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Price Sensitivity and Switching Intention in Mobile Broadband Services

Sylvia Samuel[1]*, Daniel Widjaja [2], Thomas Green [3]
[1]Faculty of Economics and Business, Universitas Pelita Harapan , Indonesia
[2]Faculty of Economics and Business, Universitas Kristen Krida Wacana, Indonesia
[3]Department of Information Systems and Data Engineering, Eesp Incorporation, Samudra Hindia Britania
[1]sylvia.samuel@uph.edu, [2]daniel.widjaja@ukrida.ac.id [3]thom.green@eesp.io
***Corresponding Author**

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ABSTRACT

The rapid growth of digital connectivity has intensified competition in the mobile broadband industry, increasing the importance of understanding factors that influence customer switching behavior. Although prior studies have examined switching intention in telecommunications services, **limited research** has simultaneously investigated the roles of brand perception, price sensitivity, and service quality while considering demographic heterogeneity. This study examines the effects of brand perception, price sensitivity, and service quality on switching intention in the mobile broadband sector and evaluates the moderating role of gender. **A quantitative** survey was conducted among 153 mobile broadband users, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that price sensitivity significantly increases switching intention, indicating that consumers who are more responsive to price differences are more likely to change service providers. In contrast, brand perception and service quality do not significantly influence switching intention, suggesting that mobile broadband services are increasingly perceived as technologically homogeneous across providers. **Furthermore, gender** does not moderate the relationships between the key determinants and switching intention, although it shows a significant direct effect. **These findings** highlight the dominant role of economic evaluation in switching decisions and provide strategic implications for telecommunications providers in developing competitive pricing and customer retention strategies.

Corresponding Author:

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1. INTRODUCTION

Digital technologies have intensified competition in the telecommunications industry, particularly in the mobile broadband segment [1]. Mobile broadband is now essential for daily digital activities such as online learning, remote work, e-commerce, and entertainment [2, 3]. As demand increases, service providers compete to attract and retain customers through pricing strategies, service performance, and brand positioning [4].

This competitive environment has made customer switching behavior more dynamic [5]. Consumers can easily compare alternatives and switch providers when their expectations are not met [6]. Therefore, under-

standing the key factors that drive switching intention has become increasingly important for both researchers and industry practitioners [7].

From a managerial perspective, understanding switching intention is crucial because competitive telecom markets reduce barriers for customers to change providers [8]. Consumers can easily compare offerings, making their decisions increasingly sensitive to value-for-money considerations and perceived trade-offs [9]. Although prior studies identify multiple determinants of switching intention, their relative importance may vary depending on market conditions and technological standardization [10].

This study focuses on three key determinants: brand perception, price sensitivity, and service quality [11]. Brand perception reflects customers' overall evaluation of a provider and can influence trust and expectations, although its direct effect on switching may weaken in highly standardized markets [12, 13]. Price sensitivity, on the other hand, captures how strongly consumers respond to pricing differences and promotions, and is often a dominant factor in telecom switching decisions due to intense price competition [14–17]. Service quality remains a fundamental construct, encompassing reliability and responsiveness, though its direct influence on switching intention may vary depending on perceived service parity [18–21].

In addition, this study incorporates gender as a moderating variable to examine potential differences in how customers respond to these determinants [22]. Prior research suggests that gender can influence the relationship between service perceptions and behavioral outcomes, potentially shaping how brand perception, price sensitivity, and service quality translate into switching intention [23, 24]. This provides a more nuanced understanding of customer decision-making across segments.

Despite extensive research on switching intention, several gaps remain [25]. Previous studies often examine determinants in isolation rather than within an integrated framework, and many assume that service quality and brand factors dominate customer retention [26, 27]. However, increasing commoditization in telecommunications suggests that economic factors such as price sensitivity may play a more significant role [28]. Moreover, limited studies explore gender as a moderating variable in this context [29, 30]. Therefore, this study addresses these gaps by simultaneously analyzing brand perception, price sensitivity, and service quality, while incorporating gender moderation in the mobile broadband industry [31].

This study aims to provide a clearer and more concise understanding of switching intention by focusing on key determinants while ensuring clarity and readability in presenting the research context.

2. LITERATURE REVIEW

2.1. Brand Perception and Switching Intention

Brand perception represents customers' overall cognitive and affective evaluation of a brand formed through accumulated experiences, marketing communications, and perceived reputation [32]. In the mobile broadband industry, where service features can be perceived as increasingly comparable across providers, brand perception becomes a strategic signal that helps consumers infer expected reliability and reduces uncertainty in service selection and continuation decisions [33]. Positive brand perception strengthens confidence, increases perceived value, and builds psychological attachment, which jointly reduce consumers' motivation to explore alternatives and thus lower switching intention [34]. Prior research in service settings consistently supports that stronger brand-related evaluations are associated with more stable behavioral intentions and retention-related outcomes [35].

