

# The Effect of Service Quality Dimensions, Perceived Value, Customer Satisfaction, and Brand Love toward Customer Retention on First Media's Subscribers

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Submission: 13-11-2023	Revision: 05-04-2024	Acceptance: 05-07-2024	Available Online: 12-08-2024
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**Abstract** – In the dynamic telecommunications sector, customer retention is of paramount importance for companies like First Media in Indonesia, given the rapid technological advancements and increasing demand for high-quality services. This study explores the factors influencing customer retention, including service encounter communication, internet service quality, service convenience, perceived value, customer satisfaction, and brand love. Service encounter communication, service convenience, and internet service quality are examined in relation to their effect on perceived value, customer satisfaction, and customer retention. A comprehensive survey was conducted using Google Forms, with 49 indicators distributed across these variables, and data analysis was performed with 313 samples using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results indicate that service encounter communication has a positive and significant effect on perceived value, customer satisfaction, and customer retention. Service convenience positively affects customer satisfaction but does not affect perceived value or customer retention. Internet service quality has a positive influence on perceived value. Perceived value enhances customer satisfaction, leading to improved customer retention and brand love, which in turn positively influences customer retention. This study provides valuable insights for First Media to enhance customer retention and satisfaction. However, it has limitations in terms of variable selection and testing, suggesting opportunities for future research to explore additional factors contributing to customer retention and brand management.

**Keywords:** Service quality, Perceived value, Brand love

## 1. Introduction

In the continuously changing telecommunications sector, service providers such as First Media face enormous hurdles in retaining and serving their clients. Customer retention has emerged as a critical prominence area for companies looking to not just survive but grow in this competitive market. First Media, a major player in the Indonesian telecommunications sector, works in an environment marked by rapid technology improvements and an increasing demand for high-quality services. According to with the foundational theory of service quality (expressed in the SERVQUAL model), incorporates the examination of the variance between customers' anticipated performance levels and the actual delivery of the service. The theory also delineates five dimensions—reliability, assurance, tangibles, empathy, and responsiveness — that collectively shape customers' perceptions of service excellence. Twenty years later, Parasuraman et al. (2005) introduced a comprehensive scale, known as E-S-QUAL, designed to evaluate electronic service quality. This development reflects a significant shift in the service landscape, as the emphasis has transitioned from conventional transactions to

encompassing e-commerce, thereby incorporating all aspects and interactions occurring prior to, during, and following transactions within the online sphere. Hence this study is using 3 variables related to the service quality itself, which are: Service Encounter Communication (Mustelier-Puig et al., 2018), Internet Service Quality (Joudeh & Dandis, 2018), and Service Convenience (Colwell et al., 2008).

Beside the quality of the service, how customers respond then decide to purchase is also important to First Media in retaining its customers. Sheth et al. (1991) defines a consumption value theory that proposes five key values in this case, which are: functional value, social value, emotional value, epistemic value, and conditional value. Therefore in the telecommunications sector which First Media serve its customers, the functional value that perceived or experienced by the customers, Perceived Value (Sevilmiş et al., 2022) play major role to understand how customers respond and help to decide to keep using the services. Hence, it is critical to understand the delicate relationship between those service elements, perceived value, customer satisfaction, and brand love, and how they all

contribute to maintaining customer retention (Maladi et al., 2019).

This study looks at the critical issue of subscribers switching to other providers – churn or disconnect. To stay relevant in business, First Media need to retain their clients and prevent them from switching to other providers. Previous study in marketing and customer relationships provides useful insights into what motivates subscribers to stay. According to study in various industries, service quality (Joudeh & Dandis, 2018); (Mustelier-Puig et al., 2018), how customers value the service (Sevilmiş et al., 2022), how delighted they are (Colwell et al., 2008), and how much they love the brand (Cuong, 2020) are all essential factors in customer retention.

Customers who are satisfied with a product or service are more likely to do business with the company again and remain loyal. This is because satisfied customers believe the product or service to be valuable and have a favorable overall experience (Otiso, 2021). In the telecommunications industry, perceived value has a positive and considerable effect on consumer satisfaction. In healthcare industry, during healthcare service encounters, customers cherish co-creation activities with service providers, companions, and other customers, which favorably affects their opinion of service quality and satisfaction (Kim, 2019). Along with the healthcare industry, interactions between customers and service personnel influence customer satisfaction. (Srivastava, 2018). In the mobile communications market, service quality, customer perceived value, customer satisfaction, perceived switching costs, corporate image, and customer loyalty are critical factors (Kungumapriya & Malarmathi, 2018). While in the sphere of online transportation services, perceived value has a favorable influence on consumer happiness (Loan & Hung, 2020).

Moreover, in terms of customer retention in telecommunication industry, it is not extensively discussed in marketing literature. While there are many literatures on customer retention strategies in several industries, such as retail, finance, and hospitality, the telecommunication industry has not gotten as much attention in academic studies on this topic. The gap of the study might due to the service providers in telecommunication industry is rather focused on acquisition instead of retention as a result of highly competitive telecommunications market. Besides that, this industry has particular challenge related to technological advancements that leads to difficulties to strategize on customer retention handling and effectively addressing the diverse needs of customers. (Keaveney & Parthasarathy, 2001)

Furthermore, another element of service quality mentioned above is the service convenience that plays a significant role in influencing customer retention. Studies have proven that by providing convenient services, businesses may improve customer satisfaction and raise the likelihood of

customers being loyal and engaging with the company (Sin, 2022). According to Setyawan (2023), the convenience of online services has a favorable and considerable effect on user happiness and loyalty. This implies that convenient online services can help with customer retention. The similar findings by Yo et al. (2021) discovered that informative and simple-to-understand product descriptions, which contribute to customer convenience, can influence perceived convenience and, ultimately, customer happiness.

