



The Decision to Make Brand Switching Purchasing Adventure Motorcycles: by Prior Experience; Product Knowledge and Mediated by Satisfaction

Muhamad Fuat Hasan^{1*}, Sasi Utami², Nur Laely³, IGG Heru Marwanto⁴

¹⁻⁴ Universitas Kadiri, Kediri, Indonesia

e-mail: fuath16@gmail.com

Received:

18 December 2023

Revised:

15 June 2024

Accepted:

24 June 2024

Abstract

This study aims to ascertain and evaluate the Prior Influence of Experience, Product Knowledge, and Satisfaction on Consumer Decisions Performing Brand Switching in Purchasing Motor Adventure Products. Technique Sampling is determined by purposive sampling, where there are criteria respondents, but it also uses the accidental method of determining the sample based on coincidence where anyone happens to meet the researcher which can be used as a sample by distributing questionnaires to members of the adventure motorcycle community. The analytical technique applied is the descriptive analysis technique, Partial Last Square (PLS) statistical analysis method for looking for inner models, outer models, and hypotheses. The results of this study show acceptance of the entire hypothesis, namely the existence of a noteworthy and favorable influence on prior experience (X1), product knowledge (X2), and satisfaction factors (X3) on Consumer Decisions to Brand Switching in Purchasing Motorcycle Adventure Products.

Keywords: Prior Experience, Product Knowledge, Satisfaction, Brand Switching

Abstrak

This study aims to know and analyze Prior Influence Experience, Product Knowledge, and Satisfaction on Consumer Decisions Carrying out Brand Switching in Purchasing Adventure Motorcycle Products. Technique Sampling is determined by purposive sampling, where there are criteria for respondents, besides that the method is accidental which is a determination sample based on coincidence where anyone happens to meet the researcher which can be used as a sample shared questionnaire on member adventure motorbike community. The analytical method used is method analysis descriptive, method analysis statistics Partial Last Square (PLS) to look for inner model, outer models, and hypothesis. Results study This shows the accepted whole hypothesis, ie exists influence which positive and significant on prior experience factors (X1), product knowledge (X2), and factors satisfaction (X3) to the Decision Consumers to Brand Switching In Purchase Adventure Motorcycle Products.

Kata Kunci: Keywords: Prior Experience, Product Knowledge, satisfaction, Brand Switching, Decision Consumer

At-Tadbir: Jurnal Ilmiah
Manajemen
Vol. 8, No. 2, 2024, 176 – 188
DOI: [10.31602/atd.v8i2.13549](https://doi.org/10.31602/atd.v8i2.13549)



At-Tadbir: Jurnal Ilmiah
Manajemen is licensed under
Creative Commons Attribution-
Share A like 4.0 International
License

1. INTRODUCTION

Development environment business lately This has brought up something symptom, that is the more Lots And various product Which offered by companies in the same industry. Motorcycle products have become part of people's lifestyles where ownership is not only based on their main function as a means of transportation, but additional features such as product design are also the basis for consideration in deciding to purchase the type or brand of product. This has been the case since ancient times until the modern era, motorbikes have become a means of channeling hobbies, especially for men. Considering the large choice of brands and types of motorbikes offered on the market, followed by changes in consumer tastes, it is not uncommon for a user to change to another brand in a short period. If consumers are motivated by others to buy a product the decision to purchase will experience enhancement. (Heryanto & Juwarni, 2020)

According to Kotler (2000:11), marketing is a managerial and social procedure where By producing, providing for, and trading, people and groups are able to fulfill their needs and desires something of value with each other. In its development, adventure motorbikes have also shown a symptom, namely the increasing number and variety of products/types offered by companies and the increasingly rapid development of adventure motorbike products. The rapid development of adventure motorbike products mainly lies in the design, size, and automotive technology they apply. Currently, adventure motorbike brands that are commonly used by hobbyists in Indonesia include: Honda, Kawasaki, KTM, Husqvarna, and others brands, and each brand launches many different models or series. Kotler and Armstrong (2001:222) say that customers carry out buying behavior that seeks variety (*variety seeking buying behavior*) in circumstances where there is little consumer involvement. However, variations in brands are considered significant enough that consumers often change brands.

