

Measuring Continuance Intention of Indonesian Internet Service Provider: A Quantitative Study

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Abstract— This study focuses on the market share reduction of an Indonesian internet provider in spite of rising revenue and client base. More research on this issue would be intriguing, particularly in light of how crucial customer pleasure is to retaining market share. There aren't many research that particularly examine how brand recognition and image affect consumers' intentions to stick with fixed broadband packages, particularly in Indonesia. By examining the impact of brand image and brand awareness on continuation intention through customer satisfaction on internet provider goods in Indonesia, this study seeks to close a gap in the literature. We implemented a quantitative technique by disseminating a structured survey. We employed the SEM-PLS approach to examine the data that we had gathered. According to our research, customer satisfaction is positively and significantly impacted by brand image, customer satisfaction is positively and significantly impacted by continuity intention, and customer satisfaction is positively and significantly impacted by brand awareness, which in turn influences Continuance Intention through customer satisfaction. Conversely, neither directly nor indirectly, brand awareness has no appreciable impact on customer satisfaction or continuation intention. Also, Continuance Intention is not greatly impacted by Brand Image.

Keywords—internet provider, brand image, continuance intention, internet customers

I. INTRODUCTION

Indonesian internet provider, (IndieHome), is part of Telkom's main strategy in supporting digital inclusion through increasing wider and more reliable connectivity. The synergy between Internet service provider and Telkomsel is expected to facilitate public access to integrated digital services, especially for the household segment. This effort is also expected to strengthen Telkomsel's performance as the company's new growth engine [1].

Internet service provider continues to expand the fixed broadband area to reach all regions of Indonesia with various approaches to different products, technologies, and prices, to suit customer needs [2]. However, although Internet service provider dominates the fixed broadband market share, there has been a decline in market share from 86.50% in 2019 to 75.20% in 2022 (Source: <https://www.statista.com>). Factors causing this decline include the presence of new competitors, the development of internet technology, and changes in people's consumption patterns [3]. This decline in market share is also related to the increasing number of customers

who stop subscribing (churn), although the churn trend has decreased, the figure is still high [4].

Customer satisfaction is an important factor in retaining customers. Dissatisfaction can arise if service performance does not meet customer expectations. Customer satisfaction is also closely related to the customer's decision to continue using the service. In the increasingly tight competition with other service providers such as First Media, Biznet, MNC Play, and MyRepublic, as well as newcomers such as Iconnet and XL Home, Internet service provider must focus on customer satisfaction to survive and compete in the market [5].

The decline in Internet service provider's market share did not result in a decline in revenue [6]. In 2023, Internet service provider remains the market leader in the fixed broadband business in Indonesia with 10.1 million customers, an increase of 9.5% from the previous year (Source: Telkom Annual Report 2023). However, despite the increase in revenue and number of customers, the decline in market share remains a phenomenon that needs to be considered [7].

Meanwhile, there was a decline in Internet service provider's Top Brand Index (TBI) score from 2020 to 2022, although it increased in 2023, indicating the importance of brand awareness in maintaining market share (Source: <https://www.topbrand-award.com/>). Increasing brand awareness through advertising campaigns, promotions, and digital marketing strategies is an important step that Internet service provider can take. In addition, maintaining brand image is also crucial, because a positive image can increase customer loyalty [8].

Customer sentiment, both positive and negative, is greatly influenced by the quality of service provided. Disruptions in service, such as connection problems, can affect customer perceptions and reduce their satisfaction [9]. Therefore, Internet service provider needs to continue to monitor customer sentiment and take steps to improve customer satisfaction and maintain a positive brand image [10].

There is a strong positive correlation, according to research, between brand awareness and image and consumer satisfaction. Research on these two elements' effects on fixed broadband product continuation intention is still few, albeit [11]. By examining the impact of brand image and brand awareness on continuation intention through customer satisfaction on Internet service provider goods in Indonesia, this study seeks to close a gap in the literature [12].

II. LITERATURE REVIEW

A. Relationship between Brand Image and Customer Satisfaction

Customer happiness is positively and significantly impacted by brand image. A brand's image is an idea or concept that people remember. Customer happiness increases with the degree to which customers believe the organization has a positive image. On the other hand, low consumer satisfaction will also result from a negative consumer view of the brand. When what customers see meets or exceeds their expectations, customer satisfaction can be generated. Additionally, brand image lowers the perceived risk of a purchase by enabling customers to identify and assess the quality of the goods. Furthermore, the outcomes of earlier research. Customer happiness is positively and significantly impacted by brand image. Additionally, Winoto et al. (2022) claimed that consumer happiness is positively and significantly impacted by brand image. According to the findings of another study (Dam and Dam, 2021), customer happiness is positively impacted by brand image. Customer satisfaction is a function of brand image, albeit there is not much of an effect between the two.

