

The Effect of Product Quality and Price Perception on Brand Switching with Brand Dissatisfaction As A Mediating Variable (A Study of Switching from International Skincare Brands to Local Skincare Brands Among Generation Z in Surabaya)

Nafi' Lailatus Sa'diyah¹, Donny Arif²

¹²Maarif Hasyim Latif Sidoarjo University

Corresponding Author: nafi'_lailatus_sa'diyah@student.umaha.ac.id

Article History:

Received : 28-08-2026

Revised : 10-10-2026

Accepted : 13-10-2026

Keywords: *Brand Dissatisfaction; Brand Switching; Product Quality; Price Perception*

Abstract: *This study aims to analyze the effect of Product Quality and Price Perception on Brand Switching, with Brand Dissatisfaction as a mediating variable, among Generation Z consumers in Surabaya City who switched from international skincare brands to the local skincare brand Somethinc. This study employed a quantitative approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The sample consisted of 100 respondents selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed using SmartPLS 4.1.1.8. The results indicate that Product Quality and Price Perception have a positive and significant effect on both Brand Switching and Brand Dissatisfaction. Furthermore, Brand Dissatisfaction has a positive and significant effect on Brand Switching. The indirect effect analysis demonstrates that Brand Dissatisfaction partially mediates the effect of Product Quality and Price Perception on Brand Switching. All seven proposed hypotheses were supported. These findings suggest that consumers' evaluations of the product quality and price perception of international skincare brands contribute to the formation of Brand Dissatisfaction, which subsequently increases Generation Z consumers' tendency to switch to the local skincare brand Somewhat.*

How to Cite: Nafi' Lailatus Sa'diyah, Donny Arif. (2026). *The Effect of Product Quality and Price Perception on Brand Switching with Brand Dissatisfaction As A Mediating Variable (A Study of Switching from International Skincare Brands to Local Skincare Brands Among Generation Z in Surabaya)*. 4(4). pp.55-74. <https://doi.org/10.61536/escalate.v4i4.796>

 <https://doi.org/10.61536/escalate.v4i4.796>

This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) License.



Introduction

Over the past two decades, the global Fast Moving Consumer Goods (FMCG) industry has experienced highly dynamic developments along with shifts in production, distribution, and consumption patterns. Advances in digital technology, automation, and data integration have driven FMCG companies to improve operational efficiency and adapt distribution strategies to rapidly changing consumer needs (Tazvivinga & Samuels, 2024). These changes have also been accompanied by a shift in consumer preferences, which no longer solely consider a product's basic function but also focus on health, ingredient safety, user experience, and personalization. The trend toward products that offer health and wellness benefits is increasingly evident in purchasing decisions for various FMCG products (Yashwantsinh Jhala & Dave, 2025). This trend has made personal care products, particularly skincare, a rapidly growing category, addressing consumers' need for healthy skin while simultaneously becoming part of their lifestyle and self-expression.

The development of the global skincare industry has also had a strong impact on the Indonesian market. Rising public awareness of skin health and care, lifestyle changes, and a growing variety of product choices have driven the sustainable growth of the skincare market. Nawiyah et al. (2023) explains that consumer awareness of skin health is a crucial factor in the growth of the skincare industry in Indonesia. This is evident in the dominance of the skincare and beauty category in Indonesian FMCG sales. According to Kompas data, the skincare and beauty category recorded a sales contribution of 51.6%, or approximately IDR 31.9 trillion, in the January–October 2024 period, higher than the food and beverage, health, and mother and baby categories. This phenomenon indicates that beauty and skincare products have become a major driver of the Indonesian FMCG market, while also demonstrating the growing consumer focus on products related to skin health, self-care, and appearance.

This market growth has also been accompanied by increasing consumer acceptance of local skincare products. Indonesian consumers are increasingly considering local products due to their formulation quality, which is considered competitive with international products and more relevant to Indonesian skin characteristics and climate conditions. Permana et al. (2024) stated that various local skincare brands have developed formulations suitable for Indonesian skin characteristics and tropical climate conditions, thereby increasing their competitiveness against international products. This phenomenon is further reinforced by the growing consumer demand for products that are safe, effective, and tailored to skin needs (Nawiyah et al., 2023). Thus, competition between local and international skincare products is no longer solely determined by brand image, but is increasingly shifting to the product's ability to provide tangible benefits, safety, suitability to skin needs, and value for money.

This competitive phenomenon is evident in Generation Z consumers' increasing openness to local skincare products. Data presented by Databoks shows that 54% of respondents choose local skincare brands, while 11% choose international brands, and 35% have no specific preference. One local brand that has successfully capitalized on this shift in preferences is Somethinc. According to Kompas data, in the April–June 2022 period, Somethinc ranked first as the best-selling local skincare brand on e-commerce with sales of approximately IDR 53.2 billion, surpassing Scarlett, MS Glow, and Avoskin. This success indicates that consumers are increasingly local brands that offer formulations with active ingredients such as niacinamide,



hyaluronic acid, and salicylic acid, and provide a combination of quality and price that they consider appropriate to their needs. Product quality, safety, certification, and consumer reviews are also important considerations in building consumer confidence in local skincare products (Ellitan et al., 2022).

However, increasing consumer awareness of product quality and ingredients has also given rise to new issues such as dissatisfaction when the benefits received do not meet expectations. Consumers are increasingly critical in evaluating the effectiveness of active ingredients, safety, and product results. One active ingredient widely used in skincare is niacinamide because it has benefits in helping strengthen the skin barrier by increasing epidermal lipids (Rusic et al., 2024). However, product claims that do not align with user experience, the appearance of irritation, or benefits that are perceived as not commensurate with the price can lead to brand dissatisfaction. These conditions can encourage consumers to reevaluate the brand they are using and seek alternatives that are considered more capable of meeting their needs. Gaffar and Rusdianto (2025) explain that dissatisfaction with results, inconsistencies in claims, and an imbalance between price and benefits are factors that can trigger brand switching, especially in markets with a wide range of product choices and high price competition.

