



**SWITCHING INTENTION ANALYSIS OF REFRIGERANT USER'S TO
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Abstract

Currently, global warming and ozone layer damage continue to increase. Global warming has a serious and broad impact on the environment. With the spirit of creating superior and environmentally oriented products to answer the development of the refrigeration sector in facing current environmental issues, Pertamina presents Breezon MC-32 (R-1270) which is the latest generation of refrigerant from Pertamina which is environmentally friendly and can save energy, launched since December 2020 and is currently produced by Pertamina refineries in Indonesia. The purpose of this study is to analyze the intention to switch synthetic refrigerant users to Breezon using the Push-Pull-Mooring theory approach and the Theory of Planned Behavior. The results of the respondent survey used as a sample in this study were 220 respondents domiciled in South Tangerang City who use Split Wall AC. Based on the results of the study, it is known that push and pull factors have a significant positive effect on switching intentions, while mooring factors have a significant negative effect on consumer switching intentions. The factors of attitude towards behavior, subjective norms, and perceived behavior control have a significant positive effect on switching intentions. Environmental sustainability is important for AC users, and they are interested in using Breezon because it has several advantages and benefits, although there are anchoring factors that prevent AC users from switching to using Breezon. Advice from people close to them and knowledge about the product also have an important influence on AC users wanting to switch to using Breezon.

Keywords: Push, Pull, Mooring, Attitude, Subjective Norm, Perceived Behavior Control, Switching Intention, Breezon



INTRODUCTION

Currently, global warming and damage to the ozone layer continue to increase. Global warming has a serious and wide impact on the environment (Rahmadania & Sipil, 2022). This encourages AC manufacturers and refrigerant manufacturers to develop energy-efficient and environmentally friendly products. Product innovation has a positive and significant impact on excellence (Octavianus et al., 2019). Producing environmentally friendly products is an important strategy to compete with other products (Sekar et al., 2023). It is important for policymakers and stakeholders to better understand consumer switching intentions and develop appropriate strategies to facilitate these switching intentions (Tang et al., 2022).

Switching intention is the level of likelihood or certainty that consumers will switch from a currently used product or service to a new product or service (Sugandha, 2021). Attitudes toward behavior, subjective norms, and perceived behavioral control are factors that influence switching intentions (Lubis & Rokan, 2021). Consumer switching intention can be studied using the push-pull-mooring (PPM) (Sugandha, 2021). The Push-Pull-Mooring (PPM) framework has been applied to marketing activities to better understand customer switching patterns (Tang et al., 2022). Developing appropriate strategies to facilitate consumer switching intention is important for policy makers and stakeholders (Tang et al., 2022). PPM has been applied in different situations by many researchers, such as online games, information and technology (IT), online shopping, social networking sites, and the airline industry (Liu & Lee, 2020).

Consumer switching behavior can be studied using the Theory of Planned Behavior (TPB) (Fahmi, 2017). Assessment of consumer behavior can be measured



using the Theory of Planned Behavior (Kurniawati et al., 2023). TPB is a theory that studies the factors that determine a person's behavioral interests (Rahmadania & Sipil, 2022). Consumer purchase intention towards organic food can be predicted through subjective attitudes and norms, perceived behavioral control, environmental concern, and environmental awareness (Ahmed et al., 2021).

Based on these studies, the general objective is to determine and analyze switching intentions through the Push-Pull-Mooring framework and/or the Theory of Planned Behavior. With the spirit of creating superior and environmentally oriented products to answer the development of the refrigeration sector in facing current environmental issues, Pertamina presents Breezon MC-32 (R-1270) which is the latest generation of refrigerant from Pertamina which is environmentally friendly and can save energy, launched since December 2020 and is currently produced by Pertamina refineries in Indonesia (Riyadi, 2024) (Mairoli, 2023). Breezon is a non-CFC refrigerant made from Propylene with a GWP index value = 2 and an ODP index value = 0.

