Maintaining sustainable use of the Indonesian telecommunications provider

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Abstract This research investigates customer behaviour in the Indonesian telecommunications sector using Structural Equation Modelling with Partial Least Squares (SEM-PLS) analysis. Surveying 101 respondents, the study explores the relationships between service quality, service attributes, pricing, satisfaction, and customer intentions to reuse telecom products. Key insights include the significant influence of competitive pricing (price value) on customer retention (continuance to use). Interestingly, customer satisfaction doesn't directly impact the continuance of use, suggesting other factors like network quality might be more pivotal. However, customer satisfaction enhances price value, emphasising its role in perceived service value. Additionally, service quality is a significant determinant of customer satisfaction, and service attributes play a crucial role in shaping perceived value and satisfaction levels. Overall, this research offers valuable insights and strategic recommendations for telecom companies in the Indonesian market, emphasising pricing, service quality, and network attributes as key drivers of customer behaviour.

Keywords: customer satisfaction; price value ; service attribute; service quality; sustainable use

INTRODUCTION

In today's interconnected society, efficient telecommunications services have become an essential aspect of daily life, transcending mere convenience to become a fundamental requirement in both personal and professional realms. The rise of the internet, particularly home internet and mobile data, has witnessed a significant surge in demand, especially since 2020, underscoring the importance of effective telecommunications services (International Telecommunication Union, 2022). This burgeoning demand mirrors the pivotal role these services play in facilitating communication, information dissemination, and access to digital resources.

Telecommunications providers globally are endeavouring to meet these growing expectations, and the Indonesian market stands as a testament to this trend (Day, 2022). With an expanding base of smartphone users, the need for dependable and efficient internet access is more pronounced than ever (Alepis & Kontogianni, 2020; Baur, 2012). In this vibrant environment, telecommunications companies are embroiled in fierce competition, aiming not just to attract but also to retain their clientele (Garnaev & Trappe, 2018). This has led to the evolution of service quality, service attributes, and pricing strategies as pivotal determinants of customer satisfaction and their intention to continue using telecommunications products.

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While there is a plethora of research exploring the dynamics of customer satisfaction within the telecommunications sector, this study aims to offer novel insights by probing the intricate relationship between service quality, service attributes, pricing, and their collective influence on customer satisfaction in the Indonesian market. We seek to address questions regarding the impact of service quality and attributes on customer satisfaction, the interplay between price value and satisfaction, and how these elements collectively shape customer intentions to reuse telecommunications products in Indonesia.

Customer satisfaction is intrinsically linked to post-purchase or consumption behaviours. The feelings of contentment or disappointment after consuming a product or brand arise from evaluating post-consumption alternatives. Satisfaction drives consumers towards repeated consumption, while dissatisfaction can deter them. The Expectancy Disconfirmation Model explains the process of forming consumer satisfaction or dissatisfaction (Grimmelikhuijsen & Porumbescu, 2017; Van Ryzin, 2006; Zhang et al., 2022). This model is predicated on the comparison between consumer expectations prior to a purchase and the actual outcomes post-purchase. The outcomes can either confirm or disconfirm expectations, leading to varying degrees of satisfaction or dissatisfaction (Oliver, 1980).

Service quality is about delivering products or services that are efficient, effective, safe, and continuously improved (Chang & Chen, 1998; Hartono, 2012). Hu et al. (2019) describes service as an endeavour to meet customer expectations, resulting in satisfaction. Service quality, as explained by Russell-Bennett et al. (2019), is a service that seeks to maximise an inclusive measure of consumer welfare. From the perspective of companies, they are inclined to offer services of a certain quality level, contingent on consumers' willingness to pay the associated price. Conversely, from the customer's vantage point, service quality is their assessment of the service's performance provided by the company.