A brand is an identifier for the manufacturer or seller that can be a name, symbol, design, or a mix of these of certain products and services (Kotler, 2003: 349). Brands can become mark plus for product good in form goods nor service . (Nugraha et al., 2019) . Kotler and Armstrong (2001) explain that customers carry out buying behavior that seeks variety (*variety seeking buying behavior*) when there is little consumer involvement but there are brand distinctions are considered significant enough so that consumers often change brands. Assael (1998) in Waluyo and Pamungkas (2003) define consumer learning is the result of past experiences leading to a change in behavior. When consumers buy products, they have a variety of experiences., consuming products, and the product brands they like.

Consumers make Lots type decisions buy every day (Ruhamak, 2016) . Consumers switch to consuming new products and abandon old products to get better quality and satisfaction from previous products even though the price is more expensive (Schiffman, Kanuk, 1997). *Product knowledge* is consumer knowledge about products. Rao and Sieben, et al (1992:258) in Waluyo and Pamungkas (2003) define *product expertise* as the scope of all accurate information stored in consumers' memory which is as good as their perception of product knowledge. According to Kotler (2000:12), Customer satisfaction is the degree to which an individual feels satisfied with the performance (results) in relation to his expectations. Satisfaction with something the company will obstruct customers influenced by other (Yap & Wulandari, 2023). If the gap between perceived and actual satisfaction determines the degree of satisfaction. and expected results, customers can experience one of three general levels of satisfaction. Considering the previous description, the author is interested in studying more deeply and conducting research with the title: "The Decision to Make Brand Switching Purchasing Adventure Motorcycles: by Prior Experience; Product

2. LITERATURE REVIEW

2.1. Prior Experience (Experience Previously)

Lots of experienced consumers in the past brand products can depicted with many brand products ever purchased and consumed in Century Then can show that consumer Already experienced with the brands. Learning outcomes from his experience with the product will give knowledge about the product and give the ability to choose more products satisfying. Consumer Study from past experiences and behavior in Century front Can predict based on his past behavior That. Assael (1998) in Waluyo and Pamungkas (2003) define learning consumer as something a shift in behavior brought on by prior experiences.

2.2. Product Knowledge (Knowledge Product)

Product is everything that can be put up for sale in order to attract interest, be bought, or be used, or can be consumed to satisfy desire or need. Product That covers an object in a way physical, service, person, place, organization, idea, or mix from all forms earlier (Kotler & Armstrong, 2001:346). Consumers can own four (4) levels of knowledge product (Peter & Olson, 2002:67), namely: class product, form product, brand, and model. Marketers feel interested especially in knowledge consumers about brand, the majority of marketing tactics focus on brands., because they want to make consumers notice the brand, instruct them on brands and persuade them to make a purchase the brand. Most study marketing focuses on the knowledge of consumers and trust in something brand.

2.3. Satisfaction (Satisfaction)

According to Simamora (2003), Satisfaction is the result of experiencing a product. This is A feeling consumer after comparing expectations (pre-purchase expectations) with the actual performance (actual performance) of the product. According to Kotler (2000), Satisfaction Customer is a level of feeling somebody following a performance comparison (results) that he feels it compared to with his hope. If level satisfaction is determined of a difference between perceived results _ with hope, customers can experience one _of three level of general satisfaction. If it's a result under hope, customer are disappointed. If it's a result in accordance hope, customer satisfied. If it's a result exceed hope the customer is very satisfied , happy or happy.

2.4. Brand Switching (Brand Transfer)

Brand switching is a moment when a customer or group customer move faithfulness from One brand A product certain to brand product other. Definition from other switching brands is displacement brand carried by customers _ For every time usage , this level of brand switching also shows to what extent a brand owns loyal customers. From the explanation above, the hypothesis of this research are as follows :

H1 : Prior Experience has a positive effect on inner satisfaction purchasing adventure motorbike products.

H2 : Product knowledge has a positive effect on internal satisfaction purchasing adventure motorbike products.

H3 : Satisfaction has a positive effect on consumer decisions carry ot brand switching in purchasing motorbike products adventure.

H4 : Prior Experience has a positive influence on consumer decisions carry out brand switching in purchasing motorbike products adventure.

