CONSUMERS' INTENTION TO SWITCH FROM PRINTED BOOK TO E-BOOK IN SURABAYA

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Abstract

The objective of this research is to know the factors that drives consumer to changes their reading behavior from printed books to e-book using the switching behavior theory. There are 5 variables that were used in this research, and those variables are new product attributes, social influences, price, switching cost, and intention to switch. This research finds that compatibility, convenience and switching cost have a significant impact on intention to switch, as well as the moderating effect of low switching cost between the relation of compatibility and social influences with intention to switch.

Keywords: *switching cost, intention to switch, e-book*

Abstrak

Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mendorong konsumen untuk mengubah perilaku membaca mereka dari buku cetak ke e-book menggunakan teori perilaku switching. Ada 5 variabel yang digunakan dalam penelitian ini, dan variabel-variabel tersebut adalah atribut produk baru, pengaruh sosial, harga, biaya switching, dan niat untuk beralih. Penelitian ini menemukan bahwa kompatibilitas, kenyamanan dan biaya switching memiliki dampak yang signifikan terhadap niat untuk beralih, serta efek moderasi dari biaya switching rendah antara hubungan kompatibilitas dan pengaruh sosial dengan niat untuk beralih.

Kata kunci: *biaya berganti, maksud untuk beralih, e-book*

JEL: M31

1. Research Background

The rapid development of technology and the high level of internet use causing the search and/or delivering of information become faster and easier. People do not need to find printed book in order to find information, because by using printed book, the information searched is limited and inefficient especially in terms of time. Internet development and the coming of internet enable the society to share an information through internet and the information can be accepted quickly by another society. The presence of internet allows the information to be not limited and very efficient, because the information distributed form internet comes from variety of resources and the process of information distribution happen by fast so that the information can be accepted directly by the society.

In Indonesia, e-book has been familiar within the society. The survey from Lina Noviandari founded that on 2013 there were around 8 applications and platform-book which are BSE (Buku Sekolah Elektronik), BukuOn, BukuTablet, IndoBooks, Qbaca, Scoop, Toko Buku, dan WayangForce (https://id.techinasia.com). Survey result by Sulasmo Sudharno as the Chief Executive Officer (CEO) from Aksaramaya found that society tend to use e-book when it given for free, because the reading interest of the society is still low and the limitation to do online transaction, also the difficulty in accessing digital payment tool (http://www.beritasatu.com). Aksaramaya collaborated with Library and Regional Archive Agency (BPAD) of DKI Jakarta in order to make digital library application (iJakarta) so that the society can download e-book for free (http://www.beritasatu.com). Result survey by Sulasmo Sudharno found that 2 months after iJakarta was made, most of the e-book had queue list of loan (http://www.beritasatu.com). Indonesia people support the use of e-book, but because of the low reading interest and also the limitation to do online transaction, so people only use e-book if it given for free (http://www.beritasatu.com).

Factors that can influence the consumer intention to switch are as follows:

1. *"Compatibility is the degree to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters"* (Rogers 1995:224).
2. *"Complexity is the degree to which an innovation is perceived as relatively difficult to understand and use"* (Rogers 1995:242).
3. Convenience is easiness in bringing something, use something, access through many information resources freely and within the process of use (Chiang and Chen 2014)
4. *Perceived content* is user perception towards quality (use) and information provided by a website (Davis 1989 in Lin 2007)
5. *"Social influence is defined here as the effect of relatives, friends, colleagues, classmates and other acquaintances on the consumer's willingness to switch from their traditional paper-based reading behavior to using and e-reader instead"* (Chiang and Chen 2014)
6. *"Price information is an important means by which consumers access product value and determine their willingness to purchase"* (Chiang and Chen 2014)
7. *"Switching cost is the costs incurred by consumers when switching their behavior, including searching, evaluation, learning and trading"* (Chiang and Chen 2014)

Chiang and Chen (2014) studied about the impact of price towards consumer intention to switch from one product to another, and found that price has no significant impact ($p< 0,05$) towards consumer intention to switch form one product to another. The survey result in Indonesia shows that price tend to have connection towards consumer intention to switch form one product to another (http://www.beritasatu.com).

