

## The Influence of Service Quality, Price, and Promotion on Brand Switching Decisions at Ben Bugar Gym in Madiun City

Mohamad Dio Antya Firdaus<sup>1)</sup>, Rizal Ula Ananta Fauzi<sup>2)</sup>

<sup>1)</sup>Management, Faculty of Economics and Business, University of PGRI Madiun

email: [mohamaddio454@gmail.com](mailto:mohamaddio454@gmail.com)

<sup>2)</sup> Management, Faculty of Economics and Business, University of PGRI Madiun

email: [rizalula@unipma.ac.id](mailto:rizalula@unipma.ac.id)

### *Abstrak*

*Switching Brand* merupakan perilaku konsumen yang penting untuk diperhatikan oleh perusahaan, karena dapat berdampak langsung pada keberlangsungan dan loyalitas pelanggan, sehingga perusahaan harus memahami faktor-faktor yang memengaruhi keputusan konsumen dalam *Switching Brand*. Tujuan dala penelitian ini adalah pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap keputusan *Swicthing Brand* (studi kasus ben bugar gym Di Kota Madiun). Sumber data menggunakan kuisisioner dengan sampel 107 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan *software* IBM SPSS Versi 25. Hasil dari penelitian ini adalah Kualitas Pelayanan berpengaruh positif dan signifikan terhadap keputusan *Switching Brand*, Harga berpengaruh negatif dan signifikan terhadap keputusan *Switching Brand*, dan Promosi berpengaruh positif dan signifikan terhadap keputusan *Switching Brand*.

**Kata Kunci:** Kualitas Pelayanan, Harga, Promosi, *Switching Brand*.

### *Abstract*

*Switching Brand is an important consumer behavior for companies to pay attention to, because it can have a direct impact on customer sustainability and loyalty, so companies must understand the factors that influence consumer decisions in switching brands. The purpose of this study is the effect of service quality, price and promotion on brand switching decisions (case study of Ben Bugar Gym in Madiun City). The data source used a questionnaire with a sample of 107 respondents. The research method used is a quantitative approach using IBM SPSS Version 25 software. The results of this study are that Service Quality has a positive and significant effect on Brand Switching decisions, Price has a negative and significant effect on Brand Switching decisions, and Promotion has a positive and significant effect on Brand Switching decisions.*

**Keywords:** Service Quality, Price, Promotion, *Switching Brand*.

### 1. INTRODUCTION

Activities directly associated with the purchase, use, and disposal of products and services, as well as the decision-making processes that lead up to and follow these acts, are referred to as consumer behavior (Utami, 2017). One form of consumer behavior that has seen significant growth is the choice of a healthy lifestyle, including the decision to access fitness and health services. A healthy lifestyle that includes regular exercise at a fitness center is increasingly popular, especially with the growing awareness of the importance of maintaining physical health. Along with the increasing interest in fitness, the gym and fitness center industry is also growing, offering a variety of services and facilities to attract customers. Madiun is a small city in East Java province. Madiun itself has many fitness centers such as Bajra Fitness, Elite Gym, Ben Bugar Gym, Galaxy Gym, and many others.

The abundance of fitness centers has led customers to seek out those that offer the best comfort. This has led to customers switching from one gym to another, seeking the best in terms of price, service quality, and promotions. As a new player in the city's fitness industry, Ben Bugar Gym has a concept that sets it apart from other gyms, attracting potential customers. Unlike other fitness centers, Ben Bugar Gym offers a home gym concept, giving members a home-like feel. Members receive comprehensive facilities, including restrooms, showers, locker areas, free Wi-Fi, free water refills, a gym, a workout studio, a pantry, and much more. Furthermore, the gym equipment used at Ben Bugar Gym is imported, licensed, and guaranteed for its safety and benefits. This advantage is a major draw for potential customers who consider equipment quality as a primary factor in choosing a gym. With these advantages, it's no surprise that many customers from other gyms have switched to Ben Bugar Gym.

