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The Role of Customer Satisfaction in Mediating the Effect of Product Quality on Switching Intention Toward Modern Furniture with Age as a Moderating Variable

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Abstract---*This study investigates how customer satisfaction serves as a mediating factor in the relationship between product quality and consumers' intention to switch to modern furniture, while considering age as a moderating variable. Despite high satisfaction with traditional furniture, an increasing number of consumers, particularly younger ones, are showing a tendency to switch to modern furniture due to its functional design, affordability, and contemporary appeal. Grounded in the Expectation-Disconfirmation Theory and Generational Cohort Theory, this research employs a quantitative method using survey data from 200 respondents who have experience purchasing traditional furniture study utilized PLS-SEM as the primary analytical method to examine the proposed research model. The results show that product quality positively and significantly affects customer satisfaction and negatively influences switching intention. Furthermore, customer satisfaction has a significant negative effect on switching intention and serves as a mediating variable in the relationship between product quality and switching intention. Moderation analysis reveals that age moderates the indirect relationship: younger consumers are more likely to switch to modern furniture even when satisfied with traditional products, whereas older consumers tend to remain loyal. These findings highlight the strategic importance of enhancing product quality and adopting segmented marketing strategies based on age demographics to manage customer retention in the traditional furniture industry.*
Keywords---*Age, customer satisfaction, furniture, product quality, switching intention.*

Introduction

The Indonesian furniture industry, traditionally known for its craftsmanship and cultural value, is currently facing economic and consumer behavior challenges. One major indicator is the significant decline in national furniture export performance, which fell from USD 2.9 billion in 2021 to only USD 0.918 billion in the first half of 2024 (Figure 1).

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Figure 1. The performance of Indonesia's national furniture exports
Source: Indonesian Furniture and Craft Industry Association (HIMKI), and Statistics Indonesia (BPS)

Zooming into the local context, particularly in Bali, a region historically known for its woodcraft industry, similar patterns of decline are observed among traditional furniture manufacturers. Many businesses that once thrived on producing teak wood and intricately carved products are now struggling to maintain revenue. In contrast, several modern-style furniture companies in the same region have demonstrated robust growth, suggesting a notable shift in consumer preference toward products that emphasize minimalism, modularity, and modern aesthetics. To illustrate this contrast, Table 1 presents the annual sales revenue of ten furniture companies in Bali, categorized by traditional and modern production orientation, over the period from 2021 to 2024.

Table 1
Sales Revenue of Traditional and Modern Furniture Companies in Bali (2021–2024)

No	Company	Type	Location	2021 (Rp)	2022 (Rp)	2023 (Rp)	2024 (Rp)	Change (%)
1	Jati Perdana SSari	Traditional	Gianyar	1,185,378,800	958,876,000	712,451,000	641,205,900	**- 46**
2	Danoe Furnitur	Traditional	Gianyar	1,543,876,200	1,023,387,000	985,900,300	723,870,000	**-53**
3	Surya Mebel	Traditional	Gianyar	920,377,000	620,220,780	462,876,000	328,989,200	**- 64**
4	Edi Meubel	Traditional	Denpasar	1,323,800,340	1,160,020,000	847,800,300	711,450,900	**-46**
5	Tirta Nawasanga	Traditional	Badung	520,800,450	410,200,000	367,021,500	249,480,000	**-52**
6	Foosel Bali	Modern	Gianyar	875,512,000	1,058,214,000	1,272,459,000	1,628,950,000	**+86**
7	Mesari Mandiri	Modern	Denpasar	787,923,000	810,349,765	1,080,112,000	1,126,000,000	**+43**
8	Belfa	Modern	Denpasar	787,900,000	760,432,200	860,980,000	920,785,860	**+17**
9	Cherry	Modern	Denpasar	680,789,870	753,210,000	819,500,000	908,450,000	**+33**
10	Kalsy	Modern	Badung	511,800,450	490,180,200	540,021,000	600,200,000	**+17**

Source: Primary Data, processed (2024)

The revenue performance of ten furniture companies in Bali between 2021 and 2024 highlights a stark contrast between traditional and modern producers. As shown in Table 1, all five traditional furniture companies experienced significant declines in sales over the four years. For instance, Surya Mebel saw a dramatic 64% reduction, while Jati Perdana Sari and Edi Meubel each reported nearly 46% in losses. These figures suggest a continued erosion of market share among traditional manufacturers.