It can be seen that from the research by Chiang and Chen (2014) by the actual condition that happens in Indonesia is different in terms of formulation in this research are as follows

1. Does *compatibility* have positive impact towards *intention to switch*?
2. Does *complexity* have negative impact towards *intention to switch*?
3. Does *convenience* have positive impact towards *intention to switch*?
4. Does *content* have positive impact towards *intention to switch*?
5. Do *social influences* have strong impact towards *intention to switch*?
6. Does *price* have strong impact towards *intention to switch*?
7. Does *switching cost* have strong impact towards *intention to switch*?
8. Does *switching cost* have moderate impact towards interconnection between variables and *intention to switch*?

The main aim of this research is to know the impact of *new product attributes, social influences, price,* and *switching cost* towards *intention to switch reading behavior* of consumer, and moderate impact from switching cost towards the interconnection between all variables with intention to switch. The research result expected to give benefits for book publisher and reader. The benefit for book publisher can be the information to know the factors that can

influence the consumer book reading behavior, so that the factors can be controlled by the publisher in order to maximizing profit. The benefit for reader is to get information in order to know the impact from new product attributes which include *compatibility*, *complexity*, *convenience* and *content*, *social influences*, *price*, and *switching cost* toward *intention to switch*. This research also expected to be beneficial for future research which use switching behavior as the research.
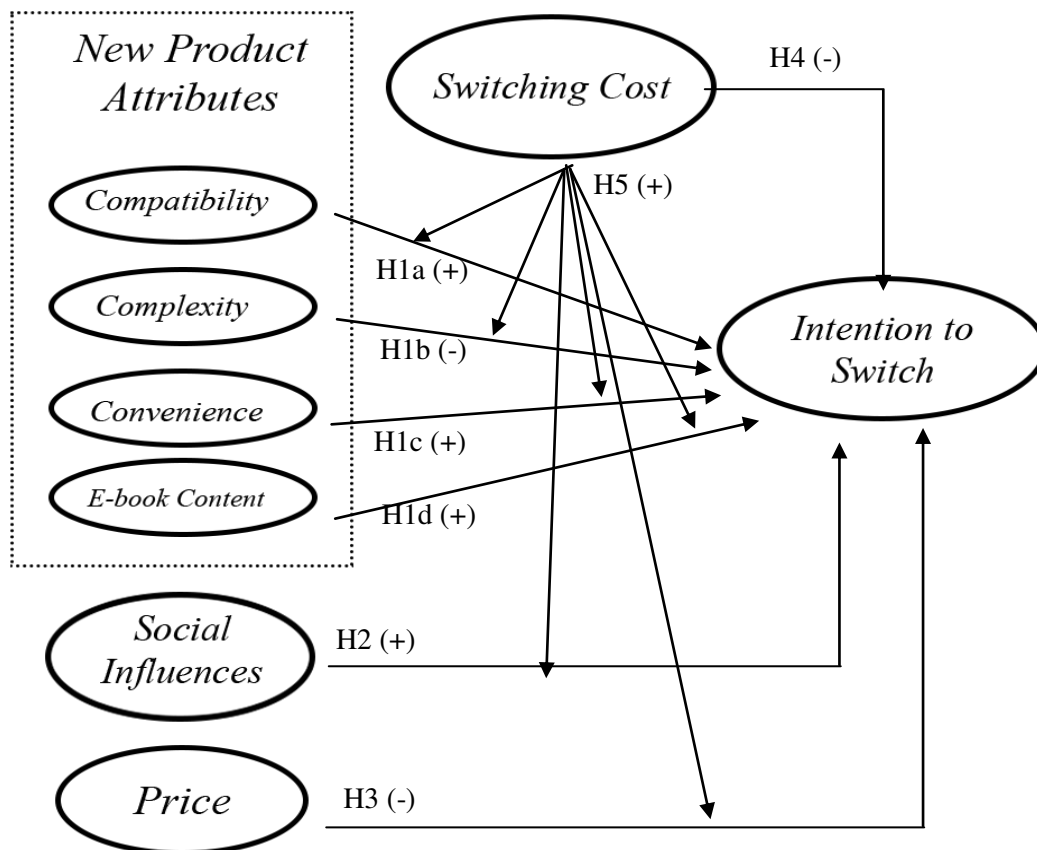
Figure 1
Research Model