This customer switching phenomenon is interesting to study further, especially considering that Ben Bugar Gym only started operating in Madiun City in October 2024. Logically, it's hard to imagine a new gym being able to attract many members from other gyms in such a short time. However, this reality suggests that there are certain factors that make customers prefer Ben Bugar

Gym over their previous gym, such as quality service, more competitive prices, or more attractive promotional strategies. The number of members of other gyms can be seen in Table 1 below :

**Table 1. Number of Gym Memberships Who Moved from the Old Gym to Ben Bugar Gym**

No.	Member Before	Member After	Total
1.	Bajra Fitness	Ben Bugar <i>Gym</i>	45 People
2.	Elite <i>Gym</i>	Ben Bugar <i>Gym</i>	27 People
3.	I Club	Ben Bugar <i>Gym</i>	20 People
4.	Galaxy <i>Gym</i>	Ben Bugar <i>Gym</i>	15 People
Total	107 People		

Source: Data processed by researchers 2025

Table 1 shows that 107 people have switched their memberships from other gyms to Ben Bugar Gym. The largest number of members came from Bajra Fitness (45), followed by Elite Gym (27), I Club (20), and Galaxy Gym (15). This data indicates a consumer trend toward switching brands to Ben Bugar Gym.

The purpose of this study is to analyze the influence of service quality, price, and promotion on brand switching decisions at Ben Bugar Gym in Madiun City. The benefit of this study is to test whether service quality, price, and promotion influence brand switching decisions at Ben Bugar Gym in Madiun City.

## 2. Literatur Review

### a. Consumer Behavior

According to Khafidin, (2020) consumer behavior refers to the actions of individuals or groups in selecting, purchasing, and using goods or services, which involves a decision-making process to obtain goods or services that suit their needs and desires. Consumer behavior includes various psychological, sociological, and economic factors that can influence purchasing decisions. Consumer purchasing behavior involves a series of steps, starting with gathering information and ending with decision-making. People are usually risk-averse. Perceived risk refers to the possibility of uncertainty or perceived adverse consequences of purchasing a product or service by customers. Thus, they will collect a lot of relevant data before purchasing to change the uncertainty of purchasing a particular product into certainty.

### **b. Service Quality**

According to Yani et al., (2022) Service quality is a consumer's subjective evaluation of an entity's level of excellence, formed through a comparison between expectations and actual performance. From a competitive perspective, service quality plays a strategic role in maintaining business continuity and enhancing competitive advantage. This quality reflects the extent to which a company is able to optimally meet customer needs and desires and accurately deliver services. Optimal service quality is achieved through understanding operational processes, identifying service issues, and measuring service performance and outcomes in accordance with customer expectations. In addition to being a key factor in increasing customer satisfaction, service quality also plays a role as a competitive strategy that contributes to customer loyalty, increased market share, and improved operational efficiency.

### **c. Price**

According to Budiara & Basyir, (2021) Price is defined as the amount paid to obtain a product or service, either individually or in combination. Price is a key factor in consumer purchasing decisions, particularly for those who prefer lower-priced products. Effective pricing requires consideration of several factors, including product quality, target market, and competitive conditions. Price equity is crucial for customer satisfaction. Charging fair prices helps increase customer satisfaction and loyalty.

### **d. Promotion**

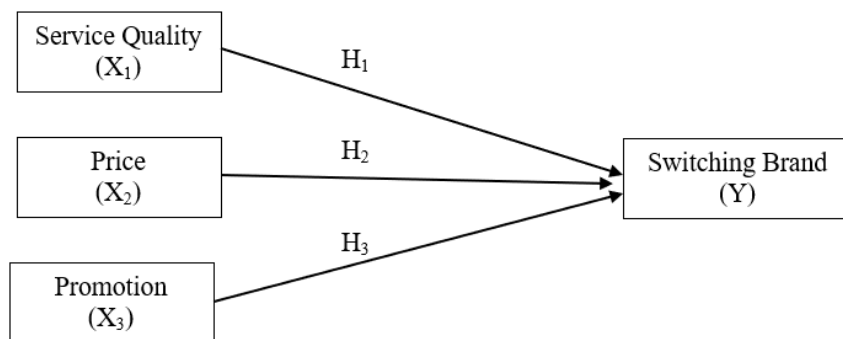
According to Pratiwi et al., (2016) Promotion is a communication process between sellers and potential buyers aimed at influencing consumer attitudes and behavior toward a product or service. To introduce a product to the market, companies need to conduct promotions as a means of conveying information to reach a wider audience. When promoting goods or services, companies must communicate the product's value proposition to consumers, and all of these communications must be integrated into a comprehensive and meticulous marketing communication plan. Through

