

PERAN MEDIASI BRAND SWITCHING INTENTION DALAM HUBUNGAN ANTARA KUALITAS PELAYANAN DAN KEPUTUSAN PEMBELIAN: STUDI PADA PELANGGAN INDIHOME DI KOTA PEKANBARU

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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh kualitas pelayanan terhadap keputusan pembelian serta menguji peran mediasi brand switching intention pada pelanggan IndiHome di Kota Pekanbaru. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 151 pelanggan yang dipilih melalui teknik accidental sampling. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh negatif dan signifikan terhadap brand switching intention serta berpengaruh positif dan signifikan terhadap keputusan pembelian. Sementara itu, brand switching intention berpengaruh negatif namun tidak signifikan terhadap keputusan pembelian. Hasil uji mediasi menunjukkan bahwa brand switching intention tidak memediasi pengaruh kualitas pelayanan terhadap keputusan pembelian. Temuan ini menegaskan bahwa kualitas pelayanan merupakan faktor penting dalam meningkatkan keputusan pembelian dan menurunkan kecenderungan pelanggan untuk beralih ke penyedia layanan lain. Oleh karena itu, peningkatan kualitas pelayanan perlu menjadi prioritas perusahaan untuk mempertahankan daya saing di industri layanan internet broadband.

Kata Kunci: Brand Switching Intention; IndiHome; Keputusan Pembelian; Kualitas Pelayanan; PLS-SEM.

THE MEDIATING ROLE OF BRAND SWITCHING INTENTION IN THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PURCHASE DECISION: EVIDENCE FROM INDIHOME CUSTOMERS IN PEKANBARU

ABSTRACT

This study aims to examine the effect of service quality on purchase decisions and investigate the mediating role of brand switching intention among IndiHome customers in Pekanbaru, Indonesia. A quantitative research approach was employed, involving 151 respondents selected through an accidental sampling technique. Data were collected using a structured questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The findings reveal that service quality has a negative and significant effect on brand switching intention, indicating that higher service quality reduces customers' tendency to switch to competing service providers. In addition, service quality has a positive and significant effect on purchase decisions, suggesting that improved service quality enhances customers' willingness to choose and continue using IndiHome services. Meanwhile, brand switching intention has a negative but insignificant effect on purchase decisions. Furthermore, the mediation analysis demonstrates that brand switching intention does not significantly mediate the relationship between service quality and purchase decisions. These findings highlight the critical role of service quality in enhancing purchase decisions and reducing customers' propensity to switch to alternative service providers. Therefore, improving service quality should be prioritized as a strategic initiative to strengthen competitiveness and sustain customer retention in the increasingly competitive broadband internet service industry.

Keywords: Brand Switching Intention; IndiHome; Purchase Decision; Service Quality; PLS-SEM.

INTRODUCTION

The development of information and communication technology has driven rapid growth in internet usage in various aspects of people's lives. The internet not only serves as a means of communication and information exchange, but also serves as a key infrastructure supporting educational activities, business, government, and various other digital services (Juliyana & Nuraflah, 2020). Along with the increasing public demand for internet access, the broadband internet service industry in Indonesia has experienced significant growth. This condition makes Indonesia a potential market for various internet service providers (ISPs), which competitively offer a variety of services with varying network quality, price, and features.

Internet usage in Indonesia continues to grow year after year. The number of internet users, which reached 106 million in 2018, is expected to increase to 185.3 million in 2024, representing a growth rate of 74.81%. This growth represents an average annual growth rate of 10.7%. The high demand for internet services has driven the emergence of various internet service providers, such as IndiHome, Biznet, MyRepublic, First Media, Iconnet, and others, all competing to acquire and retain customers.

Increasingly fierce competition in the internet service industry requires companies to not only offer superior products and technology but also deliver service quality that meets or even exceeds customer expectations. In the service industry, service quality is a strategic factor that can influence consumer behavior, including purchasing decisions and the tendency to switch to another brand or service provider (brand switching intention). Customers who receive service that meets their expectations are more likely to maintain their relationship with the company, while unsatisfactory service can increase the likelihood of customers switching to competitors (Ribeiro et al., 2023).

IndiHome is one of the largest internet service providers in Indonesia. With a broad customer base, IndiHome continues to face increasing challenges due to the emergence of new competitors offering alternative internet services with competitive network quality and pricing. The presence of Biznet, MyRepublic, Iconnet, and satellite-based internet technologies like Starlink have created increasing competitive pressure on IndiHome customer loyalty (Ardana, 2025). This situation requires the company to continuously improve service quality to retain existing customers.

