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The Impact of Green Brand Skepticism, Experiential Risk and Cognitive Dissonance on Green Brand Switching Behavior: A Case Study of Bridgestone Eco-Friendly Tyres

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A R T I C L E I N F O

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A B S T R A C T

The increase and development of the four-wheeled vehicle automotive industry in Indonesia will indirectly make public interest in tire products higher. The aim of this study is to ascertain if cognitive dissonance, experiential risk, and green brand skepticism are related to green brand switching behavior on Bridgestone brand automobile tires. Green Brand Skepticism, Green Brand Experiential Risk, Green Brand Cognitive Dissonance, Green Brand Experiential Quality, Green Brand Experience, Green Brand Experiential Satisfaction, and Green Brand Switching Intentions to Green Brand Switching Behavior on Bridgestone brand automobile tires are the components utilized based on the research background. The path analysis that will be used by researchers is PLS. Model testing will use the bootstrapping method to be able to test the significance of the path from the independent variable to the dependent variable. The results of the study based on the path coefficient test show that there are four relationships between variables with p-values below <0.05, which means that the relationship between these variables has a positive and significant influence. Meanwhile, there are three relationships between variables with p-values above <0.05, which means that the relationship between these variables does not have a positive influence

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INTRODUCTION

With the increase and development of the four-wheeled automotive industry in Indonesia, it will indirectly make people's interest in tyre products even higher, because tyres are one of the main components that make up the vehicle that plays a vital role so that it needs to be maintained and even replaced regularly. Each tyre manufacturer is required to be able to brand, develop, design, and implement appropriate marketing strategies in accordance with the current market situation and conditions. This is to make tyre manufacturers have a unique selling point as well as a competitive advantage in order to compete with competitors from other tyre manufacturers so as to benefit from the marketing activities carried out. One of the concerns and related to the current situation in marketing products is the Green Product, Green Marketing or Green Advertising strategy.

Green Brand Experience Satisfaction, which describes the outcomes of consumers' overall assessment of the environment based on their experience purchasing Green Brand Products, is one of the related variables that exist in Green Marketing (Cheng, 2017). Satisfaction with the information's content and completeness If customers don't comprehend the information the product provides, they'll probably become more skeptical of it or Green Brand Doubt (Wu H. C., 2016). Green brand experiential risk is described as the anticipation of unfavorable outcomes for the risk of uncertainty or concern about whether the product will satisfy consumer expectations in terms of quality because of the high level of environmental awareness among consumers regarding environmental protection, performance, or environmental benefits promised and associated with the purchase (Rizwan, 2013). Green Brand Cognitive Dissonance provides an indication of reduced satisfaction after product purchase, Cognitive Dissonance is the psychological discomfort experienced by consumers after buying green products that do not match their expectations or environmental values, when consumers face less Cognitive Dissonance consumers will feel more satisfied (Shanin, 2014). Green Brand Experiential Satisfaction is influenced by Green Brand Experiential Quality (Wu, 2017). Green Brand Experience positively affects Green Brand Experiential Satisfaction (Keng, 2013). Green Brand Experiential Satisfaction or satisfaction has an inverse effect on switching intention or Green Brand Switching Intention, satisfied consumers are less likely to switch than dissatisfied consumers (Martins, 2013). Green Brand Switching Intention where consumers leave old products to be able to switch to other products based on environmental considerations or Green Brand Switching Behavior, switching intention or intention is also a predictor of switching behaviour (Lin C. N., 2017). Therefore, integrating green marketing techniques with consumer perspectives is a crucial study challenge.

Based on the current situation where there is a global environmental crisis, consumers are increasingly aware of the products and services they consume for their impact on the environment, as stated in the following studies. Green Brand Experiential Risk, which refers to the risks faced by brands that seek to promote an environmentally friendly identity, Green Brand Cognitive Dissonance, which is the phenomenon of consumers experiencing a mismatch or feeling of

discomfort between their belief in the importance of environmental protection and products that are not in accordance with environmental values, and the Green Brand Experiential Quality concept, which refers to the quality of experience felt by consumers when interacting with brands, has a positive influence on Green Brand Switching Behaviour, which refers to consumer behaviour to switch from less environmentally friendly brands to more environmentally friendly brands (Wu H.-C., 2018). Given that automotive-related use continues to dominate the transport sector, it is expected that we can consider various ways to reduce consumption. The various ways can be in the form of changes in transportation equipment, one of which is technology (Widodo, 2022), in this context of course is environmentally friendly tyres. Furthermore, by implementing a Green Marketing strategy in an organisation or business, it will provide a unique selling point and also a competitive advantage for the company.

LITERATURE REVIEW

Green Brand Skepticism according to (Goh, 2016) has a negative impact on satisfaction obtained from an experience with an environmentally friendly product or brand. Consumers who are sceptical will tend to be more critical and feel less satisfied with the brand or product, especially if the brand's environmental impact claims do not match reality. Skepticism can also undermine trust which is an important element in achieving customer satisfaction. Meanwhile, in research (Leonidou, 2017) when Skepticism is low, consumers will be more likely to feel satisfied because they believe that the brand has a serious commitment to environmental sustainability. Meanwhile, when the sense of Skepticism is the opposite, namely consumers feel less satisfied. Skepticism does or results in a moderating relationship between green value and satisfaction.

H1: Green Brand Skepticism is assumed to have a negative relationship with Green Brand Experiential Satisfaction.

Green Brand Experiential Risk according to (Chen, 2013) in his research is the risk felt by a consumer while interacting with an environmentally friendly product or brand and has a negative impact on consumer satisfaction. Because consumers feel that the quality of the product does not match expectations. By not fulfilling environmentally friendly claims, of course, it can make consumers reduce trust and satisfaction with the perceived experience. Meanwhile, in research (Wu, 2016) high Experiential Risk for environmentally friendly products can have an impact on reducing overall satisfaction levels. Consumers who have anxiety or doubts about product performance or eco-friendly claims will feel less satisfied even though the product is of high quality. This reduction in satisfaction is due to a mismatch between expectations and perceptions of green brands or products.

H2: Brand Experiential Risk is assumed to have a negative relationship with Green Brand Experiential Satisfaction.

Green Brand Cognitive Dissonance according to (Chang, 2013) has a negative impact on Experiential Satisfaction because of the Cognitive Dissonance

that occurs for consumers when they feel that environmentally friendly products do not match environmental claims or expected standards. This can lead to decreased consumer satisfaction with the brand or product. When consumers do not feel a match between expectations for the environment and the real experience of the product, it will reduce the confidence of the consumers themselves. Meanwhile, in research (Cheng, 2017) Green Brand Cognitive Dissonance has a negative impact on Green Brand Experiential Satisfaction. Associated with dissonance arising from consumers' self towards the product, it will reduce consumer satisfaction. Fulfilment of failed environmental promises is the main factor that consumers tend to feel dissatisfied with the actual experience that has been felt.

