.285	-1.352	-.843	-1.999
oi6	3.000	5.000	-.228	-1.080	-.642	-1.524
oi5	3.000	5.000	.473	2.245	-.878	-2.083
oi4	3.000	5.000	.536	2.541	-.769	-1.823
oi3	3.000	5.000	-.065	-.307	-.600	-1.423
oi2	3.000	5.000	-.077	-.364	-.804	-1.907
oi1	3.000	5.000	-.243	-1.154	-.618	-1.465
si3	3.000	5.000	-.093	-.440	-.968	-2.295
si2	2.000	5.000	-.262	-1.241	-.807	-1.913
si1	3.000	5.000	.665	3.155	-.497	-1.179
ce1	3.000	5.000	-.103	-.489	-.522	-1.238
ce2	3.000	5.000	-.054	-.254	-.389	-.923
ce3	3.000	5.000	-.176	-.834	-.619	-1.467
ce4	3.000	5.000	.687	3.257	.084	.199
ce5	3.000	5.000	-.139	-.661	-.612	-1.450
ce6	2.000	5.000	-.276	-1.307	-.071	-.169
ce7	3.000	5.000	-.219	-1.038	-.655	-1.553
ce8	2.000	5.000	-.206	-.979	.440	1.044
ce9	3.000	5.000	-.007	-.035	-.300	-.711
ce10	3.000	5.000	.071	.339	-.810	-1.921
cs1	1.000	3.000	-.065	-.307	-.847	-2.010
cs3	1.000	3.000	-.112	-.532	.047	.112
cs4	1.000	3.000	-.044	-.208	-.037	-.087
cs5	1.000	3.000	.061	.288	-.385	-.912
Multivariate					15.125	2.144
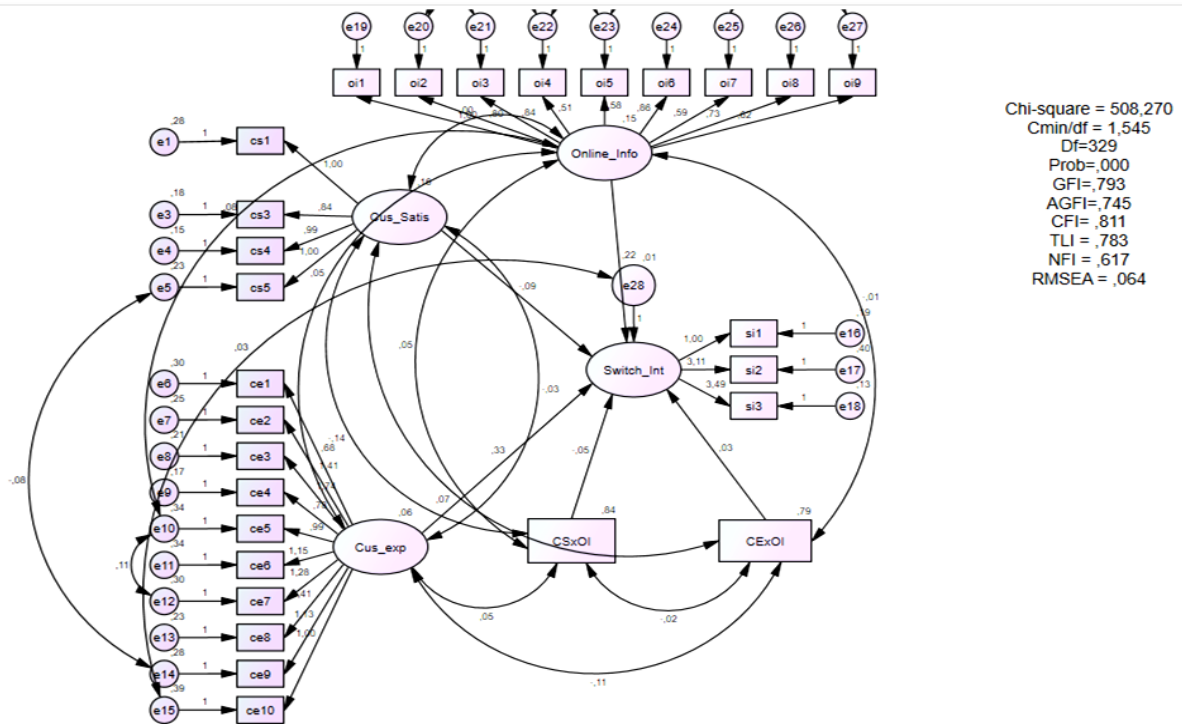
Figure 2. SEM Full Model