Based on the preceding discussions, it is evident that service quality, perceived value, customer satisfaction, and brand love have a substantial and favorable influence on customer retention. This assertion holds true for the industries previously expounded upon. The anticipated outcomes of this analysis are expected to provide valuable insights that can benefit the company and, ultimately, enhance customer satisfaction, thereby fostering improved customer retention.

Service encounter communication (SEC) is defined as an interactive process in which customers and employees exchange information through communication, be it verbally or not (Mustelier-Puig et al., 2018). Therefore, can be said that the SEC is all interaction of the customer and service providers regarding the main service, including the process delivery of the service itself (Voorhees et al., 2017). The SEC in this study consists of 2 main categories, the quality of the information and the non-verbal behavior.

Service quality is defined as the evaluation of a service by consumers is described as comparing its actual performance to the general expectations of its performance. It can also refer to the gap between customers' expectations of its performance and its actual performance (Joudeh & Dandis, 2018). Furthermore, the literature emphasizes that service quality is a topic that is frequently discussed in academic literature and is conceptualized and recorded in a variety of ways. It is an important component of the service industry, and clients are growing more conscious of the level of service they received (Parasuraman et al., 1985).

Service convenience (SC) refers to the ease and efficiency with which customers can access and utilize services provided by businesses or organizations (Berry et al., 2002). It encompasses various factors such as accessibility, speed, simplicity, and flexibility, all of which contribute to a positive customer experience and satisfaction.

SC is frequently a strong predictor of perceived service quality (Wilkins et al., 2021). In other words, consumers are more likely to regard a service as high-quality if they consider it to be convenient. This shows that consumers' perceptions of the value they receive from a service provider might be positively influenced by convenience. Increasing the convenience of services would raise the perceived value of use by customers. Customers

are more likely to be satisfied and utilize the services again if they can experience the benefits simply and easily (Thuy, 2011).

Perceived value (PV), as defined by Yongjun et al. (2021), pertains to the comprehensive evaluation by consumers of the utility and worth of a product or service. This evaluation hinges upon the comparison between perceived sacrifices and the accrued benefits. The concept of perceived value has garnered substantial scholarly and professional attention since its inception in the 1980s, as noted by Ajina (2019). Perceived value assumes a pivotal role in elucidating the consumer experience and post-experience across diverse domains, including but not limited to the realms of tourism (Pujiastuti et al., 2022), apparel products (Lee & Chen-Yu, 2018), financial services (Csepy & Aranyosy, 2019), and e-commerce (Sanusi, 2022).

Furthermore, as mentioned by Sahak et al. (2020), the PV in principle has multidimensional concept that covers the perceived quality, perceived price, perceived emotional value, and perceived social value. Specifically in this study, we will cover the perceived price as the other constructs covered in other variables.

Customer satisfaction assumes a pivotal role within the operational framework of any organization. It delineates the individual's emotive response of contentment or discontent following a comparative analysis of their perceptions concerning the outcomes of a product or service and their pre-established expectations, as expounded by Purimartyas et al. (2021). In essence, customer satisfaction can be conceived as the outcome of the customer's discernment of delivered results in relation to their anticipations. This construct represents an amalgamated, holistic evaluation, considering the entirety of the acquisition process and the post-consumption experience with a commodity or service over time, as underscored by Andrade et al. (2019). The measurement of customer satisfaction is multifaceted, encompassing factors such as customer loyalty, retention, and the employment of survey methodologies, as elucidated by Kiptoo (2018)

Brand love (BL) is the term used to describe the profound emotional attachment that a highly satisfied customer forms with a particular brand. Brand love encompasses various elements, including a strong desire for the brand, unwavering loyalty to the brand, positive evaluations of the brand, the experience of pleasurable emotions in response to the brand, and the expression of deep affection for the brand (Carroll & Ahuvia, 2006). The concept of brand love is a relatively new topic in the realm of marketing. While the concept of love is a well-known component of human experience, academics have begun to investigate the emotional bonds that people form with objects and brands.

Although brand love has not received as much attention as other marketing subjects, experts

who have studied it have described it as a profound and strong link between consumers and the things they use, similar to interpersonal love (Cuong, 2020). Brand love is operationally defined as a robust emotional, cognitive, and behavioral connection that exists between a consumer and a brand. This connection encompasses facets such as self-brand integration, engagement in passion-driven activities, fostering positive emotional associations, and the valence of one's attitude towards the brand (Batra et al., 2012).

Customer retention (CR) can be defined as the company's efforts to maintain a long-term relationship with the customer (Buttle, 2008), which then confirmed by Baehaqi et al. (2023) as the capacity of businesses to maintain continuing relationships with its clientele by means of customer satisfaction and loyalty.