promotional activities, companies disseminate information about their current products or services, including price, quality, and availability.

### e. Brand Switching Decision

Brand Switching is a psychological behavior that occurs when consumers switch from one brand to another based on their views of a product or service, which ultimately influences the purchasing decisions they make (Dyah Purwaningsih & Ula Ananta Fauzi, 2024). The market share, customer loyalty, and general performance of a business can all be significantly impacted by brand switching. Consumer brand switching behavior is a crucial aspect of the retail manufacturing industry, significantly impacting both brands and consumers. Factors such as customer commitment, brand reputation, and service quality play a crucial role in this process. Satisfied customers are less likely to exhibit brand switching behavior.

### 3. Conceptual Framework & Hypothesis



Source : Research Modification Febriansyach & Kusasih, (2022); Huda & Nurchayati, (2018); Cahyono et al., (2015).

**Picture 1. Conceptual Framework**

$H_1$  : Service quality is suspected to have a significant effect on brand switching among Ben Bugar Gym members in Madiun City.

$H_2$  : Price is suspected to have a significant effect on brand switching among Ben Bugar Gym members in Madiun City.

$H_3$  : Promotion is suspected to have a significant effect on brand switching among Ben Bugar Gym members in Madiun City.

### B. METHOD

The study employed a quantitative methodology. This study used a saturation sampling strategy in conjunction with a probability sampling method. This approach is often referred to as a census because it involves the entire population in the data collection process (Sugiyono, 2020). The data analysis used was multiple linear regression analysis assisted by IBM SPSS Version 25. The sample in this study was taken from all 107 members of Ben Bugar Gym.

### C. RESULTS AND DISCUSSIONS

#### 1. Descriptive Statistical Test

Ghozali (2018) explains that descriptive statistical tests are used to provide an overview and explanation of data, including the mean, standard deviation, variance, kurtosis, range, sum, minimum and maximum values, and distribution skewness. The results of this test can be seen in Table 2.

**Table 2. Descriptive Statistical Test Results**

<i>Descriptive Statistics</i>	N	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Service Quality	107	8.00	15.00	14.1121	1.27625
Price	107	7.00	15.00	13.4299	1.36058
Promotion	107	6.00	15.00	12.7850	1.56632
<i>Switching Brand</i>	107	9.00	15.00	13.8692	1.38103
Valid N (listwise)	107				

Source : *Output SPSS 25*

#### Validity Test

According to Ghozali (2018), the validity test explains the criteria to be valid if the research instrument score has a significant correlation with external measures, which if the calculated  $r > r$  table is considered valid. The validity of the questionnaire is achieved if the statements and

questions in the questionnaire reflect the accuracy and suitability of the instrument to the construct being studied. The results of the validity test in this study are said to be valid because the calculated  $r > r$  table (0.190) and the significance value  $< 0.05$ , thus each question and statement in the research questionnaire can be used and can be trusted as data for this study.

### Reability Test

**Table 3. Reability Test Results**

Variabel	Nilai <i>alpha</i> hitung	<i>Cronbach Alpha</i>	Keterangan
Service Quality	0.712	0,60	RELIABEL
Price	0.730	0,60	RELIABEL
Promotion	0.691	0,60	RELIABEL
<i>Switching Brand</i>	0.648	0,60	RELIABEL

Source : *Output SPSS 25*

Table 3 shows that all variables have a Cronbach's alpha value of more than 0.60, thus declaring the instruments reliable.