This is also evident in the growth in the number of IndiHome subscribers in Pekanbaru City. Data shows that in 2019, the number of IndiHome subscribers in Pekanbaru City was set at 80,748; in 2021, it was 70,526, and in 2022, it was 64,104. This decline in achievement indicates a downward trend in people's decision to use IndiHome services, as well as an increased likelihood of customers switching to other internet service providers. This is interesting to study, given the increasing number of alternative internet services available to the public.

From a consumer behavior perspective, purchasing decisions are a process involving a series of stages, from need recognition, information search, alternative evaluation, purchase decision, to post-purchase behavior. Purchasing decisions reflect consumers' willingness to choose and use a product or service based on various considerations that are deemed to provide the best benefits for them (Santika & Nurcaya, 2018). Therefore, understanding the factors that influence purchasing decisions is crucial for companies in formulating effective marketing strategies.

One factor suspected of influencing purchasing decisions is brand switching intention. This concept refers to the tendency of customers to switch from their current brand to an alternative brand perceived as better able to meet their needs and expectations. According to the Push-Pull-Mooring Theory approach, poor service quality can be a push factor that increases customers' intention to switch to another service provider, while good service quality can reduce the tendency for customers to switch brands (Nugraha, 2023). In the context of the internet service industry, customers who are dissatisfied with the quality of service they receive tend to be more open to various alternatives offered by competitors.

Besides influencing brand switching intention, service quality is also believed to be a key factor influencing customer purchasing decisions. Service quality is generally measured through five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Customers assess service quality based on the extent to which a company is able to provide reliable, fast, responsive, and personalized service. When service exceeds expectations, customers tend to be satisfied and are more likely to repurchase or reuse the same service. Several previous studies have examined the relationship between service quality, brand switching intention, and purchasing decisions. Widyaningrum et al. (2022) found that service quality negatively impacts brand switching intention, suggesting that improving service quality can reduce the likelihood of customers switching brands. Conversely, research by Satria (2019) showed that service quality positively impacts brand switching intention. These differences in research results indicate inconsistencies in empirical findings that require further study.

Other research findings also examined the relationship between brand switching intention and purchasing decisions. Usnan's (2024) study found that brand switching intention had a negative and insignificant effect on purchasing decisions. However, Santika and Nurcaya (2018) found a different result, finding that brand switching intention had a positive and significant effect on purchasing decisions. Furthermore, research by Mukti and Aprianti (2021), Suyitno and Istiadah (2018), Boediono et al. (2018), and Arianto and Octavia (2021) showed that

service quality had a positive and significant effect on purchasing decisions. Conversely, Fadillah (2023) found that service quality had no effect on purchasing decisions.

The decline in IndiHome customer realization in Pekanbaru City, along with the diverse results of previous studies, indicates a research gap that requires further study. Most previous studies examined the direct relationship between service quality, brand switching intention, and purchasing decisions, while research examining the role of brand switching intention as a mediating variable in the relationship between service quality and purchasing decisions in the internet service industry is still relatively limited, particularly among IndiHome customers in Pekanbaru City.

Based on the description, this study aims to analyze the influence of service quality on purchasing decisions and examine the mediating role of brand switching intention among IndiHome customers in Pekanbaru City. This study is expected to provide theoretical contributions to the development of service marketing literature, particularly related to consumer behavior in the telecommunications industry, as well as provide practical implications for IndiHome management in formulating strategies to improve service quality and customer retention amidst the increasingly competitive internet service industry.

LITERATURE REVIEW

Purchase Decision

Purchase decisions are the process consumers undergo to identify needs, seek information, evaluate various alternatives, and ultimately decide to purchase the product or service they deem most capable of meeting their needs. Purchasing decisions are influenced not only by product characteristics but also by consumer perceptions of value, benefits, and the experience gained during the purchasing process. In an increasingly competitive business environment, purchasing decisions are a crucial indicator of a company's success in meeting consumer needs and expectations (Rorlen et al., 2023; Solikhah & Garad, 2024). Various studies have shown that purchasing decisions are influenced by both internal and external factors. Factors such as product quality, service quality, price, brand image, and electronic word of mouth (e-WOM) have been shown to play a significant role in encouraging consumers to make purchases. Furthermore, advances in digital technology have led consumers to increasingly rely on information from social media, customer reviews, and the experiences of other users before making purchasing decisions. This condition shows that purchasing decisions are not only based on product attributes, but also on the level of trust and quality of information received by consumers (Siek & Nawawi, 2024; Suandi & Djakasaputra, 2024).