H3: Green Brand Cognitive Dissonance is assumed to have a negative relationship with Green Brand Experiential Satisfaction.

Green Brand Experiential Quality according to (Wu, 2016) in his research is the discovery that the quality of the green product experience positively affects experience satisfaction. Consumers who have a pleasant experience and are consistent with environmentally friendly claims will tend to be more satisfied. Good quality of experience will increase trust which leads to increased satisfaction from consumers. Whereas in research (Chen, 2016) also conveyed similar results with Green Brand Experiential Quality playing an important role in building brand satisfaction. With the quality of good interactions between consumers and environmentally friendly products, and consistent with the product's commitment to the environment. This strengthens consumer confidence in green products, as well as increases overall consumer satisfaction with the green product or brand.

H4: Green Brand Experiential Quality is assumed to have a positive relationship with Green Brand Experiential Satisfaction.

Green Brand Experience according to (Brakus, 2009) has a positive impact with brand experience playing a major role in influencing consumer satisfaction. When consumers have a positive experience, satisfaction with the brand will increase. A good brand experience will encourage affection, commitment, and emotional attachment which will increase satisfaction with the experience. Meanwhile, in research (Wu, 2016) Green Brand Experience has the same impact, namely supporting a positive relationship. The consistent behaviour of an environmentally friendly product or brand gives a boost to a consumer's sense of satisfaction. This experience gives consumers confidence because expectations are answered from the actualisation of claims of environmentally friendly products or brands.

H5: Green Brand Experience is assumed to have a positive relationship with Green Brand Experiential Satisfactions.

According to Green Brand Experience Satisfaction (Wu, 2016) in his research plays an important role in reducing Green Brand Switching Intention. If consumers feel satisfaction with their experience, of course the intention to reach out to other brands or products will also tend to be low. The satisfaction felt by consumers will create loyalty to the green product itself. Whereas in research (Chen, 2016) also conveyed similar results, where satisfaction with

environmentally friendly products can suppress consumers' desire to switch to other products. This is due to consumers who feel that the green brand or product has successfully met consumer expectations regarding environmental quality, innovation, and emotional satisfaction. The conclusion is that positive experiences can create loyalty and reduce the desire to switch.

H6: Green Brand Experiential Satisfaction is assumed to have a negative relationship with Green Brand Switching Intentions.

Green Brand Switching Intention according to (Rizwan, 2014) significantly has a relationship with Green Brand Switching Intention. Consumers who have a strong desire to be able to switch tend to make it a real action. This is due to dissatisfaction or other factors that make the tendency to move to other environmentally friendly products or brands. Meanwhile, in research (Chen & Chang, 2014) Green Brand Switching Intentions have the same impact in the form of a positive correlation with Green Brand Switching Intention. When consumers feel that other environmentally friendly products or brands can fulfil their satisfaction related to environmental sustainability, consumers will switch. Intention or intention from within a consumer is the main factor that is strongest for switching behaviour.

H7: Green Brand Switching Intention is assumed to have a positive relationship with Green Brand Switching Behaviour.

The flow in the framework that describes the relationship and influence on the factors behind the formation of consumer decision making in switching to environmentally friendly products with the scope of Green Marketing.

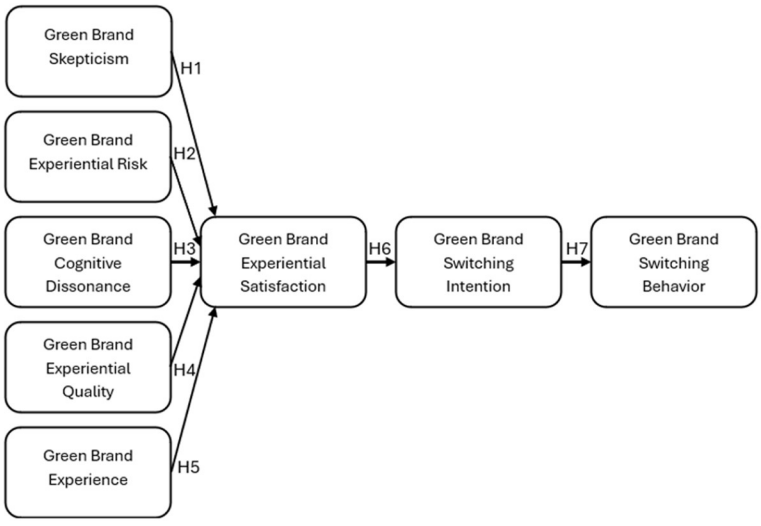

Figure 1. Conceptual Framework

METHODOLOGY

Method

The method used in this research is using the survey method, where the author will distribute questionnaires with the aim of collecting data. The nature of this research is quantitative research. Quantitative research methods can be translated as research methods that are expressed or measured by numbers. According to (Sutama, 2023) quantitative research is closely related to various

social survey techniques such as structured interviews, content analysis, and formal statistical analysis. Associative quantitative research is research that asks about the relationship between two or more variables, this research is also based on the philosophy of positivism, used in conducting research on certain populations or samples, with the aim of testing predetermined hypotheses.

This study's research design makes use of associative methodologies. Associative research is defined as a formulation of research topics that inquire about the relationship between two or more variables (Sugiyono, 2022). Green Brand Experiential Satisfaction (Y1), Green Brand Switching Intentions (Y2), and Green Brand Switching Behavior (Y3) on Bridgestone brand automobile tires are the dependent variables in this study, and the associative method is used to determine the degree of influence of the relationship between variable X (independent variable), which consists of Green Brand Skepticism (X1), Green Brand Experiential Risk (X2), Green Brand Cognitive Dissonance (X3), Green Brand Experiential Quality (X4), and Green Brand Experience (X5).

Collection Processes

The sample calculation in this study uses the Hair rule formula, an empirical method for determining a sufficient sample size in survey or experimental research (Hair J., 2019). Basically, this rule suggests that the number of samples selected in a study should at least exceed 30 to provide sufficiently reliable results. In this study using an accuracy level (α) of 5% and also a confidence level of 95% so as to obtain a value of Z = 1.96 (normal distribution table) and the value of e (error rate) is determined at 10%. The probability of the population not being taken and as a sample taken is 0.5% each. The results of the calculation using this formula obtained a minimum sample size of:

$$n = \frac{(1{,}96)^2 \,.\, 0{,}45 \,.\, (1 - 0.6)}{0.05^2}$$

$$n = \frac{3{,}8416 \,.\, 0{,}45 \,.\, 0{,}4}{0{,}0025}$$

$$n = 276{,}59$$

Figure 2. Haire Rule Sample Formula

By using this sampling technique, the number of research samples to be taken in this study is a minimum of 276 respondents and rounded up to 300 respondents according to the results of calculations using the formula (Hair, 2019). This research will take data on consumers who live in the Jakarta area because it is one of the regions with the most Bridgestone authorized outlets and the second largest number of private car ownership in Indonesia after East Java with a total of 3,586,023 units, as well as the Karawang and Bekasi areas because it is the place where there is a Bridgestone Tire Indonesia factory and the third largest number of private car ownership in West Java in Indonesia with 1,893,182 units based on reports on the korlantas website (korlantas.polri.go.id, 2023).