H1: Brand perception influences switching intention.

2.2. Price Sensitivity and Switching Intention

Price sensitivity refers to the extent to which consumers' evaluations and decisions are affected by price levels and price differences [36]. In subscription-based markets such as mobile broadband, where providers frequently compete via promotions, bundles, and discounts, price-sensitive customers are more likely to compare alternatives and respond to economically attractive offers [37]. When customers perceive that competitors provide similar benefits at lower cost, switching intention increases because consumers attempt to maximize value while minimizing sacrifice [38]. This dynamic is particularly relevant in broadband services where switching is often perceived as feasible and price transparency encourages frequent plan comparisons [39].

H2: Price sensitivity significantly influences switching intention.

2.3. Service Quality and Switching Intention

Service quality is an important determinant of customer retention because it influences satisfaction, trust, and continued service usage, particularly in telecommunications where services are continuously consumed. In competitive mobile broadband markets, customers often compare providers based on service consistency and reliability in addition to pricing. In mobile broadband services, service quality includes technical performance (e.g., reliability, stability, speed consistency) as well as functional performance (e.g., responsiveness, assurance, complaint handling). High service quality strengthens satisfaction and perceived dependability, thereby reducing switching intention, whereas service failures (unstable networks, unresolved complaints, slow recovery) act as strong triggers for churn intention [40]. Recent evidence in telecom and digital services demonstrates that service quality is a key predictor of retention-oriented outcomes and continuation-related intentions [41]. Furthermore, positive service experiences can strengthen customer confidence and reduce the tendency to switch to competing providers.

H3: Service quality significantly influences switching intention.

2.4. Gender as a Moderator of Brand Perception and Switching Intention

The influence of brand perception on switching intention may differ by gender because males and females can process brand cues and risk differently in decision-making contexts [42]. Evidence indicates gender-based differences in responses to brand-related information and trust formation, including how consumers react to unfamiliar brands [43]. In addition, recent empirical work in service and telecom-related contexts suggests that gender can act as a segmentation variable that shapes the strength of brand-based mechanisms affecting loyalty-related outcomes [44]. Therefore, the stabilizing effect of favorable brand perception on switching intention may be stronger for one gender group depending on how brand trust and perceived risk are weighted in provider evaluation [45].

H4: Gender moderates the relationship between brand perception and switching intention.

2.5. Gender as a Moderator of Price Sensitivity and Switching Intention

Gender may also shape how strongly price sensitivity translates into switching intention because males and females can differ in how they interpret and respond to promotional incentives and economic cues [46]. Empirical evidence shows that gender differences can emerge in behavioral responses to promotions and marketing incentives, implying heterogeneity in price-driven decisions [47]. In telecom settings, gender has likewise been examined as a meaningful moderator for relationship and retention-related mechanisms. Accordingly, when price sensitivity is high, switching intention may rise more sharply for one gender group due to differences in deal proneness, value assessment, or price quality inference patterns [48].

H5: Gender moderates the relationship between price sensitivity and switching intention.

2.6. Gender as a Moderator of Service Quality and Switching Intention

Gender may moderate the effect of service quality on switching intention because males and females often differ in how they evaluate and prioritize various dimensions of service quality, particularly between technical quality (e.g., network reliability and performance) and functional quality (e.g., responsiveness and customer experience) [49]. These differences also extend to tolerance toward service failures, where one group may be more forgiving than the other when encountering disruptions. As a result, identical levels of perceived service quality may not produce the same behavioral responses across gender groups, especially in terms of switching intention. Prior research has shown that gender can influence the strength of the relationship between service quality and loyalty, as males and females tend to process service experiences differently based on their expectations, preferences, and evaluation styles.

In addition, empirical evidence from various service contexts suggests that gender plays an important role in shaping perceived service quality and intention-related outcomes such as satisfaction, loyalty, and switching intention. Even when experiencing the same level of service performance, male and female consumers may interpret and respond to it differently, leading to variations in behavioral intentions. Therefore, the negative relationship between service quality and switching intention is expected to vary by gender [50], where improvements in service quality may significantly reduce switching intention for one group while having a weaker effect on the other. This highlights the importance of considering gender as a moderating variable in understanding consumer decision-making in service industries.

Furthermore, these differences may also be influenced by varying expectations, communication styles, and risk perceptions between males and females when evaluating service experiences. Such variations can lead

to distinct cognitive and emotional responses, which ultimately affect their decision to remain with or switch from a service provider, reinforcing the role of gender as a meaningful moderating variable in this relationship.

H6: Gender moderates the relationship between service quality and switching intention.