In marketing research, purchasing decisions are generally measured through several indicators, such as product choice, brand choice, seller choice, purchase time, purchase amount, and payment method. These indicators describe the extent to which consumers have gone through the evaluation process before finally making a purchase. Although numerous studies have identified various factors influencing purchasing decisions, studies on the role of mediating variables are still relatively limited. Therefore, research on the effect of service quality on purchasing decisions with brand switching intention as a mediating variable is important to provide a more comprehensive understanding of consumer behavior in the service industry (Rorlen et al., 2023; Solikhah & Garad, 2024).

Brand switching intention

Brand switching intention is a consumer's tendency or intention to switch from a current brand to another brand perceived as providing better benefits, value, or experience. Brand switching intention arises when consumers are dissatisfied with the product or service they receive, find a more attractive alternative, or perceive that another brand can better meet their needs. In the context of increasingly fierce business competition, brand switching intention is an important indicator for identifying potential customer loss and changes in consumer behavior (Suandi & Djakasaputra, 2024).

Various studies show that brand switching intention is influenced by several factors, such as service quality, customer satisfaction, price, brand image, trust, and the attractiveness of competing brands. Low service quality and customer dissatisfaction tend to increase consumers' desire to seek alternative brands. Conversely, quality service and positive experiences can reduce consumers' tendency to switch brands. Furthermore, easy access to information through digital media allows consumers to quickly compare various brands, thereby increasing the likelihood of brand switching when consumers find an option they perceive as more advantageous (Solikhah & Garad, 2024; Arafah et al., 2024).

In marketing research, brand switching intention is generally measured using several indicators, such as the desire to try another brand, the intention to replace the current brand, the tendency to seek information about alternative brands, and the likelihood of purchasing from competing brands in the future. High levels of brand switching intention indicate low consumer commitment to a brand and can lead to decreased customer loyalty. Therefore, understanding brand switching intention is crucial for companies to design marketing strategies and

improve service quality to retain customers and encourage continued purchasing decisions (Solikhah & Garad, 2024).

Service Quality

Service quality is a company's ability to provide services that meet or exceed customer expectations. Service quality is a crucial factor in creating customer satisfaction because consumers evaluate not only the product they receive but also their experience during the service process. The better the service provided, the higher the level of customer trust and satisfaction with the company. In the context of service marketing, service quality is viewed as a company's efforts to meet customer needs through fast, accurate, friendly, and reliable service (Jejen & Sudarman, 2024; Raubet et al., 2024). Good service quality can also enhance positive consumer perceptions, thus encouraging purchasing decisions.

Various studies have shown that service quality has a significant influence on consumer purchasing decisions. Responsive, professional service, and a sense of comfort will increase consumer confidence in making a purchase. Conversely, unsatisfactory service can reduce consumer interest and encourage them to switch to competitors. Research by Almunaf and Tjiptodjojo (2024), Wong and Amri (2024), and Purwanty (2024) shows that service quality has a positive influence on purchasing decisions because it creates a better customer experience and increases consumers' perceived value for the product or service offered.

In marketing research, service quality is generally measured using the SERVQUAL dimensions, which include tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions are used to assess the extent to which a company is able to meet customer expectations in the service process. A high level of service quality not only contributes to customer satisfaction but can also reduce the tendency for customers to switch brands and increase ongoing purchasing decisions. Therefore, service quality is a critical variable frequently used in consumer behavior research and service marketing, including in the internet service industry such as IndiHome (Shisilia & Efiani, 2024; Yuliana & Tuti, 2024).

The Influence of Service Quality on Brand Switching Intention

Service quality is a measure of how well the level of service delivered meets consumer expectations. Service quality can be defined as the effort to fulfill consumer needs and desires and the accuracy of delivery in balancing consumer expectations. Service quality can be determined by comparing consumer perceptions of the service they actually receive or obtain with the service they actually expect or the desired service attributes of a company. If the service received or perceived meets expectations, it is perceived as good and satisfactory. If the service received exceeds consumer expectations, the service quality is perceived as very good and high quality. Research conducted by Widyaningrum et al. (2022) found that service quality negatively influences brand switching intention.

H1: Service quality negatively influences Indihome Brand Switching Intention in Pekanbaru City.