Data Analysis Processes

Outer Model

Convergence measurement aims to show whether each question item or statement has a common dimension. Thus, only questionnaire items that have a high level of significance, which is twice as large as the standard error in measuring question items or statements in the research variables. According to (Ghozali, 2015) convergent validity can be said to be fulfilled when each variable has an average variance extracted (AVE) value above 0.5 with the loading value on each item also having a value of more than 0.5. This method is a way of assessing the validity of a question or statement item by looking at the average variance extracted (AVE) value. This method is the average percentage of variance extracted values between question items or statements and even indicators of a variable which is a summary of convergent validity indicators. For the fulfilment of good AVE requirements itself according to (Ghozali, 2015) if each individual question or statement item has an AVE value greater than 0.5.

Inner Model

Testing the inner model (inner relation, structural model, and substantive theory) using PLS by describing the relationship between latent variables based on substantive theory. According to (Ghozali, 2015) the first thing to do is to see and evaluate the R-square value for each dependent latent variable. Changes in the R-square value can be used to assess the effect of certain independent latent variables on the dependent variable, whether there is a substantive effect or not. Apart from looking at the R-square value, PLS (partial least square) also evaluates by looking at the Q-square predictive relevance of the constructive model. The Q-square value measures how well the observed values produced by the model as well as the parameter estimates.

Hypothesis Testing

Testing all hypotheses using full model SEM (structural equation modelling) analysis using SmartPLS. According to (Ghozali, 2015) The use of the full SEM model is not only to confirm the theory, but also to explain whether there is a relationship between latent variables. Hypothesis testing is done by looking at the calculation value on the path coefficient in testing the inner model. Testing of this hypothesis is said to be accepted if the t statistical value is greater than the t table value of 1.96 with a significant level of 5%, which states that if the t statistical value for each hypothesis is greater than the t table then the hypothesis is accepted or proven.

RESULT
Outer Model

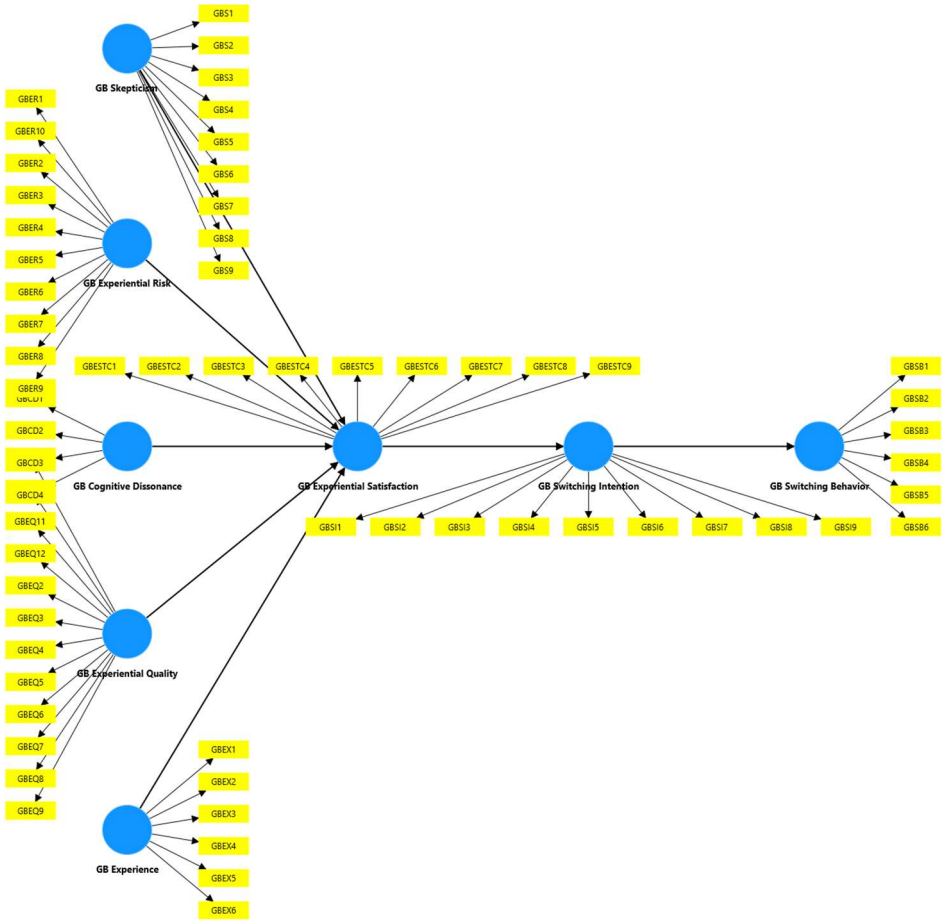

Figure 3. SEM-PLS Algorythms

Loading Factor

The loading factor value for each indicator is a value that shows the contribution or even the influence of the indicator on the latent variable (construct) tested or measured in the reflective measurement model. According to (Hair, 2017) provides advice that the ideal loading factor value for reflective indicators is> 0.70 or more, this value means that the indicator has a strong relationship with the construct being tested or measured. Meanwhile, for values below 0.70, it is considered to be deleted, if other indicators in the latent variable (construct) have a higher loading factor.