CR also imposes the encouragement of enduring associations, be it with a product or a service (Salem, 2021). The sustenance of CR is attained through concentrated efforts and allocation of resources to uphold continued transactions with existing customers (Ishumael et al., 2019). This stands as a significant indicator of customer contentment and can be interpreted as an embodiment of customer loyalty (Ahmed, 2021). CR is an essential objective and a fundamental indicator for organizational achievement, and the oversight of CR and satisfaction forms an integral facet of managerial obligations (Duffour et al., 2022).

Wang & Chiu (2022) investigated the relationship between service interactions and the desire to repurchase in the fitness facility market. Their study found that perceived value worked as a mediator in this relationship, indicating that service encounter communication has the potential to alter perceived value, hence influencing repurchase intentions. Meanwhile in the banking sector, Zietsman et al. (2019) discovered that perceived price and service quality mediated the connection between perceived value and pricing fairness. This suggests that, as part of service quality, service encounter communication might influence perceived value in the banking sector.

The better the service encountered by customers and the clearer the information provided during interactions, the higher the value of the service in the eyes of customers Mustelier-Puig et al. (2018). has recognized the significant effect that frontline staff have on customer satisfaction, with both value and communication during the service interaction being important predictors of customer satisfaction with the service in transportation industry in Shanghai. A similar effect was also found in culinary industry – in a restaurant, Mursid (2020) noted that the relationship between customer and the service provider were improved when interaction giving positive value. Furthermore, a contented customer who encounters positive interactions with service

providers is more inclined to exhibit loyalty to the company, consequently leading to enhanced customer retention (Sidharta & Keni, 2017).

H1: service encounter communication has positive effect to perceived value

H2: service encounter communication has positive effect to customer satisfaction

H3: service encounter communication has positive effect to customer retention

As Thuy (2011) have suggested that higher convenience would lead to better perceived value of the services, Benoit et al. (2017) also suggested that it would have positive effect to customer satisfaction.

According to the study in m-commerce by Ozturk et al. (2016), convenience stands as a pivotal advantage in the realm of online shopping, and issues related to website navigation and the checkout process serve as critical factors leading to online shopping abandonment. In the context of Mobile Hotel Booking (MHB), convenience-enhancing functionalities such as offline reservation access, credit card information storage for future reservations, and mobile check-in options present user-friendly features. Customers with a predilection for convenience are less inclined to endure the inconvenience of frequently seeking out new service providers, thereby demonstrating a heightened propensity for improved customer retention.

H4: service convenience has positive effect to perceived value

H5: service convenience has positive effect to customer satisfaction

H6: service convenience has positive effect to customer retention

According to Chua et al. (2015), the study in cruise service experience, they founded that the objectivity of perceived value of the service is only meaningful when subjectively perceived by the customers. Therefore, customers may not precisely recall the real price after consumption; instead, they encode it in a way that has personal value to them, such as recalling it as 'inexpensive' or 'expensive' (Zeithaml, 1982). Hence, how customers perceive a value of the service as too high or not is dependent on the service received (subjectively). The better the service can be interpreted as not too expensive, while on the other hand, if the service is giving bad experiences, the value of the service will become too high for the customers to buy or try again.

H7: internet service quality has positive effect to perceived value

When consumers hold the perception that they are being provided with a service of superior quality, which aligns with their expectations and offers a commendable value proposition, it is probable that they will exhibit a heightened sense of

satisfaction regarding their overall consumer experience (Wilkins et al., 2021).

While in telecommunications industry, Colwell et al. (2008) explained that customers are more likely to be satisfied with their purchase if they consider their expenditure corresponds to a beneficial exchange of value. This bias stems from customer evaluations, in which the quality of a product or service is valued in accordance with the benefits gained relative to the related costs. When customers believe that the benefits surpass the costs, their likelihood of satisfaction improves. Customers are more likely to be dissatisfied if they perceive the costs incurred to be greater than the advantages received. Therefore, perceived value plays a critical role in creating the contours of customer satisfaction.

H8: perceived value has positive effect to customer satisfaction

According to Meirani & Abror (2019), customer satisfaction has a favorable effect on brand love. Customers' feelings of satisfaction can develop to a strong emotional and enduring tie with the company, resulting in brand love (Anwar & Jalees, 2020). When a consumer's contentment with a product or brand develops into love, it represents the most intense satisfaction (Ratnadewi et al., 2022). Furthermore, Eriksson & Vaghult (2000) founded that satisfaction enhances customer retention, which is dependent on the relationship between the parties. While in retails, customer satisfaction (along with loyalty and switching cost) have greatest effect on customer retention (Mathew, 2021).

H9: customer satisfaction has positive effect to customer retention

H10: customer satisfaction has positive effect to brand love

Another essential factor that has an effect on customer retention, besides the service elements discussed previously, is the influence of the Brand itself, specifically Brand Love. According to Meirani & Abror (2019), consumer brand engagement has a big effect on brand love, which in turn has a significant effect on customer-based brand equity. This implies that when people form a strong emotional attachment to a brand, they are more likely to engage with it and remain loyal to it. In line with that, Junaid et al. (2019) also discovered that brand love has a significant effect on customer engagement, implying that the emotional link generated by brand love increases customer involvement and contact with the company.