### Classical Assumption Test

#### Normality Test

The normality test is used to determine whether the data used in the study is normally distributed. Figure 2 illustrates that the data distribution in this study tends to be normal. This is indicated by the distribution of points that follow a diagonal line pattern and are located around that line.

#### Multicollinearity Test

**Table 4. Multicollinearity Test Results**

Independent Research Variables	<i>Variable Influence Factor (VIF)</i>	<i>Tolerance</i>	Explanation
Service Quality (X1)	1.390	0.719	No Multicollinearity Occurs
Price (X2)	1.350	0.741	No Multicollinearity Occurs
Promotion (X3)	1.492	0.670	No Multicollinearity Occurs

Source : *Output SPSS 25*

In table 4, the tolerance value for all variables is greater than 0.10, which indicates that there is no multicollinearity.

#### Heteroscedasticity Test

**Table 5. Heteroscedasticity Test Results**

Independent Research Variables	> $\alpha$	Sig	Explanation
Service Quality (X1)	0.05	0.656	No Heteroscedasticity Occurs
Price (X2)	0.05	0.318	No Heteroscedasticity Occurs
Promotion (X3)	0.05	0.269	No Heteroscedasticity Occurs

Source : Output SPSS 25

Table 5 shows that the Glejser test sig for each variable is greater than 0.05, meaning that heteroscedasticity does not occur in the service quality, price and promotion variables.

### Partial Analysis (T-Test)

**Table 6. Partial Analysis (T-Test) Results**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta			
1	(Constant)	14.644	.524		27.940	.000
	Service Quality	.048	.016	.217	3.059	.003
	Price	-.134	.014	-.672	-9.479	.000
	Promotion	0.70	.035	-.143	1.992	.049

a. *Dependent Variable: Switching Brand*

Source : Output SPSS 25

Explanation of each test of each variable as follows:

- a. a. Service quality has a t count of 3.059 with a significance of 0.003. The t table value is 1.983, which means that t count 3.059 > t table 1.983, so H1 is accepted..
- b. b. The price has a t count of -9.479 with a significance of 0.000. The t table value is 1.983, which means that the t count is -9.479 < t table 1.983, so H2 is rejected.
- c. c. Promotion shows a t count of 1.992 with a significance of 0.049. The t table value is 1.983, which means that t count 1.992 > t table 1.983, so H3 is accepted.

### Coefficient of Determination (R<sup>2</sup>)

**Table 7. Coefficient of Determination Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 <sup>a</sup>	.495	.480	.233

a. *Predictors: (Constant), Promotion, Service Quality, Price*

Source : *Output SPSS 25*

The results of the coefficient of determination show that R Square is worth 0.495 or 49.5% and the remaining 50.5% is influenced by other variables.

## **2. Discussions**

### **a. The Influence of Service Quality on Brand Switching Decision**

The service quality variable has a t-count of 3.059 and a significance level of 0.003, according to the findings of the partial test. The t-table value is 1.983, indicating that service quality influences brand switching since  $t\text{-count } 3.059 > t\text{-table } 1.983$ . Customers consider the service provided by Ben Bugar Gym to be superior to the previous gym, especially in terms of empathy, reliability, and the facilities offered. Service quality has a very important role in determining member loyalty to a fitness center such as Ben Bugar Gym in Madiun City. Amidst increasingly fierce competition in the fitness industry, customers now have many choices of gyms with various attractive facilities and programs. However, the findings of this study reveal that it is not only facilities that are the main determinant in retaining customers, but also how the service is provided to them. Although in general Ben Bugar Gym members consider the quality of service to be good, the significant influence between service quality and brand switching indicates that even a slight decrease in service aspects such as unfriendly staff attitudes, slow responses to complaints, or inconsistencies in service promises can trigger members' desire to move to another fitness center. This reflects that customers are now more sensitive to the overall service experience, rather than solely pursuing programs or prices. Research findings show that consumers value good and accurate service, which positively influences their decision to switch brands.