In contrast, all five modern-oriented companies demonstrated notable growth, with Foosel Bali showing the most impressive increase of 86%, nearly doubling its revenue within three years. Mesari Mandiri and Cherry also recorded

strong gains of 43% and 33%, respectively. This growth trend indicates a rising consumer demand for modern furniture offerings that are more adaptable to contemporary lifestyles and urban living spaces.

The contrasting trajectories between traditional and modern companies underline a significant market transition. Although traditional furniture is often associated with high craftsmanship and cultural heritage, it appears increasingly unable to compete with the flexibility, affordability, and design appeal offered by modern alternatives. This shift is likely influenced by changing consumer preferences, especially among younger generations, who prioritize functionality and minimalist aesthetics over heritage value.

This data confirms a clear divergence in market trajectory: while traditional companies are experiencing decline, modern furniture manufacturers are expanding rapidly. This raises a critical research question—why are some consumers willing to switch to modern furniture even when they report satisfaction with traditional products?

To explain this phenomenon, this study applies the Expectation-Disconfirmation Theory (Oliver, 1980), which posits that satisfaction is driven by the gap between consumer expectations and actual product performance. In the context of furniture, traditional designs may satisfy quality expectations but fall short on criteria valued by younger consumers—such as flexibility, minimalist aesthetics, and space efficiency—leading to switching behavior despite overall satisfaction.

Additionally, the Generational Cohort Theory (Schewe & Meredith, 2004) offers a sociocultural lens to understand this shift. Millennials and Gen Z consumers, shaped by digital lifestyles and compact urban living, tend to favor furniture that reflects modern design and multi-functionality. This aligns with findings from Yoon & Kim (2018), who emphasized the role of design in millennials' furniture choices, and Barros et al. (2023), who confirmed the moderating role of age in switching behavior across product categories.

Given these dynamics, this study explores whether Customer satisfaction is affected by the perceived quality of the product. whether customer satisfaction influences switching intention toward modern furniture. An investigation is conducted to determine whether customer satisfaction functions as a mediator between product quality and consumers' intention to switch and whether age influences the strength and direction of the relationship between satisfaction and consumers' intention to switch. By integrating consumer behavior theory with real-market data, this study contributes to both the academic understanding of switching behavior and practical strategies for traditional furniture producers to remain competitive. Given this background, the present study is important not only for strengthening the theoretical understanding of switching intention behavior, but also for offering strategic recommendations to traditional furniture industry players to remain relevant in an increasingly dynamic market.

Literature Review

This study is grounded in two well-established theoretical frameworks—the Theory of Planned Behavior (TPB) by Ajzen (1991) and Expectation Disconfirmation Theory (EDT) by Oliver (1980)—to examine the determinants of switching intention from traditional to modern furniture. By integrating TPB and EDT, the research captures both the cognitive-behavioral drivers of intention (e.g., attitude, subjective norm, and perceived behavioral control) and the post-purchase evaluative process that shapes customer satisfaction through expectation-performance comparison. Product quality is positioned as a critical input, influencing satisfaction, which, in turn, mediates its effect on switching intention. Furthermore, the study introduces age as a moderating variable, recognizing that differences across age groups may shape how consumers evaluate product quality, derive satisfaction, and develop the intention to switch to modern furniture solutions.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), initially proposed by Ajzen in 1985 and refined in 1991, is widely recognized in social psychology as a key model for explaining individuals' intentions and subsequent behaviors. Expanding on the earlier Theory of Reasoned Action (TRA), TPB introduces the component of perceived behavioral control, allowing the model to account for behaviors that are not entirely voluntary or under full individual control.