In addition to the development of refrigerants, companies or manufacturers of refrigeration machines (AC) have also developed products that can help their users apply energy-saving and environmentally friendly principles, such as AC with inverter technology and Multi-S 3-connection type AC. Where the AC units marketed already include refrigerant in them, while Breezon is an alternative refrigerant product as a substitute for synthetic refrigerant products.

The population growth rate in South Tangerang City reaches 5 percent per year, which is caused by the birth rate and migration from other areas to South Tangerang City (Dwitama, 2022). The Adiwiyata Award is not only a symbol of



academic achievement, but also plays an important role in shaping the awareness and character of the younger generation who care about the environment (berita.tangerangselatankota.go.id, 2024). South Tangerang City continues to develop into a major destination in Indonesia because it is a city that is at the forefront of technological innovation, prioritizes sustainability and environmental preservation, and continues to experience rapid growth in the property sector (Yuliantri, 2023).

From the description above, the following phenomena can be explained:

1. Refrigerants have long been used in cooling systems, one of which is in Split Wall ACs marketed in Indonesia, generally people know it as Freon.
2. In general, consumers prioritize the brand of AC that will be used, the refrigerant used by the AC unit is not a consideration for consumers. Consumer considerations for AC in choosing a brand include: saving electricity, brand reputation, quality, and promotion (Iswara, 2023).
3. Breezon MC-32 (R-1270) which is the latest generation refrigerant from Pertamina.

Therefore, the author is interested in conducting a study entitled "Switching Intention Analysis of Refrigerant User's to Breezon in South Tangerang City Using the Push-Pull-Mooring and Theory of Planned Behavior". The difference in this study is the analysis of the intention to switch users of synthetic refrigerants to Breezon, which is a new refrigerant product variant launched by Pertamina at the end of 2020 using a two-theory approach, namely Push - Pull - Mooring and Theory Planned of Behavior.

RESEARCH METHOD

Switching Intention Analysis of Refrigerant ...



This study uses deductive quantitative research. Quantitative research emphasizes more on testing theories through measuring research variables using numbers and analyzing data using statistical procedures (Paramita, 2015). The use of a deductive approach aims to test hypotheses (Paramita, 2015). The data used in this study are quantitative data. The data sources used in the study consist of data sources, namely primary data and secondary data.

The research instrument used is a questionnaire distributed to target respondents to find out the opinions and behavior of the population by analyzing samples from the target population using a questionnaire. The data collection technique in this study is to distribute questionnaires using a google form link to respondents. The survey location is in the South Tangerang City area, with a planned survey time starting in October 2024. Data collection will only be carried out once for each respondent. The measurement of the questionnaire instrument uses a Likert scale with a score of 1 to 5 with the following score scale details:

Table 1.
Likert Scale and Score

No	Response	Code	Score
1.	Strongly Disagree	SD	1
2.	Disagree	D	2
3.	Neutral	N	3
4.	Agree	A	4
5.	Strongly Agree	SA	5

The analysis method that will be used is Structural Equation Modeling (SEM) with the help of Smart Partial Least Square (Smart PLS) software in analyzing data to determine whether the hypothesis is accepted or rejected. Structural Equation Modeling (SEM) is a multivariate statistical technique that is a combination of factor analysis with regression analysis (correlation), which aims to test the relationship between variables in a model, both between indicators of

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a variable and its constructs and the relationship between constructs (Ginting, 2009). Partial Least Square (PLS) is a method that combines several properties in the main components with multiple linear regression (Gunawan et al., 2023). Population can be defined as the entire group of people, events, objects or objects that researchers are interested in conducting research (Amirullah, 2015).

The population used in this study were users of Split Wall AC in the South Tangerang City area, with an unknown population size. Split Wall AC is a type of AC that is divided into two parts, namely indoor and outdoor, which are widely used to cool rooms in homes, apartments, offices.

