ABSTRACT

The downward trend in third party funds which is an early indication of switching behavior by customers and the findings of previous research regarding factors that explain switching behavior that have not been conclusive are the justification for conducting this research. Therefore, this study aimed to develop and test an empirical model of the factors that explain switching behavior and to examine the differences in their effects based on generation.

In the empirical model, there are push factors, pull factors and switching intention as variables that explain switching behavior. Variable measurements were carried out using primary data obtained through interviews using questionnaires to customers Panin Bank using fintech e-wallet in Semarang City. The data obtained were analyzed using the Structural Equation Modeling (SEM) approach.

The results of the analysis show that push factors have a significant negative effect on switching intention, pull factors have a significant positive effect on switching intention and switching intention has a significant positive effect on switching behavior. From the results of comparative testing, it shows that pull factors have a significant positive effect on switching intention in generation X customers and switching intention has a significant positive effect on switching behavior in customers from generation X. Meanwhile, generation Y and generation Z customers are influenced by push factors, pull factors, switching intention and switching behavior cannot be proven.

Keywords: *push factors, pull factors, switching intention, switching behavior*