Service attributes play a pivotal role in influencing consumer decisions and preferences (Chia-Jung & Pei-Chun, 2014; Choi et al., 2020; Nguyen et al., 2019). Understanding attributes is crucial for providers to discern the features and types of services customers are inclined to purchase (Mahmood & Manzoor, 2021). The relationship between the importance of service attributes and customer satisfaction can be dynamic, contingent on performance (Kim et al., 2023; Suryani et al., 2022)

Table 1. Operational Definition of Variables

| Variable	Definition	Reference
Service quality	To measure the performance services offered by the card provider as a whole for the use of the card provider's services	(Powers et al., 2018a)
Service Attributes	To measure service attributes influencing customer decisions and preferences, as well as understanding communication company internet service attributes, the types of services available that are purchased by customers and what price they are willing to pay for the card provider's products.	(Powers et al., 2018a)
Price value	to measure the value of the price that represents the role of price in the formation of consumer value. Customers who emphasise price value may exhibit shopping behaviour that seeks the best economic value for the provider.	(Powers et al., 2018a)
Customer Satisfaction	To measure customer satisfaction can be described as "emotional response" to the entire buying process.	(Al-Debei et al., 2022)
Continuance to use	To measure quality, it is influenced by their decision whether to continue using the services of this telecommunication company or not.	(Al-Debei et al., 2022)

Source: processed from various sources 2023

Price value is a cognitive trade-off between the perceived benefits of a product and the monetary costs associated with its use (Sun et al., 2014). Price plays a pivotal role in shaping consumer value, with customers often seeking the best economic value for a product or service.

The benchmark price of a product is instrumental, as it affects the product's demand in the market.

Customer satisfaction arises from a person's feelings after comparing the performance of a product against their expectations (Andri et al., 2022; Cadotte et al., 1987). Cumulative satisfaction and transactional satisfaction are two facets of customer satisfaction. The former is an overarching assessment of all services encountered over time, while the latter pertains to a specific service experience at a given time. The role of customer satisfaction in explaining the intention to continue using various technologies is crucial. Table 1 explains the operational definition of each variable included in this study.

Considering the details provided above, the hypotheses presented in the research delve deep into these factors, aiming to elucidate the intricate relationships between them. The first hypothesis posits that price value has a significant and positive effect on sustainable use. This hypothesis is based on the idea that consumers often weigh the benefits of a product or service against its monetary cost which we depict in figure 1. According to Venkatesh et al. (2012), price value is a cognitive trade-off between perceived benefits and monetary costs. When consumers perceive that the benefits of using a technology or service outweigh the monetary costs associated with it, they are more likely to continue using it.
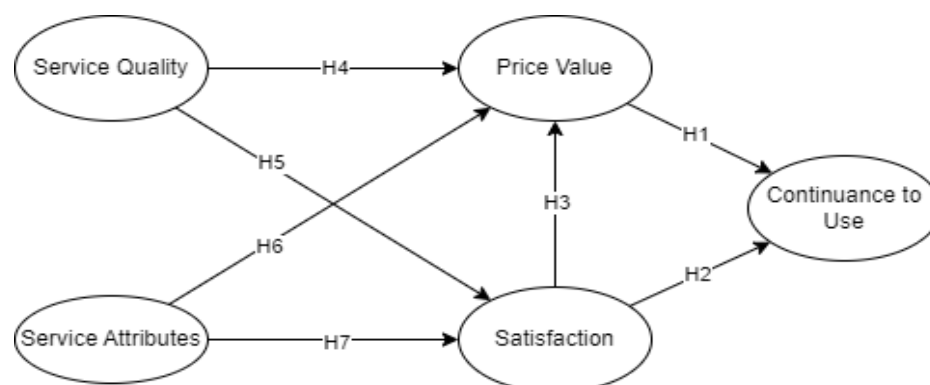
Figure 1. Research model
Source: Processed from various sources 2023

The second hypothesis suggests that customer satisfaction significantly influences sustainable use. Kotler et al. (2018) define customer satisfaction as a person's feelings that arise after comparing a product's performance against their expectations. If a product or service meets or exceeds these expectations, it is likely to lead to higher levels of satisfaction and, consequently, a higher likelihood of continued use. This idea is further corroborated by research from Oppong et al. (2021), which indicates that satisfaction plays a pivotal role in encouraging the continued use of services.