2. Research Method

Validity test don by using 30 respondents which acquired from spreading the questionnaire online towards each question that forms research variable which are *compatibility, complexity, convenience, content, social influences, price, switching cost,* and *intention to switch.* Questionnaire question stated as valid if the pearson correlation result between each statement score with the total question score resulting significance value less than 0,05 (α=5%) totally. Validity test done by using the assistance of SPSS 18.00 for Windows. The validity test result can be seen in tables below

Table 1
Compatibility **Variable Statement Validity Test Result**

No.	Statement	*Pearson Correlation*	Sig.	Inf.
1.	Using e-book according to my lifestyle	0,814**	0,000	Valid
2.	Using e-book according to my business	0,849**	0,000	Valid
3.	Using e-book according to my way to finish my work	0,772**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 2
Complexity **Variable Statement Validity Test Result**

No.	Statement	*Pearson Correlation*	Sig.	Inf..
1.	Generally, I believe that e-book is hard to use	0,834**	0,000	Valid
2.	Learn to use e-book is hard for me	0,916**	0,000	Valid
3.	*e-book is complicated*	0,896**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 3
Convenience **Variable Statement Validity Test Result**

No.	Statement	*Pearson Correlation*	Sig.	Inf..
1.	Using e-book to read allow me to find information that I need without any time limitation	0,700**	0,000	Valid
2.	*e-book* allows me to get information quickly	0,731**	0,000	Valid
3.	Using e-book when reading saves my energy	0,783**	0,000	Valid
4.	Using e-book to read allow me to read information quickly	0,831**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 4
Content **Variable Statement Validity Test Result**

No.	Statement	*Pearson Correlation*	Sig.	Inf..
1.	Contents (pictures, symbols, abbreviation, and language) from e-book are really helpful	0,611**	0,000	Valid
2.	Contents (pictures, symbols, abbreviation, and language) from e-book are already complete	0,777**	0,000	Valid
3.	Contents (pictures, symbols, abbreviation, and language) from e-book are already clear	0,846**	0,000	Valid
4.	Contents (pictures, symbols, abbreviation, and language) from e-book are already update with recent development	0,721**	0,000	Valid
5.	Contents (pictures, symbols, abbreviation, and language) from e-book are already concise	0,630**	0,000	Valid
6.	Contents (pictures, symbols, abbreviation, and language) from e-book are already accurate	0,608**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 5
***Social Influences* Variable Statement Validity Test Result**

No.	Statement	Pearson Correlation	Sig.	Inf..
1.	People around me that use e-book are more authoritative compare to those who do not	0,830**	0,000	Valid
2.	People that who use e-book are looking classy	0,882**	0,000	Valid
3.	Using e-book considered as social status by my friends	0,869**	0,000	Valid
4.	People that affecting my behavior think that I need to use e-book	0,889**	0,000	Valid
5.	My friends think that I must use e-book	0,777**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 6
***Price* Variable Statement Validity Test Result**

No.	Statement	Pearson Correlation	Sig.	Inf..
1.	The price that I must pay to use e-book is too expensive	0,814**	0,000	Valid
2.	The price that I have to pay to use e-book is not appropriate	0,888**	0,000	Valid
3.	I am not satisfied with the price that I have to pay to use e-book	0,927**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 7
***Switching Cost* Variable Statement Validity Test Result**