The phenomenon of brand switching is becoming increasingly relevant for Generation Z because this consumer group is characterized by digital, explorative, and relatively openness to various brand alternatives. Suwandi and Balqiah (2023) showed that Generation Z tends to be less attached to a single brand and considers the offerings and utility obtained when making product choices. Budiarti et al. (2024) also showed that Generation Z has a high level of variety seeking, making it easier to try new brands and switch brands. In the context of skincare, this condition opens up opportunities for switching from international brands to local brands that offer competitive quality and more affordable prices. Furthermore, exposure to social media and the development of digital information makes it easier for Generation Z to compare the quality, ingredients, prices, reviews, and consumer experiences of various brands (Lubis & Hayu, 2025). Therefore, product quality and price perception are important considerations, while brand dissatisfaction has the potential to be a mechanism explaining why consumers decide to leave their previous brand.

However, empirical studies on the phenomenon of consumer switching from international to local skincare among Generation Z still show research gaps. Heranika et al. (2025) have examined the influence of product quality and dissatisfaction on brand switching, but have not specifically distinguished the context of switching from international to local products. Salsabella et al. (2023) discuss product quality and price perception in repurchase decisions, but have not yet identified dissatisfaction with the previous brand as a mechanism that can explain brand switching. Fachrurroji and Padmalia (2023) focus on Generation Z's impulse buying behavior in e-commerce, not on skincare brand switching, while Made Febri Purnama Sari et al. (2024) discuss brand switching among teenage skincare users but do not include brand dissatisfaction as a mediating variable. Thus, there is still room for research to

integrate product quality, price perception, and brand dissatisfaction in explaining brand switching from international to local skincare, especially among Generation Z in Surabaya. This research is important because Surabaya is an area with high economic activity, education, and lifestyle, so that consumer characteristics are relevant to examine how product quality, price perception, and dissatisfaction with previous brands can drive changes in preferences and decisions to switch to local skincare.

Research Methods

This study uses a quantitative research type with an explanatory research approach that aims to examine the relationship and influence between variables, namely Product Quality, price perception, Brand Dissatisfaction, and Brand Switching. The study was conducted in Surabaya City with Generation Z subjects who live in Surabaya, have their own income, have used international skincare, and then switched to local skincare Somethinc. The study population is Generation Z who meet these characteristics, while the sample was determined using a purposive sampling technique because respondents must meet specific criteria according to the research objectives. The number of samples was set at 100 respondents based on the Lemeshow formula calculation because the population size was not known with certainty.

Data collection was conducted using a closed questionnaire distributed online via Google Form to respondents who met the research criteria, with measurements using a five-level Likert scale. The data obtained were primary data, while secondary data were used as supporting data through observation and literature studies from books, scientific journals, and other relevant sources. Data analysis was carried out quantitatively using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS. The analysis included evaluation of the measurement model (outer model), evaluation of the structural model (inner model) through R-Square and f-Square, and hypothesis testing using bootstrapping to analyze direct and indirect effects and test the role of Brand Dissatisfaction as a mediating variable.

Results and Discussion

Outer Model Evaluation

1. Convergent Validity

Convergent validity testing can be evaluated through the outer loading value and Average Variance Extracted (AVE).

a. Outer Loading

Table 1. Outer Loading

Variables	Indicator	Outer Loading	Information
<i>Product Quality</i> (X1)	X1.1.1	0.710	Valid
	X1.1.2	0.792	Valid
	X1.2.1	0.825	Valid
	X1.2.2	0.738	Valid
	X1.3.1	0.735	Valid



	X1.3.2	0.848	Valid
	X1.4.1	0.821	Valid
	X1.4.2	0.849	Valid
	X1.5.1	0.730	Valid
	X1.5.2	0.770	Valid
	X1.6.1	0.754	Valid
	X1.6.2	0.852	Valid
	X1.7.1	0.776	Valid
	X1.7.2	0.788	Valid
	X1.8.1	0.854	Valid
	X1.8.2	0.819	Valid
	X1.9.1	0.801	Valid
	X1.9.2	0.809	Valid
Price Perception (X2)	X2.1.1	0.815	Valid
	X2.1.2	0.840	Valid
	X2.2.1	0.885	Valid
	X2.2.2	0.885	Valid
	X2.3.1	0.874	Valid
	X2.3.2	0.887	Valid
	X2.4.1	0.900	Valid
	X2.4.2	0.880	Valid
Brand Switching (Y)	Y1.1.1	0.871	Valid
	Y1.1.2	0.879	Valid
	Y1.2.1	0.842	Valid
	Y1.2.2	0.905	Valid
	Y1.3.1	0.879	Valid
	Y1.3.2	0.841	Valid
	Y1.4.1	0.871	Valid
	Y1.4.2	0.879	Valid
Brand Dissatisfaction (M)	M1.1.1	0.828	Valid
	M1.1.2	0.834	Valid
	M1.2.1	0.767	Valid
	M1.2.2	0.879	Valid
	M1.3.1	0.888	Valid
	M1.3.2	0.899	Valid
	M1.4.1	0.828	Valid
	M1.4.2	0.834	Valid

Based on Table 1, the results of data processing using SmartPLS show that all indicators have loading factor values greater than 0.70. Thus, all indicators are declared valid and have met the convergent validity criteria.

b. Average Variance Extracted (AVE)

Table 2. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)	Information
Product Quality(X1)	0.631	Valid
Price Perception (X2)	0.759	Valid
Brand Switching(Y)	0.757	Valid
Brand Dissatisfaction(M)	0.723	Valid

Based on Table 2, the Average Variance Extracted (AVE) value for the Product Quality variable is 0.631, Price Perception is 0.759, Brand Dissatisfaction is 0.723, and Brand Switching is 0.757. Since all AVE values are greater than 0.50, each construct has met the convergent validity criteria. This indicates that each construct is able to explain more than 50% of the variance of the indicators used to measure each variable.

