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Switching Intention in the IndiHome Internet Service Environment: The Roles of Cognitive and Affective Customer Experience and Cognitive Reaction Swift Guanxi

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ABSTRACT: This study aims to investigate the drivers of switching intention among internet service provider (ISP) users in Indonesia, specifically focusing on IndiHome customers. Utilizing the Stimulus-Organism-Response (SOR) framework, the research examines how external stimuli namely product and price integration, information access, information quality, task-technology fit, and ease of use influence internal customer states (cognitive experience, affective experience, and cognitive reaction swift guanxi) and subsequent switching behavior. The study employed a quantitative survey-based approach with 300 active IndiHome users in Solo, Indonesia, with data analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The findings reveal that while technological determinants like task-technology fit and ease of use consistently enhance internal customer states, information access fails to influence any mediating variables. Crucially, the results indicate that neither cognitive nor affective customer experiences directly mitigate switching intention; instead, "cognitive reaction swift guanxi" emerged as the sole significant predictor of switching behavior. The study concludes that in a saturated broadband market, transactional satisfaction alone is insufficient to ensure loyalty. To minimize churn, ISPs must pivot from purely functional improvements to relationship-centric strategies that foster perceived mutual value and strong relational bonds. This research contributes to the marketing literature by integrating relational constructs into the SOR framework to provide a more granular view of consumer behavioral responses in the digital service industry.

KEYWORDS: Affective customer experience, Cognitive, Cognitive reaction swift guanxi, Switching Intention.

INTRODUCTION

The rapid and continuous global development of information and technology has significantly accelerated internet usage worldwide. By transcending the boundaries of time and space, the internet has facilitated various aspects of human life, leading to a substantial surge in the number of internet users in Indonesia. According to the Indonesian Internet Service Providers Association (APJII), there were 185 million internet users in 2024, representing 66.5% of the total national population. This high growth and penetration rate have intensified competition among Internet Service Providers (ISPs) (Liputan6, 2023). Data shows that internet penetration in Indonesia has steadily climbed from 2017 to 2024, reaching 79% (Statista, 2024). Consequently, the demand for ISPs has spiked; as of 2023, the number of providers in Indonesia reached 1,011, reflecting a consistent annual increase since 2017 (Statista, 2024).

According to a World Bank report, IndiHome a service provided by PT Telkom Indonesia Tbk dominates the market, with 87% of fixed broadband customers in Indonesia using their services. However, the report also highlights that a lack of competition in the fixed broadband sector has adversely affected service quality and affordability. For instance, Indonesia's fixed broadband download speed was recorded at only 20.13 Mbps, a stark contrast to Singapore's 197.26 Mbps (CNBC Indonesia, 2023a). Despite the overall growth in internet penetration, IndiHome has experienced a drastic decline in market share from 2022 to 2024 (Statista, 2024). This downturn is attributed to several factors, including frequent sudden disconnections, unstable signals, and a lack of responsiveness in handling consumer complaints (Wartakota.com, 2024). These performance issues within the market leader have triggered customer switching behavior toward other ISPs (CNBC Indonesia, 2023b).

Drawing upon the Stimulus-Organism-Response (SOR) theory, this study examines the relationship between external stimuli and individual responses. Specifically, this research focuses on switching intention a consumer behavioral response encompassing

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impulsive buying, purchase intention, and the decision to switch services (Xu et al., 2020). Previous literature has yet to explicitly link stimulus factors to switching intention within the internet service context (Gao et al., 2021). Furthermore, the SOR model has not fully captured the dynamic nature of customer responses in the rapidly evolving internet environment. Therefore, this study aims to bridge this theoretical gap by utilizing the SOR framework to understand how various external factors influence switching intention.