According to Ajzen, the intention to perform a behavior is influenced by three core elements: personal attitudes toward the behavior, the perceived expectations of others (subjective norms), and the individual's sense of control over the action. These dimensions reflect how people evaluate the behavior, respond to social pressures, and judge their capability to carry it out (Wulandari et al., 2024).

Moreover, Ajzen highlights that perceived behavioral control can also directly influence actual behavior in certain circumstances. Later developments, such as those proposed by Conner & Armitage (1998), suggest that personal factors like age may serve as moderating variables, affecting how TPB components relate to behavioral

intent. In this study, TPB is employed to examine consumers' switching behavior, with age considered as a potential moderator in the model.

Expectation Disconfirmation Theory (EDT)

Expectation Disconfirmation Theory (EDT), originally proposed by Oliver (1980), conceptualizes customer satisfaction as a psychological outcome derived from comparing pre-purchase expectations with actual product performance. The theory comprises four central components: expectations, perceived performance, disconfirmation (which can be positive, negative, or neutral), and the resulting level of satisfaction. Satisfaction arises when actual performance surpasses expectations—commonly referred to as positive disconfirmation—whereas unmet expectations, or negative disconfirmation, typically result in dissatisfaction.

The EDT This model has been extensively utilized in studies related to consumer behavior. to evaluate post-purchase satisfaction. Recent studies (e.g., Lin & Huang, 2023) reaffirm that the degree of disconfirmation is central in shaping satisfaction and loyalty. In this study, EDT is used to explain how product performance and expectation gaps influence customer satisfaction and eventually lead to switching intentions.

Switching Intention

Switching Intention reflects a customer's readiness to cease engagement with a particular product or service. and shift to an alternative offering. According to Yu et al. (2025), switching intention often arises from dissatisfaction or unmet expectations. Lin & Huang (2023) also noted that switching behavior may stem from the perceived inefficiency of current offerings about price or utility.

Beyond dissatisfaction, Hawkins (2022) pointed out that customers may switch due to variety-seeking tendencies or emotional boredom. Furthermore, Damaschi et al. (2025), suggested that brand trust and loyalty can buffer switching behavior, with loyal consumers less likely to shift brands. The author adopts the indicators developed by Kim & Lee (2023), including perceived functional advantage, design appeal, practicality and ease of use, perceived price fairness, and lifestyle fit.

Product Quality

Product quality is defined as the ability of a product to deliver its promised functions effectively (Kotler & Keller, 2021). It comprises both technical dimensions, such as durability, performance, and ease of use, and subjective perceptions, such as aesthetics and value. Uzir et al. (2020), emphasized that product quality should align with the concept of "fitness for use," ensuring that products meet customer expectations in real-life applications.

Mahat & Shekar (2024), proposed five quality indicators: expectation fulfillment, reliability and performance, durability and material quality, ease of use, and design aesthetics. Bhagirov & Zang (2024) contributed an alternative framework highlighting aesthetic design, product durability, finishing quality, comfort during use, and perceived overall value. The author adopts the indicators by Bhagirov & Zang (2024) for this study.

Customer Satisfaction

Customer satisfaction is a key determinant of business success and long-term loyalty. According to Kotler & Keller (2021), satisfaction arises when product performance matches or exceeds customer expectations. Xu et al. (2024) reinforced that satisfaction results from cognitive and emotional evaluations post-consumption. The EDT framework further clarifies that positive disconfirmation leads to higher satisfaction (Oliver, 1980; Zeithaml et al., 2000).

Kotler & Keller (2021), also identified several influencing factors, including product quality, service quality, price, past experience, and customer expectations. In this study, satisfaction is evaluated based on five indicators adapted from Hossain et al. (2023): long-term comfort, product-expectation alignment, satisfaction with product performance, ease of maintenance, and general usage satisfaction.

Age

Age is a demographic variable that significantly influences consumer behavior. Robbins & Judge (2019) observed that older individuals tend to exhibit higher commitment and decision stability. Psychological development theories also categorize adulthood into early (20–40 years), middle (41–59 years), and late adulthood (60+), each with distinct emotional and cognitive maturity (Worldsupporter, 2024).