2. Discriminant Validity

Discriminant validity in the PLS-SEM model can be evaluated using the Heterotrait-Monotrait Ratio (HTMT) method and the Fornell-Larcker Criterion.

a. Heterotrait-monotrait ratio (HTMT)

Table 3. Heterotrait-monotrait ratio (HTMT) List

Variable Relationship	HTMT Value	Information
X1 ↔ X2	0.077	Valid
X1 ↔ Y	0.575	Valid
X1 ↔ M	0.506	Valid
X2 ↔ Y	0.519	Valid
X2 ↔ M	0.490	Valid
Y ↔ M	0.753	Valid

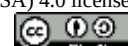
Based on the results of the HTMT test in Table 3, the HTMT values between constructs ranged from 0.077 to 0.753. The highest HTMT value was found in the relationship between the variables Brand Switching (Y) and Brand Dissatisfaction (M) at 0.753, while the lowest HTMT value was found in the relationship between the variables Product Quality (X1) and Price Perception (X2) at 0.077. All HTMT values were below the limit of 0.90, so it can be concluded that all constructs in this study have met the criteria of discriminant validity. Thus, each research variable has a good ability to differentiate the constructs being measured, so that the measurement model is declared valid.

b. Fornell-Larcker Creterion

Table 4. Fornell-Larcker Creterion

	X1	X2	M	Y
X1	0.850			
X2	0.480	0.794		
M	0.468	0.033	0.871	
Y	0.708	0.552	0.491	0.870

Based on Table 4, it is known that the AVE root value of each construct, namely Product



Quality (X1) is 0.850, Price Perception (X2) is 0.794, Brand Dissatisfaction (M) is 0.871, and Brand Switching (Y) is 0.870. All AVE root values are greater than the correlation values between constructs in the same row or column. Thus, all variables in this study have met the Fornell-Larcker Criterion criteria, so it can be concluded that discriminant validity has been met. This means that each construct is able to differentiate itself from other constructs, so that the measurement model (outer model) is declared valid.

3. Reliability

a. Composite Reliability

Table 5. Composite Reliability

Variables	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
<i>Product Quality (X1)</i>	0.967	0.968	Reliable
<i>Price Perception (X2)</i>	0.956	0.962	Reliable
<i>Brand Switching (Y)</i>	0.938	0.949	Reliable
<i>Brand Dissatisfaction (M)</i>	0.930	0.940	Reliable

Based on Table 5, it is known that all constructs have Composite Reliability (rho_c) values above 0.70, namely product quality at 0.968, price perception at 0.962, brand switching at 0.949, and brand dissatisfaction at 0.940. In addition, the Composite Reliability (rho_a) values for all constructs are also above the minimum limit of 0.70, ranging from 0.930 to 0.967. These results indicate that each construct has a good level of internal consistency, so that all indicators are able to measure the same construct consistently. Thus, all variables in this study are declared reliable and suitable for further analysis.

b. Cronbach's Alpha

Table 6. Cronbach's Alpha

Variables	Cronbach's Alpha	Information
<i>Product Quality(X1)</i>	0.965	Reliable
<i>Price Perception (X2)</i>	0.954	Reliable
<i>Brand Switching(Y)</i>	0.936	Reliable
<i>Brand Dissatisfaction (M)</i>	0.923	Reliable

Based on Table 6, the Cronbach's Alpha value for the product quality variable is 0.965, price perception is 0.954, brand switching is 0.936, and brand dissatisfaction is 0.923. This means that the items in each construct are able to consistently measure the same concept. Therefore, the research instrument used can be said to be reliable and suitable for use in further analysis.

Inner Model Evaluation

1. R – Square

Based on data processing using SmartPLS version 4.1.1.8, the R-Square value for the Brand Dissatisfaction variable is 0.435. These results indicate that the Product Quality (X1) and Price Perception (X2) variables are able to explain the Brand Dissatisfaction (M) variable by 43.5%, while the remaining 56.5% is explained by other variables outside the research model. According to (Hair et al., 2022), this value is included in the moderate category.

Furthermore, the R-Square value for the Brand Switching variable is 0.621. This indicates that the Product Quality (X1), Price Perception (X2), and Brand Dissatisfaction (M) variables are able to explain 62.1% of the Brand Switching (Y) variable, while the remaining 37.9% is explained by other factors not included in the research model. According to (Hair et al., 2022), this value is included in the moderate category.

2. F – Square

Based on data processing using SmartPLS version 4.1.1.8, the F-Square value shows the magnitude of each variable's influence on the affected variable. The highest F-Square value is found in the relationship between Product Quality (X1) and Brand Dissatisfaction (M) of 0.383, indicating a significant influence. Furthermore, the relationship between Price Perception (X2) and Brand Dissatisfaction (M) of 0.362 also indicates a significant influence. Meanwhile, the relationship between Brand Dissatisfaction (M) and Brand Switching (Y) of 0.245, Product Quality (X1) and Brand Switching (Y) of 0.231, and Price Perception (X2) and Brand Switching (Y) of 0.163 are included in the moderate influence category. Thus, the magnitude of the influence between variables in this study consists of medium and large categories according to the criteria proposed by (Hair et al., 2022).

3. Fit Model

Based on data processing using SmartPLS version 4.1.1.8, the evaluation results show that the SRMR value is 0.057, which means it meets the criteria for good model fit because it is below the recommended limit of 0.08. However, the NFI value of 0.759 is still below the ideal threshold of 0.90, so the model does not fully demonstrate an optimal level of fit. However, the PLS-SEM approach places more emphasis on testing the validity and reliability of constructs and the significance of relationships between variables rather than evaluating the overall model fit. Therefore, this research model is still acceptable and further analysis can be continued.

Hypothesis Testing

1. Path Coefficient

The results of hypothesis testing based on the bootstrapping method using SmartPLS are presented in Table 7.

Table 7. Hypothesis Test Results through Path Coefficient Bootstrapping

Connection	Causal	Original	Sample	Standard	T	P	
Between	Variables	Sample (O)	Mean (M)	Deviation (STDEV)	Statistics	Values	Note



<i>Product Quality→ Brand switching</i>	0.348	0.352	0.078	4,453	0.000	Positive and Significant
<i>Price Perception → Brand switching</i>	0.290	0.291	0.076	3,822	0.000	Positive and Significant
<i>Product Quality→ Brand Dissatisfaction</i>	0.465	0.470	0.059	7,909	0.000	Positive and Significant
<i>Price Perception→ Brand Dissatisfaction</i>	0.453	0.454	0.072	6,300	0.000	Positive and Significant
<i>Brand Dissatisfaction → Brand switching</i>	0.405	0.402	0.084	4,823	0.000	Positive and Significant

2. Direct Effect Testing

The summary of the results of the direct effect test is presented in Table 8.