The Influence of Service Quality on Purchasing Decisions

High service quality, including responsiveness, reliability, empathy, and quality assurance, significantly influences purchasing decisions. Good service creates positive experiences, increases satisfaction, builds trust, and reduces purchasing risk, especially for complex or expensive items. Conversely, poor service can lead to customer hesitation. The close relationship between service quality and purchasing decisions suggests that a satisfying service experience is often a key factor in loyalty and repeat purchases. In research conducted by Mukti & Aprianti (2021), the influence of service quality on purchasing decisions was positive and significant. This is in line with research by Djafar et al. (2023) and Fuadi et al. (2022).

H2: Service quality has a positive influence on Indihome purchasing decisions in Pekanbaru City.

The Influence of Brand Switching Intention on Purchasing Decisions

Brand switching intention, or the intention to switch brands, has a direct influence on purchasing decisions. When consumers begin to consider switching from their usual brand, this is due to dissatisfaction with existing products or services, more attractive competing offerings, or changes in personal preferences. The intention to switch brands often encourages consumers to explore other options and ultimately make a purchase decision. Therefore, the higher a consumer's intention to switch brands, the more likely they are to choose another product when making a purchase. Research conducted by Usnan (2024) explains that brand switching intention has a negative and insignificant influence on purchase decisions.

H3: Brand Switching Intention has a negative influence on Indihome Purchase Decisions in Pekanbaru City.

The Influence of Service Quality on Purchase Decisions and Brand Switching Intention as a Mediating Variable

Service quality influences purchase decisions. Adequate service, such as reliability, timeliness, and efficient problem-solving, are examples of good service that can increase customer satisfaction based on the service they receive and motivate them to use the service in the future. Conversely, poor service has the potential to decrease customer satisfaction and trust, ultimately triggering brand switching intention. In this context, brand switching

intention functions as a mediating variable, where poor service quality increases customers' intention to switch to another provider, which ultimately influences purchase decisions. This means that the lower the service quality, the higher the intention to switch brands. A study by Djafar et al. (2023) explained that service quality has a positive and significant influence on purchase decisions, with brand switching intention as the mediating variable. **H4:** Service quality has a positive influence on purchase decisions, with brand switching intention as the mediating variable for Indihome in Pekanbaru City.

Based on the theoretical explanation outlined above, the research framework is as follows:

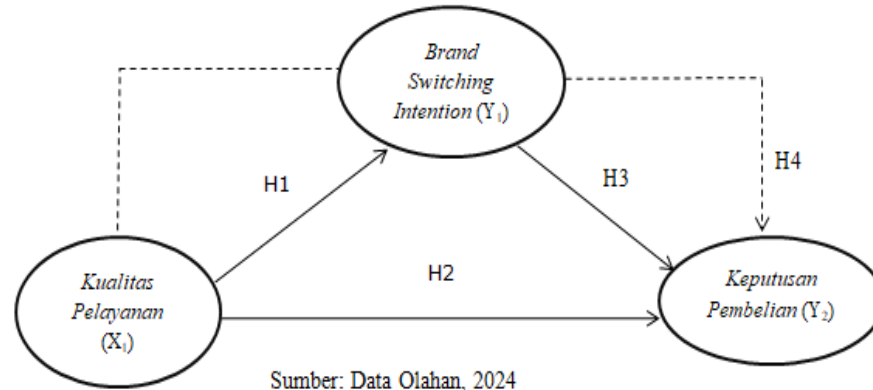


Figure 1. Framework of Thought

RESEARCH METHODS

This study used a quantitative approach with an explanatory research design. The aim was to analyze the influence of service quality on purchasing decisions, with brand switching intention as a mediating variable, among IndiHome customers in Pekanbaru City. Data collection was conducted by distributing questionnaires to respondents who met the research criteria.

Population and Sample

The population in this study was all IndiHome service users residing in Pekanbaru City. Given the unknown population, the sample size was determined based on the recommendations of Hair et al. (2022). Since this study used the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach, the sample size was determined based on the recommendations of Hair et al. (2022), which state that an adequate sample size is between 5–10 times the number of indicators used in the research model. Based on these requirements, a sample size of 151 respondents was obtained, which was deemed to meet the requirements of the SEM-PLS analysis. The sampling technique used was non-probability sampling with an accidental sampling method. This technique was chosen because respondents were determined based on the researcher's ease in reaching IndiHome users who were willing to provide information and met the criteria as research respondents.

Operationalization of Research Variables

Operationalization of variables is the process of translating theoretical constructs or concepts into empirically measurable indicators. The purpose of operationalizing variables is to ensure that each research variable can be observed and measured consistently in accordance with the research objectives. The variables used in this study consist of service quality as the independent variable, purchase decision as the dependent variable, and brand switching intention as the mediating variable. The indicators for each variable are compiled based on relevant theory and previous research findings to accurately represent the constructs being studied.