Schiffman & Wisenblit (2015), emphasized that age affects values, lifestyles, and preferences, contributing to varied responses toward brands and products. In this study, age is examined as a moderating variable to understand how generational differences influence switching intention and satisfaction.

Based on the synthesized theoretical perspectives, the study advances the following hypotheses:

H1: Product quality has a negative and significant effect on switching intention.
H2: Product quality has a positive and significant effect on customer satisfaction.
H3: Customer satisfaction has a negative and significant effect on switching intention.
H4: Customer satisfaction mediates the relationship between product quality and switching intention.
H5: Age moderates the relationship between customer satisfaction and switching intention

Research Methodology

Research Design

This research utilizes a quantitative method with an explanatory focus to investigate the influence of constructs. aimed at empirically examining the influence of product quality on switching intention toward modern furniture, with customer satisfaction as a mediating variable and age in its role as a moderator variable. The research is designed to test a causal model using a theory-driven framework derived from the Theory of Planned Behavior (Ajzen, 1991), Expectation Disconfirmation Theory (Oliver, 1980), and the Satisfaction-Loyalty Model (Dick & Basu, 1994). These theories provide a foundation to explore both behavioral and evaluative aspects of customer switching behavior in the traditional furniture industry.

Population and Sample

This research focuses on customers with prior experience in purchasing the population of this study consists of customers who have purchased traditional furniture from local furniture businesses in Bali, Indonesia. Given the absence of a centralized customer database, the population is considered infinite. To identify relevant respondents, a purposive sampling technique was applied, classified under non-probability sampling methods. Participants were eligible for inclusion if they met the following criteria: (1) being at least 18 years old; (2) customers who had purchased or used traditional furniture at least once in the past five years; and (3) individuals residing in Bali who are familiar with both traditional and modern furniture products. Based on these criteria, following data screening, 200 completed responses were retained for further analysis.

Data Collection and Analysis Procedure

This study utilized a structured survey instrument that was distributed via multiple methods, including in-person and digital platforms. offline (at furniture shops and markets) and online (via Google Forms). The questionnaire included demographic details, purchase experience, and measurement items for product quality, customer satisfaction, and switching intention. A pilot study with 30 participants was carried out to evaluate the comprehensibility and consistency of the questionnaire. Based on the findings, slight modifications were made to improve clarity where needed. Each construct was measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The items used in the questionnaire were adapted from established and previously validated measurement scales, as outlined in Table 2.

Table 2
Source of Questionnaire Indicators

Construct	Indicators	Source
Product Quality	Aesthetic Design, Product Durability, Finishing Quality, Comfort During Use, Overall Quality	Bhagirov & Zang (2024)
Customer Satisfaction	Long-Term Comfort, Match with Expectations, Product Performance, Ease of Maintenance, Overall Satisfaction	Hossain et al. (2023)

Construct	Indicators	Source
Switching Intention	Perceived Functional Advantage, Design Appeal, Practicality, Price Fairness, Lifestyle Fit	Kim & Lee (2023)
Moderating Variable	Age (as a categorical variable: younger vs. older respondents based on generational cohort theory)	

Research Framework

This research investigates how product quality influences consumers' intention to switch to modern furniture, considering customer satisfaction as a mediating construct and age as a moderating factor. The proposed framework draws upon the Theory of Planned Behavior (TPB), Expectation Disconfirmation Theory (EDT), and the Satisfaction–Loyalty Model. The conceptual relationships among variables are illustrated in Figure 1.