Table 8. Results of the Direct Effect Hypothesis Test

Causal Relationship between Variables	Mobile phone	Direction	Original Sample (O)	T Statistics	T-table	P Value	Note
<i>Product Quality→ Brand switching</i>	H1	+	0.348	4,453	1,984	0.000	Positive and Significant
<i>Price Perception → Brand switching</i>	H2	+	0.290	3,822	1,984	0.000	Positive and Significant
<i>Product Quality→ Brand Dissatisfaction</i>	H3	+	0.465	7,909	1,984	0.000	Positive and Significant

<i>Price Perception</i> → <i>Brand Dissatisfaction</i>	H4	+	0.453	6,300	1,984	0.000	Positive and Significant
<i>Brand Dissatisfaction</i> on → <i>Brand switching</i>	H5	+	0.405	4,823	1,984	0.000	Positive and Significant

Based on Table 8, the t-statistics value for the direct effect between Product Quality on Brand Dissatisfaction is 7.909, greater than the t-table value of 1.984. The original sample value of 0.465 and p-value of 0.000 (<0.05) indicates that Product Quality has a positive and significant effect on Brand Dissatisfaction. This indicates that consumer perceptions of the quality of international skincare products influence the level of dissatisfaction with the brand. The more consumers assess the quality of international skincare as unable to meet their expectations and needs, the higher the level of Brand Dissatisfaction will be. Thus, H1 is accepted.

Based on Table 8, the t-statistics value for the direct effect between Price Perception on Brand Dissatisfaction is 6.300, greater than the t-table value of 1.984. The original sample value of 0.453 and p-value of 0.000 (<0.05) indicate that Price Perception has a positive and significant effect on Brand Dissatisfaction. This indicates that if consumers perceive the price of international skincare as not commensurate with the benefits obtained, the level of Brand Dissatisfaction will increase. Thus, H2 is accepted.

Based on Table 8, the t-statistics value for the direct effect between Product Quality on Brand Switching is 4.453, greater than the t-table value of 1.984. The original sample value of 0.348 and p-value of 0.000 (<0.05) indicate that Product Quality has a positive and significant effect on Brand Switching. This indicates that consumer perceptions of the quality of international skincare influence the decision to switch to local skincare, something. The more consumers perceive the quality of international skincare as not meeting expectations, the higher the tendency to switch brands to Something. Thus, H3 is accepted.

Based on Table 8, the t-statistics value for the direct effect between Price Perception on Brand Switching is 3.822, greater than the t-table value of 1.984. The original sample value of 0.290 and p-value of 0.000 (<0.05) indicate that Price Perception has a positive and significant effect on Brand Switching. This indicates that consumer perceptions of international skincare prices also influence the decision to switch to local skincare, something. The more consumers feel that the price of international skincare does not match the benefits obtained, the higher the tendency to switch brands. Thus, H4 is accepted.

Based on Table 8, the t-statistics value for the direct effect between Brand Dissatisfaction on Brand Switching is 4.823, greater than the t-table value of 1.984. The original sample value of 0.405 and p-value of 0.000 (<0.05) indicate that Brand Dissatisfaction has a positive and significant effect on Brand Switching. This indicates that the higher the level of consumer dissatisfaction with the international skincare used, the greater the tendency of consumers to switch to using local skincare something. Thus, H5 is accepted.

Based on the results of the hypothesis testing in Table 8, the relationship with the largest path coefficient value (original sample) is Product Quality on Brand Dissatisfaction at 0.465. These results indicate that consumer perceptions of the quality of international skincare



products have the strongest influence in increasing dissatisfaction with the brand. This finding indicates that when the product quality perceived by consumers is unable to meet their expectations or needs, the level of brand dissatisfaction will increase more dominantly compared to the influence of other variables in this study.

Meanwhile, the relationship with the lowest path coefficient value is Price Perception on Brand Switching at 0.290. Nevertheless, this relationship still shows a positive and significant influence because it has a t-statistic value of 3.822 which is greater than the t-table (1.984) and a p-value of 0.000 (<0.05). This indicates that price perception remains one of the factors influencing consumers' decisions to switch brands, although the magnitude of its influence is lower than the relationship between other variables.

3. Indirect Effect Testing

Table 9. Results of the Indirect Influence Hypothesis Test

<i>Path Coefficient</i>	Original Sample (o)	T Statistics ([O/STDEV])	T-table	P Value	Note
<i>Product Quality(X1) → Brand Dissatisfaction (M) → Brand Switching (Y)</i>	0.189	4,063	1,984	0.000	Positive and Significant
<i>Price Perception(X2) → Brand Dissatisfaction (M) → Brand Switching (Y)</i>	0.183	3,773	1,984	0.000	Positive and Significant

Based on Table 9, Product Quality has a positive and significant indirect effect on Brand Switching through Brand Dissatisfaction as a mediating variable. This is indicated by the t-statistics value of 4.064, greater than the t-table value of 1.984, with an original sample value of 0.189 and a p-value of 0.000 (<0.05). These results indicate that Brand Dissatisfaction is able to significantly mediate the relationship between Product Quality and Brand Switching. Thus, H6 is accepted.

Based on Table 4.33, Price Perception has a positive and significant indirect effect on Brand Switching through Brand Dissatisfaction as a mediating variable. This is indicated by the t-statistics value of 3.773, greater than the t-table value of 1.984, with an original sample value of 0.183 and a p-value of 0.031 (<0.05). These results indicate that Brand Dissatisfaction is able to significantly mediate the relationship between Price Perception and Brand Switching. Thus, H7 is accepted.

Hypothesis Testing Results

First Statistical Hypothesis

Resulttestingshows that Product Quality has a positive and significant effect on Brand

Dissatisfaction in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The first hypothesis stating that "Product Quality is suspected to have an effect on Brand Dissatisfaction" can be accepted. This is proven by the t-statistics value which is greater than the t-table value (1.984), thus indicating a significant effect. Thus, it can be concluded that Product Quality has a positive and significant effect on Brand Dissatisfaction, so H1 is accepted.