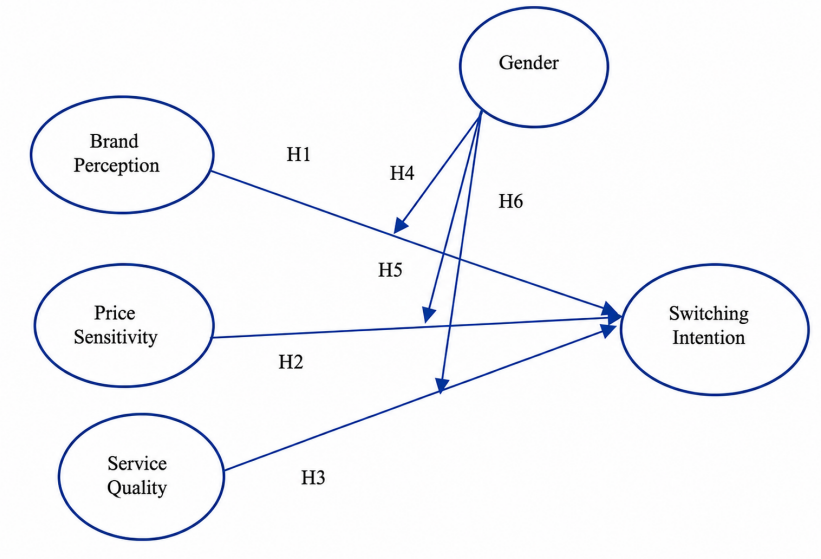

Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of this study, which examines the relationships between brand perception, price sensitivity, service quality, and switching intention in the mobile broadband industry. The model proposes that brand perception, price sensitivity, and service quality act as independent variables that directly influence switching intention as the dependent variable. In addition, gender is incorporated as a moderating variable that may affect the strength of the relationships between the independent variables and switching intention. Specifically, the framework hypothesizes that gender moderates the effects of brand perception, price sensitivity, and service quality on switching intention, reflecting potential differences in how male and female consumers evaluate service attributes and make switching decisions. The conceptual model is grounded in consumer behavior and service marketing theories, where switching intention is influenced by both economic factors (price sensitivity) and relational factors (brand perception and service quality). By integrating these constructs into a single framework, the model aims to provide a comprehensive understanding of the determinants of switching intention in the context of increasingly competitive and technologically standardized mobile broadband services.

3. RESEARCH METHODOLOGY

Through the use of a questionnaire, data will be collected on consumers' brand perception, price sensitivity, switching intention, and service quality experiences. The statistical population for this study will be customers of fixed and mobile broadband service providers. The purpose of this study is to investigate the effect of brand perception, service quality and price sensitivity on consumers' intention to switch brands with gender as a moderator. Sample for this research using Hair's formula and the result obtained 153 persons.

Gender was modeled as a moderating variable to examine whether the strength of the relationships between independent variables and switching intention differs across demographic groups. The moderation effect was tested using interaction terms within the PLS-SEM framework.

PLS-SEM was selected due to its suitability for exploratory research, its ability to handle complex models with multiple constructs, and its robustness in analyzing relatively small sample sizes. Additionally, PLS-SEM does not require strict assumptions of data normality, making it appropriate for this study.

The study used PLS-SEM software to analyze the relationships between variables. This involved two steps:

- **Evaluating How Indicators Represent Variables:** The researchers first examined how well each indicator reflected the underlying concept (latent variable) it was supposed to measure. This is like checking

if individual items on a test accurately assess the overall skill being measured.

- **Examining Relationships Between Variables:** Then, they looked at the strength of the connections between the different concepts themselves.

To ensure the accuracy of their measurements, the study considered two aspects:

- **Convergent Validity:** This assessed how well the indicators for each concept aligned with each other. They checked if the individual items related strongly to the overall concept they were supposed to represent. A threshold of 0.5 to 0.6 was used to determine if this connection was good enough.
- **Reliability:** This assessed how consistent the measurement was. They looked at two measures (Cronbach's Alpha and Composite Reliability) to make sure the indicators produced consistent results, with a value above 0.7 considered acceptable.