3. RESEARCH METHODS

3.1. Reseach design

The approach or strategy used in relation to the research that needs to be done and that follows a set of steps is known as the research method (Sugiyono, 2019). The method used in this research is a quantitative descriptive method. Types of research in research this is study explanatory (explanatory research). (Sugiyono , 2019) stated that type study explanatory is purposeful research _ explain position from the variables studied as well as explain influence between variable One with variable other with method test hypothesis . This research held start month February 2023 until with September 2023 located in the adventure/off road/trail area in the Kediri Raya area.

3.2. Population and Samples

Population according to (Sugiyono, 2019) is an all-encompassing area made up of things or subjects with particular attributes. The method of sampling that was employed is *purposive sampling*, according to (Sugiyono, 2019) which is sampling using certain considerations based on characteristics deemed to be in accordance with the desired criteria. Samples are part or The quantity and makeup of the populace (Ruhamak & Putra, 2020). Sample respondents Which taken on study This is hobbyist adventure off road on area Kediri Raya with amount respondents Which has determined previously that is as many as 96 people.

3.3. Data collection & Instrument Development

On research This use data collection techniques using Questionnaire on research This done with tool help questionnaire that is with spread questionnaire to respondent and second with Documentation Study With obtain data via books, the internet, and existing literature relationship with the problem under study. The detailed definition and oper

Table 1. Definition and Operationalization

Variable	Variable Definition	Indicator
Prior Experience (X1)	Awareness and feelings experienced consumer during product use adventure motorbike ever used previously	Use often branded products others Can't reach objective Feeling proud of product Feeling happy about product
Product Knowledge (X2)	High level of knowledge and related consumer understanding with the adventure motorbike brand previously purchased and use	Product features Fulfillment Ease of use Development (update) product
Satisfaction (X3)	Consumer satisfaction with the brand	Additional privileges (features) Reliability C. Service capabilities (service ability) Aesthetics
Decision Brand Switching (Y)	The shift of consumers from one, one of the best adventure motorbike brands other adventure motorbike brand.	Dissatisfaction Diversity of variations Persuasion

Source: Mowen and Minor (2002), J. Peter and Olson (2002), Tjiptono (2002).

3.4. Data Analysis

Data analysis techniques use validity and reliability tests. (Ghozali, 2018) A validity test is used to determine the validity of a questionnaire. A tool or survey is considered legitimate if the questions on something that the questionnaire will measure can be revealed by the instrument or questionnaire. Validity and reliability testing can be done directly using SmartPLS (*Partial Least Square*) software ver 3.2.8. This research uses path analysis , which is an analytical technique used in quantitative research and is a further development of multiple regression and bivariate analysis (Ghozali, 2018). This model is used to ascertain the direct and indirect impact of a group of external, independent variables. on the dependent (endogenous) variable. The path coefficient (*path analysis*) is the coefficient of standardised regression., namely the regression coefficient calculated from *the database* and determined as a standard number (*Z-score*).

Testing validity and reliability can done in a way direct using SmartPLS (Partial Least Square) software ver 3.2.8. Validity something variable indicator in measure latent variables (exogenous and endogenous) can assessed with see mark from Loading Factor (LF). By general (rule of thumb), value from LF indicator = 0.7 is valid.

4. RESULTS AND DISCUSSION

Table 2 Characteristics of Respondents Based on Age

Age	Frequency	Percentage
18-28 years old	28	29%
28-38 years old	43	45%
>38 years	25	26%
Total	96	100%

Source: Authors (2023)

Considering the table presented above, respondents aged 28-38 years have the largest number, namely 43 people with a percentage of 45%, after that are 28 people aged 18-28 years with a percentage of 29%, and finally the age group above 38 years is 25 people with a percentage of 26%. All respondents were male.

Table 3 Characteristics of Respondents Based on Occupation

Work	Frequency	Percentage
Student	27	28%
Private Employees	22	23%
Government Employees	15	16%
Self-employed	26	27%
Etc	6	6%
TOTAL	96	100%

Source: Authors (2023)

Considering the table presented, student respondents dominate with a percentage of 28% totaling 27 people. Private employee respondents with a percentage of 23% were 22 people, civil servant respondents with a percentage of 16% were 15 people, self-employed respondents with a percentage of 27% were 26 people, and other respondents with a percentage of 6% were 6 people.