Second Statistical Hypothesis

Resultstestingshows that Price Perception has a positive and significant effect on Brand Dissatisfaction in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The second hypothesis stating that "it is suspected that Price Perception has an effect on Brand Dissatisfaction" is proven true. This is indicated by the t-statistics value which is greater than the t-table value (1.984), so the resulting effect is significant. Therefore, it can be concluded that Price Perception has a positive and significant effect on Brand Dissatisfaction, so H2 is accepted.

Third Statistical Hypothesis

The test results show that Product Quality has a positive and significant effect.toBrand Switching among Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The third hypothesis stating that "Product Quality is suspected to influence Brand Switching" can be accepted. This is proven by the t-statistics value which exceeds the t-table value (1.984), thus indicating a significant influence. Thus, Product Quality has a positive and significant influence on Brand Switching, so H3 is accepted.

Fourth Statistical Hypothesis

The test results show that price perception has a positive and significant effect.to Brand Switching among Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The fourth hypothesis stating that "Price Perception is suspected to influence Brand Switching" was proven true. This is supported by a t-statistics value that is greater than the t-table value (1.984), so it can be concluded that Price Perception has a positive and significant effect on Brand Switching. Thus, H4 is accepted.

Fifth Statistical Hypothesis

The test results show that Brand Dissatisfaction has a positive and significant effect.to Brand Switching among Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The fifth hypothesis stating that "brand dissatisfaction is suspected to influence brand switching" was proven true. This is proven by the t-statistics value which is greater than the t-table value (1.984), thus indicating a significant influence. Thus, it can be concluded that brand dissatisfaction has a positive and significant influence on brand switching, so H5 is accepted.

Sixth Statistical Hypothesis

Test resultsshowthat Product Quality has a positive and significant indirect effect on



Brand Switching through Brand Dissatisfaction as a mediating variable in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The sixth hypothesis which states that "it is suspected that Brand Dissatisfaction mediates the effect of Product Quality on Brand Switching" is proven true. This is supported by the t-statistics value which is greater than the t-table value (1.984), thus indicating a significant mediating effect. Thus, it can be concluded that Brand Dissatisfaction is able to significantly mediate the effect of Product Quality on Brand Switching, so that H6 is accepted.

Seventh Statistical Hypothesis

Resultstestingshows that Price Perception has a positive and significant indirect effect on Brand Switching through Brand Dissatisfaction as a mediating variable in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. The seventh hypothesis which states that "it is suspected that Brand Dissatisfaction mediates the effect of Price Perception on Brand Switching" is proven true. This is proven by the t-statistics value which is greater than the t-table value (1.984), thus indicating a significant mediating effect. Thus, it can be concluded that Brand Dissatisfaction is able to significantly mediate the effect of Price Perception on Brand Switching, so that H7 is accepted.

Discussion of Hypothesis Testing Results

Product Quality Towards Brand Switching

Based on the results of the first hypothesis testing using SmartPLS version 4.1.1.8, the original sample value was obtained at 0.348**, ** t-statistic of 4.453 (>1.984), and p-value of 0.000 (<0.05). These results indicate that Product Quality has a positive and significant effect on Brand Switching in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. Thus, the first hypothesis is accepted.

The results of this study are in line with research (Heranika et al., 2025) which examined the influence of product quality and consumer dissatisfaction on brand switching behavior in consumers of Marcks Loose Face Powder. The study showed that product quality has a positive and significant effect on brand switching, meaning that the lower the product quality perceived by consumers, the greater the tendency for consumers to switch to another brand. Furthermore, consumer dissatisfaction was also shown to have a positive and significant effect on brand switching.

The similarities between the aforementioned studies and this study lie in the use of product quality, brand dissatisfaction, and brand switching variables, and both discuss brand switching behavior as a result of consumer evaluation of product quality. The difference is that the study (Heranika et al., 2025) focused on consumers of Marcks loose powder cosmetic products, while this study examines Generation Z in Surabaya who switched from international skincare to local skincare, Somethinc. Furthermore, this study also added the variable of price perception as a factor influencing brand dissatisfaction and brand switching, thus providing a more comprehensive understanding of the factors that drive brand switching in the skincare



industry.

Thus, it can be concluded that the lower the quality of international skincare perceived by consumers, especially regarding the main benefits of the product and the suitability between claims and results of use, the greater the tendency of Generation Z in Surabaya City to switch brands to local skincare. Somewhat is perceived to be more capable of meeting their needs and expectations.

Price Perceptions on Brand Switching

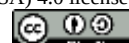
Based on the results of the second hypothesis testing using SmartPLS version 4.1.1.8, the Original Sample (O) value was obtained at 0.290, which indicates that price perception has a positive influence on brand switching. Furthermore, the T Statistics value was obtained at 3.822, greater than the T-table of 1.984, and the P Value was 0.000, smaller than 0.05. These results indicate that Price Perception has a positive and significant effect on Brand Switching among Generation Z in Surabaya City. Thus, the second hypothesis in this study is accepted.

The findings of this study align with Tjiptono's (2008) theory of price perception in (Siaputra, 2024), which states that price perception is a consumer's subjective assessment of price fairness based on the appropriateness of the price paid and the benefits received. If consumers perceive a product's price to be disproportionate to the benefits or quality received, a negative evaluation of the product will emerge. This evaluation can encourage consumers to seek alternative brands that are perceived to provide better value at a more appropriate price.

The results of this study are also in line with research (Fitriani et al., 2024) which examined consumers of Aqua and Le Minerale bottled drinking water (AMDK) regarding the influence of price perception on brand switching. The study showed that price perception has a positive and significant effect on brand switching, so that the more negative consumers' perception of a product's price, the higher their tendency to switch to another brand. The similarity between that study and this study lies in the use of price perception as a factor influencing brand switching. The difference is that the previous study was conducted on bottled drinking water products, while this study focuses on Generation Z in Surabaya who switched from international skincare to local skincare, something, thus providing an overview of brand switching behavior in the skincare industry.