A sample is a subgroup of a population selected for use in research (Amirullah, 2015). Determining the number of samples in this study uses the following approaches:

$$n = \text{number of indicators} \times 10$$

$$n = 22 \times 10$$

$$n = 220$$

By using this approach, the sample size of this study was 220 respondents.

RESULTS AND DISCUSSION

Outer Model Test Results

The results of the outer loading test of all statement items forming each variable of this study all have values greater than 0.70. Therefore, the instrument in this study is valid.

Table 2
Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance



				Extracted (AVE)
Behavioral Control	0.758	0.762	0.892	0.805
Mooring	0.876	0.894	0.908	0.665
Switching Intention	0.946	0.948	0.966	0.903
Subjective Norm	0.849	0.861	0.929	0.868
Pull	0.818	0.821	0.880	0.649
Push	0.897	0.900	0.929	0.765
Attitude Toward Behavior	0.949	0.956	0.975	0.952

Source: Primary Data (2025)

The AVE test results show that the AVE value for the Behavioral Control variable is 0.805 (> 0.50), so the instrument for the Behavioral Control variable is valid. The AVE value for the Anchor variable is 0.665 (> 0.50), so the instrument for the Anchor variable is valid. The AVE value for the Switching Intention variable is 0.903 (> 0.50), so the instrument for the Switching Intention variable is valid. The AVE value for the Subjective Norm variable is 0.868 (> 0.50), so the instrument for the Switching Intention variable is valid. The AVE value for the Pull variable is 0.649 (> 0.50), so the instrument for the Pull variable is valid. The AVE value for the Push variable is 0.765 (> 0.50), so the instrument for the Push variable is valid. The AVE value for the Attitude towards Behavior variable is 0.952 (> 0.50), so the instrument for the Attitude towards Behavior variable is valid.

The results of the reliability test show that the Cronbach's Alpha value on the Behavioral Control variable is 0.758 and the Composite Reliability value is 0.762 and 0.892 (> 0.70). Thus, the instrument on the Behavioral Control variable is declared reliable. The Cronbach's Alpha value on the Anchorage variable is 0.876 and the Composite Reliability value is 0.894 and 0.908 (> 0.70). Thus, the



instrument on the Anchorage variable is declared reliable. The Cronbach's Alpha value on the Switching Intention variable is 0.946 and the Composite Reliability value is 0.948 and 0.966 (> 0.70). Thus, the instrument on the Switching Intention variable is declared reliable. The Cronbach's Alpha value on the Subjective Norm variable is 0.849 and the Composite Reliability value is 0.861 and 0.929 (> 0.70). Therefore, the instrument on the Subjective Norm variable is declared reliable.

The results of the reliability test also show that the Cronbach's Alpha value on the Pull variable is 0.818 and the Composite Reliability value is 0.821 and 0.880 (> 0.70). Therefore, the instrument on the Pull variable is declared reliable. The Cronbach's Alpha value on the Push variable is 0.897 and the Composite Reliability value is 0.900 and 0.929 (> 0.70). Therefore, the instrument on the Push variable is declared reliable. The Cronbach's Alpha value on the Attitude towards Behavior variable is 0.949 and the Composite Reliability value is 0.956 and 0.975 (> 0.70). Therefore, the instrument on the Attitude towards Behavior variable is declared reliable.

Inner Model Test Results

Goodness of Fit Test Results

Table 3. R-Square Test Results

Dependent Variable	R-square	R-square adjusted
Switching Intention	0.557	0.545

Source: Primary Data (2025)

The R-Square test results show that the R-Square value related to the analysis of Refrigerant User Switching Intentions to Breezon in South Tangerang City using the Push-Pull-Mooring approach and Theory of Planned Behavior is



0.557, or 55.70%. This value is in the range of 0.50-0.74, meaning that the model is said to be moderate.