Measurements in the outer model can be carried out through tests such as convergent validity , discriminant validity and composite reliability tests. convergent validity value is the loading factor

Table 4. *Loading Factor Values*

Construct	Variable	Questionnaire Statement	Loading Factor	Results
Prior Experience	X1.1	I often use adventure motorbikes from the brand before I changed the brand of adventure motorbike the new one	0.980	Valid
	X1.2	While using an adventure motorbike from the brand previously, the goals I wanted were not achieved	0.960	Valid
	X1.3	While using an adventure motorbike from the brand before, I didn't have ant feelings of pride	0.961	Valid
	X1.4	While using an adventure motorbike from the brand before, I didn't feel any pleasure	0.987	Valid
Product Knowledge	X2.1	I clearly know the features of the motorbike brand adventure that I had before	0.984	Valid
	X2.2	While using an adventure motorbike from the brand previously, my need for telecommunications was not fulfilled	0.977	Valid
	X2.3	Adventure motorbike from the brand that I own previously it was easy to use	0.991	Valid
	X2.4	My adventure motorbike model is from the previous brand not keeping up with developments	0.991	Valid
Satisfaction	Y1	I changed the brand of adventure bike because it didn't satisfied with my old brand adventure motorbike	0.715	Valid
	Y2	I changed the brand of adventure motorbike because I wanted to look for diversity from other brands	0.839	Valid
	Y3	I changed the brand of my old adventure motorbike because of an invitation from a friend or relative	0.683	Invalid
Brand Switching	Z1	Adventure motorbike from the brand that I own previously had no additional privileges compared to other brands	0.955	Valid
	Z2	I don't feel satisfied because of the adventure motorbike from previous brand often had problems	0.953	Valid
	Z3	The process of repairing adventure motorbikes from brands previously had a complicated procedure	0.828	Valid
	Z4	The physical form of the adventure motorbike from the previous brand, doesn't interest me	0.959	Valid

Source: Authors (2023)

The results of the convergent validity test in table 7 which presents the results of the loading factor test show that of the indicators for the Prior Experience, Product Knowledge, Satisfaction and Brand Switching variables, there is 1 indicator with an invalid value. Thus, research instruments that are invalid as measurements of latent variables need to be deleted or eliminated.

The following is image of the calculation results of the outer model test (measurement model) after eliminating invalid research instruments.

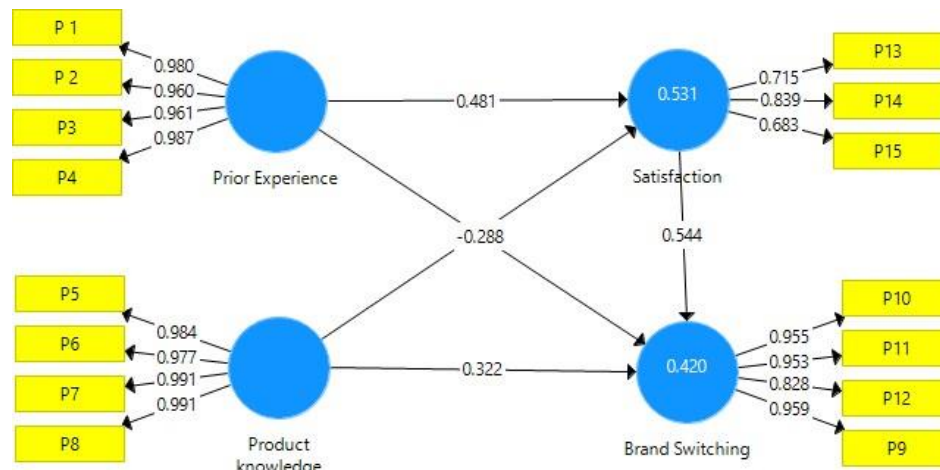


Figure 1. Outer Model Test Results
Source: Authors (2023)

Next, by using the latest validity test data processing, the next reliability test can be seen on the composite reliability value which must have a value of ≥ 0.7 . By using SMARTPLS the composite reliability results are obtained as follows:

Table 5. Reliability Test Results

Variable	Composite reliability	Critical limit	Model evaluation
Brand Switching	0.959	≥ 0.7 Hair (2008)	Reliable
Prior Experience	0.986		Reliable
Product Knowledge	0.993		Reliable
Satisfaction	0.792		Reliable

Source: Authors (2023)

Table 6 Average Variance Extracted (AVE)

Variable	Average Vvariance Extracted (AVE)
Brand Switching	0.856
Prior Experience	0.945
Product Knowledge	0.972
Satisfaction	0.561