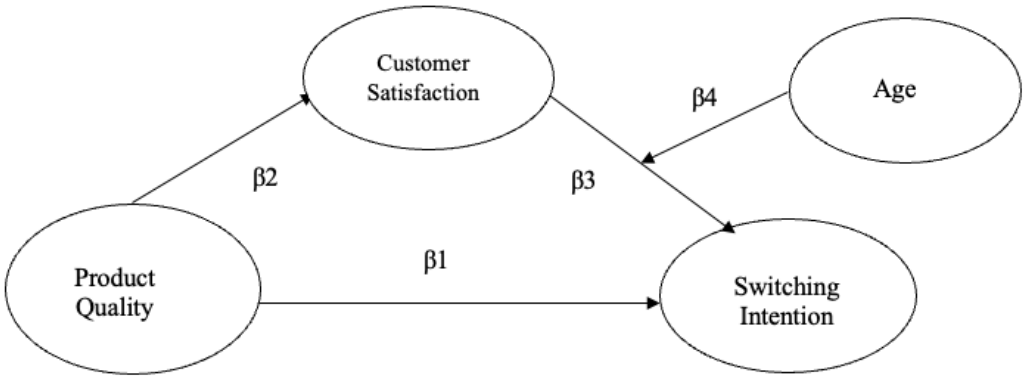

Figure 2: Research Framework

Descriptive Analysis

Descriptive analysis was conducted on 200 respondents in Bali who had purchased or used traditional furniture within the last five years. Most were aged 25–45, indicating familiarity with the product. Their choices were influenced by cultural values, aesthetics, and durability. These characteristics support the relevance of the sample for analyzing product quality, satisfaction, and switching intention and justify the inclusion of age as a moderating variable within the TPB, EDT, and Satisfaction-Loyalty frameworks. Inferential Statistical Analysis (PLS-SEM Analysis)

a) Evaluation of the Measurement Model (Outer Model)
   The measurement model was assessed to evaluate the reliability and validity of each construct. Convergent validity was confirmed as all item loadings exceeded the minimum threshold of 0.70, and the Average Variance Extracted (AVE) for each latent variable was greater than 0.50.

Table 3
Convergent Validity (Outer Loadings)

Indicator	Outer Loading	Information
X1.1 <- *Aesthetic Design*	0,882	Valid
X1.2 <- *Product Durability*	0,876	Valid
X1.3 <- *Finishing Quality*	0,888	Valid
X1.4 <- *Comfort During Use*	0,883	Valid
X1.5 <- *Overall Quality*	0.872	Valid
M1.1 <- *Long-Term Comfort*	0,887	Valid
M1,2 <- *Match with Expectation*	0,892	Valid

Indicator	Outer Loading	Information
M1.3 <- *Product Performance*	0,899	Valid
M1.4 <- *Ease of Maintenance*	0,870	Valid
M1.5 <- *Overall Satisfaction*	0,847	Valid
Y1.1 <- *Perceived Functional Advantage*	0,841	Valid
Y1.2 <- *Design Appeal*	0,881	Valid
Y1.3 <- *Practicality*	0,912	Valid
Y1.4 <- *Price Fairness*	0,899	Valid
Y1.5 <- *Lifestyle Fit*	0,899	Valid

Convergent validity was confirmed, with all outer loading values exceeding the 0.70 benchmark recommended by Hair et al. (2019), indicating that the indicators strongly reflect their respective latent variables.

b. Reliability Analysis

Reliability represents the degree of internal consistency within a construct, reflecting how well a set of indicators collectively measures the same underlying latent concept. In this study, reliability was evaluated using two primary indicators: Cronbach's Alpha and Composite Reliability (ρc), both of which assess the uniformity and coherence of the measurement items.

Table 4
Reliability Test

Construct/Variable	*Cronbach's Alpha*	*Composite reliability (rho c)*
Product Quality	0.927	0.945
Customer Satisfaction	0.927	0,945
Switching Intention	0.932	0.948

The indicators used for the constructs exhibit strong internal consistency, confirming their reliability in representing the corresponding latent dimensions. Composite Reliability values, which are considered more accurate in PLS-SEM, also exceed 0.90, demonstrating excellent construct reliability. These results confirm that the measurement instrument used in this study is statistically reliable and suitable for further structural analysis.

a. Structural Model (Inner Model)

Following the validation of the measurement model, the subsequent analysis focused on evaluating the structural model to examine the proposed hypotheses. To assess the significance of the path coefficients, a bootstrapping technique was employed, utilizing 5,000 resamples for robust estimation.