The aspects that shape the quality of service include tangibles (physical evidence) such as the completeness of fitness equipment, cleanliness of facilities, and staff appearance; reliability (reliability) in terms of timeliness of service and consistency in carrying out commitments to customers, responsiveness (responsiveness) which is reflected in the speed of staff in responding to member needs or complaints, assurance (guarantee) related to the competence and professional

attitude of staff in providing a sense of security, and empathy (empathy) which is personal attention and an individual approach to the needs of each member. The implication of this test result is that Ben Bugar Gym management is expected to maintain and improve service aspects such as staff ability, speed of response, comfort of facilities, and consistency of service.

### **b. The Influence of Price on Brand Switching Decision**

The partial test results show that the price variable has a t-count of -9.479 with a significance of 0.000. The t-table value is 1.983, which means that the t-count of  $-9.479 < t\text{-table of } 1.983$ , which means that price has a negative and significant effect on brand switching. Although Ben Bugar Gym sets higher prices than other gyms in Madiun City, customers still switch to that gym. Aspects that influence the results of this hypothesis indicate that although the price at Ben Bugar Gym is considered good by respondents, price actually has a significant negative effect on brand switching. This indicates that price is not the main factor that encourages customers to switch to another brand. Customers tend to stay despite price variations, as long as other aspects such as service quality, comfort of facilities, or trust in the brand are still met. The implications of this finding are important for management and fitness industry players, where price is not the main factor in determining customer switching, so that competitive strategies based only on rates do not guarantee success in attracting or retaining customers. Therefore, management should focus more on improving the quality of service, facilities, and personal approach to customers so that even though prices are relatively higher, customers still see it as an investment in the experience and quality they receive. These findings also provide guidance that pricing strategies need to be tailored to market segments that prioritize quality and convenience, rather than simply chasing customer volume through low prices.

### **c. The Influence of Promotion on Brand Switching Decision**

The promotion variable has a t-count of 1.992 and a significance level of 0.049, according to the findings of the partial test. Promotion has an impact on brand switching, as indicated by the t-table value of 1.983, which indicates that t-count  $1.992 > t\text{-table } 1.983$ . This is in line with the

theory of Salvariza & Indriani (2023), promotion is a communication activity that aims to convey product information to the target market, increase brand awareness, and influence purchasing decisions. Promotional aspects consist of five main indicators, namely advertising, sales promotion, corporate social responsibility, personal selling, and direct marketing. Each aspect reflects the form of marketing communication used by Ben Bugar Gym to reach potential customers and build positive perceptions of the brand. Advertising and direct marketing aspects appear prominent in shaping the image and attracting customer attention, thus encouraging brand switching from other gyms in Madiun City.

In line with the initial phenomenon, where Ben Bugar Gym was able to attract customers from various other gyms, the success of promotions that touched on emotional aspects, built curiosity, and conveyed service excellence in an engaging manner, became one of the main drivers of customer switching. The implications of the results of this study indicate a contribution to strengthening consumer behavior theory, particularly regarding brand switching decisions. The results that service quality has a positive and significant effect support the view that emotional satisfaction and perceptions of service quality are key factors in shaping consumer decisions. Conversely, the finding that price has a negative effect indicates that consumer behavior theory does not always place economic variables as the main determinant, but rather places more emphasis on psychological values and personal experiences of customers. Thus, this study expands the understanding that brand switching decisions in the context of fitness services are more influenced by non-economic aspects that are relational and emotional..

#### **D. CONCLUSIONS**

Based on the limitations of the study, which only examined the variables of service quality, price, and promotion to see how much they influence brand switching decisions at Ben Bugar Gym in Madiun City, the final conclusion obtained is that service quality and promotion have a positive and significant influence on brand switching decisions at Ben Bugar Gym in Madiun City, while price has a significant negative influence.