Hypothesis Testing Results

The results of hypothesis testing on the Path Coefficients test in this study are as follows:

Table 4
Path Coefficients Test Results

	Original Sample	T Statistics	P Values	Description
Behavioral Control → Switching Intention	0.375	4.068	0.000	Positive Significant
Mooring → Switching Intention	-0.112	2.102	0.018	Negative Significant
Subjective Norm → Switching Intention	0.184	3.330	0.000	Positive Significant
Pull → Switching Intention	0.191	2.329	0.010	Positive Significant
Push → Switching Intention	0.178	3.385	0.000	Positive Significant
Attitude Toward Behavior	0.129	2.087	0.018	Positive Significant

Source: Primary Data (2025)

The results of hypothesis testing through the Path Coefficients test show that the Behavioral Control model on Switching Intention has a P-Value of 0.000 (<0.05) with a path coefficient value of 0.375. This means that Behavioral Control has a significant positive effect on Switching Intention. The Mooring model on Switching Intention has a P-Value of 0.018 (<0.05) with a path coefficient value of -0.112. This means that Mooring has a significant negative effect on Switching Intention. The Subjective Norm model on Switching Intention has a P-Value of 0.000 (<0.05) with a path coefficient value of 0.184. This means that Subjective Norms have a significant positive effect on Switching Intention. The Pull model



on Switching Intention has a P-Value of 0.010 (<0.05) with a path coefficient value of 0.191. This means that Pull has a significant positive effect on Switching Intention. The Push Model on Switching Intention has a P-Value of 0.000 (<0.05) with a path coefficient value of 0.178. This means that the Push has a significant positive effect on Switching Intention. The Attitude Toward Behavior Model on Switching Intention has a P-Value of 0.018 (<0.05) with a path coefficient value of 0.129. This means that Attitude Toward Behavior has a significant positive effect on Switching Intention.

The Influence of Push Factors on Switching Intention of Refrigerant Users to Breezon in South Tangerang City

The test results related to the influence of driving factors on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City show that driving factors have a significant positive effect on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This means that hypothesis 1 in this study is accepted. (Sekar et al., 2023) stated that driving factors have a positive and significant effect on switching intentions. Driving variables have a positive effect on consumer switching intentions (Sugandha, 2021). The coefficient value of the Driving factor on the Intention of Switching Refrigerant Users to Breezon is 0.178. This means that if there is an increase in the score of the Driving variable, it will increase the score of the Intention of Switching Refrigerant Users to Breezon by 0.178. This shows that the more driving factors increase, the more it will increase the Intention of Switching Refrigerant Users to Breezon in South Tangerang City.

The results of this study are in line with (Sugandha, 2021) who states that an increase in driving factors will have a unidirectional effect on switching



intentions. (Sekar et al., 2023) explained that the push factor can be explained through dissatisfaction and low quality in influencing consumer switching intentions. Dissatisfaction with the product or service currently used can actively encourage consumers to switch and have a negative impact on consumer commitment to continue using the current product or service (Liu & Lee, 2020). In the context of Refrigerant users switching to Breezon, the higher the push factor, the greater the user's intention to switch to that product. Several aspects that are push factors that can increase the intention of Refrigerant users to switch to Breezon are the energy efficiency aspect. If Breezon offers higher energy efficiency, users will be interested in saving electricity costs. From an environmentally friendly aspect, the higher the user's awareness of the environmental impact, the greater their intention to choose more environmentally friendly products such as Breezon. From a safety and health aspect, if Breezon is proven to be safer and less harmful to health than other refrigerants, users will be more motivated to switch. And from the aspect of technological innovation, users tend to be interested in the latest technology that offers more advantages, such as better cooling capacity or longer durability. From the aspect of competitive prices, if the price of Breezon is more affordable or has more value than other Refrigerants.