Table 5
Results of Determination Coefficient Test

Variable	R-square	R-square adjusted
Customer Satisfaction	0.593	0.591
Switching Intention	0.468	0.462

R^2 values of 0.593 and 0.468 for Customer Satisfaction and Switching Intention, respectively, indicate moderate explanatory power, aligning with Hair et al.'s (2014) benchmarks and supporting the structural model's predictive relevance.

b. Inferential Statistics

Analysis (PLS-SEM Analysis)

The hypothesized relationships among the variables were tested through the bootstrapping procedure, as depicted in Figure 3

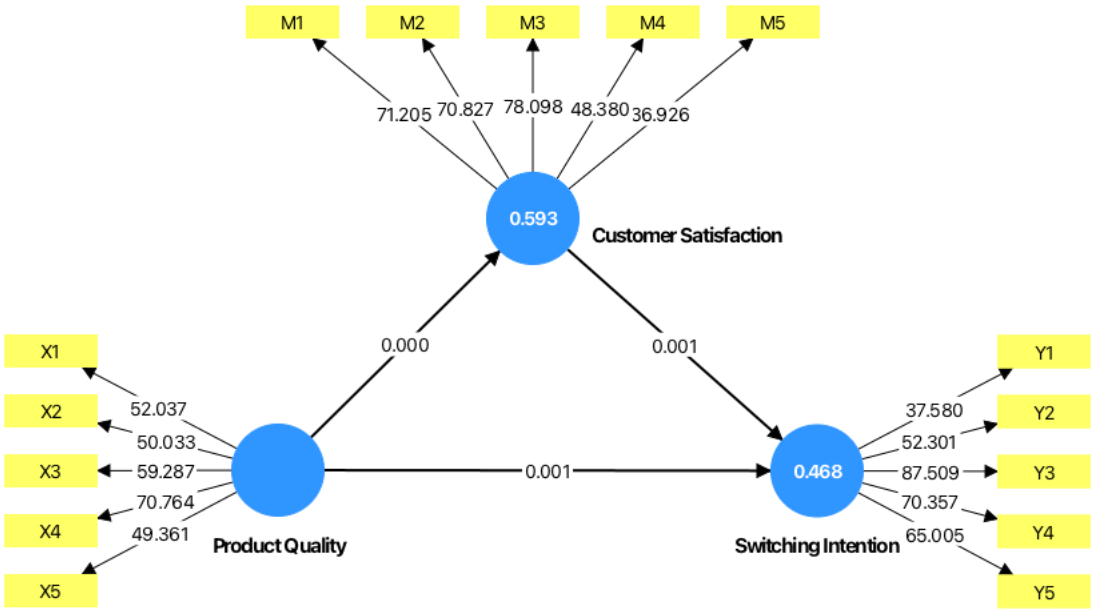

Figure 3: Research Empirical Model

All path coefficients obtained in the analysis exceeded the critical t-value threshold of 1.96, indicating statistical significance at the 5% level. These findings provide empirical support for the proposed hypotheses and confirm that both Perceived Value and Trust significantly influence Customer Satisfaction and Reuse Intention. Furthermore, the results highlight the mediating effect of Customer Satisfaction, which reinforces the influence of Perceived Value and Trust on users' ongoing intention to continue using the service. Details of the indirect effects are presented in Table 6 below.

Table 6
Indirect Effect Test Results

Relationships Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Value
Product Quality-> Customer Satisfaction -> Switching Intention	-0.285	-0.284	0.086	3,330	0,001

The analysis showed a significant negative indirect effect of Product Quality on Switching Intention through Customer Satisfaction (β = -0.285, t = 3.330, p = 0.001), indicating that higher product quality enhances satisfaction, which in turn reduces switching intention.

c) Moderation Test Result (Age)

The moderation analysis aimed to examine whether age moderates the relationship between customer satisfaction and switching intention toward modern furniture. Age was categorized into two groups: younger respondents ($\leq$ 40 years) and older respondents (> 40 years), with 100 participants in each group. The test was conducted using Multi-Group Analysis (MGA) in SmartPLS 4.