Source: Authors (2023)

Table 7. Fornell-Larcker Criterion

	Brand Switching	Prior Experience	Product Knowledge	Satisfaction
Brand Switching	0.925			
Prior Experience	0.168	0.972		
Product Knowledge	0.530	0.361	0.980	
Satisfaction	0.548	0.626	0.574	0.749

Source: Authors (2023)

Based on table 10 above, all the roots of the AVE (Fornell-Larcker Criterion) for each construct are greater than the correlation with other variables. where the AVE value of the brand switching variable is 0.856, then the AVE root is is 0.925. The value of 0.925 is greater than the correlation with other constructs, namely with prior experience of 0.168, with product knowledge of 0.530 and with satisfaction of 0.548.

In a similar manner, other latent variables, where the ROOT AVE value > Correlation with other constructs. Because all latent variables have AVE Root value > Correlation with other constructs, the aforementioned table indicates that this model satisfies the requirements for discriminant validity.

Inner model analysis or structural model analysis is an analysis conducted in order to guarantee that *the structure* being constructed is precise and strong. Inner model analysis can be done through the *R-square* and *F-Square tests*.

R-square (R^2)

Changes in *R-squares* (R^2) values can serve as an explanation the influence the impact of specific external latent variables on internal latent variables. Assuming whether this variable has a substantive influence. The *R-squares* values of 0.75, 0.50 and 0.25 can be concluded that it has a strong, moderate and weak model.

Table 8. R-Square

	R Square	R Square Adjusted
Brand Switching	0.420	0.401
Satisfaction	0.531	0.521

Source: Authors (2023)

Based on table 11, the *R-square value* for the *Brand Switching variable* is 0.420 with an *adjusted R-square* of 0.401, while for the Satisfaction variable *the R-square value* is 0.531 with an *adjusted R-square* of 0.521. These values show that the Prior Experience and Product Knowledge variables have an influence on the *Brand Switching variable* by 40.1% and are included in the strong model. Meanwhile, the Prior Experience and Product Knowledge variables influence the Satisfaction variable by 52.1%, so they are included in the moderate model.

a. Effect Sizes

Effect sizes are carried out to determine the model's excellence. The recommended *effect sizes* or *F-square* are 0.02, 0.15 and > 0.35 with *exogenous latent variables* having small, moderate and large influences in terms of structure.

Table 9 F-Square

	Brand Switching	Prior Experience	Product Knowledge	Satisfaction
Brand Switching				
Prior Experience	0.087			0.430
Product Knowledge	0.120			0.298
Satisfaction	0.239			

Source: Authors (2023)

Based on table 12, it shows that the *Prior Experience* variable has a big influence on the *Satisfaction* variable with a value greater than 0.35 which is 0.43. The *Prior Experience* variable has a small influence on the *Brand Switching* variable with a value of 0.087. The *Product Knowledge* variable has a small influence on *Satisfaction*, namely with a value of 0.298 and a value of 0.12 for influence on the *Brand Switching* variable. The *Satisfaction* variable has a moderate influence on the purchase interest variable with a value of 0.239.