The Influence of Pull Factors on Switching Intention of Refrigerant User's to Breezon in South Tangerang City

The test results related to the influence of Pull factors on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City show that Pull factors have a significant positive effect on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This means that hypothesis 2 in this

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study is accepted. Variables that can attract consumers to switch are alternative attractions such as the benefits provided (Sekar et al., 2023). Pull variables have a positive and significant effect on consumer switching intentions (Yunita & Munandar, 2023).

The coefficient value of the Pull factor on the Intention of Switching Refrigerant Users to Breezon is 0.191. This means that if there is an increase in the score of the Pull variable, it will increase the score of the Intention of Switching Refrigerant Users to Breezon by 0.191. This shows that the more the pull factor increases, the more it will increase the Intention of Switching Refrigerant Users to Breezon in South Tangerang City.

The results of this study are in line with (Matondang et al., 2019) which states that pull factors are positive factors owned or offered by alternative service providers to attract customers to switch. (Iskandar, 2023) explains that pull factors have a positive effect on factors that attract consumers to switch to buying or consuming other products. (Fan et al., 2021) explains that pull factors are considered the advantages of alternative services as important factors to attract customers to switch from one technology to another. Elements of pull factors have an influence on the intention of Muslim women to switch to halal cosmetics (Pambekti et al., 2023). In the context of Refrigerant users who switch to Breezon, several aspects that are pull factors that can increase the intention of users to switch to Breezon are from the aspect of product quality. If Breezon offers superior quality in terms of performance and durability, users will be more interested in switching. From the aspect of innovation and technology, users tend to be attracted to products that offer the latest technology, such as more efficient cooling capabilities or smart features that make it easier to use. In terms of



positive recommendations, positive reviews or testimonials from other users, especially from influencers or experts in their fields, can increase trust and intention to try Breezon. From the brand image aspect, the Breezon brand which is known as a trusted and innovative brand will attract more users who want to try this product. From the sustainability and environmental friendliness aspect, environmentally friendly products that support sustainability will appeal to users who care about environmental impacts.

The Influence of Mooring Factors on Switching Intention of Refrigerant Users to Breezon in South Tangerang City

The test results related to the influence of the Mooring factor on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City show that the Mooring factor has a significant negative effect on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This means that hypothesis 3 in this study is accepted. The mooring factor has a negative effect on the pull factor on consumer switching intentions (Sekar et al., 2023). The mooring factor influences switching intentions, with switching costs having a negative effect on consumer switching intentions (Chairon et al., 2023).

The coefficient value of the Mooring factor on the Intention of Switching Refrigerant Users to Breezon is -0.112. This means that if there is a decrease in the score of the Mooring variable, it will increase the score of the Intention of Switching Refrigerant Users to Breezon variable by 0.112. This shows that the higher the inhibiting factor, the lower the Intention of Switching Refrigerant Users to Breezon in South Tangerang City.

The results of this study are in line with (Liu & Lee, 2020) which states that habit is a strong force that makes players unconsciously continue to maintain a



relationship with the mobile game currently being used rather than switching to another mobile game. (Mahachandra et al., 2023) explained that anchoring factors have a significant influence on customer switching intentions and have the greatest impact. Anchoring factors also moderate the relationship between pull factors and switching intentions significantly, if anchoring factors are strong, customers will not switch from Robinson even though the attractiveness of alternatives is strong. Perceived switching costs show a negative effect on switching intentions (Fan et al., 2021). Switching costs and affective commitment have a significant negative impact on switching intentions (Xu et al., 2021). Attitudes towards switching, subjective norms, switching costs, past behavior, and the tendency to seek variety are factors that can inhibit customers from switching (Matondang et al., 2019). In the context of Refrigerant users switching to Breezon, the higher the inhibiting factor, the lower the user's intention to switch. Some aspects that are inhibiting factors that can increase the intention of users to switch to Breezon are from the aspect of the initial cost which is quite expensive. If the initial cost to switch to Breezon is expensive, users may hesitate to switch. From the aspect of lack of information or user knowledge, users who are less informed about the benefits and advantages of Breezon will hesitate to switch to Breezon products. From the aspect of inconvenience in the product replacement process, the replacement process, which may tend to be complicated or time-consuming, can be a barrier for users to switch to Breezon products. And from the aspect of user habits and satisfaction with Refrigerant products, users who are satisfied with Refrigerant products tend to be reluctant to switch.