No.	Statement	Pearson Correlation	Sig.	Inf..
1.	Switching to e-book involves hidden cost	0,431*	0,017	Valid
2.	It takes a lot of time and effort to get information in order to fully evaluate e-book	0,611**	0,000	Valid
3.	Learn to use feature delivered by e-book takes a lot of time	0,457*	0,011	Valid
4.	The process to start using e-book is slow	0,318	0,087	Not Valid
5.	Switching to e-book causes losing of value, credit, and service that has been obtained in the book store	0,672**	0,000	Valid
6.	Switching to e-book causes me to lose a lot of value, credit, and service that I have obtained in the book store	0,650**	0,000	Valid
7.	I lose the benefit as long time customer when I started leaving the book stores	0,760**	0,000	Valid
8.	Switching to e-book also involve cost in the beginning (such as buying gadget, and internet service)	0,807**	0,000	Valid
9.	People in my place that buy printed book are mean a lot to me	0,681**	0,000	Valid
10.	I like to talk to people that come to my place and buy printed book	0,497**	0,005	Valid
11.	I like the public image of the book store that I visit when I buy printed book	0,469**	0,009	Valid

12.	I support the book store that visit as business entity	0,303	0,104	Not Valid

Resource: *SPSS 18.00 for Windows* data processing result

Table 8
***Intention to Switch* Variable Statement Validity Test Result**

No.	Statement	Pearson Correlation	Sig.	Inf..
1.	I believe that switching from printed book to e-book is beneficial for me	0,893**	0,000	Valid
2.	There is high possibility that I will use e-book in the future	0,940**	0,000	Valid
3.	Based on my experience, I will most probably use e-book	0,928**	0,000	Valid

Resource: *SPSS 18.00 for Windows* data processing result

Reliability test is a consistency test from a measurement tool (questionnaire) to measure a concept. Reliability of a tool (questionnaire) can be tested thorugh remeasurment by different respondent. Reliability test done by using the sample of 30 respondents which obtained from spreading of the first stage questionnaire (Online). Reliability of a measurement tool valued by using cronbach's alpha> and stated as reliable if the value of cronbach's alpha> 0,6. Reliability test done by the assistance from SPSS 18.00 for Windows. The reliability test result can be seen from the table below.

Table 9
Reliability Test Result

No.	Variable	*Cronbach's Alpha* Value	Information
1.	*Compatibility*	0,734	Reliable
2.	*Complexity*	0,857	Reliable
3.	*Convenience*	0,752	Reliable
4.	*Content*	0.795	Reliable
5.	*Social Influences*	0,901	Reliable
6.	*Price*	0,849	Reliable
7.	*Switching Cost*	0,821	Reliable
8.	*Intention to Switch*	0,907	Reliable

Resource: *SPSS 18.00 for Windows* data processing result

For measurement model done by using LISREL 8.70. software indicator which has value of Std. Loading<0,4 which are SC8 and SC9. Because of that, it needs remeasurement by eliminating those 2 indicators. The remeasurement result shows that all indicators have value of Std. Loading> 0,4, and the research can be continued. Below are early measurement tables and remeasurement model.

Table 10
Measurement Model Match Testing Result

No.	Match Testing	Matching Criteria	Result	Information
1.	CMIN/DF	CMIN/DF ≤ 3	2,218	*Good fit*
2.	GFI	GFI ≥ 0,9	0,74	*Poor fit*
3.	RMSEA	RMSEA ≤ 0,08	0,078	*Good fit*
4.	TLI/NNFI	TLI/NNFI ≥ 0,9	0,89	*Marginal fit*
5.	CFI	CFI ≥ 0,9	0,9	*Good fit*