The results of this study are also supported by research by February Rahmawati (2023), which examined the influence of product attributes, price, and advertising on brand switching among Viva Cosmetics consumers in Surabaya. The study found that price had a positive and significant effect on brand switching, indicating that consumer perception of price is a key factor in brand switching decisions. The similarity between that study and this study lies in the discussion of the influence of price on brand switching. The difference is that February Rahmawati's (2023) study only examined the direct influence of price, along with product attributes and advertising, while this study analyzes price perception and examines brand dissatisfaction as a mediating variable in explaining the mechanism of brand switching among skincare consumers.

Thus, it can be concluded that price perception is one of the factors influencing consumer brand switching decisions. The more consumers perceive that international skincare prices are disproportionate to the quality and benefits received, the higher their tendency to



switch to other brands. The results of this study indicate that consumer perceptions of affordability, price commensurate with quality and benefits, and price competitiveness are important considerations in driving brand switching among Generation Z in Surabaya.

Product Quality Towards Brand Dissatisfaction

Based on the results of the third hypothesis testing using SmartPLS version 4.1.1.8, the Original Sample (O) value was obtained at 0.465, which indicates that product quality has a positive influence on brand dissatisfaction. Furthermore, the T Statistics value was obtained at 7.909, greater than the T-table of 1.984, and the P Value was 0.000, smaller than 0.05. These results indicate that Product Quality has a positive and significant effect on Brand Dissatisfaction in Generation Z in Surabaya City. Thus, the third hypothesis in this study is accepted.

The results of this study align with Expectation Disconfirmation Theory (EDT), which explains that consumer satisfaction or dissatisfaction is the result of an evaluation between expectations before using a product and the product's actual performance perceived after use (Jubaidi et al., 2025). In the context of this study, product quality is one of the foundations for forming consumer expectations about the international skincare products they use. When perceived product performance fails to meet these expectations, negative disconfirmation occurs, leading to brand dissatisfaction.

The results of this study are also in line with research (Taroreh et al., 2024) which examined the effect of product quality on brand switching with customer dissatisfaction as a mediating variable among Acer laptop users in Ternate City. The study showed that product quality had a significant effect on customer dissatisfaction, making product quality a factor influencing consumer dissatisfaction. The similarity between that study and this study lies in the use of product quality and brand dissatisfaction (customer dissatisfaction) variables. The difference is that the previous study was conducted on Acer laptop users, while this study was conducted on Generation Z in Surabaya City who switched from international skincare to local skincare, Somethinc. In addition, this study also included price perception as an independent variable that also influences brand dissatisfaction.

The research results concluded that product quality has a positive and significant impact on brand dissatisfaction. This suggests that product quality is a factor influencing brand dissatisfaction among Generation Z in Surabaya who used international skincare products before switching to the local skincare brand, Somethinc.

Price Perception of Brand Dissatisfaction

Based on the results of the fourth hypothesis testing using SmartPLS version 4.1.1.8, the Original Sample (O) value was obtained at 0.453, which indicates that price perception has a positive influence on brand dissatisfaction. In addition, the T Statistics value was obtained at 6.300, greater than the T-table of 1.984**, ** and the P Value was 0.000, less than 0.05. These results indicate that Price Perception has a positive and significant effect on Brand



Dissatisfaction in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. Thus, the fourth hypothesis in this study is accepted.

The findings of this study support the Expectation Disconfirmation Theory (EDT), which explains that consumer dissatisfaction arises from a gap between expectations before using a product and the actual performance perceived after use (Jubaidi et al., 2025). In this study, consumer expectations of international skincare products are influenced not only by product quality but also by their perception of the price paid. When respondents perceive that the product price is not commensurate with the benefits or value received, negative disconfirmation occurs, a condition where the actual experience is unable to meet consumer expectations. This condition encourages the formation of brand dissatisfaction, thus aligning with the results of the hypothesis testing which shows that price perception has a positive and significant effect on brand dissatisfaction.

In addition, the results of this study are also supported by the concept of Perceived Value which explains that consumers will compare the benefits obtained with the sacrifices incurred, including the price paid (Chandra & Fitriyanto, 2024). If consumers assess that the benefits received are not commensurate with the price paid, then the perceived value of the product will decrease and increase the possibility of dissatisfaction with the brand. Thus, price perception is one of the factors that plays a role in forming brand dissatisfaction in consumers.

The results of this study are in line with research by Lestari Harahap et al., 2024, which examined the influence of variety seeking, social media, and word of mouth on brand switching through consumer dissatisfaction in Depok City. This study shows that consumer dissatisfaction plays a role in the process of brand switching. The similarity between that study and this study lies in the use of brand dissatisfaction variables as a factor related to brand switching. The difference is that the study by Lestari Harahap et al., 2024 focused on the influence of variety seeking, social media, and word of mouth, while this study examines price perception as a factor influencing brand dissatisfaction among Generation Z in Surabaya who switched from international skincare to local skincare brand Somethinc.

Based on the research results, it can be concluded that price perception has a positive and significant effect on brand dissatisfaction. This indicates that price perception is one of the factors that plays a role in shaping brand dissatisfaction among Generation Z in Surabaya. When respondents provide unfavorable assessments of affordability, price-to-quality, price-to-benefit, and price competitiveness, the tendency for brand dissatisfaction also increases according to the relationship shown in the research model.

Brand Dissatisfaction on Brand Switching

Based on the results of the fifth hypothesis testing using SmartPLS version 4.1.1.8, the Original Sample (O) value was obtained at 0.405, which indicates that brand dissatisfaction has a positive influence on brand switching. In addition, the T Statistics value was obtained at 4.823, greater than the T-table of 1.984, and the P Value was 0.000, smaller than 0.05. These results indicate that Brand Dissatisfaction has a positive and significant effect on Brand Switching in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. Thus, the fifth hypothesis in this study is accepted.



