

ABSTRACT

The increase and development of the four-wheeled vehicle automotive industry in Indonesia will indirectly make public interest in tire products higher. However, with the development of the tire industry in Indonesia, there are certainly more and more brands of tire products that cause competition in the industry.

The purpose of this study is to determine whether there is a relationship between Green Brand Skepticism, Experiential Risk, and Cognitive Dissonance on Green Brand Switching Behavior on Bridgestone brand car tyres. The following are the elements used based on the research background, namely, Green Brand Skepticism, Green Brand Experiential Risk, Green Brand Cognitive Dissonance, Green Brand Experiential Quality, Green Brand Experience, Green Brand Experiential Satisfaction, Green Brand Switching Intentions to Green Brand Switching Behavior on Bridgestone brand car tyre products.

The path analysis that will be used by researchers is to use PLS (partial least square) because this analysis method is quite strong and is not based on many assumptions. Besides being able to confirm the theory, PLS can also explain whether there is a relationship between latent variables. 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, namely: Green Brand Experience to Green Brand Experiential Satisfaction, Green Brand Experiential Quality to Green Brand Experiential Satisfaction, Green Brand Experiential Satisfaction to Green Brand Switching Intention, and Green Brand Switching Intention to Green Brand Switching Behavior. 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, namely: Green Brand Cognitive Dissonance to Green Brand Experiential Satisfaction, Green Brand Experiential Risk to Green Brand Experiential Satisfaction, and Green Brand Skepticism to Green Brand Experiential Satisfaction.

Keywords: *Bridgestone Brand Car Tires, Green Brand Skepticism, Green Brand Experiential Risk, Green Brand Cognitive Dissonance, and Green Brand Switching Behavior.*