H11: brand love has positive effect on customer retention

With the hypotheses described above, a research model was developed as follows:

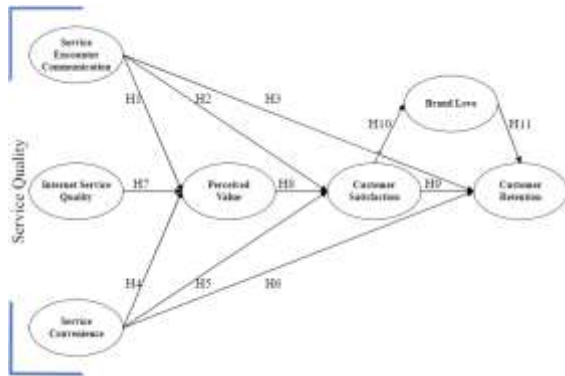


Image 1 Research Model

Source: developed for this research, 2023

**2. Research Methods**

The sampling technique employed in this study was purposive sampling, a non-probability method wherein participants are intentionally selected by the researcher according to specific criteria (Usman et al., 2022). While according to (Sofyan et al., 2019), it is a strategy that selects people based on a specific aim rather than strata, random, or location. In this study, the target is the active customers of First Media that have interacted with First Media within the past 12 months. Hence, 2 filter questions were used to isolate the samples: an active customer and have interacted with First Media within the past 12 months.

Questionnaires were done online with Google Form and organized with 49 indicators that were used to outline each of the variables. Service encounter communication using 10 indicators (Mustelier-Puig et al., 2018), service convenience using 9 indicators (Colwell et al., 2008), internet service quality using 9 indicators (Joudeh & Dandis, 2018), perceived value using 4 indicators (Sevilmiş et al., 2022), customer satisfaction using 4 indicators (Colwell et al., 2008), brand love using 6 indicators (Cuong, 2020) and (Carroll & Ahuvia, 2006), customer retention using 7 indicators (Qadri et al., 2014). Each of the indicators were measured with 5-Likert Scale, where 1 means strongly disagree and 5 means strongly agree.

According to Hair et al. (2022), a minimum number of sample size, as a rule of thumb, at least 5 times the total number of indicators, hence, there should be at least 245 samples. The questionnaire result was analyzed with PLS-SEM, using SmartPLS 4.0. Partial Least Squares Structural Equation Modeling, often abbreviated as PLS-SEM, constitutes a statistical method employed to scrutinize the interconnections among latent constructs and their corresponding observable indicators.

Of the total 373 respondents, only 313 data passed the 2 filter-questions, therefore the total sample used in this study is 313 which is more than the minimum sample of 245. Table 1 shows the profile of the respondents where 60.4% of them are Man, 39.6% is Woman.

The age group of the respondents is majority from Gen-Y (27 – 42 years old) – the millennials (74.4%), the second most group is the Gen-X, 23.6%. for the activity profile of the respondents, dominated by Employee that has 83.4% of the total respondents, and majority of respondents came from DKI Jakarta (51.4%) and Tangerang (28.1%), the rest of them came from Bogor (8.9%), Depok (6.1%), Bekasi (3.8%), Bandung (1%), Surabaya (0.3%), and Semarang (0.3%).

Table 1 Respondent Profile

Variable	Frequency	Percentage (%)
<b>Gender</b>		
● Man	189	60.4%
● Woman	124	39.6%
<b>Age (years)</b>		
● 18 - 26	1	0.3%
● 27 - 42	233	74.4%
● 43 - 58	74	23.6%
● > 58	5	1.6%
<b>Activity</b>		
● Employee	261	83.4%
● Entrepreneur	37	11.8%
● Students	1	0.3%
● Others	14	4.5%
<b>Location</b>		
● DKI Jakarta	161	51.4%
● Tangerang	88	28.1%
● Bogor	28	8.9%
● Depok	19	6.1%
● Bekasi	12	3.8%
● Bandung	3	1.0%
● Surabaya	1	0.3%
● Semarang	1	0.3%

Source: developed for this research, 2023

And as for the profiles that related to the services offered by First Media can be seen in Table 2 below. Majority of the respondents are more than 5 years subscribers of First Media, 57.8%, while 3-5 years is 26.5%, 1-2 years is 13.7%, and less than 1 year is 1.9%. In terms of services, since customers can have more than 1 service, they are dominated with the Combo Package (TV and Internet) for 96.2%, this means that there are 4.8% respondents does not have the Paket Combo (they subscribed to TV or Internet only services). Additional services that the respondents use is My FirstMedia for 59.4%, Smart Box X1 for 28.1%, Selection Pack (additional TV channels) for 24.9%, and the remaining is less than 10% each (VOD Streaming services - HBO Go, FirstMedia X, etc.).

Table 2 Respondent Subscriber Profile

Variable	Freq	Percentage (%)
<b>Subscription Period</b>		
● < 1 year	6	1.9%
● 1 - 2 year(s)	43	13.7%
● 3 - 5 year(s)	83	26.5%

Table 3 Continue

Variable	Freq	Percentage (%)
● > 5 year(s)	181	57.8%
First Media services used (>1)		
● Combo Package	301	96.2%
● My FirstMedia	186	59.4%
● Smart Box X1	88	28.1%
● Selection Pack	78	24.9%
● HBO Go	18	5.8%
● FirstMedia X	17	5.4%
● Speed Boost	11	3.5%
● Super WiFi	8	2.6%
● VIU	6	1.9%
● Game Xpert	5	1.6%
● Multi-rooms STB	4	1.3%
● Catchplay+	2	0.6%
● Vision+	1	0.3%
Interaction channels within last 12M (>1)		
● Social Media	223	71.2%
● My Firstmedia	204	65.2%
● Telephone	171	54.6%
● Chat	81	25.9%
● Email	45	14.4%

Source: developed for this research, 2023

While on the other hand, 71.2% of the respondents have interacted with First Media within the last 12 months via social media, 65.2% have interacted via My FirstMedia application, 54.6% prefer to directly talk by phone with the customer service agents. Lastly, 25.9% of respondents prefer to use live-chat on the website or through WhatsApp application (WA), and 14.4% via email correspondence.