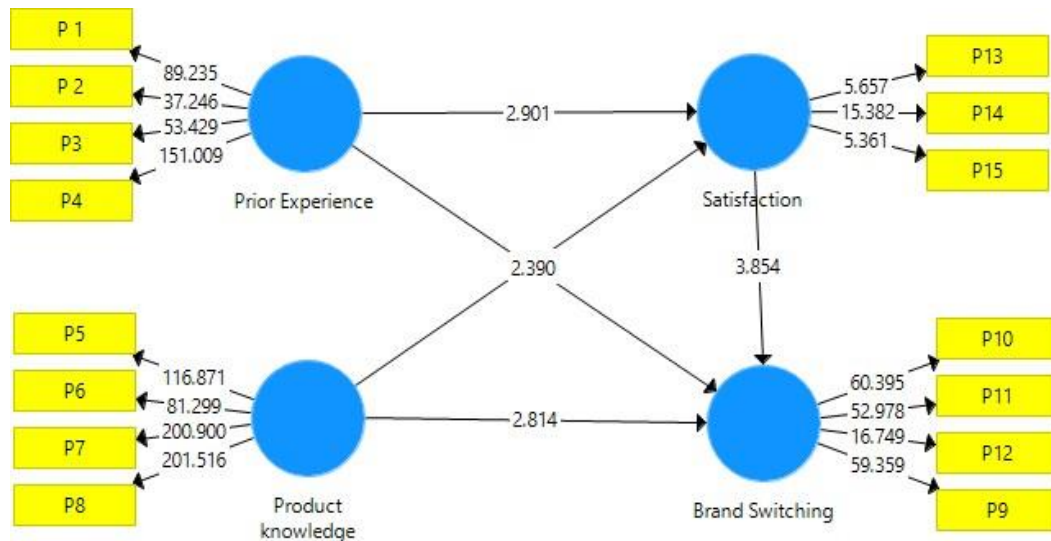


Figure 4. Hypothesis Testing Results
Source: SmartPLS Processing Results (2023)

The direct effect results to determine the direct influence of variable relationships are as follows:

Table 10. Hypothesis

Hypothesis	Original Sample	T Statistics	P Values	Hypothesis Results
H1 Prior Experience → Satisfaction	0.481	2.901	0.004	Accepted
H2 Product knowledge → Satisfaction	0.401	3.067	0.002	Accepted
H3 Satisfaction → Brand Switching	0.544	3.854	0.000	Accepted
H4 Prior Experience → Brand Switching	-0.288	2.390	0.017	Accepted
H5 Product knowledge → Brand Switching	0.322	2.814	0.005	Accepted

Source: Authors (2023)

After carrying out statistical testing for each relationship proposed in the hypothesis using the *bootstrapping method*. So, it can be concluded that the results of determining whether the hypothesis is accepted or rejected are as follows:

a. Prior Experience has a significant effect on Satisfaction

Based on the test results in table 13, it shows that the *Prior Experience variable* has a positive and significant direct influence on the *Satisfaction variable*. This can be seen from the *p-values* $0.004 < 0.05$ and the t-statistic value $2.901 > 1.96$. Thus, the research results show that the first hypothesis which states that *Prior Experience* has a significant effect on *Satisfaction* is accepted.

b. Product Knowledge has a significant effect on Satisfaction

Based on the test results in table 13, it shows that the *Product Knowledge variable* has a positive and significant direct influence on the *Satisfaction variable*. This can be seen from the *p-values* $0.002 < 0.05$ and the t-statistic value $3.067 > 1.96$. Thus, the research results show that the second hypothesis which states that *Product Knowledge* has a significant effect on *Satisfaction* is accepted.

c. Satisfaction has a significant effect on Brand Switching

Based on the test results in table 13, it shows that the *Satisfaction variable* has a positive and significant direct influence on the *Brand Switching variable*. This can be seen from the *p-values* $0.00 < 0.05$ and the t-statistic value $3.584 > 1.96$. Thus, the research results show that the third hypothesis which states that *Satisfaction* has a significant effect on *Brand Switching* is accepted.

d. Prior Experience has a significant influence on Brand Switching

Based on the test results in table 13, it shows that the *Prior Experience variable* has a positive and significant direct influence on the *Brand Switching variable*. This can be seen from the *p-values* $0.017 < 0.05$ and the t-statistic value $2,390 > 1.96$. Thus, the research results show that the fourth hypothesis which states *Prior Experience* in *Brand Switching* is accepted.

e. Product Knowledge has a significant effect on Brand Switching

Based on the test results in table 13, it shows that the *Product Knowledge variable* has a positive and significant direct influence on the *Brand Switching variable*. This can be seen from the *p-values* $0.005 < 0.05$ and t-statistic value $2.814 > 1.96$. Thus, the research results show that the fourth hypothesis which states that *Product Knowledge* on *Brand Switching* is accepted.

For the indirect effect, namely the mediating variable in the *Prior Experience* variable on *Brand Switching* through *Satisfaction* is accepted and has an acceptable effect, because it has a T Statistical value of 3.378 and a P value of 0.08

5. Discussion

Testing for *Prior Experience*, *Product Knowledge*, *Satisfaction*, and *Brand Switching*, as a whole, will be explained in the following discussion.

In general, *Prior Experience* has an important role in the process *Satisfaction*. *Prior Experience* helps in conveying a clear message and attractive to users, in the case adventure motorbike users. By having *Prior Experience* you can create satisfaction for your customer users, so that it can become more of a brand message or promotion convince and attract the attention of potential consumers.