Data Analysis Techniques

The data obtained were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software. The analysis was conducted in two stages: testing the measurement model (outer model) and testing the structural model (inner model). Testing the outer model included convergent validity, discriminant validity, and construct reliability. Meanwhile, testing the inner model was conducted to examine the relationships between variables, the coefficient of determination (R^2), and predictive relevance (Q^2), as well as hypothesis testing through a bootstrapping procedure. The level of significance used in this study is 5% ($\alpha = 0.05$).

Table 1. Operational Variables

No	Variabel	Indikator	Source	Scale
1.	Buying decision (Y2)	1. Consistency in a product	Kumbara (2021)	Intervals
		2. Habits in purchasing products		
		3. Give recommendations to others		
2.	<i>Brand witching intention</i> (Y1)	1. The desire to find other product variations	Priscilla, L., & Rufaidah, P. (2023)	Intervals
		2. Post-consumption dissatisfaction		
		3. Desire to accelerate cessation of use		
3.	Kualitas pelayanan (X)	1. <i>Reliability</i>	Slamet, M., & Sulistiyowati, W. (2022).	Intervals
		2. <i>Responsiveness</i>		
		3. <i>Assurance</i>		
		4. <i>Empaty</i>		
		5. <i>Tangibels</i>		

Source: Data Processing (2024)

Data Analysis Techniques

The analysis model used to test the hypotheses in this study is the Structural Equation Modeling (SEM) statistical method, specifically Structural Equation Modeling Partial Least Squares (SEM-PLS).

RESULTS AND DISCUSSION

Table 2. Respondent Characteristics

Demografi	Category	Amount	Percentage
Gender	Man	67	44%
	Woman	84	56%
Age	< 20 Years	6	3,9%
	21-30 Years	98	64,9%
	31-40 Years	33	21,8%
	>41 Years	14	9,2%
Work	Students	67	44,3%
	Private employees	20	13,2%
	Government employees	13	8,6%
	Self-employed	41	27,1%
	Other	10	6,62%
Income	< Rp. 2.000.000.00	55	36,4%
	Rp.2.000.000.00- Rp.5.000.000.00	80	52,9%
	Rp.5.100.000.00- Rp.8.000.000.00	16	10,5%
	>Rp.8.100.000.00	-	-
	Bukit Raya District	3	1,98%
Subdistrict	Tampar District	14	9,27%
	Sukajadi District	24	15,8%
	Lima Puluh District	16	10,5%
	Payung Sekaki District	21	13,9%
	Rumbai Pesisir District	2	1,3%
	Senapelan District	8	5,2%
	Rumbai District	4	2,6%
	Sail District	3	1,98%
	Marpoyan Damai District	10	6,6%
	Pekanbaru Kota District	8	5,2%
	Tenayan Raya District	12	7,9%
	Kulim District	6	3,9%
	Tuah Madani District	11	7,2%
	Binawidya District	9	5,9%

Source: Data Processing (2024)

Based on Table 2, it can be seen that the characteristics of the 151 respondents studied were predominantly male (84 respondents, or 54%). Based on age, the majority were 21-30 (98 respondents, or 64.9%). Based on occupation, the majority were students (67 respondents, or 44.3%). Based on income, the majority earned between Rp. 2,000,000.00 and Rp. 5,000,000.00 (80 respondents). Based on sub-district, the majority were in Sukajadi sub-district (21 respondents).

Research Instrument Test Results

Validity Test

The results of the validity test are shown in the table below:

Table 3. Instrument Validity Test Results

Variable	Statement	CITC	Cronbach's Alpha
Quality of service	X1.1.1	0.713	0.935
	X1.1.2	0.693	
	X1.2.1	0.760	
	X1.2.2	0.795	
	X1.3.1	0.708	
	X1.3.2	0.716	
	X1.4.1	0.816	
	X1.4.2	0.750	
	X1.5.1	0.687	
	X1.5.2	0.787	
Brand switching intention	Y1.1.1	0.553	0.874
	Y1.1.2	0.577	
	Y1.2.1	0.708	
	Y1.2.2	0.746	
	Y1.3.1	0.751	
	Y1.3.2	0.732	
Buying decision	Y2.1.1	0.420	0.836
	Y2.1.2	0.638	
	Y2.2.1	0.624	
	Y2.2.2	0.633	
	Y2.3.1	0.686	
	Y2.3.2	0.666	

Source: Data Processing (2024)

Table 3 shows that all statement items for the variables have a Corrected Item-Total Correlation (CITC) value greater than 0.30 and a Cronbach's Alpha value greater than 0.60, thus the data is declared valid.