Resource: *LISREL 8.70* data processing result

Table 11
Remeasurement Model Match Testing Result

No.	Match Testing	Matching Criteria	Result	Information
1.	CMIN/DF	CMIN/DF ≤ 3	2,152	*Good fit*
2.	GFI	GFI ≥ 0,9	0,75	*Poor fit*
3.	RMSEA	RMSEA ≤ 0,08	0,076	*Good fit*
4.	TLI/NNFI	TLI/NNFI ≥ 0,9	0,90	*Marginal fit*
5.	CFI	CFI ≥ 0,9	0,91	*Good fit*

Resource: *LISREL 8.70* data processing result

Table 12
Measurement Model *Std. Loading* Value

Research Construct	Indicator	Std. Loading (λ) Value
Compatibility	COM1	0,61
	COM2	0,60
	COM3	0,61
Complexity	COMP1	0,75
	COMP2	0,78
	COMP3	0,79
Convenience	CON1	0,54
	CON2	0,64
	CON3	0,73
	CON4	0,66
Content	CONT1	0,40
	CONT2	0,55
	CONT3	0,58
	CONT4	0,54
	CONT5	0,53
	CONT6	0,54
Social Influences	S1	0,80
	SI2	0,95
	SI3	0,84
	SI4	0,70
	SI5	0,65
Price	P1	0,81
	P2	0,84
	P3	0,64
Switching Cost	SC1	0,50
	SC2	0,56
	SC3	0,58
	SC4	0,81
	SC5	0,84
	SC6	0,83
	SC7	0,65
	SC8	0,36
	SC9	0,33
	SC10	0,44
Intention to Switch	IS1	0,57
	IS2	0,75
	IS3	0,79

Resource: *LISREL 8.70* data processing result

Table 13
Remeasurement Model *Std. Loading* Value

Research Construct	Indicator	Std. Loading (λ) Value
Compatibility	COM1	0,61
	COM2	0,60
	COM3	0,61
Complexity	COMP1	0,75
	COMP2	0,78
	COMP3	0,79
Convenience	CON1	0,54
	CON2	0,64
	CON3	0,73
	CON4	0,66
Content	CONT1	0,40
	CONT2	0,55
	CONT3	0,58
	CONT4	0,54
	CONT5	0,53
	CONT6	0,54
Social Influences	S1	0,80
	SI2	0,95
	SI3	0,84
	SI4	0,70
	SI5	0,65
Price	P1	0,82
	P2	0,87
	P3	0,64
Switching Cost	SC1	0,50
	SC2	0,55
	SC3	0,57
	SC4	0,83
	SC5	0,85
	SC6	0,84
	SC7	0,64
	SC10	0,40
Intention to Switch	IS1	0,57
	IS2	0,75
	IS3	0,79

Resource: *LISREL 8.70* data processing result

Table 14
Structural Model Match Testing Result Without Moderation

No.	Match Testing	Matching Criteria	Result	Information
1.	CMIN/DF	CMIN/DF ≤ 3	2,152	*Good fit*
2.	GFI	GFI ≥ 0,9	0,75	*Poor fit*
3.	RMSEA	RMSEA ≤ 0,08	0,076	*Good fit*
4.	TLI/NNFI	TLI/NNFI ≥ 0,9	0,90	*Good fit*
5.	CFI	CFI ≥ 0,9	0,91	*Good fit*

Resource: *LISREL 8.70* Data processing result

Table 15
Structural Model Match Testing Result with *High Switching Cost* Moderation

No.	Match Testing	Matching Criteria	Result	Information
1.	CMIN/DF	CMIN/DF ≤ 3	1,526	*Good fit*
2.	GFI	GFI ≥ 0,9	0,71	*Poor fit*
3.	RMSEA	RMSEA ≤ 0,08	0,079	*Good fit*
4.	TLI/NNFI	TLI/NNFI ≥ 0,9	0,88	*Marginal fit*
5.	CFI	CFI ≥ 0,9	0,90	*Good fit*