3.1. Analysis and Discussion

3.1.1. Measurement Model Testing (Outer Model)

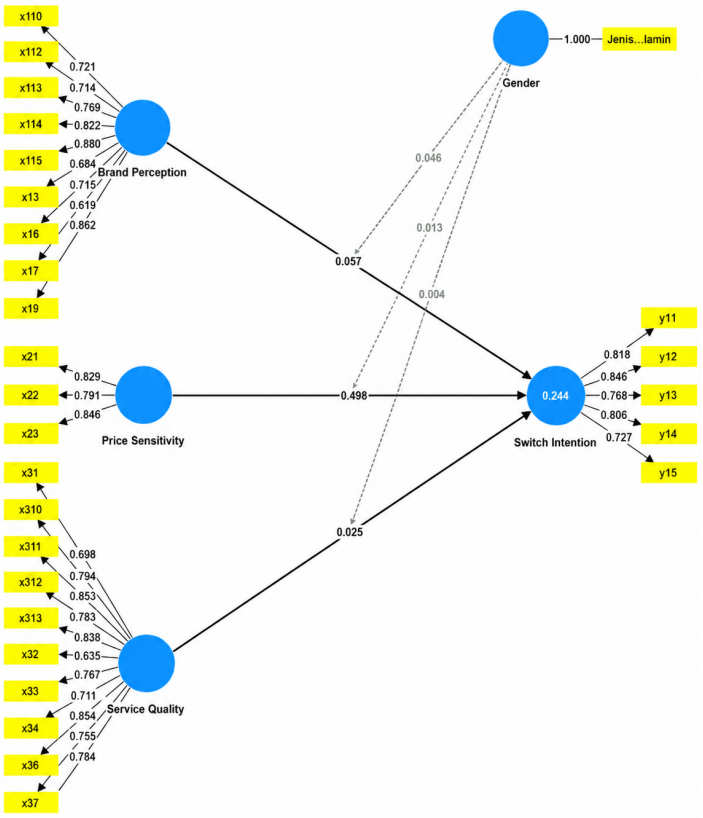

Figure 2. Structural Model

Figure 2 presents the outer model of the study, illustrating the relationships between latent constructs and their respective measurement indicators within the PLS-SEM framework. Each construct's brand perception, price sensitivity, service quality, and switching intention is operationalized using multiple reflective indicators, which are represented by the arrows linking the latent variables to their observed variables. The outer model evaluation focuses on assessing the reliability and validity of the measurement model. Indicator loadings shown in the figure represent the strength of the relationship between each indicator and its corresponding construct. Higher loading values indicate that the indicators adequately capture the underlying latent variables. In this study, all indicators demonstrate acceptable loading values above the recommended threshold, supporting convergent validity. Overall, the outer model confirms that the measurement instruments used in this research are both reliable and valid, providing a strong foundation for further analysis of the structural relationships among constructs in the inner model.

3.2. Validity and Reliability

The validity test evaluates the accuracy of the measurement instrument by examining the correspondence between the actual data of respondents and the data reported in the study. A dataset is considered valid when there is strong alignment between observed and measured values. One important component is convergent validity, which assesses how well the indicators of a construct reflect the underlying concept being measured. This is evaluated through loading factor values, where a model is considered acceptable if each indicator exceeds the threshold of 0.5. With a sample size of 153, this study adopts that criterion to ensure that all constructs are adequately represented and reliably measured.

Gender was analyzed as a moderating variable using the interaction term approach within the PLS-SEM framework, by multiplying the standardized indicators of the independent variables brand perception, price sensitivity, and service quality with the gender variable. This approach enables the direct testing of whether the strength of relationships between variables differs across gender groups within a single model. Compared to Multi-Group Analysis (MGA), which requires dividing the sample and may reduce statistical power, the interaction approach is more efficient and suitable for prediction-oriented research. The inclusion of gender is grounded in prior studies suggesting its influence on consumer decision-making, although recent findings indicate that its role may be diminishing in digital service contexts, making it important to re-evaluate its moderating effect.

Table 1. Outer Loading Results

	Brand Perception	**Price Sensitivity**	**Service Quality**	**Switching Intention**
x110	0.721			
x112	0.714			
x113	0.769			
x114	0.823			
x115	0.881			
x13	0.684			
x16	0.715			
x17	0.619			
x19	0.862			
x21		0.829		
x22		0.791		
x23		0.846		
x31			0.695	
x310			0.807	
x311			0.852	
x310			0.807	
x311			0.852	
x312			0.784	
x313			0.834	
x32			0.628	
x33			0.747	
x34			0.703	
x35			0.851	
x36			0.765	
x37			0.791	
x38			0.843	
x39			0.830	
y11				0.818
y12				0.846
y13				0.768
y14				0.806
y15				0.728

Table 1 displayed that all variables are valid because their values are above 0.5. The threshold value of 0.5 for outer loadings is adopted based on established PLS-SEM guidelines, which indicate that indicator loadings above 0.5 demonstrate acceptable convergent validity, while values above 0.7 are considered ideal for

confirming strong indicator reliability. In this study, all indicators meet the minimum acceptable threshold, supporting the validity of the measurement model. The reliability test evaluates the consistency of each variable. Individual statements derived from the indicators are combined to form a construct, and higher values indicate greater consistency among the variables being tested. In this study, the reliability test for each variable was conducted using the "Internal Consistency Reliability Method" technique. This method presents the results of the reliability test through Cronbach's Coefficient Alpha value. A Cronbach's alpha coefficient of at least 0.60 is necessary to establish a reliable construct.