Switching behavior is often driven by an abundance of alternatives, promotional tactics, price competition, and quality variances, all of which facilitate variety-seeking behavior (Sham et al., 2023). Such phenomena typically occur when issues arise with a product or service currently in use (Sharma et al., 2024). The proliferation of brands allows consumers to switch providers with minimal friction (Yuen et al., 2023). For IndiHome, understanding switching intention defined as a customer's inclination to migrate from one ISP to another is critical for maintaining and enhancing consumer loyalty (Yuen et al., 2023). By identifying the factors influencing this intention, ISPs can develop more effective strategies to meet customer expectations and minimize churn risk.

Prior research on switching intention generally falls into two categories. The first explains it from a consumer perspective, focusing on themes such as satisfaction, switching costs, trust, and perceived fairness (Hamzah et al., 2023; Li et al., 2024; Lu et al., 2024; Nguyen et al., 2023). The second category utilizes the Push-Pull-Mooring (PPM) model to describe how costs and benefits influence the decision to switch (Nugroho & Wang, 2023).

This study identifies that the integration of channels and its link to customer experience has not been extensively investigated. Based on the SOR framework, this research proposes that channel integration (i.e., product & price, information access) can enhance customer experience (Gao et al., 2021). Thus, this study offers a perspective on the mechanisms through which channel integration influences switching intention. In the context of IndiHome, external factors such as information quality and task-technology fit lie outside the company's direct control but significantly impact customer experience (Hoang & Tan, 2023). Monitoring these factors allows companies to develop proactive retention strategies. Additionally, deep insights into customer perspectives, such as ease of use, will assist IndiHome in designing services that align with user expectations, ultimately boosting satisfaction and loyalty (Yan et al., 2023; Yuen et al., 2023). Consequently, this research explores the impact of channel integration, external factors, and customer perspectives on customer experience and switching intention by adopting the SOR framework. Overall, this study contributes to the literature by identifying how cognitive customer experience, affective customer experience, and cognitive reaction swift guanxi collectively influence switching intention among IndiHome users.

LITERATURE REVIEW

Stimuli-Organism-Response (SOR)

According to the SOR framework, stimuli can significantly influence a consumer's cognitive and affective states (Gao et al., 2021). In an online environment, these stimuli manifest in various forms, such as the interface of an online store, the quality of services provided, and the consumer's internal cognitive processes (Chan et al., 2017). Prior research has identified several factors capable of influencing switching intention. Each stimulus triggers an emotional or psychological reaction within the consumer (the organism), which subsequently dictates their switching intention (the response). This study identifies five key stimuli: product & price integration, information access, information quality, task-technology fit, and ease of use

The "Organism" element in the SOR framework represents an individual's internal state, encompassing feelings, attitudes, involvement, and impulsive tendencies generated by stimulating cues (Vazquez et al., 2020). As a direct predictor of switching intention, understanding consumer attitudes toward a product is essential for investigating behavioral outcomes (Chetioui et al., 2020). In the realm of online marketing, consumer attitudes toward products and brands exert a direct impact on switching intention (Chetioui et al., 2020). Huang et al. (2011) concluded that both positive and negative consumer attitudes are strong predictors of switching behavior. Furthermore, when consumers are highly engaged during the advertising or service process, the impact of these attitudes on behavior is significantly amplified (MacKenzie et al., 1986). Consequently, customer attitudes determine whether the final response will be positive or negative (Belanche et al., 2021). In this research, the "Organism" is operationalized through three specific variables: cognitive customer experience, affective customer experience, and cognitive reaction swift guanxi.

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Within the SOR framework, the "Response" involves specific consumer behaviors in given situations, such as impulse buying, purchase intention, or switching intention (Xu et al., 2020). Existing literature defines switching intention as the probability or likelihood that a customer will migrate from their current service provider to a new one. This study posits that the online service environment can actively trigger such intentions (Kang et al., 2018). Therefore, it is crucial to investigate switching intention as an individual's desire or signal of intent to switch, representing a critical turning point in the customer relationship. As switching intention has been underutilized as a 'response' factor in traditional SOR literature (Zhu et al., 2020), this study contributes to the field by explicitly integrating switching intention as the primary response variable within the SOR model.