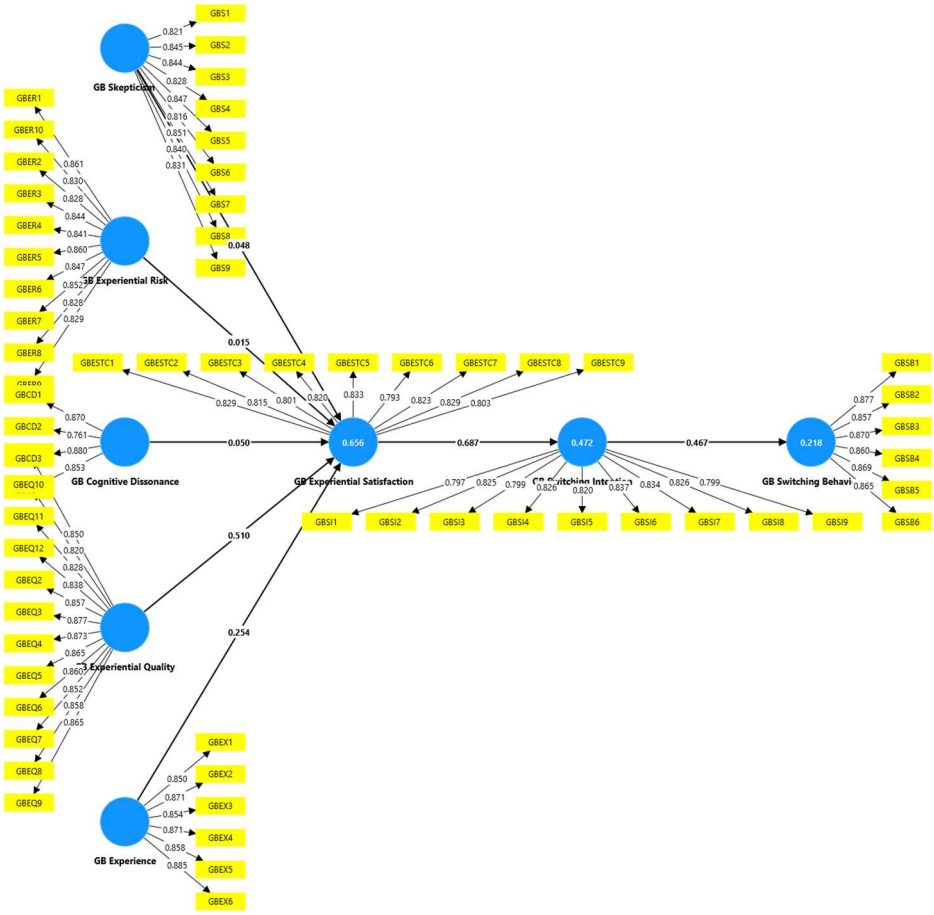

Figure 4. Loading Factor Value

Table 1. Loading Factor Test Results

Variabel	No	Loading Factor		Evaluasi	Variabel	No	Loading Factor		Evaluasi
Green Brand Skepticism	1	GBS1	0,82	0,70	Green Brand Experience	36	GBEX1	0,85	0,70
	2	GBS2	0,84	0,70		37	GBEX2	0,87	0,70
	3	GBS3	0,84	0,70		38	GBEX3	0,85	0,70
	4	GBS4	0,82	0,70		39	GBEX4	0,87	0,70
	5	GBS5	0,84	0,70		40	GBEX5	0,85	0,70
	6	GBS6	0,81	0,70		41	GBEX6	0,88	0,70
	7	GBS7	0,85	0,70	Green Brand Experiential Satisfaction	42	GBESTC1	0,82	0,70
	8	GBS8	0,84	0,70		43	GBESTC2	0,81	0,70
	9	GBS9	0,83	0,70		44	GBESTC3	0,80	0,70
Green Brand Experiential Risk	10	GBER1	0,86	0,70		45	GBESTC4	0,82	0,70
	11	GBER2	0,82	0,70		46	GBESTC5	0,83	0,70
	12	GBER3	0,84	0,70		47	GBESTC6	0,79	0,70
	13	GBER4	0,84	0,70		48	GBESTC7	0,82	0,70
	14	GBER5	0,86	0,70		49	GBESTC8	0,82	0,70
	15	GBER6	0,84	0,70		50	GBESTC9	0,80	0,70
	16	GBER7	0,85	0,70	Green Brand Switching Intention	51	GBSI1	0,79	0,70
	17	GBER8	0,82	0,70		52	GBSI2	0,82	0,70
	18	GBER9	0,82	0,70		53	GBSI3	0,79	0,70
	19	GBER10	0,83	0,70		54	GBSI4	0,82	0,70
Green Brand Cognitive Dissonance	20	GBCD1	0,87	0,70		55	GBSI5	0,82	0,70
	21	GBCD2	0,76	0,70		56	GBSI6	0,83	0,70
	22	GBCD3	0,88	0,70		57	GBSI7	0,83	0,70
	23	GBCD4	0,85	0,70		58	GBSI8	0,82	0,70
Green Brand Experiential Quality	24	GBEQ1	0,85	0,70		59	GBSI9	0,79	0,70
	25	GBEQ2	0,85	0,70	Green Brand Switching Behavior	60	GBSB1	0,87	0,70
	26	GBEQ3	0,87	0,70		61	GBSB2	0,85	0,70
	27	GBEQ4	0,87	0,70		62	GBSB3	0,87	0,70
	28	GBEQ5	0,86	0,70		63	GBSB4	0,86	0,70
	29	GBEQ6	0,86	0,70		64	GBSB5	0,86	0,70
	30	GBEQ7	0,86	0,70		65	GBSB6	0,86	0,70
	31	GBEQ8	0,85	0,70					
	32	GBEQ9	0,86	0,70					
	33	GBEQ10	0,85	0,70					
	34	GBEQ11	0,82	0,70					
	35	GBEQ12	0,82	0,70					

Based on the figure and table above which shows that the 65 indicators or loading factor values are more than 0.70, it can be concluded that each indicator has a contribution and influence on the latent variable (construct) tested or measured in the reflective measurement model.

Average Variance Extracted (AVE)

Table 2. AVE Test Results

Construct Reliability & Validity	AVE
GB Cognitive Dissonance	0,710
GB Experience	0,748
GB Experiential Quality	0,729
GB Experiential Risk	0,709
GB Experiential Satisfaction	0,666
GB Skepticism	0,699
GB Switching Behavior	0,751
GB Switching Intention	0,669

Based on the table above, the average variance extracted (AVE) values obtained from the eight variables are all above 0.50, which indicates that the convergent validity is good because it can explain more than 50% of each indicator measured.