The third hypothesis delves into the relationship between customer satisfaction and price value, suggesting a significant and positive effect of customer satisfaction on price value. This relationship is rooted in the idea that satisfied customers often perceive a higher value for the price they pay for a product or service. Haq (2018) highlights the importance of price as an indicator of customer satisfaction.

Service quality's influence on price value forms the basis of the fourth hypothesis. A company's commitment to providing quality service often translates to consumers' willingness to pay a premium price. As Yuen & Chan (2010) suggests, sellers must offer acceptable product quality to retain customers. This is further supported by the insights of Özkan et al. (2020), who emphasises the importance of service quality as a benchmark for consumer satisfaction.

The fifth hypothesis posits that service quality significantly and positively affects customer satisfaction. This is grounded in the idea that quality service meets or exceeds customer expectations, leading to higher satisfaction. As per the insights of Dewi et al. (2021), service is an activity aimed at fulfilling the interests of others, and when these interests are met with quality service, it results in heightened satisfaction.

The sixth hypothesis explores the relationship between service attributes and price values. As per Akpoyomare et al. (2013), service attributes are product elements deemed important by consumers and serve as a basis for purchase decisions. When these attributes align

with consumer expectations, they are likely to perceive a higher value for the price (Jaeger & MacFie, 2001; Xu, 2020)

Lastly, the seventh hypothesis suggests that service attributes significantly and positively affect customer satisfaction. This is based on the premise that when service attributes align with consumer expectations, it increases satisfaction (Allen et al., 2020; Bendall-Lyon & Powers, 2004). This perspective is supported by research which emphasises the importance of product attributes in shaping consumer perceptions (Gil-Pérez et al., 2020; van den Heuvel et al., 2007).

In summary, these hypotheses aim to shed light on the intricate relationships between price value, service quality, service attributes, and customer satisfaction in the telecommunications sector. By understanding these dynamics, it is hoped that valuable insights can be gleaned to guide telecommunications companies in enhancing their strategies and, ultimately, elevating customer satisfaction in the competitive landscape. Figure 1 shows the relationship between the variables.

METHODOLOGY

The research employs the Partial Least Square - Structural Equation Modelling (PLS-SEM) technique, a prevalent method for analysing intricate relationships between latent variables. PLS-SEM is especially beneficial for small sample sizes, non-normal data, or when relationships are nonlinear (J. Hair et al., 2017). This study's choice of PLS-SEM is guided by Hair et al. (2022), emphasising its predictive capabilities, flexibility with data types, and suitability for exploratory research with smaller samples.

The PLS-SEM analysis is a two-step process. The first step evaluates the measurement models, often termed the outer model. This step ensures that the measured items accurately represent their intended latent constructs, focusing on construct validity. The assessment includes a) Indicator Loading: Optimal loadings should exceed 0.708. b) Construct Reliability: Composite reliability between 0.70 and 0.95 is ideal, with Cronbach's alpha as an acceptable alternative. c) Convergent Validity: AVE should be at least 0.50. d) Discriminant Validity: The Fornell and Larcker criterion was adopted in this study. According to this criterion, the square root of the average variance extracted by a construct must be greater than the correlation between the construct and any other construct (Fornell & Larcker, 2018)

The second step, the inner model evaluation, examines the structural relationships. This involves, a) Collinearity: VIF values exceeding 5 indicate collinearity issues. b) Path Coefficients: Bootstrapping determines the significance of path relationships. c) Coefficient of Determination: R^2 values provide insight into the model's predictive power, with 0.75, 0.50, and 0.25 considered substantial, moderate, and weak, respectively (J. F. Hair et al., 2014; Henseler et al., 2009).

In summary, PLS-SEM offers a rigorous approach to understanding complex relationships, with its application in this research grounded in established guidelines.