Resource: *LISREL 8.70* Data processing result

Table 16
Structural Model Match Testing Result with *Low Switching Cost* Moderation

No.	Match Testing	Matching Criteria	Result	Information
1.	CMIN/DF	CMIN/DF ≤ 3	2,099	*Good fit*
2.	GFI	GFI ≥ 0,9	0,71	*Poor fit*
3.	RMSEA	RMSEA ≤ 0,08	0,098	*Marginal fit*
4.	TLI/NNFI	TLI/NNFI ≥ 0,9	0,85	*Marginal fit*
5.	CFI	CFI ≥ 0,9	0,87	*Marginal fit*

Resource: *LISREL 8.70* Data processing result

Table 17
Research Hypothesis Test Result Evaluation

Hypothesis	Path	T-Value	Estimates	Information
H1a	COM → IS	2,63	0,32	Hypothesis accepted
H1b	COMP → IS	1,74	0,16	Hypothesis denied
H1c	CON → IS	2,35	0,27	Hypothesis accepted
H1d	CONT → IS	0,47	0,05	Hypothesis denied
H2	SI → IS	1,65	0,14	Hypothesis denied
H3	P → IS	0,24	0,02	Hypothesis denied
H4	SC → IS	-1,99	-0,19	Hypothesis accepted

Resource: *LISREL 8.70* Data processing result

Table 17 shows that H1a, H1c, and H4 accepted because they have $|t_{value}| \geq 1,96$. The result shows that in structural model without moderation influence from switching cost, there 3 hypotheses that accepted. Moderation impact of switching cost towards interconnection between variables and intention to switch can be seen in table below.

Table 18
Hypothesis Result Test for Moderation

Constrained Chi-Square	1217.990
Unconstrained Chi-Square	1184.170
Δ Chi-Square	33.820
Constrained df	681.000
Unconstrained df	648.000

Δ df	33.000
P-value	0.428

Resource: *LISREL 8.70* data processing result

Table 18 shows that H5 denied because the value of *p-value*> 0,05. The result shows that switching cost does not have moderation impact towards interconnection between all variables with the intention to switch.

3. Result and Discussion

This research is pure research which aim to see the impact of price of *new product attributes, social influences, price* and *switching cost* toward consumer *intention to switch.* The technique used for this research is Structural Equation Model (SEM) with the assistance of SPSS 18.00 software for Windows and LISREL 8.70.

The data used for this research is primary data, which taken by spreading questionnaire online to respondent which fulfil the research criteria. Primary data acquired in order to know respondent intention to switch from printed book to e-book. Data resource acquired from respondent that ever read e-book. Questionnaire which used to get respond is online questionnaire, because by using online questionnaire, respondent valued as understand the way to use or operate e-book.

This research took the sample by non-probability sampling. Non-probability sampling allows respondent studied match the research criteria expected, because sample taking done based on personal assessment (Zikmund et al. 2009). Non-probability sampling used in this research is judgement (purposive) sampling which allows researcher to choose respondent that match with the criteria that has been set.

Hair et al. (2010:635) stated that the minimum number of good sample is between 100 to 400 respondents, because the large number of respondent (more than 400) make the calculation become more sensitive and make the measurement of goodness-of-fit states poor fit within a research. The minimum number of sample needed for the research is 20 times number of independent variable, which is 140 respondents (Hair et al. 2010:101). The number of 140 respondents are not exact number, but as the minimum number that must be studied.