Cross Loading

Table 3. Cross Loading Test Results

	GB Cognitive Dissonance	GB Experience	GB Experiential Quality	GB Experiential Risk	GB Experiential Satisfaction	GB Skepticism	GB Switching Behavior	GB Switching Intention
GBCD1	0.870	0.663	0.690	0.714	0.605	0.561	0.487	0.640
GBCD2	0.761	0.470	0.502	0.688	0.420	0.693	0.595	0.434
GBCD3	0.880	0.709	0.734	0.622	0.635	0.472	0.490	0.673
GBCD4	0.853	0.671	0.683	0.566	0.608	0.432	0.453	0.615
GBEQ1	0.679	0.688	0.850	0.604	0.694	0.413	0.435	0.690
GBEQ10	0.699	0.699	0.820	0.651	0.651	0.492	0.499	0.678
GBEQ11	0.651	0.676	0.828	0.587	0.633	0.441	0.452	0.636
GBEQ12	0.651	0.682	0.838	0.610	0.657	0.485	0.510	0.645
GBEQ2	0.671	0.666	0.857	0.559	0.650	0.430	0.475	0.672
GBEQ3	0.711	0.721	0.877	0.622	0.706	0.540	0.559	0.694
GBEQ4	0.708	0.727	0.873	0.639	0.724	0.460	0.492	0.671
GBEQ5	0.647	0.652	0.865	0.561	0.684	0.444	0.466	0.647
GBEQ6	0.665	0.673	0.860	0.576	0.672	0.456	0.471	0.667
GBEQ7	0.646	0.691	0.852	0.576	0.656	0.432	0.467	0.646
GBEQ8	0.672	0.702	0.858	0.590	0.685	0.439	0.435	0.676
GBEQ9	0.640	0.666	0.865	0.570	0.668	0.411	0.393	0.637
GBER1	0.592	0.488	0.520	0.861	0.454	0.673	0.562	0.491
GBER10	0.718	0.680	0.708	0.830	0.628	0.541	0.459	0.636
GBER2	0.540	0.463	0.493	0.828	0.401	0.721	0.615	0.400
GBER3	0.573	0.487	0.489	0.844	0.444	0.661	0.567	0.442
GBER4	0.574	0.481	0.516	0.841	0.442	0.670	0.602	0.460
GBER5	0.577	0.481	0.528	0.860	0.455	0.699	0.607	0.469
GBER6	0.581	0.462	0.485	0.847	0.426	0.711	0.585	0.419
GBER7	0.581	0.504	0.536	0.852	0.474	0.723	0.628	0.483
GBER8	0.748	0.680	0.706	0.828	0.624	0.555	0.498	0.643
GBER9	0.758	0.701	0.716	0.829	0.651	0.551	0.469	0.658
GBESTC1	0.550	0.585	0.644	0.475	0.829	0.370	0.406	0.560
GBESTC2	0.596	0.612	0.671	0.527	0.815	0.399	0.413	0.570
GBESTC3	0.479	0.554	0.609	0.441	0.801	0.372	0.350	0.508
GBESTC4	0.583	0.622	0.682	0.558	0.820	0.408	0.461	0.573
GBESTC5	0.637	0.669	0.690	0.578	0.833	0.497	0.473	0.643
GBESTC6	0.545	0.597	0.630	0.474	0.793	0.334	0.358	0.543
GBESTC7	0.546	0.577	0.618	0.460	0.823	0.377	0.392	0.536
GBESTC8	0.551	0.612	0.645	0.497	0.829	0.415	0.422	0.569
GBESTC9	0.517	0.560	0.599	0.482	0.803	0.371	0.395	0.526

GBEX1	0.645	0.850	0.699	0.597	0.645	0.478	0.455	0.688
GBEX2	0.670	0.871	0.742	0.613	0.675	0.433	0.451	0.704
GBEX3	0.599	0.854	0.631	0.524	0.564	0.365	0.374	0.655
GBEX4	0.645	0.871	0.660	0.547	0.597	0.371	0.412	0.661
GBEX5	0.661	0.858	0.699	0.557	0.644	0.415	0.411	0.696
GBEX6	0.701	0.885	0.734	0.606	0.679	0.452	0.440	0.715
GBS1	0.547	0.428	0.459	0.645	0.420	0.821	0.626	0.422
GBS2	0.560	0.435	0.472	0.682	0.404	0.845	0.612	0.437
GBS3	0.513	0.441	0.441	0.631	0.404	0.844	0.640	0.430
GBS4	0.465	0.346	0.382	0.596	0.355	0.828	0.576	0.349
GBS5	0.544	0.412	0.455	0.664	0.393	0.847	0.622	0.400
GBS6	0.541	0.384	0.452	0.639	0.394	0.816	0.629	0.368
GBS7	0.501	0.363	0.429	0.609	0.384	0.851	0.596	0.399
GBS8	0.539	0.451	0.482	0.652	0.441	0.840	0.615	0.462
GBS9	0.448	0.386	0.417	0.592	0.437	0.831	0.566	0.397
GBSB1	0.507	0.428	0.485	0.595	0.445	0.642	0.877	0.407
GBSB2	0.450	0.372	0.412	0.532	0.392	0.625	0.857	0.356
GBSB3	0.457	0.401	0.478	0.544	0.399	0.623	0.870	0.397
GBSB4	0.507	0.452	0.502	0.531	0.447	0.611	0.860	0.415
GBSB5	0.582	0.462	0.526	0.611	0.467	0.650	0.869	0.429
GBSB6	0.541	0.430	0.457	0.579	0.451	0.638	0.865	0.417
GBSI1	0.615	0.641	0.604	0.578	0.536	0.468	0.409	0.797
GBSI2	0.584	0.653	0.656	0.520	0.581	0.444	0.399	0.825
GBSI3	0.516	0.671	0.610	0.467	0.569	0.306	0.314	0.799
GBSI4	0.601	0.651	0.646	0.530	0.567	0.419	0.426	0.826
GBSI5	0.551	0.619	0.618	0.462	0.536	0.342	0.344	0.820
GBSI6	0.595	0.631	0.639	0.488	0.571	0.393	0.363	0.837
GBSI7	0.602	0.670	0.658	0.540	0.571	0.375	0.380	0.834
GBSI8	0.619	0.686	0.678	0.540	0.609	0.442	0.439	0.826
GBSI9	0.556	0.627	0.605	0.478	0.506	0.398	0.353	0.799

Based on the table above, the cross loading value of each indicator has a higher correlation with the construct than with other constructs, thus the cross loading value illustrates the close relationship between the indicator and the latent variable (construct).

Fornell-Larcker

Table 4. Fornell-Larcker Test Results

	GB Cognitive Dissonance	GB Experience	GB Experiential Quality	GB Experiential Risk	GB Experiential Satisfaction	GB Skepticism	GB Switching Behavior	GB Switching Intention
GB Cognitive Dissonance	0,842							
GB Experience	0,757	0,865						
GB Experiential Quality	0,785	0,805	0,854					
GB Experiential Risk	0,759	0,666	0,697	0,842				
GB Experiential Satisfaction	0,684	0,735	0,790	0,614	0,816			
GB Skepticism	0,620	0,487	0,531	0,760	0,485	0,836		
GB Switching Behavior	0,588	0,491	0,552	0,653	0,502	0,729	0,866	
GB Switching Intention	0,713	0,795	0,777	0,626	0,687	0,489	0,467	0,818

Based on the table above, latent variables have more correlation with each indicator than with other latent variables (construct), so this ensures that latent variables have more correlation with each indicator than with other latent variables (construct).

Heterotrait-Monotrait Ratio (HTMT)

Table 5. HTMT Test Results

	GB Cognitive Dissonance	GB Experience	GB Experiential Quality	GB Experiential Risk	GB Experiential Satisfaction	GB Skepticism	GB Switching Behavior	GB Switching Intention
GB Cognitive Dissonance								
GB Experience	0,829							
GB Experiential Quality	0,847	0,845						
GB Experiential Risk	0,827	0,679	0,703					
GB Experiential Satisfaction	0,745	0,781	0,827	0,623				
GB Skepticism	0,707	0,514	0,554	0,810	0,510			
GB Switching Behavior	0,666	0,523	0,579	0,700	0,532	0,775		
GB Switching Intention	0,777	0,848	0,815	0,637	0,728	0,515	0,495	

Based on the table above, the HTMT value between indicators is below <0.90 so it can be concluded that the constructs in the model are truly different from each other and there are no problems in discriminant validity.