The Influence of Attitudes Towards Behavior on Switching Intention of Refrigerant Users to Breezon in South Tangerang City



The test results related to the influence of Attitude towards Behavior on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City show that Attitude towards Behavior has a significant positive effect on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This means that hypothesis 4 in this study is accepted. Consumer attitudes affect the intention of consumers to switch to healthy food products and services (Hidayat et al., 2020). Attitude variables have a significant effect on behavioral interest (Ramadhita et al., 2023).

The coefficient value of Attitude towards Behavior on the Intention of Switching Refrigerant Users to Breezon is 0.129. This means that if there is an increase in the score of the Attitude towards Behavior variable, it will increase the score of the Intention of Switching Refrigerant Users to Breezon variable by 0.129. This shows that the more positive the user's attitude towards sustainable products, the more it will increase the Intention of Switching Refrigerant Users to Breezon in South Tangerang City.

The results of this study are in line with (Chemseddine, 2021), which states that attitudes towards behavior contribute the most strongly, and (Lubis & Rokan, 2021) switching. (Lubis & Rokan, 2021) explain that attitudes towards behavior are related to the intention to switch from users. Users who have a positive attitude towards sustainable products do not always consistently show a purchase intention, which will ultimately affect purchasing behavior (Ekawati, 2020).

In the context of Refrigerant users who switch to Breezon, users who have a positive attitude towards Breezon tend to trust the brand. This trust is built through previous positive experiences, positive testimonials, and Breezon's good



reputation. This trust will make users feel more confident to try and switch to Breezon products. Positive attitudes are usually based on the perception that Breezon products have better benefits compared to other products. For example, if users feel that Breezon is more efficient in terms of energy use or more environmentally friendly, they will be more likely to have the intention to switch. Users with positive attitudes toward Breezon tend to be more open to innovation and new technologies offered by Breezon. Users will view new features as added value that makes the product more attractive and beneficial. Positive attitudes can potentially reduce the perceived risk that users may feel when switching to Breezon products. Users who have positive attitudes toward Breezon will feel more comfortable and safe switching because they believe that the risks associated with the product are not outweighed by the benefits. Users who have positive attitudes toward Breezon may feel that the product aligns with their personal values, such as sustainability and environmental responsibility. This alignment can strengthen users' intentions to switch because they feel that the product reflects their values and principles.

The Influence of Subjective Norms on Switching Intention of Refrigerant Users to Breezon in South Tangerang City

The test results related to the influence of Subjective Norms on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City show that Subjective Norms have a significant positive effect on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This means that hypothesis 5 in this study is accepted. Subjective norms can be defined as a key factor in determining behavioral intentions that are influenced by external parties (Ramadhita et al., 2023). Subjective norms can be measured by (1) suggestions



from people who have an important role and (2) suggestions from people who have influence (Ramadhita et al., 2023). Indicators of subjective norm variables include parental support, friend support, and support from important people (Kurjono & Setiawan, 2020). Subjective norm variables can be measured by indicators, namely, people who are considered important to buy green products and recommendations from people who are considered important to buy green products (Ekawati, 2020). The influence of family and friends is an indicator of subjective norms that make people pay more attention to the reasons why young consumers make organic food purchases (Ahmed et al., 2021).

The coefficient value of Subjective Norms on the Intention of Switching Refrigerant Users to Breezon is 0.184. This means that if there is an increase in the score of the Subjective Norm variable, it will increase the score of the Intention of Switching Refrigerant Users to Breezon variable by 0.184. This shows that the higher the subjective norm of the user, the higher the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This is in line with (Lubis & Rokan, 2021), which explains that subjective norms can be a factor that influences switching intentions. (Chemseddine, 2021) explains that subjective norms have the second highest contribution after attitudes towards behavior towards the intention to implement green practices.