B. Relationship between Brand Awareness and Customer Satisfaction

According to the findings of earlier research, customer happiness is significantly impacted by the brand awareness variable (Oktavia, et al., 2024). Additionally, according to study by Utomo and Saragih (2023) consumer happiness increases with a larger or better brand recognition value. In the same way, customer happiness will drop or decline if the brand recognition value is lower or worse. (Ilyas, et al., 2020) claimed that customer happiness is significantly and favorably impacted by brand awareness. Furthermore, three aspects of brand awareness—Platform-Brand Awareness (PBA), Knowledge-Product Brand Awareness (PBR), and Service-Provider Brand Awareness (PRA)—have a favorable impact on consumer satisfaction, according to Rahi et al. (2021).

C. Relationship between Brand Image and Continuance Intention

According to study, corporate image and continuation intention are favorably correlated (Poromatikul et al., 2020). One measure of brand image is corporate image (Aaker & Biel in Keller & Swaminathan, 2020:239). Furthermore, study (Jo, 2024) indicates that the primary factor influencing continuation intention is business image. Continuance intention is positively impacted by a company's image. Corporate image is frequently used interchangeably with brand image or the company's reputation. In addition to drawing in clients, a favorable company image encourages deeper and more sustainable use. Moreover, Tam et al. (2022) assert that brand image positively influences continuation intention.

D. Relationship between Brand Awareness and Continuance Intention

Based on research (Tam, et al., 2022) states that brand awareness has a positive impact on continuance intention.

D. Relationship between Customer Satisfaction and Continuance Intention

According to Poromatikul, et al. (2020) stated that satisfaction is positively related to continuance intention.

According to (Jo, 2024) satisfaction has a positive impact on continuance intention. One important indicator of the intention to keep using is user happiness (Jo, 2022). We can draw the conclusion that greater levels of intention to continue are connected with better pleasure. Furthermore, Tam et al. (2022) reported that contentment positively influences the inclination to continue. Additionally, it was mentioned by Rahi et al. (2021) that user continuation intention is positively impacted by customer satisfaction. Furthermore, a relationship between satisfaction and continuance intention was discovered by Tang et al. (2024). This finding is corroborated by earlier research by Tamilmani et al. (2020), Tamara et al. (2021), and Thi et al. (2022), which demonstrated that satisfaction is the most promising predictor of continuance intention.

E. The relationship between Brand Image and Continuance Intention is mediated by Customer satisfaction

Continuance intention can be seen as a result of repurchase intention. Consumers who have repurchased a product or service and have a positive experience with the company are likely to continue using the service in the future. In addition. Continuance intention and repurchase intention are both influenced by customer satisfaction. According to Putri and Yasa, (2022) showed that consumer satisfaction can significantly mediate the influence of brand image on repurchase intention.

2.7. Relationship between Brand Awareness and Continuance Intention mediated by Customer satisfaction

Citing earlier studies, Tam et al. (2022) examined the influence of customer satisfaction and brand awareness on continuing intention, finding a positive correlation. The indirect association between brand awareness and continuation intention, which is mediated by customer satisfaction, was not tested in this study, though. Researchers will examine these factors' indirect relationships in order to close this gap in the literature.

So based on previous research and the theory presented, the model in this study can be seen in Figure 1 as follows:

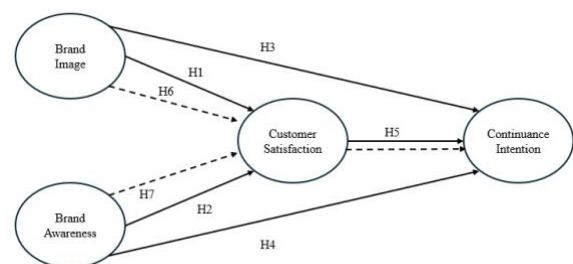


Figure 1 Research Framework

Based on the framework of thought above, the hypothesis used for the temporary answer to the problem formulation is:

H1: There is a positive and significant influence by Brand Image on Customer Satisfaction

H2: There is a positive and significant influence by Brand Awareness influencing Customer Satisfaction

H3: There is a positive and significant influence by Brand Image influencing Continuance Intention

H4: There is a positive and significant influence by Brand Awareness influencing Continuance Intention

H5: There is a positive and significant influence by Customer Satisfaction influencing Continuance Intention

H6: There is a positive and significant mediation influence by Customer Satisfaction on the relationship between Brand Image and Continuous Intention

H7: There is a positive and significant influence by Brand awareness mediated by customer satisfaction influencing continuance intention.

III. METHODOLOGY

The construction of this study was assessed using a five-point Likert scale (1 = strongly disagree and 5 = strongly agree).