Composite Reliability

Table 6. Composite Reliability Test Results

Construct Reliability & Validity	Composite Reliabilty
GB Cognitive Dissonance	0,907
GB Experience	0,947
GB Experiential Quality	0,970
GB Experiential Risk	0,961
GB Experiential Satisfaction	0,947
GB Skepticism	0,954
GB Switching Behavior	0,948
GB Switching Intention	0,948

Based on the table above, the composite reliability value is above 0.70 so it can be concluded that the internal reliability of each indicator consistently reflects the construct.

Cronbach's Alpha

Table 7. Cronbach's Alpha Test Results

Construct Reliability & Validity	Cronbach's Alpha
GB Cognitive Dissonance	0,864
GB Experience	0,933
GB Experiential Quality	0,966
GB Experiential Risk	0,955
GB Experiential Satisfaction	0,937
GB Skepticism	0,946
GB Switching Behavior	0,934
GB Switching Intention	0,938

Based on the table above, the Cronbach's alpha value is above 0.60 so it can be concluded that the indicators are correlated and consistently measure a construct or variable.

R-Squared (R2)

Table 8. R-Squared Test Results

Overview	R-Square
GB Experiential Satisfaction	0,656
GB Switching Intention	0,472
GB Switching Behavior	0,218

Based on the table above, the R2 value for Green Brand Experiential Satisfaction is 65.6%, meaning that the ability of the independent variables, namely Green Brand Skepticism, Green Brand Experiential Risk, Green Brand Cognitive Dissonance, Green Brand Experiential Quality, and Green Brand Experience is 65.6%. The remaining 34.4% of the influence is explained by other variables outside those discussed in this study.

Furthermore, the R2 value for Green Brand Switching Intention is 47.2%, meaning that the ability of the Green Brand Switching Behaviour variable is 47.2%. The remaining 52.8% of the influence is explained by other variables outside those discussed in this study. Next, the R2 value for Green Brand Switching Behaviour is 21.8%, meaning that the ability of the Green Brand Experiential Satisfaction variable is 21.8%. The remaining 78.2% of the influence is explained by other variables outside those discussed in this study.

Predictive Relevance (Q2)

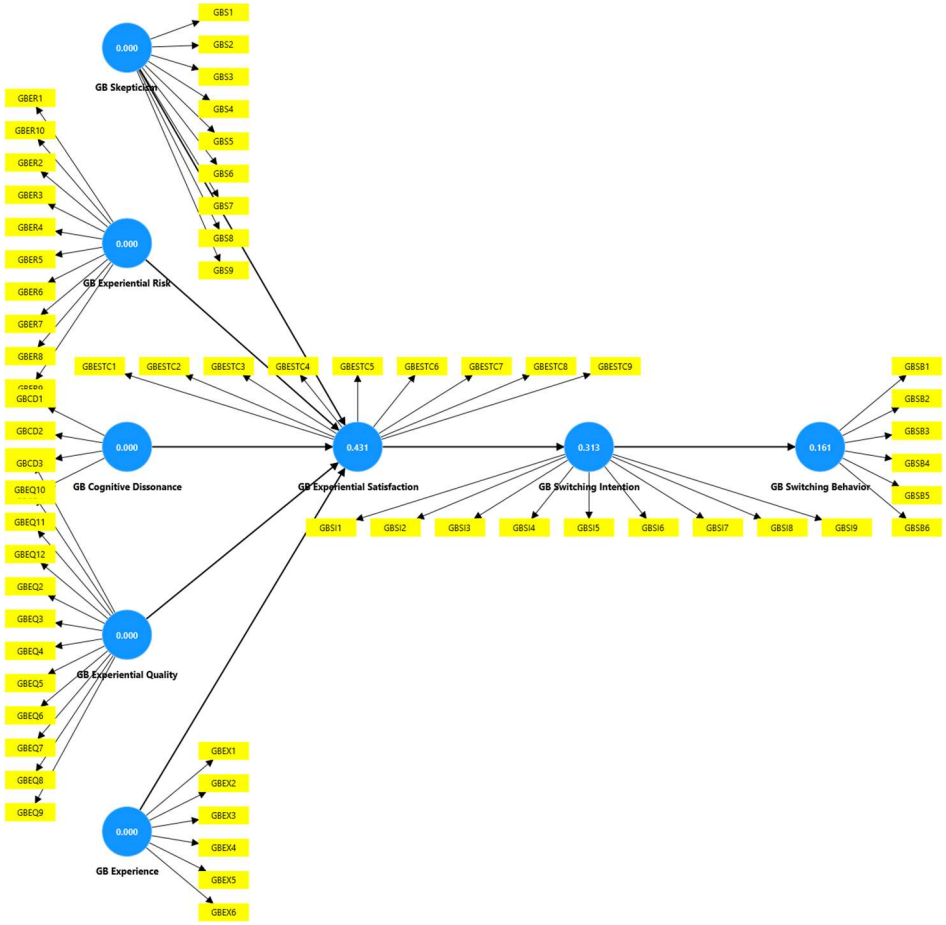

Figure 5. Value of Predictive Relevance

Based on the picture above, the Green Brand Experiential Satisfaction variable has a value> 0, namely 0.431. Then for the Green Brand Switching Intention variable has a value> 0, namely 0.313. As well as for the Green Brand Switching Behaviour variable has a value> 0, namely 0.161. So thus it can be concluded that the three dependent variables can predict the model well.