Table 2. Reliability Results

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
Brand Perception	0.908	0.970	0.923	0.575
Price Sensitivity	0.760	0.760	0.862	0.676
Service Quality	0.947	0.968	0.953	0.612
Switch intention	0.854	0.867	0.895	0.630

Table 2 presents the evaluation of the measurement model, which assesses the reliability and convergent validity of the constructs using Cronbach's alpha, composite reliability (ρ_c and ρ_a), and Average Variance Extracted (AVE). According to established guidelines, Cronbach's alpha and composite reliability values above 0.70 indicate satisfactory internal consistency reliability. The results show that all constructs meet the recommended thresholds.

Specifically, Brand Perception demonstrates a Cronbach's alpha of 0.908 and composite reliability (ρ_c) of 0.923, indicating excellent internal consistency. Price Sensitivity shows acceptable reliability with a Cronbach's alpha of 0.760 and composite reliability of 0.862. Similarly, Service Quality exhibits very high reliability, with a Cronbach's alpha of 0.947 and composite reliability of 0.953. Switch Intention also demonstrates strong reliability, with a Cronbach's alpha of 0.854 and composite reliability of 0.895.

Furthermore, the ρ_a values for all constructs exceed the acceptable threshold, providing additional evidence of internal consistency reliability. In addition, all AVE values are above 0.50, confirming adequate convergent validity of the constructs.

Convergent validity was evaluated using the AVE, where values greater than 0.50 indicate that the construct explains more than half of the variance of its indicators. The results show that all constructs satisfy this requirement. Brand Perception has an AVE of 0.575, indicating that the construct explains 57.5% of the variance in its indicators. Price Sensitivity demonstrates a higher AVE of 0.676, suggesting strong convergence among its indicators. Service Quality shows an AVE of 0.612, while Switch Intention records an AVE of 0.630, both exceeding the recommended threshold. These findings confirm that the indicators adequately represent their respective constructs and that convergent validity is established.

Overall, the results indicate that the measurement model exhibits satisfactory reliability and convergent validity. All constructs meet the recommended criteria for Cronbach's alpha, composite reliability, and AVE, suggesting that the measurement instruments are reliable and suitable for further analysis in the structural model.

The non-significant moderating effect of gender suggests that consumer behavior in the mobile broadband market may be converging across demographic groups. This finding aligns with the increasing standardization of digital services, where access, usability, and functionality are designed to be universally applicable regardless of gender.

One possible explanation is market maturity. As mobile broadband services become more widespread and essential, usage patterns tend to stabilize, reducing behavioral differences between male and female users. In such contexts, decision-making is more likely driven by functional factors, such as price and performance, rather than demographic characteristics.

Another explanation is technological familiarity. As digital literacy improves across populations, gender-based disparities in technology adoption and evaluation diminish. This supports the argument that modern digital consumers exhibit more homogeneous preferences, particularly in utilitarian services like mobile broadband.

Furthermore, the findings are consistent with recent studies that report weakening gender effects in digital consumption behavior. However, this result contrasts with earlier research that identified significant

gender differences, suggesting a shift in consumer dynamics over time.

Therefore, the absence of a moderating effect should not be interpreted as irrelevant, but rather as evidence of evolving market conditions. This highlights the importance of continuously reassessing traditional demographic variables in rapidly changing digital environments.

4. RESULTS AND DISCUSSION

4.1. Hypothesis Testing

The results of this test are based on research data processing using Partial Least Square (PLS) analysis through the SmartPLS application.