Reliability Test

The results of the reliability test are shown in the table below:

Table 4. Instrument Reliability Test Results

No	Variable	Alpha Value	Limit Value	Information
1	Buying decision	0.836	0.70	Reliable
2	Brand Switching Intention	0.874	0.70	Reliable
3	Quality of service	0.935	0.70	Reliable

Source: Data Processing (2024)

The table above shows that the Cronbach's alpha coefficient is >0.70 , thus it can be concluded that all variable statements are valid and reliable.

PLS Structural Equation Model (SEM) Analysis

Outer Model Analysis

Outer model analysis, also known as measurement model analysis, is conducted to assess the validity and reliability of the model that determines the relationship between manifest and latent variables.

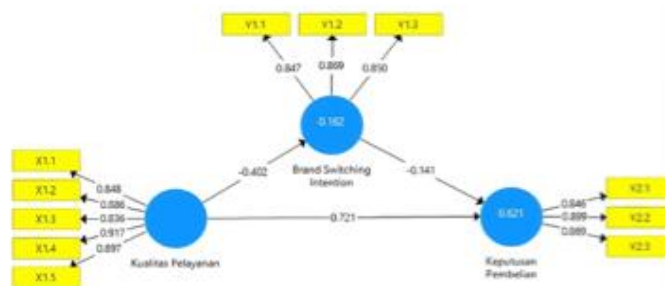


Figure 2. Outer Model

Convergent Validity

The validity of an indicator is determined by its outer loading value. A value greater than 0.708 is considered valid (Hair et al., 2021).

Table 5. Outer Loading Results

Variable	Indicator	Outer Loading	Critical Value	Decision
Quality of service (X)	(X1.1)	0.848	0,708	Valid
	(X1.2)	0.886	0,708	Valid
	(X1.3)	0.836	0,708	Valid
	(X1.4)	0.917	0,708	Valid
	(X1.5)	0.897	0,708	Valid
Brand switching intention (Y ₁)	(Y1.1)	0.847	0,708	Valid
	(Y1.2)	0.869	0,708	Valid
	(Y1.3)	0.850	0,708	Valid
Buying decision (Y ₂)	(Y2.1)	0.846	0,708	Valid
	(Y2.2)	0.899	0,708	Valid
	(Y2.3)	0.869	0,708	Valid

Source: Data Processing (2024)

Based on the table above, the indicators for each variable in this study have a loading value > 0.708. This indicates that variable indicators with loading values greater than 0.708 have a high level of validity, thus meeting convergent validity.

Discriminant Validity

Discriminant Validity results are shown in the table below:

Table 6. Cross-Loading Results

	Service Quality	Brand Switching Intention	Buying decision
X1.1	0,848	-0,358	0,688
X1.2	0,886	-0,330	0,694
X1.3	0,836	-0,327	0,635
X1.4	0,917	-0,351	0,712
X1.5	0,897	-0,397	0,680
Y1.1	-0,461	0,847	-0,403
Y1.2	-0,243	0,869	-0,385
Y1.3	-0,279	0,850	-0,297
Y2.1	0,641	-0,395	0,846
Y2.2	0,680	-0,388	0,899
Y2.3	0,709	-0,344	0,869

Source: Data Processing (2024)

The table above shows that the loading value of each indicator item on its construct is greater than its cross-loading. It is concluded that all constructs or latent variables have good discriminant validity.

Composite Reliability

Composite Reliability results are shown in the table below:

Table 7. Composite Reliability and Cronboch Alpha Results

Variable	Composite Reliability	Cronbach Alpha	Information
Quality of service	0.944	0.925	Reliable
Brand switching intention	0.891	0.822	Reliable
Buying decision	0.904	0.841	Reliable

Source: Data Processing (2024)

The table above shows that all variables have Composite Reliability values >0.6 and 0.7 , indicating reliability. The Cronbach's Alpha values indicate that all variables have Cronbach's Alpha values >0.6 , indicating reliability.