Path Coefficient

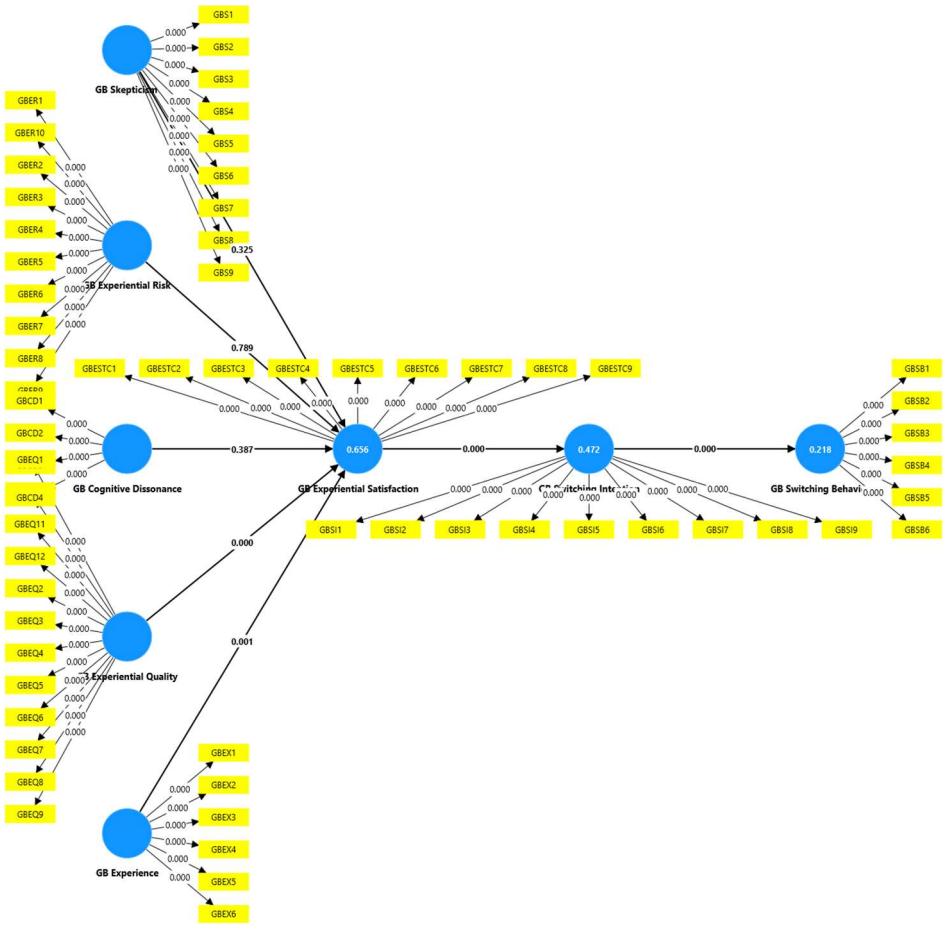

Figure 6. Value of Path Coefficient

Table 9. Value of Path Coefficient

Path Coefficients	P Values
GB Cognitive Dissonance => GB Experiential Satisfaction	0,387
GB Experience => GB Experiential Satisfaction	0,001
GB Experiential Quality => GB Experiential Satisfaction	0,000
GB Experiential Risk => GB Experiential Satisfaction	0,789
GB Skepticism => GB Experiential Satisfaction	0,325
GB Experiential Satisfaction => GB Switching Intention	0,000
GB Switching Intention => Switching Behavior	0,000

Based on the figure and table above which shows each path coefficient, there are four relationships between variables with p-values below <0.05, which means that the relationship between these variables has a positive and significant effect, namely:

1. Green Brand Experience on Green Brand Experiential Satisfaction
2. Green Brand Experiential Quality on Green Brand Experiential Satisfaction
3. Green Brand Experiential Satisfaction on Green Brand Switching Intention
4. Green Brand Switching Intention to Green Brand Switching Behaviour

Furthermore, based on the figure and table above, there are three relationships between variables with p-values above> 0.05, which means that the relationship between these variables does not have a positive influence, namely:

1. Green Brand Cognitive Dissonance on Green Brand Experiential Satisfaction
2. Green Brand Experiential Risk on Green Brand Experiential Satisfaction
3. Green Brand Skepticism on Green Brand Experiential Satisfaction

DISCUSSION

Triangulation with Theory

The results of this study indicate that Green Brand Switching Intention has a positive and significant relationship with Green Brand Switching Behaviour. This finding also supports the Theory of Planned Behavior (Ajzen, 1991), which asserts that intention to act is a strong predictor of the actual behaviour of a consumer. In the context of the object of this study, namely environmentally friendly tyres, a consumer's intention to switch to a more environmentally friendly product is influenced by the belief that the action is in line with the environmental values that the consumer holds. In addition, the result that Green Brand Experience has a positive effect on Green Brand Experiential Satisfaction is also supported by Customer Experience Management theory which states that a positive consumer experience with a brand can strengthen emotional satisfaction and loyal behaviour in that consumer. Previous research also explains that consistent green brand experiences can increase consumers' emotional satisfaction with the brand (Schmitt, 2012). In addition, research by (Chen, 2019) supports that positive green brand experiences can contribute to higher levels of satisfaction. This triangulation will certainly strengthen the argument that the consumer experience aspect is a very important foundation in sustainability-based marketing strategies.

Multi Perspective Comparison

The findings in this study are also in line with research (Rahardjo, 2022) which shows that green brand experience has an important role in influencing green brand satisfaction, especially in the Indonesian automotive market. However, the results of this study differ from research from (Johnson, 2020) which shows that in the United States market, regulatory factors and environmental policies have a more significant influence than brand experience in making green product purchasing decisions. This difference makes the importance of cultural as well as economic context in the study of consumer behaviour. From one of the previous studies, the Green Brand Skepticism variable, which did not have a significant effect on Green Brand Experiential Satisfaction, provided another insight. In research (Wang, 2021), Green Brand Skepticism often has more influence on purchase intention than experiential satisfaction. This perspective highlights that the elements of consumer scepticism are more complex, depending on the market and consumer perceptions of Green Brand claims. This is in contrast to the initial hypothesis that scepticism always has a negative impact on satisfaction.

Contextualisation of Findings

The results of this study reflect a consumer's unique preference for eco-friendly tyres. A respondent's low awareness of the term eco-friendly tyre is certainly a highlight as well as a challenge for consumer education. However, the concern for product usage experience shows the market potential for green product development as Bridgestone is doing. These results are relevant to consumer trends in developing countries, where purchasing decisions are often influenced by personal experience and social recommendations rather than technical information. One of the previous studies on the results showed a significant effect of Green Brand Switching Intention on Green Brand Switching Behaviour, where consumers who are increasingly environmentally conscious tend to be more loyal to brands with a commitment to sustainability. A study by (Nguyen, 2020) in the Southeast Asian market supports these findings, showing that brand switching intentions are often motivated by brand fit with consumers' personal values. This is related but different to the results obtained from this study.

Critical Evaluation of Results

The evaluation of the results in this study shows that although Green Brand Experience and Green Brand Experiential Quality have a positive and significant effect on Green Brand Experiential Satisfaction, other variables such as Green Brand Skepticism, Green Brand Experiential Risk, and Green Brand Cognitive Dissonance do not show any positive or significant influence. This may be due to consumers' lack of knowledge of green claims or skeptical perceptions of green initiatives that are not yet widespread, especially for car tyre products. In addition, the results in this study also suggest that psychological factors such as Cognitive Dissonance may require further measurement to identify their impact on green brand experience as it concerns the individual psychology of a consumer. In previous studies, for example, the insignificant results on the effect of Green Brand Experiential Risk on Green Brand Experiential Satisfaction may be due to low risk awareness in consumers, such as in research by (Li, 2022). So Green Brand Experiential Risk should be redefined to increase consumer awareness of the issue.

Comprehensive Synthesis

Overall, the results of this study show that consumer experience and brand quality play an important role in building Green Brand Experiential Satisfaction and Green Brand Switching Intention. However, Green Brand Skepticism and Green Brand Experiential Risk have not been the main influences in the context of the Indonesian market. This provides an opportunity to develop education-based marketing strategies and improve the quality of green products to improve consumer perceptions. Future research is needed to explore the findings of this issue in other consumer segments or also in different market contexts. Previous research reinforces existing theory, as expressed in (Chen, 2013)'s study on Green Brand Equity that there are opportunities that can be explored again related to variables that have a major influence on consumer perceptions..