### 3. Results and Discussion

#### 3.1. Model Evaluation

##### 1) Outer Model Evaluation (measurement model)

This component of the PLS-SEM algorithm is responsible for estimating the associations between latent variables and the corresponding observed indicators. The outer model evaluation encompasses the scrutiny of the measurement model's robustness, which entails an examination of the outer loadings, outer weights, and cross-loadings of the indicators. In the measurement model, the outer loadings quantify the degree of relationship between an indicator variable and its associated latent variable. To put it another way, these loadings reveal how well an indicator variable captures the underlying construct it is meant to examine.

The outer loading of an indicator is standardized at 0.708 (or 0.70) to be acceptable (Hair et al., 2022). However, there are considerations on indicator with outer loadings between 0.4 and 0.70 is still acceptable in formative models. But, unfortunately, for indicators with less than 0.40 outer loading should be removed from the construct (unacceptable).

Besides the outer loading, the indicators in the study need to be measured for validity, which often use the Convergent Validity (CV) and Discriminant Validity (DV). CV is a measure of how closely a group of indicators or measurements are related to one another and to the construct being measured. In other words, convergent validity examines whether several measures of the same construct are consistent with one another and measure the same underlying construct. CV often measured with these 2:

##### A. Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) is determined as the mean proportion of variance in the indicators that is accounted for by the latent construct under examination. To compute the AVE, one squares the standardized factor loadings of each indicator and subsequently calculates the average across all indicators within the construct. The outcome is a numerical value ranging from 0 to 1, with elevated values signifying a stronger degree of convergent validity.

##### B. Composite Reliability

Composite reliability (CR) is employed as an indicator of the internal consistency of the measures. CR is computed by squaring the summation of factor loadings and dividing it by the summation of factor loadings and error variance. The CR value falls within the range of 0 to 1, with elevated values implying a more robust level of internal consistency.

In cases where the AVE or CR values fall short of these predetermined thresholds, ought to contemplate potential revisions to the measurement model or explore alternative measurement approaches for the construct in question. In the pursuit of establishing convergent validity, it is advisable to strive for an Average Variance Extracted (AVE) value exceeding 0.5 and a Composite Reliability (CR) value surpassing 0.7 (Hair et al., 2022). These benchmark values signify that the indicators effectively capture the same latent construct and demonstrate internal consistency.

Table 3 on the next page shows the list of indicators used in this study that meets the rule of thumb of the AVE and CR. Note that there are indicators removed from the model since they do not meet the criteria. ISQ2, SEC2, SC1, SC6 were removed from the model because of the AVE is less than 0.50. And subsequently BL3, CS2, ISQ1, ISQ5, ISQ7, SC4, SC5, SC7, SEC1, ISQ4, SEC7, CR7 were removed from the model due to the composite reliability is less than 0.70.

##### 2) Structural Model Evaluation

In the framework of Partial Least Squares Structural Equation Modeling (PLS-SEM), the structural model undergoes scrutiny through hypothesis testing to ascertain the significance and relationships among variables. Hypothesis testing involves formulating a null hypothesis (H0) positing

no substantial difference or association between the variables, and an alternative hypothesis ( $H_a$ ) proposing the opposite. A statistical test, using sample data, is then employed to assess the null hypothesis, generating a test statistic and a p-value. The test statistic gauges the evidence against the null hypothesis, while the p-value indicates the likelihood of observing the data or more extreme outcomes if the null hypothesis were true. Rejecting the null

hypothesis, signaled by a p-value below a predetermined threshold (e.g., 0.05), supports the alternative hypothesis, affirming a significant difference or relationship between variables. Conversely, if the p-value exceeds the threshold, the null hypothesis is retained, signifying insufficient evidence for a significant difference or relationship.