In the context of Refrigerant users switching to Breezon, the higher the subjective norm of the user, the greater the user's intention to switch. Users who feel that people around them have switched to Breezon products will feel more compelled to switch to Breezon products. When users see that many people around them are using and supporting Breezon, they will feel greater social pressure to switch.



In a society with high environmental and sustainability awareness, the social pressure to use environmentally friendly products such as Breezon will be stronger. Users who feel that using sustainable products is part of their social responsibility will be more likely to switch. Users also potentially feel that using Breezon provides a certain prestige or social status. If Breezon is considered a premium product that reflects environmental awareness and innovation, users will feel social pressure to switch to gain that recognition.

The Influence of Behavioral Control on Switching Intention of Refrigerant Users to Breezon in South Tangerang City

The test results related to the influence of Behavioral Control on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City show that Behavioral Control has a significant positive effect on the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. This means that hypothesis 6 in this study is accepted. Perceived behavioral control explains how individuals understand that the behavior they do is a result of controlling themselves (Ramadhita et al., 2023). Behavior that is carried out based on one's own desires and has the knowledge and ability to carry out the behavior is an indicator of Perceived Behavioral Control (Ramadhita et al., 2023). Indicators of the perceived behavioral control variable are the strength of experience and expertise that is relied on (Kurjono & Setiawan, 2020). Indicators of the perceived behavioral control variable consist of (1) buying green products based on desire, (2) having the resources, time, and opportunity to buy green products, and (3) the ability to prefer green products (Ekawati, 2020).

The coefficient value of Behavioral Control on Refrigerant Switching Intention to Breezon Users is 0.375. This means that if there is an increase in the



score of the Behavioral Control variable, it will increase the score of the Refrigerant Switching Intention to Breezon User variable by 0.375. This shows that the higher the user's behavioral control, the higher the Refrigerant Switching Intention to Breezon Users in South Tangerang City. This is in line with (Ekawati, 2020), which states that behavioral control has a positive and significant effect on the intention to purchase green products. (Ningtyas et al., 2021) explained that perceived behavioral control has a positive and significant effect on purchasing interest. Perceived behavioral control has a significant effect on the behavioral intention to purchase hydroponic lettuce online; the higher a person's confidence in overcoming the problems faced to purchase hydroponic lettuce online, the higher the intention to make a purchase (Kurniawati et al., 2023). Perceived behavioral control can be a factor that influences the intention to switch to Bank Syariah Kota Malang, because there is a perception or belief about whether or not it is easy to do something (Lubis & Rokan, 2021). (Lin & Wu, 2021) explained that perceived behavioral control has a positive impact on the desire of milk consumers to switch to choosing safe foods. Users who feel they have high control over their behavior, users believe that they have the ability, knowledge, and skills needed to use Breezon. This belief will increase the intention to switch from using Refrigerant to Breezon. Users with high behavioral control feel that they have sufficient access to the resources needed, such as information, time, and funds, to switch to Breezon. The availability of these resources will make it easier for users to make decisions to switch to Breezon. Users who feel they have sufficient information and adequate education about Breezon will have higher behavioral control. Clear and comprehensive information will help users make more fact-based decisions. And, when users feel that they have good control, they tend to

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see the risks associated with switching to Breezon as lower. This will reduce the worries and psychological barriers that users may face.

CONCLUSION

The results of the study and the discussion that have been explained in the previous chapter can be concluded that the increasing push factors will increase the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. AC users agree that environmental sustainability is important to them and state that they do not want to use synthetic refrigerants because they are not environmentally friendly. The increasing pull factors will increase the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. There are several advantages and benefits of Breezon products as pull factors, namely: more energy efficient, usage volume is only 30% of synthetic refrigerants, can reduce electricity costs, and are 100% Indonesian products. Another alternative attraction is Breezon's compatibility with several other types of refrigerants. In general, AC users express interest in using Breezon because it has many advantages and provides many benefits.