RESULT AND DISCUSSION

This study employs quantitative research, focusing on testing theories by examining variable relationships. Variables are measured with research instruments to yield numeric data for statistical analysis. Population and sample selection are vital aspects of this research. Data was collected through an online self-assessment questionnaire survey using Google Forms from December 11, 2022, to December 21, 2022. Respondents used a 7-point Likert Scale. The target was over 101 respondents selected based on research feasibility. Based on Table 2, respondents' age distribution is 47% aged 17-20, 50% aged 21-25, and 3% aged 26-31, with the latter group being the smallest. Occupationally, the sample represents students (80%), entrepreneurs (6%), employees (10%), and civil servants (4%). Table 2 shows the detailed sample demographic incorporated in this research.

The quality of the constructs (outer model) in the study was assessed based on the evaluation of model measurements. Assessment of quality criteria begins with an evaluation of the existing factor load, followed by determining construct reliability and construct validity. Table 3 provides a detailed assessment of the outer model of SEM-PLS, focusing on Indicator Loading, Construct Reliability, and Convergent Validity. For Indicator Loading, where the optimal threshold is 0.708, all constructs, including CTU, CST, PVL, SEA, and SEQ, predominantly met or exceeded this benchmark. This suggests a strong correlation of items with their respective factors. In terms of Construct Reliability, the ideal range for Composite Reliability is between 0.70

and 0.95. All constructs in Table 3, from CTU to SEQ, showcased reliability within this ideal range, further supported by satisfactory Cronbach's alpha values. Lastly, for Convergent Validity, the AVE values for all constructs surpassed the recommended threshold of 0.50, indicating distinctiveness and validity. Additionally, the Variance Inflation Factor (VIF) is crucial in assessing multicollinearity among indicators. According to Fornell and Larcker (2018), multicollinearity is a concern if the VIF value exceeds 5. As presented in Table 3, all VIF values for the indicators in this study are below this threshold, ensuring that multicollinearity is not an issue, as further supported by Sarstedt et al. (2016).

Table 2. Sample Demographic

Item	Characteristics	Frequency
Age	17-20 y.o	46
	21-25 y.o	52
	26-31 y.o.	3
	Total	101
Work	Students	84
	Self employed	5
	Employee	9
	Civil Servants	3
	Total	101
Provider	Telkomsel	37
	Indosat Ooredo	24
	XL Axiata	12
	Smartfren	4
	Tri (3)	24
	Total	101

Source: processed from the assessment results 2023

In summary, the constructs presented in Table 3 demonstrate robust factor loadings, consistent reliability, convergent solid validity, and the absence of multicollinearity, underscoring the quality of the SEM-PLS assessment.

Table 3. Factor Loading, construct validity and reliability

	Factor Loading	Cronbach's Alpha	Composite Reliability	(AVE)	VIF
CTU1	0.741				1.467
CTU2	0.815	0.783	0.86	0.606	1.944
CTU3	0.739				1.647
CTU4	0.814				1.684
CST1	0.713				1.233
CST2	0.79	0.651	0.811	0.588	1.315
CST3	0.796				1.279
PVL1	0.817				1.454
PVL2	0.794	0.702	0.834	0.627	1.356
PVL3	0.764				1.327
SEA1	0.845				2.33
SEA2	0.776				1.751
SEA3	0.703	0.833	0.883	0.602	1.504
SEA4	0.805				2.208
SEA5	0.744				1.81
SEQ1	0.788				1.634
SEQ2	0.872	0.808	0.874	0.636	2.135
SEQ3	0.807				1.801
SEQ5	0.715				1.421

Source: processed based on the calculation results in SmartPLS 2023

Discriminant validity ensures that measures of distinct concepts are not highly correlated. As per Fornell and Larcker (1981), it's confirmed when the square root of a construct's AVE exceeds its correlation with other constructs. In this study, data from Table 4 shows that each construct's (2018) square root of AVE surpassed its correlations, affirming strong discriminant validity.