The findings of this study support the Expectation Disconfirmation Theory (EDT) which explains that dissatisfaction arises when the actual performance of a product is unable to meet consumer expectations, resulting in negative disconfirmation (Jubaidi et al., 2025). This dissatisfaction then encourages consumers to re-evaluate the brands used and look for alternatives that are considered capable of providing benefits that are more in line with their expectations. In the context of this study, the respondents' experience using international skincare that was deemed not to meet expectations led to the emergence of brand dissatisfaction, which further increased the tendency to brand switch to local skincare Somethinc.

The results of this study are also in line with research (Heranika et al., 2025b) which examined the influence of product quality and consumer dissatisfaction on brand switching among Marcks Loose Face Powder users. The study showed that consumer dissatisfaction had a positive and significant effect on brand switching. The similarity between that study and this study lies in the use of brand dissatisfaction and brand switching variables. The difference is that the previous study was conducted on Marcks Loose Face Powder consumers, while this study was conducted on Generation Z in Surabaya who switched from international skincare to local skincare brand Somethinc. In addition, this study also included product quality and price perception as factors influencing brand dissatisfaction before brand switching occurs.

Based on the research results, it can be concluded that brand dissatisfaction has a positive and significant effect on brand switching. This indicates that the higher the level of dissatisfaction felt by respondents with the international skincare products they have used, the greater the tendency for respondents to switch to the local skincare brand, Somethinc. Thus, brand dissatisfaction is a significant factor driving brand switching among Generation Z in Surabaya.

Product Quality on Brand Switching through Brand Dissatisfaction

Based on the results of the sixth hypothesis testing using SmartPLS version 4.1.1.8, the Original Sample (O) value was obtained at 0.189, which indicates that the indirect effect of Product Quality on Brand Switching through Brand Dissatisfaction has a positive relationship direction. In addition, the T Statistics value was obtained at 4.064, greater than the T-table of 1.984, and the P Value was 0.011, smaller than 0.05. These results indicate that Brand Dissatisfaction is able to mediate the effect of Product Quality on Brand Switching in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. Thus, the sixth hypothesis in this study is accepted.

The results of this study are in line with research (Taroreh et al., 2024) which examined the effect of product quality on brand switching with customer dissatisfaction as a mediating variable on Acer laptop users in Ternate City. The study showed that customer dissatisfaction mediates the effect of product quality on brand switching. The similarity between that study and this study lies in the use of product quality, brand dissatisfaction (customer dissatisfaction), and brand switching variables, and both examine the mediating role of consumer dissatisfaction. The difference is that the previous study was conducted on Acer laptop users,



while this study was conducted on Generation Z in Surabaya City who switched from international skincare to local skincare, Somethinc. In addition, this study also includes price perception as an independent variable that also influences brand dissatisfaction.

Based on the research results, it can be concluded that brand dissatisfaction can mediate the influence of product quality on brand switching. This indicates that respondents' assessments of the quality of international skincare products do not directly lead to brand switching, but rather first create dissatisfaction with the brand, which then increases respondents' tendency to switch to the local skincare brand, Somethinc.

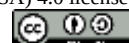
Price Perception of Brand Switching through Brand Dissatisfaction

Based on the results of testing the seventh hypothesis using the SmartPLS version 4.1.1.8 obtained an Original Sample (O) value of 0.183, which indicates that the indirect influence of Price Perception on Brand Switching through Brand Dissatisfaction has a positive relationship direction. In addition, the T value obtained Statistics of 3.778, greater than the T-table of 1.984, and P Value of 0.031, smaller than 0.05. These results indicate that Brand Dissatisfaction is able to mediate the influence of Price Perception on Brand Switching in Generation Z in Surabaya City who switched from international skincare to local skincare Somethinc. Thus, the seventh hypothesis in this study is accepted.

The findings of this study support the Expectation Disconfirmation Theory (EDT), which explains that dissatisfaction arises due to a gap between consumer expectations and the actual product performance perceived after use (Jubaidi et al., 2025). In this study, price perception is one of the foundations for forming consumer expectations regarding international skincare products. When the price paid is deemed disproportionate to the benefits or quality of the product received, negative disconfirmation occurs, giving rise to brand dissatisfaction. This dissatisfaction then encourages consumers to seek alternative brands that are perceived to provide better value, thus increasing the tendency to switch brands. Thus, brand dissatisfaction serves as a mediating mechanism explaining the relationship between price perception and brand switching.

Furthermore, the results of this study are also supported by the concept of Perceived Value, which explains that consumers evaluate a product's value based on the comparison between the benefits received and the sacrifices made, including the price paid (Chandra & Fitriyanto, 2024). If the price is perceived as disproportionate to the benefits obtained, the perceived value of the product will decrease, leading to brand dissatisfaction and ultimately increasing the tendency for consumers to switch brands.

Based on the research results, it can be concluded that Brand Dissatisfaction is able to mediate the influence of Price Perception on Brand Switching. This finding indicates that price perception influences consumers' decisions to switch brands, both directly and indirectly through the formation of brand dissatisfaction. Thus, Brand Dissatisfaction acts as a partial mediation variable in the relationship between price perception and brand switching among Generation Z in Surabaya who switched from international skincare to local skincare Somethinc.



Conclusion and Recommendation

This study found that Product Quality and Price Perception were positively and significantly associated with Brand Dissatisfaction and Brand Switching among Generation Z consumers in Surabaya who switched from international skincare brands to Somethinc. Brand Dissatisfaction was also positively and significantly associated with Brand Switching and mediated the relationships between Product Quality and Brand Switching, as well as between Price Perception and Brand Switching. These findings suggest that consumers' evaluations of product quality and price value are relevant to understanding dissatisfaction with previously used international skincare brands and their decision to switch to Somethinc.

Practically, local skincare companies, particularly Somethinc, may consider maintaining product quality, ensuring that prices are commensurate with perceived benefits, and responding effectively to consumer feedback and complaints. These recommendations are consistent with the relationships identified in the research model and should be considered within the context of the study.

This study is limited by its purposive sampling technique, its geographical focus on Surabaya, and its specific research object, namely Generation Z consumers who switched from international skincare brands to Somethinc. Therefore, the findings should not be generalized to all skincare consumers in Indonesia. In addition, the questionnaire-based survey design identifies statistical relationships but does not establish causality conclusively. Future research could involve broader geographical areas, different skincare brands, and more diverse samples to examine whether these relationships also occur in other consumer groups and market contexts.