The higher the inhibiting factors, the lower the Intention of Switching Refrigerant Users to Breezon in South Tangerang City. The obstacles for AC users to switch from the refrigerant currently used to Breezon are that Breezon is flammable, and some costs must be incurred by AC users for the retrofit process. In addition, other inhibiting factors are that AC units that are still under warranty will be void due to the retrofit process, and AC units that already use inverter technology can save electricity consumption. The more positive the user's attitude towards sustainable products, the more it will increase the Intention to switch



Refrigerant Users to Breezon in South Tangerang City. AC users agree that Breezon has a positive value, namely that it can save energy and is environmentally friendly, although the level of cooling produced by the AC unit currently used with synthetic refrigerant is sufficient and is already energy efficient.

The higher the subjective norm of the user, the more it will increase the Intention to Switch Refrigerant Users to Breezon in South Tangerang City. AC users will want to switch from the refrigerant currently used to Breezon because of advice from people close to them, such as their parents or siblings. In addition, suggestions from superiors or people who have an important influence on them can also be a consideration for AC users to switch from the refrigerant currently used to Breezon.

The higher the user's behavioral control, the higher the Intention to Switch Refrigerant Users to Breezon in South Tangerang City. AC users want to use Breezon because they know about Breezon products. Anchorage and Push Factors are related in the context of marketing Breezon Hydrocarbon Refrigerant products and user behavior. High Anchorage Factors, such as high switching costs or uncertainty about the benefits of Breezon Hydrocarbon Refrigerant products, can reduce the effectiveness of Push strategies for Breezon Hydrocarbon Refrigerant companies. High Anchorage Factors have the potential to make users hesitate or reluctant to switch to Breezon Hydrocarbon Refrigerant, even though there are attractive promotional strategies as driving factors for users to switch to Breezon Hydrocarbon Refrigerant. In terms of user risk perception, if users feel that the risk of switching is too high, users are likely to not respond well to promotional efforts made by the company as an effort to encourage users to

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switch to Breezon Hydrocarbon Refrigerant. In this case, the obstacles in the process of switching to Breezon Hydrocarbon Refrigerant products must be overcome to increase the effectiveness of the company's strategy to encourage users to switch to Breezon Hydrocarbon Refrigerant.

Mooring and Pulling Factors are related in the context of Breezon Hydrocarbon Refrigerant product marketing and user behavior. Mooring factors can also include the emotional attachment of users to the Synthetic Refrigerant products that users usually use. If users have a positive image or strong emotional connection with Synthetic Refrigerant products, users will potentially find it more difficult to switch to Breezon Hydrocarbon Refrigerant products, even though Breezon Hydrocarbon Refrigerant products have strong appeals, such as being environmentally friendly and sustainable. In this case, companies need to understand and try to overcome this emotional attachment through a more personal and empathetic marketing approach to users. Uncertainty about the benefits and risks of Breezon Hydrocarbon Refrigerant products can also be part of the Mooring factor. If users feel that the risk of switching is too high and the benefits of Breezon Hydrocarbon Refrigerant products are unclear, users will potentially not respond well to the appeal of Breezon Hydrocarbon Refrigerant products. Companies need to address providing clear, transparent, and evidence-based information about the benefits of Breezon Hydrocarbon Refrigerant products, especially related to environmentally friendly and sustainable education, and offering guarantees or return policies that can reduce user risk perceptions.

Further researchers can examine price, benefits, customer satisfaction, and others as independent variables to determine the effect on switching intentions.



To obtain more reliable research results both in theory and implementation, it is necessary to conduct research with a larger sample size and also by trying other theoretical approaches to obtain different research results.

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