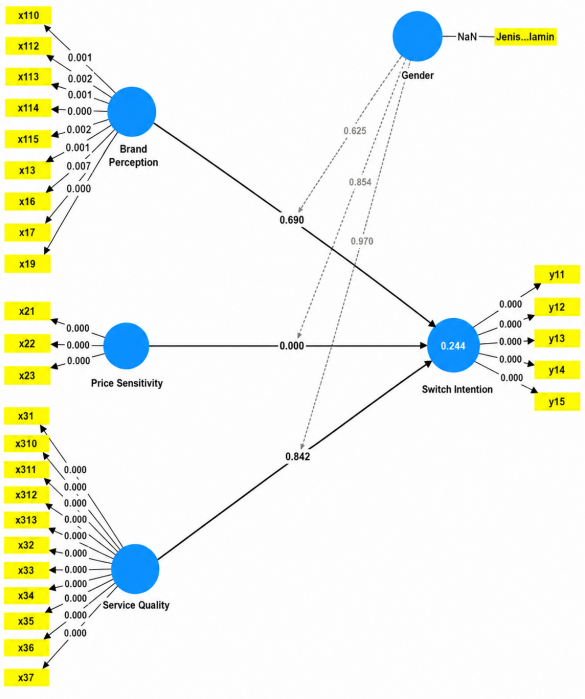

Figure 3. Structural Model

Figure 3 illustrates the structural model examining the relationships between Brand Perception, Price Sensitivity, Service Quality, Gender, and Switching Intention within the mobile broadband industry. The results indicate that Price Sensitivity has a significant positive effect on Switching Intention ($\beta = 0.498$, $t = 6.190$, $p < 0.001$), suggesting that consumers who are more sensitive to pricing differences are more likely to switch service providers. In contrast, Brand Perception ($\beta = 0.057$, $t = 0.399$, $p = 0.690$) and Service Quality ($\beta = 0.025$, $t = 0.199$, $p = 0.842$) do not show significant effects on Switching Intention, indicating that these factors are not primary determinants of switching behavior in this context. The findings also reveal that Gender has a significant direct effect on Switching Intention ($\beta = 0.192$, $t = 2.746$, $p = 0.006$). However, the moderating effects of Gender on the relationships between Brand Perception, Price Sensitivity, Service Quality, and Switching Intention are not statistically significant, as reflected by the interaction terms M $\times$ Brand Perception ($p = 0.625$), M $\times$ Price Sensitivity ($p = 0.854$), and M $\times$ Service Quality ($p = 0.970$). Overall, the structural model demonstrates that economic considerations, particularly price sensitivity, play a more dominant role in influencing switching intention than relational factors such as brand perception and service quality in the mobile broadband market.

Table 3 presents the results of hypothesis testing obtained from the structural model evaluation using the PLS-SEM approach. The analysis was conducted to examine the direct effects of brand perception, price sensitivity, service quality, and gender on switching intention, as well as the moderating effects of gender on the relationships between the independent variables and switching intention. The significance of each relationship was assessed using path coefficients, t-statistics, and p-values generated through the bootstrapping procedure

in SmartPLS. A relationship is considered statistically significant when the t-statistic exceeds 1.96, and the p-value is below 0.05.

Table 3. Hypothesis Testing Output

	Original sample (O)	**T statistics**	**P values**
Moderation ->switch intention	0.192	2.746	0.006
Brand perception ->switch intention	0.057	0.399	0.690
Service Quality ->switch intention	0.025	0.199	0.842
Price sensitivity ->switch intention	0.498	6.190	0.000
M x brand perception ->switch intention	0.046	0.489	0.625
M x Service Quality ->switch intention	0.004	0.037	0.970
M x price sensitivity ->switch intention	0.013	0.184	0.854

Table 3 summarizes the structural model results used to test the study hypotheses. The original sample (O) represents the standardized path coefficient, which indicates the direction and strength of the relationship between variables. A positive coefficient indicates that as one variable increases, the other variable also tends to increase. The p-value indicates whether the relationship is statistically significant, while the t-statistic reflects the strength of statistical evidence obtained from bootstrapping. In this study, relationships with $p < 0.05$ and $t > 1.96$ are considered significant. Based on these criteria, price sensitivity and gender show significant direct effects on switching intention, whereas brand perception, service quality, and all interaction effects are not statistically significant.

The structural model was evaluated using the bootstrapping procedure in SmartPLS to test the significance of the hypothesized relationships among variables. The evaluation relied on path coefficients (β), t-statistics, and p-values, where a hypothesis is considered significant if the t-statistic exceeds 1.968 and the p-value is below 0.05. The findings reveal that brand perception does not have a significant direct effect on switching intention ($\beta = 0.044$, $t = 0.269$, $p = 0.788$), indicating that the related hypothesis is not supported. This suggests that although consumers may hold certain perceptions about a provider's reputation or image, these perceptions alone are insufficient to directly influence switching decisions, possibly due to the perceived similarity of services across providers.

In contrast, price sensitivity is found to have a significant positive effect on switching intention ($\beta = 0.493$, $t = 4.841$, $p < 0.001$), supporting the proposed hypothesis. This indicates that consumers who are more sensitive to pricing are more likely to consider switching to alternative providers offering better economic value. Meanwhile, service quality does not significantly influence switching intention ($\beta = 0.000$, $t = 0.001$, $p = 0.999$), leading to the rejection of the related hypothesis. This finding implies that consumers may perceive service quality among broadband providers as relatively similar, reducing its importance as a determining factor in switching behavior.

The moderating role of gender was also examined across the relationships between brand perception, price sensitivity, service quality, and switching intention. The results show that gender does not significantly moderate the relationship between brand perception and switching intention ($\beta = 0.061$, $t = 0.308$, $p = 0.758$), nor between service quality and switching intention ($\beta = 0.020$, $t = 0.133$, $p = 0.894$). Similarly, gender does not significantly moderate the relationship between price sensitivity and switching intention ($\beta = 0.039$, $t = 0.171$, $p = 0.864$). These findings indicate that male and female consumers respond in a relatively similar manner to these factors when considering switching decisions.