A. Respondents and methods of data analysis

The respondents of this study were Internet service provider customers from various regions in Indonesia. Then for sampling in this study, the technique used was accidental sampling, which is a method of taking samples accidentally from the existing population (Sugiyono, 2019). The advantages of using accidental sampling are that it is easy, fast and does not take a long time. While the disadvantages are that this method does not represent the population as a whole, it cannot ensure the accuracy of the data as a whole so that it can cause bias. This sampling technique is carried out because the limited access to detailed population data in this study is not known for certain. According to the suggestions provided by Hair et al. (2019), the appropriate sample size for this study is around five to ten times the number of indicators employed.

In order to gather information on the research subject, research questionnaires were distributed as the major data source for this study. A questionnaire is a method of gathering data that involves providing respondents with a set of written questions or statements to react to, according to Wiratna Sujarweni (2021:75). A questionnaire is a data collection technique carried out online via a Google form regarding the variables used in this study which are then obtained and processed again by the researcher. In addition to questionnaires, researchers also conducted document studies using news articles, books, previous research articles, and trusted institutions or websites as references for this study.

B. Method for statistical analysis

In this work, the PLS-SEM approach was applied using SmartPLS software. SEM is a component of multivariate analysis, a statistical strategy that enables researchers to examine more than two study variables (Musyaffi et al., 2021:3). Then, SEM is a data analysis method that, according to Hair et al. (2019), describes the link between many variables to provide a relationship in the form of an equation. The link between the constructs (dependent and independent variables) used in the study is represented by this equation. In order to have a thorough understanding of the complete model. Partial Least Square (PLS) is a SEM analytic approach that may directly assess latent variables, indicator variables, and measurement errors, according to Hair et al. (2019). SEM PLS is a method that explains the relationship between variables simultaneously. SEM PLS has two measurement models, namely the outer model and the structural model (inner model). The outer model is usually called the measurement model and the inner model is usually called the structural model.

IV. DISCUSSION

We confirm the item's SRMR before moving on to data analysis to make sure the model is compatible. According to Henseler et al. (2015), a reasonable model fit is indicated by values more than 0.08 and less than 0.10. The model's SRMR value of 0.066 indicates that it can predict the data extremely well and is highly consistent with actual data. This indicates that the model's representation of the link between the variables and the data is accurate. After the proper assessment model has been determined, the structural model will be examined. (Hair and others, 2019). A thorough collinearity evaluation method is used to identify CMB (Common Method Bias) in the context of PLS-SEM (Kock, 2015).

When two or more independent variables or exogenous constructs exhibited a significant degree of association, the model's predictive power was shown to be inadequate (Sekaran & Bougie, 2016). The CMB is verified by looking up the VIF (Variance Inflation Factor) value (VIF). A model's VIF value has to be less than 3.3 in order to be classified as CMB-free (Hair et al., 2017; Kock, 2015). There may be a CMB present if the VIF value is high. A variable is said to be highly impacted by other variables in the model if its VIF value is more than a particular threshold. This might be a sign of a multicollinearity issue brought on by CMB. According to our findings, the actual VIF value is above 3.3, which indicates that the model has signs of CMB. We looked at the t-value to gauge each path's relevance. According to Hair et al. (2019), an association route is deemed significant if the t-value is more than 1.96. The route is deemed inconsequential if the t-value, which quantifies the link between the variables, is less than the 1.96 cut-off point.

The H4, H5, and H7 hypotheses are significant based on our findings, but the H1, H2, H3, and H6 hypotheses are not. In order for certain theories to be accepted and others to be rejected. Figure 2 displays the findings in Tables 8 and 9.

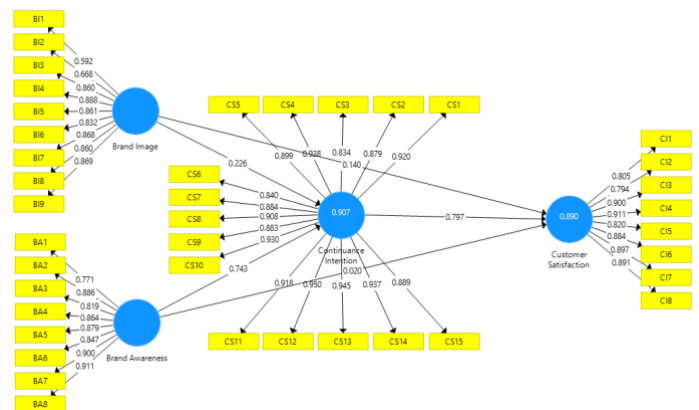


Figure 1 Path analysis (data analysis output using SmartPLS software)

Brand awareness does not have a significant effect on Continuance Intention. Consumer awareness of the existence of a brand and its ability to recognize or remember the brand in a particular product category. While important in the early stages of the consumer decision process, its influence on Continuance Intention or the intention to continue using the product can be weak or insignificant. This

can happen because just by recognizing a brand, consumers do not necessarily have the commitment or loyalty to continue using the product.

