

## **ABSTRACT**

*This study examines the effect of Dissatisfaction, Alternative Attractiveness, Habits, and Switching Costs on Switching Behavior through Switching Intention in users of the Kopi Kenangan Application in Semarang City. The sample in this study was 125 respondents aged 13-44 years who lived in Semarang City and had bought Kopi Kenangan online through the Kopi Kenangan Application. The sampling method used in this study is a non-probability sampling method with a purposive sampling technique through a questionnaire. This study uses the Structural Equation Model (SEM) analysis technique which is then analyzed using AMOS.*

*The results of the study show that Dissatisfaction has a positive effect on Switching Intention and Switching Behavior. Switching Costs have a negative effect on Switching Intention and Switching Behavior. Alternative Attractiveness has a positive effect on Switching Intention. Habits have a negative effect on Switching Intention. In addition, Switching Intention has a positive effect on Switching Behavior, so it is proven to play a role as a mediating variable in this research model. These findings confirm the importance of companies in paying attention to push, pull, mooring factors in the process of shifting consumer behavior from offline to online purchases through applications. The practical implications of this study highlight the need to improve application quality, reduce dissatisfaction, increase the attractiveness of online services, and manage switching barriers so that consumers get a better experience when transacting through the Kopi Kenangan Application.*

**Key Words:** *Alternative Attractiveness, Dissatisfaction, Habits, Switching Behavior Switching Costs, Switching Intention.*