Table 4. Convergent Validity & Measurement Model

Constructs and Items		Outer Loading
<b>Brand Love (BL), AVE (0.645); CR (0.901)</b>		
BL1	First Media's brand as an internet service provider was exceptional.	0.814
BL2	First Media's brand as an internet service provider brought me joy.	0.816
BL4	I had a deep connection with First Media as my internet service provider.	0.817
BL5	First Media as my internet service provider brought me immense happiness.	0.752
BL6	I was highly committed to First Media as my internet service provider.	0.815
<b>Customer Retention (CR), AVE (0.630); CR (0.911)</b>		
CR1	I am concerned with First Media as the internet service provider that I utilize.	0.771
CR2	I had greater trust in First Media compared to other internet service providers.	0.802
CR3	I found it challenging to switch to another internet service provider.	0.793
CR4	I would be hesitant to select another internet service provider.	0.831
CR5	I disliked the idea of spending time searching for another internet service provider.	0.786
CR6	I did not want to go through the hassle of re-registering with a different internet service provider.	0.778
<b>Customer Satisfaction (CS), AVE (0.664); CR (0.855)</b>		
CS1	Overall, I was highly satisfied with First Media's internet services.	0.822
CS3	I had a positive interaction with First Media.	0.799
CS4	I held a favorable impression when interacting with First Media.	0.823
<b>Internet Service Quality (ISQ), AVE (0.613); CR (0.863)</b>		
ISQ3	First Media possessed a high-quality network.	0.789
ISQ6	First Media consistently employed state-of-the-art technology.	0.756
ISQ8	First Media maintained reasonable internet speeds during peak hours.	0.812
ISQ9	First Media delivered efficient and competent services.	0.772
<b>Perceived Value (PV), AVE (0.690); CR (0.899)</b>		
PV1	First Media offered affordable internet services.	0.862
PV2	First Media provided the best value for its internet services.	0.824
PV3	First Media's internet services were economically advantageous.	0.826
PV4	First Media offered supplementary services beyond the packages at reasonable prices.	0.810
<b>Service Encounter Communication (SEC), AVE (0.568); CR (0.902)</b>		
SEC3	I received adequate information regarding First Media's services.	0.782
SEC4	I received trustworthy information regarding First Media's services.	0.814
SEC5	The information about First Media's services was clearly presented and delivered in a timely manner.	0.736
SEC6	The information about First Media's services met my specific needs.	0.791
SEC8	I felt listened to and understood during my interactions with the First Media team.	0.718
SEC9	I could clearly comprehend the explanations provided by the First Media team.	0.728
SEC10	I could interpret non-verbal cues effectively during my interactions with the First Media team.	0.698
<b>Service Convenience (SC), AVE (0.571); CR (0.841)</b>		
SC2	First Media successfully met my internet needs without any issues.	0.770
SC3	I received First Media's internet service within a reasonable timeframe.	0.674
SC8	I could readily receive follow-up on my internet service inquiries from First Media.	0.750
SC9	I could easily obtain answers to my questions related to First Media's internet services.	0.821

Source: developed for this research, 2023

3.2. Discriminant Validity

Discriminant validity (DV), in empirical terms, denotes the extent to which a given construct exhibits true differentiation from other constructs within a model. In essence, it elucidates the degree of interrelationship between a construct and other constructs in the model. The significance of discriminant validity lies in its capacity to confirm that each construct in the model effectively captures a unique facet of the phenomenon under examination, without redundancy or duplication of other constructs. Within the context of PLS-SEM, there are several methodologies for evaluating DV. One

commonly employed approach is the Fornell-Larcker criterion, which involves contrasting the square root of the AVE for each construct with the correlations between that construct and other constructs in the model. The AVE quantifies the proportion of variance in a construct's indicators that can be attributed to the construct itself, and it is expected to exceed the squared correlations between the given construct and other constructs in the model to establish discriminant validity. The DV of the construct with Fornell-Larcker approach is shown in Table 4.

Table 5 Discriminant Validity - Fornell Larcker

	BL	CR	CS	ISQ	PV	SEC	SC
BL	0.803						
CR	0.780	0.794					
CS	0.779	0.729	0.815				
ISQ	0.769	0.712	0.764	0.783			
PV	0.768	0.708	0.689	0.721	0.831		
SEC	0.700	0.749	0.730	0.728	0.697	0.754	
SC	0.728	0.666	0.751	0.741	0.614	0.692	0.756

Source: Developed for this research, 2023

3.3. Multicollinearity

The extent of multicollinearity within the indicators in a formative measurement model is assessed through collinearity statistics. Multicollinearity manifests when two or more indicators within the model exhibit substantial interrelationships, leading to unstable parameter estimations and complexities in result interpretation. Multiple collinearity metrics are available to assess the presence of multicollinearity among indicators within a formative measurement model.

During the assessment of multicollinearity, the Variance Inflation Factor (VIF) is computed for each predictor variable in the model. VIF quantifies the degree to which a predictor variable's variance is magnified due to its associations with other predictor variables within the model. A VIF value of 1 signifies the absence of collinearity, while values > 1 suggests progressively higher levels of collinearity, with values surpassing 5 or 10 signifying the presence of pronounced collinearity. From this test, can be inferred that there is no collinearity from the construct used, which can be seen in Table 5 below.

Table 6 Multicollinearity Test

	BL	CR	CS	ISQ	PV	SEC	SC
BL	-	3.035	-	-	-	-	-
CR	-	-	-	-	-	-	-
CS	1.000	3.425	-	-	-	-	-
ISQ	-	-	-	-	2.758	-	-
PV	-	-	2.079	-	-	-	-
SEC	-	2.503	2.487	-	2.388	-	-
SC	-	2.760	2.050	-	2.489	-	-

Source: Developed for this research, 2023

3.4. Hypotheses Testing

The hypotheses developed for this study are tested with 95% significance level, hence, there are several numbers used as benchmarks to state if it is having significance effect or not. T-stat result should be higher than 1.645 as it is a one-tailed test, and the p-value should be lower than 0.05. Then to state the result is having positive effect, the path coefficient should be a positive value (above 0), otherwise, it would mean a negative effect. These benchmark numbers will be used across the board for evaluating

each hypothesis. Overall hypotheses test result is shown in Table 6 below.

The test result shows that the T-stat is 5.016 and p-value is 0.000 which then interpreted as service encounter communication has significant effect to perceived value. The path coefficient is 0.348, which indicates that service encounter communication has positive and significant effect to perceived value. Therefore, H1, which states that service encounter communication has positive and significant effect to perceived value, is supported. This is in accordance



with investigations by Wang & Chiu (2022) in the fitness facility market that found the service encounter communication has the potential to alter perceived value.