Table 5. Goodness of fit

No.	Quality Indices	Fit Criteria	Result	Noted
1	Chi Square (CMin),p	P > 0.05 (5%)	0.000	Marginal Fit
2	GFI dan	GFI > 0.90	0.793	Marginal Fit
	AGFI	AGFI > 0.80	0.745	Marginal Fit
3	NFI	NFI > 0.90	0.617	Marginal Fit
4	RFI	RFI > 0.90	0.560	Marginal Fit
5	IFI	IFI > 0.90	0.821	Marginal Fit
6	TLI	TLI > 0.90	0.783	Marginal Fit
7	CFI	CFI > 0.90	0.811	Marginal Fit
8	RMSEA	RMSEA< 0.08	0.064	Good Fit
9	AIC	AIC < Saturated and Independence model	662.270<812.000 and 1384.540	Good Fit
10	ECVI	ECVI < Saturated and Independence model	4.942 < 6.060 and 10.332	Good Fit

Table 6. Hypothesis Test

			Estimate	S.E.	C.R.	P	Explanation
Switch_Int	<---	Cus_Satis	-.091	.047	-1.960	.050	Accepted
Switch_Int	<---	Cus_exp	.328	.128	2.563	.010	Accepted
Switch_Int	<---	Online_Info	.223	.075	2.967	.003	Accepted
Switch_Int	<---	CSxOI	-.054	.020	-2.784	.005	Accepted
Switch_Int	<---	CExOI	.026	.018	1.453	.146	Rejected
Coefficient Determination (R^2) = 0.713							

Discussion

The coefficient of determination based on the output model demonstrates that the variables customer satisfaction, customer experience, and online information influence or contribute to the 71.3 percent green product switching intention. Furthermore, it demonstrates that these variables substantially influence customers' intentions to switch from non-environmentally friendly products or services to products or services that use environmentally friendly or green products. This is consistent with Universitas Negeri Semarang vision of creating a campus-based on conservation.

According to the hypothesis test, the association between customer satisfaction variables and switching intention has both negative and significant impacts. This link shows that consumer discontent with non-green items significantly influences the customer's desire to convert to green or environmentally friendly products. customer dissatisfaction with non-environmentally friendly products has a significant influence on the customer's intention to switch to environmentally friendly products or green products. This conclusion supports similar research on the effect of customer satisfaction on switching intention (Hsieh et al., 2011; Mannan et al., 2017; Nikbin et al., 2012).

According to the hypothesis test, the association between customer experience variables and switching intention was examined, and the results demonstrate that there is one. This relationship illustrates that a customer's previous experience with environmentally friendly items substantially influences their desire to convert to environmentally friendly products right away. The Hypothesis Test the effect of customer experience on switching intention obtained an estimate of 0.328, this is the most significant influence affecting customer intentions in switching to environmentally friendly products or green products. The finding supports similar research on the effect of customer experience on switching intention (Barari et al., 2020; Holmlund et al., 2020).

Based on testing the hypothesis about the relationship of customer satisfaction

variables moderated by online information to switching intention shows, there are negative and significant influences. This relationship shows the online information factor further strengthens the link between consumer satisfaction and switching intention. This connection means that the availability of the information available online will increasingly make customers switch to environmentally friendly products. The online information factor further strengthens the relationship between customer satisfaction and switching intention. It means that the availability of the information available online will increasingly make customers switch to environmentally friendly products. The age of information makes information exchange, effortless, and swift, both the advantages and disadvantages of environmentally friendly products affect the intention to switch. So, therefore, providers of environmentally friendly products or services must be able to manage information well through online media because it dramatically affects customer satisfaction.

Based on testing the hypothesis about the relationship of customer experience variables moderated by online information to switching intention shows, there are positive and insignificant influences. This relation shows that information technology does not support the customer experience of switching intentions. The direct experience that a customer feels about a product or service is the most potent factor in influencing a customer's intention to move to a green product compared to information conveyed by online media.

CONCLUSION AND RECOMMENDATION

The conclusions generated by this research carry theoretical implications for the study of marketing management and contribute significantly to the development of disconfirmation theories. customer satisfaction with environmentally friendly products shows a detrimental influence on Switching Intention. The customer satis-faction variable that is moderated by online information on Switching Intention demonstrates a detrimental and severe effect. The online information factor further strengthens the relationship between customer satisfaction and switching intention. Customer experience with environmentally friendly products shows a positive effect on Switching Intention. It shows that the customer experience of using environmentally friendly products is very influential on the customer's intention to move to environmentally friendly products immediately. The customer experience variable moderated by online information on switching intention shows that there is a positive and insignificant influence.

Based on the hypothesis test the effect of customer experience on switching intention is the most significant influence affecting customer intentions in switching to environmentally friendly products or green products; therefore companies or service providers of environmentally friendly products must pay attention to cognitive experiences including, effective/ineffective, helpful/unhelpful, functional/not functional, necessary/unnecessary, practical/impractical a product or service, and affective experiences include, fun/not fun, exciting/dull, delightful/not delightful, thrilling/not thrilling, enjoyable/unenjoyable perceived by customers who use environmentally friendly products.

The following research agenda can be modified to form other research models, for example using mediating effects. It can also be combined with other variables that influence switching intentions toward green products.

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