METHODS

This study employs a quantitative survey-based approach with a cross-sectional design to systematically test the predetermined hypotheses through structured primary data collection (Cooper & Schindler, 2014; Sekaran & Bougie, 2016). The target population consists of IndiHome internet service customers in Solo, Indonesia, with a total of 300 respondents selected via purposive sampling to ensure they meet specific criteria, such as having been active users for at least six months. Since the total population size is not precisely known, the minimum sample size was determined based on the Thompson et al. (1995) guidelines, adhering to the requirement of ten times the largest number of structural paths or formative indicators directed at a construct within the model. Data were collected through a closed-ended online questionnaire administered via the university's survey platform (surveydata.feb.uns.ac.id), featuring a 5-point Likert scale to measure respondents' perceptions accurately while ensuring efficiency and broad reach (Cooper & Schindler, 2014). The gathered data were then analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM), a variance-based method ideal for exploratory research and theory development, particularly when analyzing complex relationships between latent constructs such as cognitive and affective experience and their respective indicators (Hair et al., 2017).

RESULTS

Validity and Reliability Analysis

Validity testing was conducted to ensure that the questionnaire accurately represents the constructs being measured. This was achieved through construct validity assessments involving two stages: convergent validity and discriminant validity. Additionally, reliability testing was performed to determine the internal consistency of the measurement instrument (Cooper & Schindler, 2014).

Table 1. Convergent Validity

Item	Loading	AVE
AffEx1	0.872	0.744
AffEx2	0.852	
AffEx3	0.864	
CogEx1	0.855	0.748
CogEx2	0.865	
CogEx3	0.908	
CogEx4	0.831	
CogRe1	0.877	0.738
CogRe2	0.877	
CogRe3	0.853	
CogRe4	0.827	
InfAc1	0.926	0.845
InfAc2	0.911	
InfAc3	0.926	

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Item	Loading	AVE
InfQu1	0.868	0.848
InfQu2	0.904	
InfQu3	0.866	
PerUs1	0.922	0.773
PerUs2	0.923	
PerUs3	0.913	
ProanPr1	0.880	0.821
ProanPr2	0.913	
ProanPr3	0.925	
SwiIn1	0.886	0.734
SwiIn2	0.850	
SwiIn3	0.833	
TasFi1	0.910	0.808
TasFi2	0.876	
TasFi3	0.901	
TasFi4	0.909	

Coefficient of Determination (R^2)

Validity testing was conducted to ensure that the questionnaire accurately represents the constructs being measured. This was achieved through construct validity assessments involving two stages: convergent validity and discriminant validity. Additionally, reliability testing was performed to determine the internal consistency of the measurement instrument (Cooper & Schindler, 2014).

Table 2. Coefficient of Determination

Variable	R *Square*
Affective customer experience	0.705
Cognitive customer experience	0.769
Cognitive reaction swift guanxi	0.699
Switching Intention	0.641

Hypothesis Testing

The hypotheses in this study were evaluated by examining the T-statistics and original sample values to determine the significance of relationships between variables. Figure 1 illustrates the structural model results. To confirm the influence of each path, the P-values, T-statistics, and original sample coefficients are summarized in Table 3.

Table 3. Hypotheses

Hypothesis	*Original Sample* (O)	T *Statistics* (|O/STDEV|)	P *Values*
Product & Price -> Cognitive customer experience	0.248	3.364	0.001
Product & Price -> Affective customer experience	0.100	1.166	0.244
Product & Price -> Cognitive reaction swift guanxi	0.245	3.062	0.002
Information Access -> Cognitive customer experience	0.107	1.417	0.157