References

- Budiarti, L., Feri, R., Politeknik, W., & Malang, N. (2024). Perilaku Variety Seeking Generasi Z Serta Dampaknya Terhadap Brand Switching. In *J-MACC Journal of Management and Accounting* (Vol. 7, Number 1).
- Chandra, D., & Fitriyanto, A. (2024). An Empirical Analysis of Student Satisfaction with Lecturer Teaching Quality: Applying the Expectation-Disconfirmation Theory. *Indonesian Journal of Economics and Management*, 4(3), 460–474. <https://doi.org/10.35313/ijem.v4i3.6425>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104–114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Fachrurroji, T. M., & Padmalia, D. M. (2023). Pengaruh Price Perception, Sales Promotion Dan Product Quality Terhadap Impulse Buying Skincare Product Konsumen Pengguna E-Commerce Shopee Generasi Z Dengan Shopping Lifestyle Sebagai Mediasi. In *Performa:*



- Jurnal Manajemen dan Start-Up Bisnis* (Vol. 8, Number 6).
- Febriari Rahmawati, E. (2023). Pengaruh Atribut Produk, Harga dan Iklan Terhadap Perpindahan Merek pada Konsumen Viva Cosmetics di Surabaya. *Jurnal Administrasi Bisnis (JAB)*, 13(1), 2023. www.topbrand-award.com
- Fitriani, I., Agustin, N., & Hidayat, S. (2024). Analisis Persepsi Harga Terhadap Brand Switching Pada Konsumen AMDK Aqua dan Le Minerale. *Jurnal Mahasiswa*, 6(1), 55–62. <https://doi.org/10.51903/jurnalmahasiswa.v6i1.815>
- Gaffar, N. R., & R. Yuniardi Rusdianto. (2025). The Effect of Price and Product Quality toward Brand Switching through Consumer Satisfaction (Study on Local Skincare Product Users Who Switched to Korean Skincare Products). *BASKARA : Journal of Business and Entrepreneurship*, 7(2), 190–202. <https://doi.org/10.54268/baskara.v7i2.26793>
- Heranika, P., Hasanur Arifin, M., & Utomo, S. (2025). *Journal of Business Transformation and Strategy The Influence of Product Quality and Consumer Dissatisfaction on Brand Switching Behavior of Marcks Loose Face Powder in Banjarmasin City*. <https://journalmab.ulm.ac.id/index.php/jbts>
- Jubaidi, J., Pangestu, K., Riyandi, A., & Gessa, D. R. (2025). Dominant role of corporate image and trust in building customer satisfaction in Islamic life insurance. *JPS (Jurnal Perbankan Syariah)*, 6(1), 1–21. <https://doi.org/10.46367/jps.v6i1.2344>
- Lestari, N. (2024). Pengaruh Inovasi Produk Dan Keunggulan Bersaing Terhadap Loyalitas Konsumen Produk Skincare Somethinc Di Tambun Selatan. In *Jurnal Ekonomi dan Bisnis* (Vol. 4, Number 2). www.ukmindonesia.com
- Lubis, R. A., & Hayu, R. S. (2025). The Effect of Digitalization and Social Media: Generation Z's Purchase Intentions for Somethinc Skincare Products in Indonesia. *Indonesian Journal of Business and Entrepreneurship*, 11(2), 430. <https://doi.org/10.17358/ijbe.11.2.430>
- Made Febri Purnama Sari, D., Sagung Rahma Ardanamesti, A. A., Ayu Titha Paramita Pika, P., & Ayu Putu Megawati, I. (2024). *Perilaku Brand Switching Konsumen Remaja Perempuan Produk Skincare Di Bali*. 8(1).
- Nawiyah, N., Kaemong, R. C., Ilham, M. A., & Muhammad, F. (2023). Penyebab Pengaruhnya Pertumbuhan Pasar Indonesia Terhadap Produk Skin Care Lokal Pada Tahun 2022. *ARMADA : Jurnal Penelitian Multidisiplin*, 1(12), 1390–1396. <https://doi.org/10.55681/armada.v1i12.1060>
- Permana, E., Eka Putri, R. S., Alfinda, P. D., & Mardhiyah, M. (2024). Strategi Pemasaran Produk Skincare Somethinc Di Kalangan Generasi Z. *Jurnal Pemasaran Kompetitif*, 7(2). <https://doi.org/10.32493/jpkpk.v7i2.29289>
- Salsabella, J., Andini, A., & Soliha, E. (2023). The Effect Of Product Quality, Price Perception And Promotion On Repurchase Interest (Empirical Study On Consumers Of Scarlett Skincare Users In Semarang City).
- Siaputra, H. (2024). *Pengaruh kualitas makanan, kualitas layanan dan persepsi harga terhadap minat beli ulang pada restoran XYZ Surabaya*.
- Suwandi, D. S., & Balqiah, T. E. (2023a). Factors Increasing Loyalty of Local Cosmetic Brands: A Study on Generation Z in Indonesia. *Binus Business Review*, 14(3), 285–296. <https://doi.org/10.21512/bbr.v14i3.9742>
- Taroreh, N., Abdul, :, Jannang, R., Sulfi, :, Haji, A., & Author, C. (2024). *The Impact of Product*



Quality on Brand Switching with Customer Dissatisfaction as a Mediating Factor (A Study on Acer Laptop Users in Ternate City) (Vol. 12, Number2).
<https://ejournal.unkhair.ac.id/index.php/JMS37JMS:Jurnalmanajemen>

Sinergi <https://Ejournal.Unkhair.Ac.Id/Index.Php/Jms>

Tazvivinga, K., & Samuels, A. (2024). Digital transformation and its role in FMCG supply chain resilience. *International Journal of Business Ecosystem & Strategy* (2687-2293), 6(5), 23–38. <https://doi.org/10.36096/ijbes.v6i5.606>

Yashwantsinh Jhala, S., & Dave, D. (2025). 610 2 Consumer Preference and Purchase Behaviour for Health and Wellness Product. In *Journal of Informatics Education and Research* (Vol. 5). <http://jier.org>

