

## Pengaruh First-Mover Advantage Terhadap Consumer Switching Behavior; Studi Pada E-wallet di Indonesia = First Mover Advantage Influence on Consumer Switching Behavior Study on Indonesia's E-wallet Market

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### Abstrak

Penelitian mengenai first-mover advantage (FMA) umumnya meneliti pengaruh menjadi first-mover/early entrants terhadap market share, performa perusahaan, dan survivability. Peneliti merasa bahwa propensity to switch adalah indikator relevan dan berguna, yang belum diteliti mengenai kaitannya dengan FMA.

Penelitian terhadap customer switching behavior dilakukan dengan menggabungkan aspek dari teori FMA untuk melihat apakah terdapat atribut yang dimiliki first-mover memiliki pengaruh terhadap switch intention untuk berpindah ke late entrants. Penelitian dilakukan dalam industri jasa dompet digital atau biasa disebut e-wallet di Indonesia, dengan pengguna layanan OVO sebagai objek penelitian. Menggunakan model dengan kerangka push-pull-mooring, enam variabel diuji pengaruhnya terhadap switch intention, yaitu perceived risk, switching cost, attitude to pioneer, transfer trust, economic benefit, dan transaction convenience. Berdasarkan data dari 263 responden dari lima kota di Indonesia, model diteliti dengan Partial Least Squared Structural Equation Modelling (PLS-SEM). Hasil analisis penelitian menemukan bahwa transfer trust, economic benefit, dan transaction convenience memiliki pengaruh signifikan terhadap switching intention. Penelitian tidak menemukan hubungan signifikan dari perceived risk, switching cost, dan attitude to pioneer. Penelitian ini menghasilkan implikasi praktis dan teoritis

.....Researches on first-mover advantage (FMA) generally studies the influence of being a first-mover on indicators such as market share, company performance, and survivability. Limited attention has been paid to propensity to switch, that we deemed as a relevant and useful indicator of FMA. We conduct a research on customer switching behavior that incorporates aspect of FMA theory to test whether attributes of first mover has significant influence on customers' switching intention toward the late entrants. Research was done in e-wallet market in Indonesia with OVO (first-mover in the market) users as the research subject. Within push-pull-mooring (PPM) framework, a model was developed to test the influence of six variables on switching intention. The six variables tested are: perceived risk, switching cost, attitude to pioneer, transfer trust, economic benefit, and transaction convenience. Based on data analysis of 263 respondents from five major cities in Indonesia, the model is tested using Partial Least Squared Structural Equation Modelling (PLS-SEM) method. The results of the analysis conclude that transfer trust, economic benefit, and transaction convenience positively influences customers' switching intention. The research did not find that perceived risk, switching cost, and attitude to pioneer; to assert influence on switching intention. The results yield both practical and theoretical implications