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Hypothesis	*Original Sample* (O)	T *Statistics* (|O/STDEV|)	P *Values*
Information Access -> Affective customer experience	0.093	0.853	0.394
Information Access -> Cognitive reaction swift guanxi	0.043	0.413	0.680
Information Quality -> Cognitive customer experience	0.176	2.145	0.032
Information Quality -> Affective customer experience	0.048	0.517	0.605
Information Quality -> Cognitive reaction swift guanxi	0.024	0.309	0.758
Task-Technology fit -> Cognitive customer experience	0.256	3.038	0.003
Task-Technology fit -> Affective customer experience	0.426	3.688	0.000
Task-Technology fit -> Cognitive reaction swift guanxi	0.384	4.168	0.000
Ease of Use -> Cognitive customer experience	0.196	2.657	0.008
Ease of Use -> Affective customer experience	0.260	2.889	0.004
Ease of Use -> Cognitive reaction swift guanxi	0.232	2.484	0.013
Cognitive customer experience -> Switching Intention	-0.056	0.695	0.487
Affective customer experience -> Switching Intention	0.117	1.066	0.287
Cognitive reaction swift guanxi -> Switching Intention	0.746	8.230	0.000

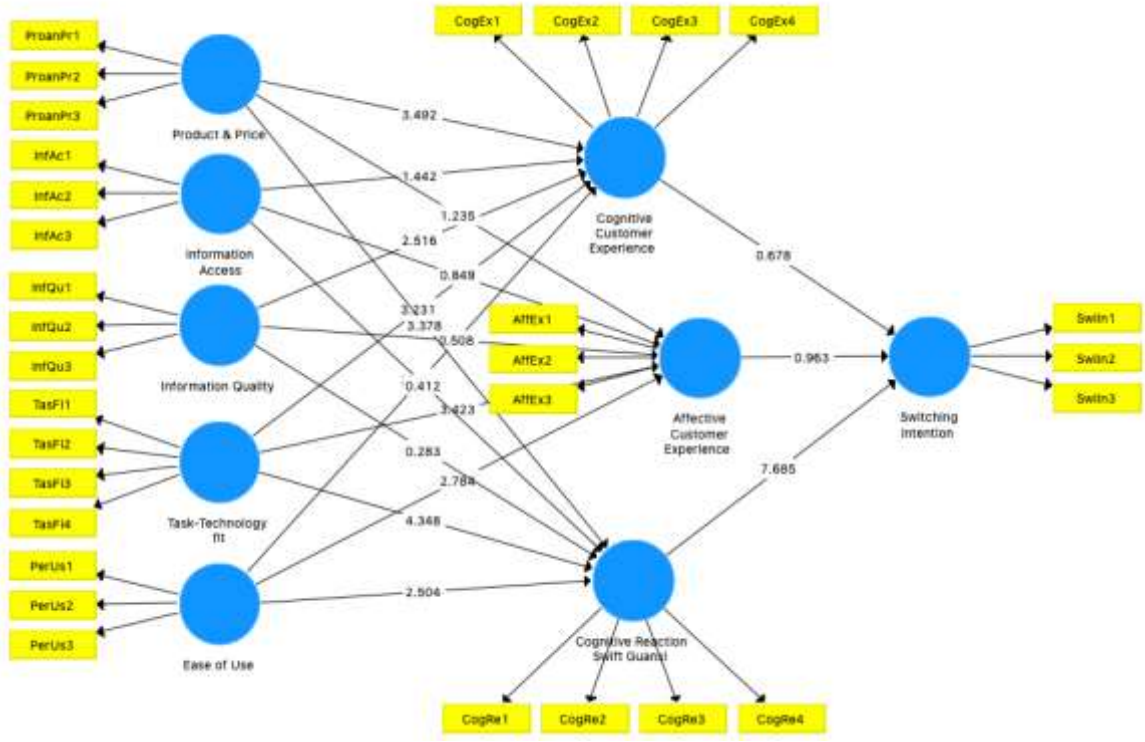

Figure 1. Research Model

Based on the results presented in Table 3, a relationship is considered significant if the T-statistic exceeds the threshold of 1.96, corresponding to a 5% significance level ($p<0.05$) (Sekaran & Bougie, 2016). A positive original sample value indicates a positive directional influence, whereas a negative value indicates an inverse relationship. The sample mean represents the average value,

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while the standard deviation accounts for the error within the sample mean. Overall, the findings indicate that ten hypotheses are supported, while eight hypotheses are rejected.