Then the influence of Brand Awareness on Customer Satisfaction is not significant. Although Brand Awareness allows consumers to recognize and choose a brand, it is not always directly related to their satisfaction with the product. Customer satisfaction is more influenced by their actual experience with the product, such as the quality, price, and service received. If a well-known brand does not provide a satisfying experience, then Brand Awareness will not be able to create significant satisfaction.

Moreover, there is no discernible relationship between Brand Image and Continuance Intention. Although a product's favorable brand image may persuade potential customers to give it a try, this does not guarantee that they will stick with it.

Conversely, there is little correlation between Brand Awareness and Customer Satisfaction as measured by Continuance Intention. It indicates that Continuance Intention is not a powerful mediator between Brand Awareness and Customer Satisfaction when it is said that Brand Awareness has a little impact on Customer Satisfaction through Continuance Intention. If Continuance Intention serves as a mediator in the mediation between Brand Awareness and Customer Satisfaction, then Continuance Intention should be the means by which Brand Awareness influences Customer Satisfaction. However, if Brand Awareness is not strong enough to influence Continuance Intention, then this mediation path will not be significant.

This insignificance suggests that other factors may be more relevant in influencing Customer Satisfaction than Brand Awareness mediated by Continuance Intention. For example, customer satisfaction can depend more on product quality or customer experience than simply awareness or intention to continue using. The hypothesis accepted is that the influence of Brand Image on Customer Satisfaction is proven to have a positive and significant relationship. This hypothesis shows that the stronger the consumer perception of the brand image, the higher the level of consumer satisfaction with the product or service offered.

Customer satisfaction is positively and significantly impacted by Continuance Intention. According to this hypothesis, customer satisfaction levels are positively correlated with the intention of the customer to continue using a product or service (continuance intention). The impact of brand image on customer satisfaction and continuity intention is both favorable and substantial. Through the medium of customer satisfaction, this hypothesis examines the indirect impact of brand image on consumers' desire to keep using goods or services. Accordingly, a strong brand image will boost customer satisfaction, which will raise customers' intent to keep using the product.

V. CONCLUSION

This research shows that although Brand Awareness and Brand Image are important in attracting new customers, to retain customers and ensure they are satisfied, Internet service provider needs to focus on service quality and customer experience. Customer Satisfaction and Continuance Intention are key factors in maintaining and increasing customer loyalty

to Internet service provider services. This study supports the following three important conclusions: Internet service provider's strong brand image has been shown to have a positive and significant relationship with customer satisfaction. This shows that the more positive consumers' perception of the Internet service provider brand, the more likely they are to be satisfied with the services provided. Internet service provider must continue to strengthen its brand image through effective communication, reliable service, and product innovation to increase customer satisfaction.

Customer satisfaction has a favorable and significant association with the customer's decision to continue using Internet services. This demonstrates that clients who are resolute in their desire to stick with their subscription are often content with the assistance they have gotten. To keep customers intending to use their services in the future, Internet service providers must make sure that their offerings consistently live up to client expectations.

consumer satisfaction rises with a favorable brand image, and this in turn raises the likelihood that the consumer will stick with the Internet service provider. This demonstrates how, if followed by satisfaction, a positive brand image may play a significant role in preserving consumer loyalty. To promote loyalty and retention, internet service providers should prioritize enhancing their brand image through high customer satisfaction levels in their marketing and service strategies.

A. Limitation

We attempted to collect more than 68 respondents but were hampered by time, distance and the breadth of the research area. These figures certainly do not cover all the views of Internet service provider customers due to the huge number of Internet service provider customers in Indonesia. We can only conduct an online poll to collect data for this research. Future research may use a larger sample size and include more elements that can influence outcomes and external variables. We suggest that future studies consider the scope of the study focusing on one area with a more proportionate number of respondents.

B. Implications

This research provides a strong foundation for Internet service providers to take strategic actions in improving business performance. By focusing on strengthening brand image, improving customer satisfaction, and providing a positive customer experience, Internet service providers can achieve sustainable growth and strengthen its position in the market.

Based on these findings, here are some recommendations for improving Internet service providers' services:

1. Strengthen Brand Image

Maintain consistency in conveying brand messages and brand promises. Improve communication with customers through multiple channels to build a positive perception of the brand and focus on a positive customer experience at every touchpoint.

2. Increase Customer Satisfaction

Conduct further research to identify other factors that significantly affect customer satisfaction besides brand image and continuance intention. Implement an effective loyalty program to increase customer engagement and encourage repeat purchases.

3. Focus on Customer Experience

Tailor the service to the needs and preferences of each customer and simplify the process of using Internet service provider services.

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