Interestingly, gender has a significant direct effect on switching intention ($\beta = 0.405$, $t = 2.743$, $p = 0.006$), suggesting that it plays an important role in explaining differences in consumer behavior. Overall, the results highlight that price sensitivity is the primary determinant of switching intention in the mobile broadband industry, while brand perception and service quality do not have direct effects. Furthermore, although gender does not act as a moderating variable, it remains a significant direct predictor of switching intention.

4.2. Discussion

This study aimed to examine the determinants of switching intention in the mobile broadband industry by analyzing the roles of brand perception, price sensitivity, and service quality, while also considering gender as a moderating variable. The findings provide important insights into consumer switching behavior, particularly in a highly competitive and technology-driven market where service offerings are often perceived as similar.

First, the non-significant effect of brand perception suggests that brand image alone may no longer be sufficient to prevent customer switching. In a market where providers offer similar core functionalities, consumers may prioritize immediate economic benefits over brand reputation. This does not imply that branding is irrelevant, but rather that its influence may operate indirectly through constructs such as trust, perceived value, or customer loyalty. Future studies are encouraged to explore potential mediating mechanisms to better capture the role of brand perception.

Second, the study confirms that price sensitivity is the most influential factor affecting switching intention. Consumers who are highly responsive to price differences tend to switch providers when more attractive alternatives are available. This finding aligns with prior research emphasizing the importance of price competition in telecommunications markets, where subscription plans, discounts, and bundled offers are frequently compared by consumers seeking the best value.

Beyond simple price comparisons, switching intention is also shaped by broader economic considerations. Consumers evaluate not only pricing but also switching costs such as administrative inconvenience, uncertainty regarding service performance, and the potential loss of accumulated benefits. Additionally, promotional strategies such as bonus data and limited-time offers further influence decision-making. These findings suggest that switching intention reflects a comprehensive value assessment, and future research should incorporate variables such as switching costs, perceived sacrifice, and promotional attractiveness.

Third, the non-significant effect of service quality indicates that it may have become a basic expectation rather than a differentiating factor. When aspects such as network coverage, speed, and responsiveness are perceived as comparable across providers, service quality alone may not strongly influence switching intention. Its impact may emerge more clearly when combined with constructs like customer satisfaction or when service failures occur repeatedly.

Fourth, gender was found not to significantly moderate the relationships between brand perception, price sensitivity, service quality, and switching intention. This suggests that male and female consumers rely on similar evaluation criteria when making switching decisions, likely due to the utilitarian nature of broadband services. Both groups tend to prioritize practical aspects such as affordability and usability rather than differing substantially in their decision-making processes.

However, gender demonstrates a significant direct effect on switching intention, indicating that differences still exist in the general tendency to switch. This suggests that gender may function more effectively as a segmentation variable rather than a moderating factor. The influence of gender may also be indirect, mediated by variables such as risk tolerance, digital usage patterns, or perceived value. Therefore, future studies should consider multi-group analysis and incorporate additional socio-economic and behavioral variables. Furthermore, this study contributes to broader sustainable development goals, particularly SDG 9 (Industry, Innovation, and Infrastructure) and SDG 8 (Decent Work and Economic Growth), by highlighting the importance of affordable and competitive broadband services in supporting digital connectivity and economic participation.

5. MANAGERIAL IMPLICATIONS

The findings of this study provide several important managerial implications for telecommunications providers, particularly in the highly competitive mobile broadband industry. First, the dominant role of price sensitivity in driving switching intention suggests that firms must prioritize competitive and value-oriented pricing strategies. Providers are encouraged to design flexible pricing schemes, such as tiered data plans, personalized pricing based on usage behavior, and attractive promotional campaigns. Bundling strategies that combine data services with digital content, streaming platforms, or productivity tools can also enhance perceived value and reduce customers' motivation to switch. In a price-driven market, the ability to continuously deliver superior economic value becomes a critical source of competitive advantage.

Second, although service quality does not directly influence switching intention, it should not be neglected. The findings indicate that service quality functions as a "hygiene factor," meaning that customers expect a consistent level of performance across providers. Therefore, firms must ensure stable network reliability, fast connectivity, and responsive customer support to prevent dissatisfaction, which could trigger switching behavior. Investments in network infrastructure, service monitoring systems, and proactive issue resolution remain essential to maintaining baseline customer satisfaction and avoiding negative service experiences that could amplify churn.

Third, the non-significant effect of brand perception implies that traditional branding strategies alone

may not be sufficient to retain customers in a commoditized market. Instead, companies should shift toward value-based branding by clearly communicating tangible benefits, such as pricing transparency, service reliability, and added-value features. Marketing communication should emphasize measurable advantages rather than symbolic brand image. Additionally, firms can strengthen customer relationships through loyalty programs, reward systems, and personalized engagement strategies that create switching barriers and increase customer lifetime value.