Table 4. Discriminant Validity- Fornel and Larcket Criterion

	CST	CTU	PVL	SEA	SEQ
CST	0.767				
CTU	0.74	0.778			
PVL	0.763	0.777	0.792		
SEA	0.675	0.709	0.696	0.776	
SEQ	0.633	0.684	0.622	0.533	0.798

Source: processed based on the calculation results in SmartPLS 2023

Table 5 presents the results of hypothesis testing in a regression analysis. Seven hypotheses (H1 to H7) were tested to examine the relationships between various variables. The "Path" column specifies the direction of each relationship. Hypothesis H1, which tests the relationship between Price Value (PVL) and Continuance to Use (CTU), is supported with a T-value of 4.056, indicating a significant relationship. On the other hand, H2, examining the relationship between Customer Satisfaction (CST) and CTU, is not supported with a T-value of 1.566, suggesting a lack of statistical significance. H3, testing the path from CST to Price Value (PVL), is supported with a T-value of 2.113. In contrast, H4, investigating the relationship between Service Quality (SEQ) and PVL, is not supported by a T-value of 1.353. H5, which assesses the link between SEQ and CST, is supported with a T-value of 4.062, indicating a statistically significant relationship. H6 and H7, testing the relationships of Service Attribute (SEA) with PVL and CST, respectively, are supported with T-values of 2.590 and 3.191, indicating significant relationships.

Table 5. Summary of hypothesis testing result

Hypothesis	Path	Standard Path Coefficient	T-value	Conclusion
H1	PVL -> CTU	0.449	4.056	supported
H2	CST -> CTU	0.183	1.566	Not supported
H3	CST -> PVL	0.326	2.113	supported
H4	SEQ -> PVL	0.179	1.353	not supported
H5	SEQ -> CST	0.471	4.062	supported
H6	SEA -> PVL	0.297	2.590	supported
H7	SEA -> CST	0.381	3.191	supported

Note: SEQ= Service Quality; SEA= Service Attribute; PVL= price value; CST= Customer Satisfaction; CTU: Continuance to Use
Source: processed based on the calculation results in SmartPLS 2023

The R-square values for price value, satisfaction, and continuance to Use indicate the adequacy of fit for the regression models involving these variables. An R-square value measures the proportion of the variance in the dependent variable that can be explained by the independent variables in the model.

In this context, an R-Square of 0.661 for Price Value suggests that approximately 66.1% of the variance in Price Value can be accounted for by Service quality and Service Attributes. Similarly, an R-Square of 0.559 for Satisfaction indicates that about 55.9% of the variation in Satisfaction is explained by Service quality and Service Attributes. Notably, Continuance to Use has a relatively high R-Square of 0.781, implying that a substantial 78.1% variation in Continuance to Use can be attributed to Satisfaction and Price Value. These R-Square values signify the degree of explanatory power in the respective regression models and provide insights into how well these variables capture the variability in the dependent variables they aim to predict. Based from Figure 2 presents the hypothesis testing result and R-Square of each variable; service quality has a positive impact on price value with path coefficient 2.072, service quality has a direct positive impact on satisfaction with path coefficient 4.056, service attributes also have a positive influence on price value, service attributes also have a positive influence on price value with path coefficient 1.353, service attributes directly influence satisfaction with path coefficient 3.191, and satisfaction leads to a continuance to use with path coefficient 1.566.
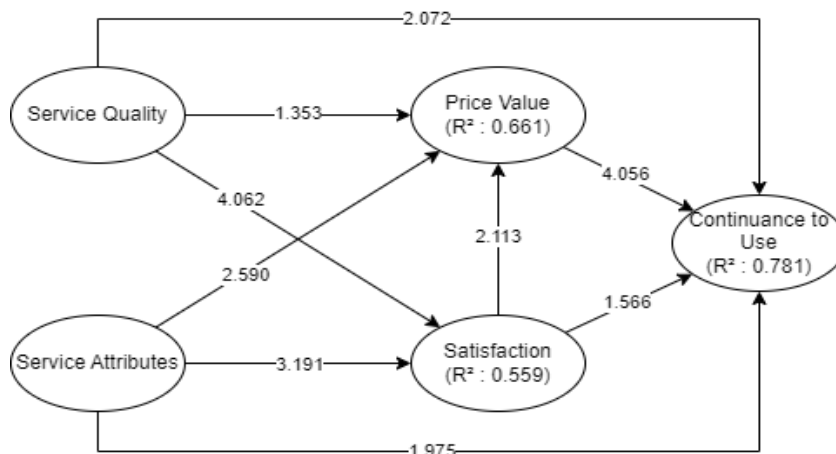
Figure 2. R Square Analyse
Source: processed based on the calculation results in SmartPLS 2023

Discussion and Theoretical Implications

This research reveals the intricate relationship between Service Quality, Service Attributes, Pricing, Customer Satisfaction, and Customer Intentions to reuse telecommunications products in the Indonesian market. These results contribute valuable insights to the telecommunications industry by highlighting key factors influencing customer behaviour.