The test result shows that the T-stat is 5.375 and p-value is 0.000 which then interpreted as service encounter communication has significant effect to customer satisfaction. The path coefficient is 0.274, which indicates that service encounter communication has positive and significant effect to customer satisfaction. Therefore, H2, which states that service encounter communication has positive effect to customer satisfaction, is supported. This is in accordance with Mustelie-Puig et al. (2018) that recognized the significant effect that frontline staff have on customer satisfaction in transportation industry in Shanghai.

The test result shows that the T-stat is 6.312 and p-value is 0.000 which then interpreted as service encounter communication has significant effect to customer retention. The path coefficient is 0.338

which indicates that service encounter communication has positive and significant effect to customer retention. Therefore, H3, which states that service encounter communication has positive and significant effect to customer retention, is supported. This is in accordance with findings by S.E. et al. (2021) that Customer support, effective communication, the establishment of trust, and the quality of service demonstrated notable positive effects on customer retention.

The test result shows that the T-stat is 0.813 and p-value is 0.208 which then interpreted as service convenience has no significant effect on perceived value. The path coefficient is 0.059 which indicates that service convenience has positive but not significant effect to perceived value. Therefore, H4, which states that service convenience has a positive and significant effect on perceived value, is not supported. This is in accordance with Juliandhono & Berlianto (2022) that indicated perceived value may not be directly effected by the service convenience.

Table 7 Hypotheses Test Result

Hypotheses	Path Coefficient	T-Stat	P-Values	Result
H1 Service Encounter Communication -> Perceived Value	0.348	5.016	0.000	Supported
H2 Service Encounter Communication -> Customer Satisfaction	0.274	5.375	0.000	Supported
H3 Service Encounter Communication -> Customer Retention	0.338	6.312	0.000	Supported
H4 Service Convenience -> Perceived Value	0.059	0.813	0.208	Not Supported
H5 Service Convenience -> Customer Satisfaction	0.410	6.681	0.000	Supported
...	....	....	....	...
H10 Customer Satisfaction -> Brand Love	0.779	22.965	0.000	Supported
H11 Brand Love -> Customer Retention	0.417	5.082	0.000	Supported

Source: developed for this research, 2023

The test result shows that the T-stat is 6.681 and p-value is 0.000 which then interpreted as service convenience has a significant effect on customer satisfaction. The path coefficient is 0.410 which indicates that service convenience has a positive and significant effect toward customer satisfaction. Therefore, H5, which states that service convenience has positive and significant effect to customer satisfaction, is supported. This is in accordance with Chen et al. (2011) that greater exposure to essential and contextually relevant service convenience by customers corresponds to heightened levels of satisfaction in home delivery services.

The test result shows that the T-stat is 0.290 and p-value is 0.386 which then interpreted as service convenience has no significant effect to customer retention. The path coefficient is 0.024 which indicates that service convenience remains a positive effect on customer retention but still insignificant effect. Therefore, H6, which states that service convenience has positive and significant effect to customer retention, is not supported. This is contrast with findings from previous study by Ozturk et al. (2016) in hotel industry that service convenience

might have significant effect to customer retention. However, it is in accordance with Kaura et al. (2015) that the aspects of service convenience exert a positive influence on customer satisfaction in financial services.

The test result shows that the T-stat is 5.369 and p-value is 0.000 which then interpreted as internet service quality has significant effect to perceived value. The path coefficient is 0.424 which indicates that internet service quality has positive and significant effect to perceived value. Therefore, H7, which states that internet service quality has positive and significant effect to perceived value, is supported. This is in accordance with findings by Hutagaol & Basbeth (2021) that when customers hold the perception that they are being provided with services of superior quality, they tend to have a heightened sense of value to such services in Mutual Fund Company in Jakarta.

The test result shows that the T-stat is 4.384 and p-value 0.000 which then interpreted as perceived value has significant effect to customer satisfaction. The path coefficient is 0.246 which indicates that perceived value has positive and significant effect on

customer satisfaction. Therefore, H8, which states that perceived value has positive and significant effect on customer satisfaction, is supported. This is in accordance with Wilkins et al. (2021) that founded When customers ascertain that they are the recipients of a service characterized by excellence, which concurrently provides a favorable cost-to-benefit ratio, it is probable that their general satisfaction with the entire service encounter will be heightened.

The test result shows that the T-stat is 2.485 and p-value is 0.006 which then interpreted as customer satisfaction has a significant effect on customer retention. The path coefficient is 0.140 which indicates that customer satisfaction has a positive and significant effect toward customer retention. Therefore, H9, which states that customer satisfaction has positive and significant effect to customer retention, is supported. This is also in accordance with findings by Akroush & Mahadin (2019) that imply that customer contentment with service attributes and the technical proficiency of the service provider fosters a psychological attachment that can mature into an enduring and sustained customer-provider relationship, the customer retention.

The test result shows that the T-stat is 22.965 and p-value is 0.000 which then interpreted as customer satisfaction has significant effect to brand love. The path coefficient is 0.779 which indicates that customer satisfaction has a positive and significant effect toward brand love. Therefore, H10, which states that customer satisfaction has positive and significant effect to brand love, is supported. This is in accordance with the result of the study in Coffee Bean by Kurnianingsih & Riorini (2021) that imply the positive and significant effect of customer satisfaction to brand love.