Finally, the finding that gender does not moderate the relationships between key variables suggests that segmentation strategies based solely on demographic factors may be less effective. Instead, firms should adopt behavioral and data-driven segmentation approaches, such as usage patterns, price sensitivity levels, and digital engagement behavior. Advanced analytics and AI-driven customer insights can help providers tailor offerings, predict churn risk, and implement targeted retention strategies. By focusing on behavioral segmentation and personalized value propositions, telecommunications companies can more effectively manage customer retention in an increasingly homogeneous and price-competitive market.

To translate these findings into more actionable strategies, telecommunications providers should adopt data-driven pricing optimization approaches. For instance, firms can implement dynamic pricing models based on customer usage patterns, allowing personalized plan recommendations that match individual consumption behavior. In addition, targeted promotional strategies such as time-limited discounts, switching incentives, and competitor-based pricing offers can be used to attract highly price-sensitive customers. Retention programs should also focus on identifying customers with high price sensitivity and proactively offering customized retention deals before switching occurs.

Moreover, firms should develop bundling strategies that go beyond basic service offerings. Integrating mobile broadband with digital ecosystems such as streaming services, gaming platforms, cloud storage, or productivity tools can create additional perceived value and increase switching barriers. These bundles should be designed based on customer segmentation, ensuring relevance and perceived benefit for different user groups.

To differentiate in a technologically homogeneous market, companies must shift from traditional service competition toward experience-based differentiation. This includes improving customer journey touchpoints, such as seamless onboarding, transparent billing systems, and responsive digital customer service channels (e.g., AI chatbots and self-service platforms). Even if service quality does not directly reduce switching intention, negative experiences can still trigger churn, making experience management a critical retention tool.

Finally, firms should invest in predictive analytics and churn management systems. By leveraging customer data, companies can identify early signals of switching intention such as declining usage, increased price comparisons, or reduced engagement and intervene with targeted retention actions. This proactive approach enables firms to move from reactive to preventive customer retention strategies, which is essential in highly competitive and price-sensitive markets.

6. CONCLUSION

This study provides a comprehensive understanding of switching intention in the mobile broadband industry by examining the roles of brand perception, price sensitivity, service quality, and the moderating effect of gender. The findings indicate that price sensitivity is the most influential factor driving switching intention, suggesting that consumers are increasingly motivated by economic considerations when evaluating alternative providers. In contrast, brand perception and service quality do not significantly affect switching intention, implying that mobile broadband services are perceived as relatively homogeneous. Additionally, gender does not moderate the relationships between key determinants and switching intention, although it has a direct effect, indicating that while switching tendencies may differ between males and females, their decision-making processes remain similar. From a managerial perspective, these results emphasize the importance of competitive pricing strategies, flexible pricing models, promotional offerings, and bundled services, while still maintaining consistent service quality to prevent dissatisfaction and support customer retention.

Despite these contributions, the study has several limitations. First, the sample consists of 153 mobile broadband users primarily from Jakarta, which may limit the generalizability of the findings to other regions with different market conditions, infrastructure, and levels of digital adoption. Second, the research model focuses only on three determinants, whereas switching behavior is a complex phenomenon that may also be influenced by factors such as customer satisfaction, perceived value, switching costs, promotional incentives, and brand loyalty. Third, the cross-sectional design captures perceptions at a single point in time, limiting the

ability to observe how switching intentions evolve. Finally, the study measures switching intention rather than actual switching behavior, which may not fully translate into real actions due to factors such as contractual obligations, switching costs, and consumer inertia.

Future research can build on this study in several ways. Expanding the geographical scope to include multiple regions or countries would enhance the generalizability of findings and allow for cross-market comparisons. Incorporating additional variables such as customer satisfaction, perceived value, switching costs, brand loyalty, and customer experience could provide a more comprehensive understanding of consumer decision-making. Furthermore, adopting a longitudinal research design would enable researchers to examine how switching intentions change over time in response to evolving experiences and market dynamics. Future studies may also explore the role of emerging technological factors, including network performance, digital ecosystem integration, mobile application usability, and AI-based customer service systems. Lastly, examining the relationship between switching intention and actual switching behavior using real behavioral data would offer deeper insights into customer churn in competitive broadband markets.

7. DECLARATIONS

7.1. About Authors

Sylvia Samuel (SS) https://orcid.org/0000-0002-4297-6218

Daniel Widjaja (DW) https://orcid.org/0009-0003-8388-7160

Thomas Green (TG) https://orcid.org/0009-0001-7048-2231

7.2. Author Contributions

Conceptualization: SS and DW; Methodology: TG; Software: SS and DW; Validation: TG and SS; Formal Analysis: DW and TG; Investigation: SS; Resources: DW; Data Curation: TG; Writing Original Draft Preparation: SS and DW; Writing Review and Editing: TG and SS; Visualization: DW. All authors, SS, DW and TG, have read and agreed to the published version of the manuscript.

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