Structural Model Analysis (Inner Model)

R-Square

The R-Square results are shown in the table below:

Table 8. R-Square Results

	R Square	R Square Adjusted
Brand switching intention	0.162	0.156
Buying decision	0.621	0.616

Source: Data Processing (2024)

Based on the table above, the adjusted R-square value for the Purchase Decision variable is 0.616, or 61.6%. This value indicates that 61.6% of the Purchase Decision (Y2) can be explained by service quality (X), while the remaining 48.4% is explained by other factors not included in this study. Meanwhile, the R-square value for the Brand Switching Intention variable is 0.162%, indicating that service quality can explain 16.2% of Brand Switching Intention.

F-square

The F-square results are shown in the table below:

Table 9. F-square Results (Effect Size)

Variable	F - Square (F^2)	Conclusion
Service quality \rightarrow Brand switching intention	0,193	Great effect
Service quality \rightarrow purchasing decision	1,149	Great effect
Brand switching intention \rightarrow Buying decision	0,044	Little effect

Source: Data Processing (2024)

Based on the table above, it can be seen that service quality has a significant influence on brand switching intention, while service quality has a significant influence on purchasing decisions. Brand switching intention has a small influence on purchasing decisions.

Q Square

The Q Square results are shown in the table below:

Table 10. Q Square Results

Variable	Q-Square (Q^2)
Brand switching intention	0.099
Buying decision	0.456

Source: Data Processing (2024)

Based on the table above, it can be seen that the values of the brand switching intention and purchase decision variables are >0 , indicating that the model has predictive power.

Path Coefficients

The path coefficient results are shown in the table below:

Table 11. Path Coefficients

Exogenous	Mediation	Endogenous	Coefficient
Quality of service		<i>Brand switching intention</i>	-0,402
Quality of service		Buying decision	0,721
<i>Brand switching intention</i>		Buying decision	-0,141
Quality of service	<i>Brand switching intention</i>	Buying decision	0,057

Source: Data Processing (2024)

Based on the data presented in the table, it can be explained as follows: 1) The path coefficient value between service quality and brand switching intention is -0.402. This value indicates that service quality has a negative effect on brand switching intention. This means that if the service quality is poor, it can increase the possibility of customers switching to another brand and vice versa, if the service quality is good, the consumer's intention to switch is smaller; 2) The path coefficient value between service quality and purchasing decisions is 0.721. This value indicates that service quality has a positive effect on purchasing decisions. This means that the better the quality of service provided, the more it can increase purchasing decisions; 3) The path coefficient value between brand switching intention and purchasing decisions is -0.141. This means that if the consumer's intention to switch is smaller, it can increase purchasing decisions, conversely, if the consumer's intention to switch is greater, it will cause a decrease in purchasing decisions; 4) The path coefficient value of service quality on purchasing decisions and mediated by brand switching intention is 0.057. This means that if good service quality that reduces consumer intention to switch brands will be able to retain customers and increase purchasing decisions.

Hypothesis Testing (T-statistic Test)

The results of the hypothesis testing are shown in the table below:

Table 12. T-statistic Results

Hypothesis	Track	T Statistics	P Value	Signification	Conclusion
H1	Service Quality (X) -> Brand Switching Intention (Y1)	3.876	0.000	Negative and significant impact	Accepted
H2	Service Quality (X) -> E-Buying decision (Y1)	10.493	0.000	Positive and significant impact	Accepted
H3	<i>Brand Switching Intention (Y1)</i> -> Buying decision (Y2)	1.821	0.069	Negative and insignificant impact.	Rejected
H4	Service Quality(X) -> Brand Switching Intention(Y1) -> Buying decision (Y2)	1.748	0.081	Positive and insignificant influence	Rejected

Source: Data Processing (2024)

So the results of the T statistics can be explained as follows: 1) The first hypothesis of the hypothesis test results shows that the t-statistic value is greater than the t table, which is 3.876 while the t-table is 1.655. So the t-count > t-table, and is supported by the significance result of 0.000 which is smaller than the value of $\alpha = 0.05$. So the conclusion is that service quality has a negative and significant effect on brand switching intention. Thus the first hypothesis is accepted; 2) The second hypothesis of the hypothesis test results shows that the t-statistic value is 10.493 while the t-table is 1.655. So the t-count > t-table, and is supported by the significance result of 0.000 which is smaller than the value of $\alpha = 0.05$. So the conclusion is that service quality has a positive and significant

effect on purchasing decisions. Thus the second hypothesis is accepted; 3) The third hypothesis of the hypothesis test results shows that the t-statistic value is 1.751, while the t-table is 1.821, so that the t-count < t-table, and is supported by the significance result of 0.069 which is greater than the value of $\alpha = 0.05$. So the conclusion is that brand switching intention has a negative and insignificant effect on purchasing decisions. Thus the third hypothesis is rejected; 4) The fourth hypothesis of the hypothesis test shows that the t-statistic value is 1.748 while the t-table is 1.655, so that the t-count < t-table, and is supported by the significance result of 0.081 which is greater than the value of $\alpha = 0.05$. So the conclusion is that service quality has a positive and insignificant effect on purchasing decisions with brand switching intention as a mediating variable. Thus the fourth hypothesis is rejected.