In the research, the most influential indicators are *Prior Experience* is an indicator with code X1.4, namely “Feelings of Enjoyment Product”. If a user experiences a feeling of pleasure towards an item used, there will be a greater sense of curiosity, so that users will more “digging” or learning more deeply about the product’s features used. Meanwhile, the indicator with the lowest value is 0.96 is an indicator with code X1.2 namely “Unable to achieve goal”. A products thah cannot

achieve user goals can create curiosity user to learn the details of why the item they have cannot achieve purchasing goals.

For the Product Knowledge variable, the most influential indicator is indicator with code X2-1, namely "Product Features". Technological development make every item sold have more sophisticated features, thus provoking or demanding users to know about the product in detail, so that existing features can be utilized as optimally as possible. Meanwhile, the indicator with the lowest value with a value of 9.77 is the indicator with code X2-2, namely "Fulfillment of Needs". In the off road trail adventure, Of course, the terrain you traverse can change and your abilities will be required reliable drivers and vehicles, so as to conquer off road tracks there must also be a motorbike that can meet these needs.

For the Satisfaction variable, the most influential indicator is indicator with code Y-2, namely "Reliability". For almost the same reason with the "Meeting Needs" indicator, in terms of conquering off-field road, a reliable motorbike is needed. By using a reliable motorbike and Being able to conquer the track will make the user feel satisfied. Meanwhile, the indicator with the lowest value with a value of 7.15 is the indicator with code Y-1, namely "Additional Privileges". Every brand of adventure motorbike definitely has its own special features, users will feel satisfied when special features/accessories that are available to suit your taste and needs adventure motorbike users.

For the Brand Switching variable, the most influential indicator is indicator with code Z-3, namely "Persuasion". Persuasion is a common invitation appears in each community, each member has a different vehicle, different experiences, then when we get together there will be mutual moments exchanging stories and invitations, one of which is an invitation to change brands or change type. Meanwhile, the indicator with the lowest value is Z-2, namely "Diversity of Variations". In general, the target is off-road adventure motorbike users road, is being able to conquer the terrain, so that there is a diversity of variations Motorcycle decoration is not that important.

Based on the literature, we expect differences in this regard regret-mediated brand switching due to deep cultural differences expectations of action and inaction of group action against individuals. Results research shows that users are more likely to feel regret when they could have prevented product failure by doing something. Type This research results in a willingness to switch brands when users are convinced that they can mutate the causal chain by getting involved in an action, as an individual.

6. CONCLUSIONS AND SUGGESTIONS

6.1. Conclusion

Research result This show that the Prior Experience Factor (X1) and Product Knowledge Factor (X2) have an influence positive and significant on Satisfaction (Y) and Consumer Decisions Carrying out Brand Switching (Z) in Purchase Adventure Motorcycle Products . On research This writer make something hypothesis that Prior experience, product knowledge and satisfaction factors have an influence positive and significant to decision consumer carry out internal brand switching purchasing an adventure motorbike. Based on calculation coefficient determination, then obtained R2 value is 0.251, figure This explain that amounting to 25.1% of decisions consumer carry out internal brand switching purchase of an adventure motorbike (variable bound) can explained by the prior experience factor (X1), Product knowledge factor (X2) and Satisfaction factor (X3). Proportion from mark This can said not enough strong and the rest amounting to 0.749 or 74.9% influenced by other factors that are not explained in study This like factor price, factor quality, factor income and so on.

6.2. Suggestions

The limitations of this research are are trifold. First, the research area is in the Kediri Raya area, where there is a community of motorbike adventure enthusiasts with off-road conditions in the Kediri Raya area. Second, Variable limitations, namely Prior Experience, Product Knowledge, Satisfaction, and brand switching decisions. Third, researchers explored user experiences in making decisions, did not examine promotions from each brand

For future research, it is hoped that it will be possible continue study No just on influence just But can with analyze other factors such as factor price, factor social or factor others as appropriate. It is also necessary to take samples in a wider area and in greater numbers so that the results obtained can be more valid.