4. Conclusion

The research result using software LISREL 8.70 shows that from 8 hypotheses, 3 hypotheses accepted and 5 hypothesis denied. Next is deeper explanation in terms of research hypothesis test result.
a) *Compatibility* has positive and significant impact towards *intention to switch*.
b) *Complexity* does not have significant impact *intention to switch*.
c) *Convenience* has positive and significant value towards *intention to switch*.
d) *Content* does not have significant value towards *intention to switch*.
e) *Social influences* do not have significant impact *intention to switch*.
f) *Price* does not have significant impact *intention to switch*.
g) *Switching cost* has positive and significant impact towards *intention to switch*.
h) *Switching cost* does not have significant impact towards interconnection between all variables with *intention to switch.*

This research result found that compatibility has significant impact towards intention to switch. This research result shows that consumer in Surabaya will switch from printed book and uses e-book if consumer feel that e-book meets their need. That thing can happen because most part of e-book in Surabaya are college students and consumer use e-book as alternative information seeking witch lead to their need.

Complexity proven does not have significant impact towards intention to switch. This thing shows that the complexity level that the society perceived will not affecting consumer intention to switch to e-book. That thing can happen because big parts of e-book users are college students and included to the Z generation, which already get use to variety of technology, so that consumer in Surabaya do not feel any complexity in using e-book.

This research result proves that convenience has significant impact towards intention to switch. This research result shows that consumer in Surabaya will switch to e-book if consumer feel that e-book is convenience to be used. That thing can happen because consumer in Surabaya feel that e-book is easy to bring anywhere, lightweight, and practical to be used.

Content proven to not having significant impact towards intention to switch. The completeness of e-book content will not make consumer in Surabaya intent to switch to e-book. That thing can happen because consumers in Surabaya are able to understand the content from e-book really well, and consumers use e-book not because the completeness of the content but because another factor.

This research result proves that social influence does not have significant impact towards intention to switch. The result shows that the impact of consumer social environment which placed in Surabaya will not affecting consumer intention to switch to e-book. That thing can happen because in Surabaya, e-book is yet become popular product and e-book users are still low.

Price proven to not have significant impact towards intention to switch. From the research result known that the cheaper e-book price will not make consumer in Surabaya switch to e-book.

Switching cost proven to have significant negative impact towards intention to switch. The result shows that consumer in Surabaya will switch to e-book if the price, time, effort, and relation that must be sacrificed are lower than using printed book.

The moderation impact from switching cost towards the interconnection between all variables with intention to switch proven to have significant impact. The research result shows that consumer in Surabaya think that the consumer intention to switch to e-book will not be moderated by the price that must be paid by consumer.

Meanwhile, recommendation given based on research result. This recommendation addressed to book publishers and also future research based on the research limitation. The research result shows that compatibility and convenience have positive and significant impact towards intention to switch. Because of that, book publishers need to adjust e-book that will be published to fulfill consumers need. E-book need to be adjusted with consumer life style and daily needs, such as publishing daily news, article for academic use, and novel which recently so popular, so that the usage level of e-book by consumers will increase.

Book publishers also need to make e-book to be as convenience as it can be to be used by consumer. Publishers need to publish e-book that can be obtained by consumer at anytime and anywhere, e-book that can save consumer effort when they read, and allows the consumer to read the information in e-book quickly. That thing can be done by signing the e-book to 8 e-book applications which already provided in Indonesia such as Scoop, and make the e-book interface much simpler, brief, and clear so that the number of e-book users can increase.

This research result also shows that switching cost has negative and significant impact towards intention to switch. Because of that, publisher must minimalize the cost, time, effort, and relation that must be sacrificed by consumer to use e-book. That thing can be done by publishing the e-book that way cheaper than printed book, signing e-book to e-book application that has been provided in Indonesia, and make group chat with the fans of another book to be able to know the latest information about e-book, so that the e-book user can increase.

For future research can be done in other cities to be able to compare the research result in those cities with this research result. Future research also expected to be able to make separation between consumer that has ever bought e-book with the consumer that never did,

because consumer that has ever bought e-book considered to be able to understand e-book better than consumer that never did. Besides that, this research also use news resource from http://www.beritasatu.com from 2015 which is a less trusted resource. Future research expected to use a trustworthy resource such as journal of study or scientific work.

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