The test result shows that the T-stat is 5.082 and p-value is 0.000 which then interpreted as brand love has significant effect to customer retention. The path coefficient is 0.417 which indicates that brand love has a positive and significant effect toward customer retention. Therefore, H11, which states that brand love has positive and significant effect to customer retention, is supported. This is in accordance with Algharabat (2017) that found a profound emotional connection that customers develop with a brand enhances their propensity to exhibit enduring loyalty towards it. In essence, a strong emotional bond with a brand fosters higher customer retention and ongoing commitment to the brand.

Table 7 shows the R-squared values that indicate the proportion of variance in the dependent variables, which are Brand Love, Customer Retention, Customer Satisfaction, and Perceived Value. These values reveal a substantial and robust explanatory power of the models for Customer Retention, Brand Love, and Customer Satisfaction, explaining approximately 69.6%, 60.7%, and 67.8%

of the variance, respectively. In contrast, the model for Perceived Value, while significant, explains a slightly lower proportion of the variance, at approximately 58.4%.

The Higher R-squared values imply a better fit, suggesting that the models effectively capture the relationships between the independent and dependent variables, which is particularly strong for Customer Retention, relatively strong for Brand Love, Customer Satisfaction, and moderate for Perceived Value. Overall, the models exhibit a considerable capacity to describe the relationships between the selected independent and dependent variables, with Customer Retention showing the strongest association.

Table 8. Result Determination Test

	R-Square
Brand Love	0.607
Customer Retention	0.696
Customer Satisfaction	0.678
Perceived Value	0.584

#### 4. Conclusion

From the analysis in this study of First Media's subscribers, can be inferred that service encounter communication has positive significant effect to perceived value, customer satisfaction, and customer retention. This align with Lovelock & Wirtz (2011) which theorized that effective service communications can and will influence how customers perceive the value of the services, tolerance with the service given, and staying with the same services when deemed valuable enough. Furthermore, they also conceptualized the integrated marketing communications as determinant factor how service communications influence those variables. Therefore, when the information of First Media's services is communicated adequately within trustworthy environment, tailored enough to meet specific needs of the customers, presented in a timely manner, and clear enough for the customers to understand and feel being listened to during interactions will improve the customers' perceived value and customer satisfaction of the services which then subsequently improve the customer retention.

Besides that, from this study also can be found that service convenience has positive significant effect to customer satisfaction and positive but insignificant effect to perceived value and customer retention. In accordance to the Expectancy-Disconfirmation theory by Oliver (1980) that theorized if the convenience of a service meets or exceeds the expectations, it leads to improving satisfaction. Equally, when convenience does not meet the expectations, it leads to deteriorating satisfaction. Therefore, in terms of convenience, First Media needs to, at the very least, meet the customer expectations by fulfilling the service with minimum

interruption, deliver the service in a reasonable timeframe, update customers whenever necessary, and reachable by customer if needed.

Furthermore, this study also found that internet service quality has positive significant effect to perceived value, perceived value has positive significant effect to customer satisfaction, customer satisfaction has positive significant effect to brand love and customer retention, and brand love has positive significant effect to customer retention.

This study contributes to the existing literature by providing a comprehensive examination of customer retention dynamics within the domain of broadband internet service providers. By scrutinizing the intricate interplay among service encounter communication, service convenience, internet service quality, perceived value, customer satisfaction, brand love, and customer retention, this study enriches the theoretical foundations of customer retention strategies within the telecommunications industry. Furthermore, the empirical findings bolster the theoretical constructs governing customer relationship management in this specific sector, affirming the significance of multifaceted determinants in shaping, and improving customer retention.

The research outcomes hold significant managerial implications for the management and telecommunication sector. First, emphasizing, and refining service encounter communication is pivotal. The study establishes that ensuring the information is delivered effectively and coming from trusted sources, presented as clearly as possible in a timely manner, ensuring information aligns with the specific requirements of customers, concurrently dedicating resources to the training and development of customer service agents influences perceived value, customer satisfaction, and customer retention. As such, management should invest in strategies that streamline communication channels and improve customer interactions, aiming for a comprehensive boost in customer perception and loyalty. Second, while service convenience did not significantly effect perceived value and customer retention, its notable influence on customer satisfaction should not be disregarded. Management should strategically meet internet needs of customers without any issues, deliver services within a reasonable timeframe, proactive follow ups upon customers inquiries, and engage customers in various communication channels to enhance overall customer satisfaction. Moreover, recognizing the substantial effect of internet service quality on perceived value emphasizes the ongoing need for maintaining high-quality service. Collectively, these findings guide managers in optimizing service elements to maximize customer satisfaction, perceived value, and long-term retention.

Moreover, this study offers valuable insights for First Media by highlighting the critical

determinants of customer retention, thus realigning a strategic roadmap for the optimization of their efforts in this domain. The limitations of this study pertain to its sole focus on measuring customer retention and its influencing factors, while there exist numerous other variables that could potentially enhance overall corporate performance. This study exhibits constraints in testing the chosen variables; however, future studies may augment the tested variables with additional ones related to customer purchasing power and or more variables related to the brand management since brand love showing positive significant effect to customer retention and enhancing customer satisfaction.

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