REFERENCES

- Assael, Henry. 1998. *Consumer Behavior and Marketing Action*, 6th Edition, New York University.
- Engel, Blackwell & Miniard. 1994. *Consumer Behavior. Volume I. Edition VI.* Jakarta: Binarupa Aksara.
- Farida, Y., & Zakky, Z. (2017). Customer Satisfaction in an SME: A customer perspective in perceived value and local brand image. *Russian Journal of Agricultural and Socio-Economic Sciences*, 71(11), 330-336.
- Ghozali, & Latan. (2017). *Partial Least Squares: Concepts, Techniques and Applications Using the SmartPLS 3.0 Program*. Semarang: UNDIP Publishing Agency.
- Heryanto, B. H. B., & Juwarni, D. J. (2020). Analisis Motivasi Konsumen, Persepsi Kualitas dan Sikap Konsumen terhadap Keputusan Pembelian Sepeda Motor. *RISK: Jurnal Riset ...*, 1(1), 68–80. <http://ojs.unik-kediri.ac.id/index.php/risk/article/view/1390>
- Iankova, S. (2018). Dynamic capabilities and social media: Enhancing competitive advantage in business-to-business firms. Paper presented at Academy of Marketing Conference 2018, Sterling, United Kingdom.
- Kotler, Philip. 2000. *Marketing Management in Indonesia*. Book One. Jakarta: Salemba Empat.
- Lamb, Hair, McDaniel. 2001. *Marketing*. Book One. Jakarta: Salemba Empat.
- Mowen, John, C and Michael Minor. 2002. *Consumer Behavior*. Volume Two. Jakarta: Erlangga.
- Nugraha, R. A., Sustiyatik, E., & Andarini, M. (2019). Pengaruh Brand Image dan Harga Terhadap Keputusan Pembelian Smartphone Xiaomi di Kota Kediri (Studi Kasus pada Garden Cell Kediri). *Jurnal Ilmiah Mahasiswa Ekonomi*, 2(2), 281–296. <http://ojs.unik-kediri.ac.id/index.php/jimek/article/view/580>
- Paul J. Peter and Jerry C. Olson. 2002. *Consumer behavior and marketing strategy*. Sixth Edition. New York. The McGraw-Hill Companies.
- Rao, Akshay and Sieben, Wanda (1992), " The Effect of Prior Knowledge on Price Acceptability and the Type of Information Examined ", *Journal of Consumer Research*, Vol. 19, September.
- Ruhamak, M. D. (2016). Analisis Faktor Yang Mempengaruhi Konsumen Dalam Pengambilan Keputusan Pembelian Produk Air Minum Merk Aqua (Studi Kasus Di Ud Budi Jaya Kediri). *Ekonika : Jurnal Ekonomi Universitas Kadiri*, 1(1), 38–49.
- Ruhamak, M. D., & Putra, Y. P. (2020). Determinasi Revisit Intention Ditinjau Dari Destination Image Melalui Customer Satisfaction di Kampung Inggris Pare – Kediri. *Jurnal Ekbis*, 21(2), 143. <https://doi.org/10.30736/je.v21i2.509>
- Schiffman, Leon, G and Leslie Lazar Kanuk (1994). *Consumer Behavior. International Edition*. New Jersey: Prentice Hall, Inc

- Sutariningsih, NMA, & Widagda K, IGNJA (2021). The Role of Brand Awareness in Mediating the Influence of Social Media Marketing on Purchase Intention. *Udayana University Management E-Journal* , 10 (2), 145.
- Utami, NKD, & Ekawati, NW (2019). The Influence of Advertising Attractiveness on Brand Attitude Through Brand Awareness as a Mediating Variable. *E-Journal of Management, Udayana University* , 8 (10), 5947. <https://doi.org/10.24843/ejmunud.2019.v08.i10.p04>
- Yap, N., & Wulandari, A. T. (2023). Influence of Service Quality and Products on Customer Satisfaction in Pnm Mekaar Ngronggot Nganjuk District. *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)*, 11(2), 293–298. <https://doi.org/10.33884/jimupb.v11i2.7313>
- Zainul, M., Zamrudi, Z., & Artiningsih, D. W. (2022). Business Management Postgraduate Major Choice: Why the Campus Matters?. *Academia*, (29), 26-50.
- Zamrudi, Z., & Wicaksono, T. (2018). Social Commerce Adoption in SMEs. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 15(2), 144-154.
- Zuhdi, R., & Meldi, K. (2022). Consumer Satisfaction in Food and Beverage Businesses . *7 (3)*, 554–570.