The supported hypothesis H1, which establishes a significant relationship between Price Value (PVL) and Continuance to Use (CTU), aligns with previous research in the telecommunications sector. Study by Haq(2018) and Varki and Colgate (2001) found that price-value perception positively affects customers' intention to continue using telecommunications services, corroborating our findings. This demonstrates the continued importance of competitive pricing as a factor driving customer loyalty and retention in the industry.

Conversely, hypothesis H2, which suggests a relationship between Customer Satisfaction (CST) and CTU, was not supported in our study. This result contrasts with the extensive body of literature consistently showing a positive correlation between customer satisfaction and intention to continue using telecommunications services (Almossawi, 2012; Khan et al., 2016). Our findings could imply that in the specific context of the Indonesian market, other factors such as network coverage and reliability may play a more dominant role in customer retention than satisfaction alone.

Hypothesis H3, which examines the path from CST to Price Value (PVL), was supported, indicating that customer satisfaction has a positive influence on how customers perceive the price-value of the service. This result aligns with the research conducted by (Pedraja Iglesias & Jesus Yagüe Guillén (2004), demonstrating that satisfied customers are more likely to perceive the service as price-valuable, which can justify higher prices.

In contrast, hypothesis H4, which investigates the relationship between Service Quality (SEQ) and PVL, was not supported. This finding is somewhat surprising, as existing literature suggests a strong connection between service quality and price perception (Cho, 2014). However, it is important to consider that service quality can be a multifaceted construct, and in this specific market, other factors like service coverage and availability might have more influence on price perception.

Hypothesis H5, which assesses the link between SEQ and CST, was supported, confirming the significant role of service quality in shaping customer satisfaction. This result is consistent with prior research that highlights the importance of service quality in fostering customer satisfaction (Alshurideh et al., 2022; Dimaro, 2023; Suryani et al., 2022). It emphasises the crucial need for telecommunications companies in Indonesia to continue focusing on enhancing service quality to maintain or increase customer satisfaction.

Hypotheses H6 and H7, testing the relationships of Service Attributes (SEA) with PVL and CST, respectively, were both supported, signifying that customers do indeed consider service attributes when evaluating both the value and their satisfaction with the service. This aligns with the work of Hossain et al. (2017), which found that service attributes significantly impact customer satisfaction (Boamah et al., 2020; Ramadhaniati et al., 2020; Sugiarto & Octaviana, 2021) and

their perception of price value (Kumar & Grisaffe, 2004; Matzler et al., 2006). This highlights the need for telecommunications providers to continually invest in and promote these service attributes to maintain a competitive edge in the Indonesian market.

The high R-Square value (0.781) for Continuance to Use suggests that a substantial proportion of customer intentions to reuse telecommunications products can be attributed to the combined influence of Satisfaction and Price Value. This indicates that both customer satisfaction and the perceived value of the service significantly affect the decision to continue using telecommunications services. These findings echo the research by Morgan & Govender (2017) and Zhijian Huan et al. (2005), which underscores the critical role of perceived value of price in determining customer loyalty in the telecommunications sector.

This study provides important insights into the factors that influence customer behaviour in the Indonesian telecommunications market. While the findings may differ from some existing research, they underscore the unique dynamics of the Indonesian market and highlight the specific factors most relevant to customers in this context. These results can guide telecommunications companies in devising effective strategies for enhancing service quality, service attributes, and pricing to elevate customer satisfaction and ultimately foster loyalty in this highly competitive landscape.