Discussion

The Effect of Service Quality on Brand Switching Intention

The results of this study indicate that service quality has a negative and significant effect on brand switching intention among IndiHome customers in Pekanbaru City. This is evidenced by the t-statistic value of 3.876, which is greater than the t-table of 1.655, and a significance value of 0.000, which is less than 0.05. This finding indicates that the better the service quality provided by IndiHome, the lower the customer's intention to switch to another internet service provider. Conversely, if service quality declines, customers will more readily consider alternative brands perceived as providing better service. Good service quality can increase customer satisfaction, trust, and commitment, thus making customers more likely to maintain their relationship with the company rather than seeking alternative brands (Ighomereho et al., 2022).

Theoretically, good service quality can create satisfaction, trust, and long-term relationships between companies and customers. Customers who receive fast, responsive, and reliable service that meets their expectations tend to have a higher commitment to the company, thus reducing their desire to switch brands. In the service industry, customers assess not only the final service outcome but also the overall experience of interacting with the company. When customers receive responsive, reliable service that effectively resolves complaints, the tendency to switch brands decreases. Conversely, poor service can increase dissatisfaction and encourage customers to consider other service providers perceived as better able to meet their needs (Ighomereho et al., 2022). The results of this study indicate that improving IndiHome's service quality has been able to reduce the tendency for customers to switch brands.

The Influence of Service Quality on Purchasing Decisions

The results of the study indicate that service quality has a positive and significant effect on purchasing decisions. This is evidenced by the t-statistic value of 10.493, which is greater than the t-table of 1.655, and a significance value of 0.000, which is less than 0.05. These results indicate that the better the service quality provided by IndiHome, the higher the customer's decision to choose and use the service offered.

This finding indicates that service quality is one of the primary factors considered by customers when making purchasing decisions. Good service creates a positive experience for customers, increases trust in the company, and provides confidence that the selected service can meet their needs. In the highly competitive telecommunications services industry, customers tend to choose companies that provide fast, friendly, professional service, and are responsive to various customer issues. This finding aligns with various studies that indicate that service quality has a positive effect on consumer purchasing decisions. Research by Almunaf and Tjiptodjojo (2024) found that service quality has a positive and significant influence on consumer purchasing decisions. Similar results were also found by Wong and Amri (2024), who showed that service quality can improve purchasing decisions by increasing positive customer perceptions of the company. Furthermore, research by Purwanty (2024) concluded that service quality is a key determinant in driving consumer purchasing decisions. Therefore, it can be concluded that improving service quality can be an effective strategy for improving customer purchasing decisions.

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The Influence of Service Quality on Purchase Decisions and Brand Switching Intention as a Mediating Variable

The results of this study indicate that brand switching intention is unable to mediate the effect of service quality on purchase decisions. This is evidenced by a t-statistic of 1.748 and a significance value of 0.081, which is greater than 0.05. Therefore, the hypothesis stating that service quality influences purchase decisions through brand switching intention is rejected.

This finding indicates that service quality influences purchase decisions more directly than through the mechanism of brand switching intention. Customers who perceive good service quality tend to immediately make a decision to use or retain IndiHome services without first considering switching to another brand. Furthermore, the insignificant effect of brand switching intention on purchase decisions renders this variable's mediating role in explaining the relationship between service quality and purchase decisions. IndiHome customers' purchase decisions are more determined by their perceptions of the service quality they receive directly than by their desire to switch brands. Therefore, efforts to improve service quality remain a key strategy that companies need to implement to increase purchase decisions and retain customers. Brand switching intention has not been able to act as a mechanism that bridges the relationship between service quality and purchasing decisions for IndiHome customers in Pekanbaru City.

CONCLUSION

Based on the research results, it can be concluded that: (1) service quality has a negative but significant effect on brand switching intention; (2) service quality has a positive and significant effect on purchasing decisions; (3) brand switching intention has a negative but insignificant effect on purchasing decisions; and (4) service quality has a positive but insignificant effect on purchasing decisions through brand switching intention as a mediating variable.

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