### E. SUGESSTIONS

Based on the limitations of the study, which only examined the variables of service quality, price, and promotion to see how much they influence brand switching decisions at Ben Bugar Gym in Madiun City, the final conclusion obtained is that service quality and promotion have a positive and significant influence on brand switching decisions at Ben Bugar Gym in Madiun City, while price has a significant negative influence.

### REFERENCES

- Budiara, M., & Basyir, M. (2021a). Pengaruh Promosi, Kualitas Produk, Citra Merk Dan Harga Terhadap Pengalihan Merk Handphone Yang Dimediasi Oleh Kepuasan Konsumen Pada Mahasiswa Fakultas Ekonomi Di Universitas Syiah Kuala Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen Terakreditasi Sinta*, 4(1), 25–47. [Http://jim.unsyiah.ac.id/Ekm](http://jim.unsyiah.ac.id/Ekm)
- Cahyono, A., Hamid, D., & Kusumawati, A. (2015). *The Influence Of Brand Image, Price And Promotion On Brand Switching (Survey On Student Of Business Administration Faculty Of Administrative Science Brawijaya University Who Had Ever Switched To Other Sim Card Providers)*. In *Jurnal Administrasi Bisnis (Jab)* (Vol. 1, Issue 1).
- Dyah Purwaningsih, M., & Ula Ananta Fauzi, R. (2024). Pengaruh Citra Merek, *Variety Seeking* Dan *Electronic Word Of Mouth* Terhadap *Brand Switching* Produk Kosmetik Lain Ke Produk Kosmetik Wardah.
- Febriansyach, M. Y., & Kusasih, I. A. K. R. (2022). Pengaruh Lifestyle, Kualitas Layanan, Tempat dan *Variety Seeking* Terhadap *Brand Switching* barbershop San. *Jurnal Ekonomi, Manajemen, Akuntansi Bisnis Digital, Ekonomi Kreatif, Dan Entrepreneur*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program Ibm Spss 25 Edisi Ke-9*. Universitas Diponegoro.
- Huda, N., & Nurchayati. (2018a). Pengaruh Atribut Produk, Iklan, Harga, Dan Kebutuhan Mencari Variasi Terhadap Keputusan Perpindahan Merek Ke Yamaha Nmax Di Semarang Selatan. *Serat Acitya – Jurnal Ilmiah Untag Semarang*.
- Khafidin. (2020). *Konsep Perilaku Konsumen Beserta Implikasinya*.
- Pratiwi, E. W., Arifin, Z., & Hidayat, K. (2016). Pengaruh Atribut Produk Dan Promosi Terhadap Keputusan Perpindahan Merek (*Brand Switching*) (Survei Pada Mahasiswa S1 Fakultas Ilmu

- Administrasi Universitas Brawijaya Malang Yang Berpindah Merek Menuju Kartu Seluler Indosat Ooredoo). In Jurnal Administrasi Bisnis (Jab)|Vol (Vol. 38, Issue 1).
- Salvariza, M., & Indriani, F. (2023a). Pengaruh Harga, Kualitas Produk Dan Promosi Terhadap Brand Switching (Studi Pada Konsumen Produk Smartphone Samsung Di Dki Jakarta Yang Berpindah Merek). *Diponegoro Journal Of Management*, 12(3). [Http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr](http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr)
- Sugiyono. (2020). Metode Penelitian Kuantitatif, Kualitatif Dan R&D (Sutopo, Ed.; Edisi Ke 2). Alfabeta.
- Utami, I. W. (2017). Analisis Manajemen Dalam Perilaku Konsumen Terhadap Keputusan Pembelian. Cv Pustaka Bengawan. [Https://Www.Researchgate.Net/Publication/352361982](https://Www.Researchgate.Net/Publication/352361982)
- Yani, T. E., Budiati, Y., Nusair, A. E., & Santoso, A. (2022). Impact Of Service Quality, Customer Dissatisfaction And Variety-Seeking On Brand Switching Intention. *Relevance: Journal Of Management And Bussines* ▪, 5(2), 99–116.