Table 7
Multi-Group Analysis (MGA) – Moderating Effect of Age

Path	Young Group Coefficient	Older Group Coefficient	Difference in Coefficients	P-Value(2-tailed))	Description
Satisfaction → Switching Intention (M → Y)	0.417	-0.303	-0.721	0.002	Significant

The MGA results show that the relationship between customer satisfaction and switching intention differs significantly between age groups. In the younger group (≤ 40 years), the path coefficient is positive (β = 0.417), while in the older group (> 40 years), it is negative (β = -0.303). The difference between the two groups is statistically significant (p = 0.002), indicating that age significantly moderates this relationship.

Discussion (Summary)

H1: Product Quality → Switching Intention Product quality has a significant negative effect on switching intention (β = -0.357; p = 0.001). This suggests that higher perceived quality of traditional furniture reduces the likelihood of switching to modern alternatives. This supports TPB and aligns with studies showing emotional and functional attachment to traditional products.
H2: Product Quality → Customer Satisfaction Product quality also has a significant positive effect on customer satisfaction (β = 0.770; p = 0.001). This finding supports EDT, where satisfaction arises when product performance meets expectations. However, the moderate satisfaction score (3.22) indicates room for improvement.
H3: Customer Satisfaction → Switching Intention Customer satisfaction negatively influences switching intention (β = -0.370; p = 0.001), in line with the Loyalty Model. Still, moderate satisfaction paired with relatively high switching intention (3.28) suggests that satisfaction alone may not retain customers—especially among younger segments.
H4: Mediation Effect Customer satisfaction partially mediates the effect of product quality on switching intention (β = -0.285; p = 0.001), reinforcing the Satisfaction–Loyalty Model. This means product quality influences switching both directly and indirectly through satisfaction.
H5: Moderating Effect of Age Age significantly moderates the satisfaction → switching intention path (Δβ = -0.721; p = 0.002). Younger consumers are more likely to switch even if satisfied, while older consumers tend to remain loyal—supporting Life Cycle Theory and highlighting the need for age-based strategies.

Conclusions

The findings of this study indicate that product quality plays a pivotal role in shaping consumer attitudes and behaviors. significantly influences both customer satisfaction and switching intention in the context of traditional furniture consumers in Bali. Higher perceived product quality, reflected in aspects such as design, durability, finishing, and comfort, leads to increased customer satisfaction but reduces the likelihood of switching to modern furniture. Furthermore, Customer satisfaction significantly reduces switching intention, reinforcing its importance as a critical factor in fostering customer loyalty.

The mediating analysis reveals that Customer satisfaction serves as a partial mediator between product quality and switching intention, indicating that product quality impacts switching intention both directly and indirectly through its effect on satisfaction. Additionally, the moderating analysis demonstrates that age significantly affects the satisfaction–switching intention relationship. Younger consumers tend to switch despite being satisfied, while older consumers are more likely to remain loyal.

These findings offer theoretical contributions by extending the application of the Theory of Planned Behavior (TPB), Expectation–Disconfirmation Theory (EDT), and the Satisfaction–Loyalty Model to the context of cultural furniture consumption. The results emphasize the dynamic nature of satisfaction and loyalty in contemporary markets, especially among younger segments.

Limitations

Despite yielding meaningful insights, this study has several limitations. First, it employs a cross-sectional design, capturing perceptions at a single point in time, thus limiting understanding of behavior over time. Second, the model focuses only on three key variables: product quality, satisfaction, and switching intention, along with one moderator (age). Other relevant factors, such as price sensitivity, brand perception, innovation, or social influence were not considered. Third, the sample was limited to traditional furniture consumers in Bali, which may affect the generalizability of findings. Subsequent research may consider exploring other regions or cultural contexts and apply longitudinal or mixed-method approaches for deeper insights.

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