The theoretical contribution of this research lies in its exploration of the intricate interplay between Service Quality, Service Attributes, Pricing, Customer Satisfaction, and their collective impact on customer intentions to reuse telecommunications products within the Indonesian market. Based on figure 2, it shows that the findings challenge some established relationships in the existing literature, emphasising the context-specific nature of the telecommunications industry in Indonesia. Notably, the lack of statistical significance between customer satisfaction and continuance to use suggests that customer retention in this market may rely on factors beyond satisfaction alone (Powers et al., 2018b). This insight contributes to a deeper understanding of customer behaviour, highlighting the need for telecommunications research to consider regional nuances. Furthermore, the supported relationships between Service Attributes and both perceived value and Customer Satisfaction underscore the significance of these attributes in shaping customer perceptions. These findings provide a theoretical foundation for telecommunications companies to develop more targeted strategies in the Indonesian market, emphasising the importance of service attributes alongside customer satisfaction and price value to enhance customer retention and satisfaction (Kuo et al., 2009; Powers et al., 2018b).

In addition, this study also offers valuable guidance to telecommunications companies operating in the Indonesian market. These implications are based on the findings that shed light on the factors influencing customer behaviour in this specific context. The supported relationships between service attributes and perceived value and customer satisfaction highlight the importance of diversifying and promoting service attributes. Telecom providers should focus on improving and marketing these attributes, such as network coverage, reliability, and additional services, to enhance customer satisfaction and their perceived value of the service. This research confirmed the relationship between customer satisfaction and price value suggests that satisfied customers are more likely to perceive the service as valuable, which can justify higher prices. Companies should carefully balance pricing strategies, considering customer satisfaction and market competition. They might consider providing tiered pricing plans with added value for loyal customers. Result of this research given the lack of a direct relationship between customer satisfaction and continuance to use, telecom companies must prioritise network quality and coverage. In a market where these factors can significantly impact customer retention, continual investments in network infrastructure and expanding coverage are essential to retaining and attracting customers. Besides that, understanding that customer behaviour in the Indonesian market may differ from global telecom trends, companies should tailor their marketing and communication strategies. Customised campaigns that focus on local needs and preferences can help strengthen customer relationships and loyalty.

Furthermore, the supported link between service quality and customer satisfaction underscores the significance of ongoing service quality improvement efforts. Telecom companies should consistently monitor and enhance their service quality to meet customer expectations, ultimately boosting customer satisfaction. Besides, Given the unique dynamics of the Indonesian market, telecommunications companies should invest in ongoing research and

adapt their strategies as the market evolves. Regular surveys and feedback mechanisms can provide insights into changing customer preferences and emerging market trends, helping companies stay competitive.

However, it is important to note that there are limitations to this study. In particular, its limited focus on the context of the Indonesian telecommunications market raises questions regarding the extent to which these findings can be generalised to other markets with different cultural, economic and regulatory backgrounds. Furthermore, by relying solely on data up to 2021, it is possible that the current picture of the telecommunications industry is not yet fully represented, highlighting the urgency of more up-to-date data and a sustainable research approach. Variables such as Service Quality and other attributes may have different interpretations depending on the context, so there is a need for future research to go deeper in search of more relevant measurement approaches. Additionally, the demographic characteristics of the sample used may have influenced the findings, highlighting the need for a more diverse sample to obtain a more comprehensive picture.

CONCLUSION

This research delves into the intricate dynamics of customer behaviour within the Indonesian telecommunications market, emphasising the contextual nuances that shape these relationships. While the findings challenge some established norms in the industry, they underscore the importance of service attributes, pricing, and network quality in this unique market. The lack of a direct link between customer satisfaction and continuance to use suggests that customer retention depends on factors beyond satisfaction alone. Telecommunications companies in Indonesia should prioritise diversifying service attributes, re-evaluating pricing strategies, and continually improving service quality. Customised marketing and ongoing research are key to adapting to the evolving landscape and ensuring long-term success in this competitive market. This study provides a roadmap for telecom companies to thrive by understanding and catering to the specific needs of their Indonesian customer base, ultimately enhancing customer satisfaction and fostering loyalty.

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