CONCLUSIONS AND RECOMMENDATIONS

The conclusions compared to the research hypothesis are as follows:

H1. Green Brand Skepticism is assumed to have a negative relationship with Green Brand Experiential Satisfaction.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.325 or above> 0.05, which means that the relationship between Green Brand Skepticism and Green Brand Experiential Satisfaction does not have a positive influence, which means that the test results are in accordance with the hypothesis presented.

H2. Green Brand Experiential Risk is assumed to have a negative relationship with Green Brand Experiential Satisfaction.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.789 or above> 0.05, which means that the relationship between Green Brand Experiential Risk and Green Brand Experiential Satisfaction does not have a positive influence, which means that the test results are in accordance with the hypothesis presented.

H3. Green Brand Cognitive Dissonance is assumed to have a negative relationship with Green Brand Experiential Satisfaction.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.387 or above> 0.05, which means that the relationship between Green Brand Cognitive Dissonance and Green Brand Experiential Satisfaction does not have a positive influence, which means that the test results are in accordance with the hypothesis presented.

H4. Green Brand Experiential Quality is assumed to have a positive relationship with Green Brand Experiential Satisfaction.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.000 or below <0.05, which means that the relationship between Green Brand Experiential Quality and Green Brand Experiential Satisfaction has a positive and significant influence, which means that the test results are in accordance with the hypothesis presented.

H5. Green Brand Experience is assumed to have a positive relationship with Green Brand Experiential Satisfactions.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.001 or below <0.05, which means that the relationship between Green Brand Experience and Green Brand Experiential Satisfaction has a positive and significant influence, which means that the test results are in accordance with the hypothesis presented.

H6. Green Brand Experiential Satisfaction is assumed to have a negative relationship with Green Brand Switching Intentions.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.000 or below <0.05, which means that the relationship between Green Brand Experiential Satisfaction and Green Brand Switching Intentions has a positive and significant influence, which means that the test results are not in accordance with the hypothesis submitted. So it can be concluded that Green Brand Switching Intentions affect Green Brand Experiential Satisfaction.

H7. Green Brand Switching Intention is assumed to have a positive relationship with Green Brand Switching Behaviour.

Based on the results of the path analysis test (path coefficient), the relationship between variables with p-values is 0.000 or below <0.05, which means that the relationship between Green Brand Switching Intention and Green Brand Switching Behaviour has a positive and significant influence, which means that the test results are in accordance with the hypothesis presented.

Some suggestions and inputs given are as follows:

Model Development

For the development of future research models, it is recommended to be able to include other variables that are relevant to consumer behaviour when choosing environmentally friendly products. For example, regulatory factors, social sustainability awareness, or even government support for environmentally friendly products can enrich future research models. This kind of research will provide consumers with a broader understanding of how external factors affect the relationship between variables.

Contribution to the Literature

The results show that the variables Green Brand Skepticism, Experiential Risk, and Cognitive Dissonance have no influence on Green Brand Experiential Satisfaction. Other future research can further explore other factors that have the potential to influence satisfaction with experiences such as Environmental Concern or also Brand Trust.

Other Approaches

There are results in the study that show that Green Brand Experiential Satisfaction does not affect Switching Intention, which can open up research opportunities to explore other variables such as Price Sensitivity or Perceived Value.

Model Complexity

Future studies could test the relationship with moderating models such as demographic factors (such as age or education level) or others to provide more comprehensive insights.

Theoretical Gaps

This study identified several relevant theoretical gaps that can be used as a basis for future research. One of the main gaps is that the results of this study show an inconsistent relationship between Green Brand Experiential Satisfaction and Green Brand Switching Intention. This finding differs from the hypothesis that consumers' satisfaction with green brand experiences should reduce their intention to switch to other brands. This inconsistency provides future opportunities to be able to explore more deeply the various factors that might moderate the relationship, such as brand loyalty.

The results of this study show that Experiential Risk does not have a significant effect on consumer satisfaction, this gap provides room for further study on how consumers access and manage risk in the context of green products.

Finally, Green Brand Cognitive Dissonance, which is one of the variables in this study, shows an insignificant effect on experience satisfaction. However,

Green Brand Cognitive Dissonance remains an important concept that can influence consumer decision-making, especially in contexts where consumers' personal values potentially clash with factors such as price or accessibility of green products. Future studies could develop models to explore Green Brand Cognitive Dissonance in influencing consumer preferences for green products.

The identification of this theoretical gap provides a great opportunity for other researchers in the future to develop more varied models, either by adding new variables, expanding the research context, or using more innovative research methods to strengthen understanding of green consumer behaviour.

Suggestions for Bridgestone

Education Programmes and Eco Campaigns, Bridgestone could conduct more intensive educational campaigns to increase consumer understanding of eco-friendly tyres, such as through social media, automotive seminars, or cooperation with vehicle communities. Campaigns focus on the environmental benefits, fuel efficiency, and long-term economic value of green products. Bridgestone can also develop loyalty programs such as providing customers with reward points for purchasing eco-friendly tyres that can be exchanged for other attractive offers such as discounts on service or future purchases. Furthermore, Bridgestone can also provide exclusive offers for loyal customers, such as access to test drive events or new product launches.

FURTHER STUDY

Methodological Suggestions

To be able to improve the quality of future research, it is recommended to use mixed methods that combine quantitative and qualitative approaches. This method can provide more understanding related to the phenomenon under study. The quantitative approach will help in measuring the relationship between variables statistically, while the qualitative approach can help dig deeper into the perceptions, motivations, and experiences of a respondent. By using mixed methods, future research can overcome the methodological limitations of this study, such as limitations in explaining emotional or contextual factors that influence variables such as Green Brand Skepticism and Green Brand Experiential Satisfaction.

Addition of New Variables and Development of Measurement Indicators. Future research can add several variables such as Environmental Commitment or others to be able to explore more deeply related to the driving factors of Switching Behaviour. In addition, to ensure the validity and reliability of research instruments, it is advisable to develop measurement indicators. For example, indicators related to Green Brand Skepticism can include dimensions of trust in marketing information and direct experience with green products. Meanwhile, there are also indicators of Green Brand Switching Behaviour that can be expanded by considering external factors such as the influence of promotions or third party recommendations. The addition of these indicators will provide a

diversity of measurement dimensions and allow for more in-depth analysis of the research variables.

Identification of Moderator Variables

Future research can identify and test potential moderator or mediator variables to strengthen the model concept. For example, Environmental Knowledge can be hypothesised as a moderator that strengthens the relationship between Green Brand Experiential Satisfaction and Green Brand Switching Intention. In addition, Brand Loyalty can also be tested as a mediator that explains the relationship between independent variables, such as Green Brand Skepticism or Green Brand Cognitive Dissonance, to Green Brand Switching Behaviour. This approach will certainly be able to deepen understanding both theoretically and applicatively in the context of environmentally friendly products.

Cross-Industry Study

Given that this study uses car tyres as the object of research, similar studies in other industries such as electric vehicles or environmentally friendly household products can help generalise the findings in this study.

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