DISCUSSION

The hypothesis testing results reveal a nuanced interplay between external stimuli and customer responses within the IndiHome service environment. Product & Price significantly influences Cognitive Customer Experience (H1a) and Cognitive Reaction Swift Guanxi (H1c), suggesting that diverse service configurations allow customers to develop a rational understanding of brand value (Shi et al., 2018); however, its failure to impact Affective Customer Experience (H1b) echoes the warnings of Wei et al. (2023) that price uncertainty can trigger cognitive engagement while simultaneously inducing affective frustration. A significant paradox emerges regarding Information Access, which failed to influence any mediating variables (H2a, H2b, H2c rejected), likely due to information overload where excessive data leads to analysis paralysis rather than clarity (Behera & Bala, 2023). Conversely, Information Quality strongly predicts Cognitive Customer Experience (H3a), reinforcing that relevance and timeliness are superior to sheer volume (Wei et al., 2023), though it remains insufficient to trigger emotional or relational bonds (H3b, H3c). In contrast, technological determinants—Task-Technology Fit and Ease of Use—exhibited robust influence across all internal states (H4a-c and H5a-c supported), confirming that when technology aligns with user tasks and is intuitive, it fosters both functional efficiency and emotional satisfaction (An et al., 2021; Faqih, 2022). Most critically, the study finds that neither Cognitive (H6) nor Affective Customer Experience (H7) directly reduces Switching Intention, suggesting that in a saturated market, satisfaction alone cannot prevent churn if external competitor promotions are more attractive (Sham et al., 2023). Instead, Cognitive Reaction Swift Guanxi (H8) emerged as the sole decisive predictor of switching behavior with a dominant T-statistic of 8.230, proving that for ISPs like IndiHome, the key to retention lies not merely in transactional satisfaction, but in the perceived mutual value and relational bonds inherent in the "Swift Guanxi" framework (Shi et al., 2018; Yuen et al., 2023).

CONCLUSION

This study concludes that Switching Intention in the IndiHome internet service environment is complexly driven by a combination of cognitive, affective, and relational factors. Based on the empirical analysis, ten hypotheses were supported while eight were rejected, revealing that while technological stimuli such as Task-Technology Fit and Ease of Use consistently enhance all internal customer states, Product & Price and Information Quality primarily influence cognitive evaluations without triggering significant emotional responses. Crucially, the findings demonstrate that neither cognitive nor affective customer experiences directly mitigate switching intention; instead, Cognitive Reaction Swift Guanxi emerges as the sole significant deterrent to customer churn. This suggests that in the Indonesian fixed broadband market, a rational perception of a strong relational bond is more critical for retention than transactional satisfaction alone.

Theoretically, this research contributes to marketing management literature by bridging gaps in the SOR framework, specifically by integrating relational constructs like Swift Guanxi to provide a more granular view of internal customer states. These findings underscore that the accuracy of measurement in capturing digital service phenomena is paramount for future scholars exploring behavioral intentions in saturated markets. Managerially, the results emphasize that ISPs like IndiHome must pivot from purely functional improvements to relationship-centric strategies. Since cognitive satisfaction alone does not guarantee loyalty, management should focus on creating sustainable relational connections through transparent communication, responsive loyalty programs, and personalized service, ensuring customers feel valued enough to resist competitive price-pull factors.

Despite these insights, certain limitations are acknowledged, particularly the younger demographic of the sample which may limit the generalizability of the findings to higher-income or older consumer segments. Future research should therefore seek to validate this model using larger, more diverse samples and consider comparative studies involving smaller, lower-ranked ISPs to determine if these drivers remain consistent across different market tiers. Furthermore, integrating additional variables such as Customer Loyalty and Perceived Sacrifice into future models could provide a more holistic understanding of switching behavior. Ultimately, this study provides a robust foundation for both practitioners and academics to refine strategies in the rapidly evolving digital landscape.

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