

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Agu, G. G. (2022). Students' switching intentions for graduate education services: Examining the influence of service quality, price, and attractiveness of alternative. *Journal of Marketing for Higher Education*. Advance online publication. <https://doi.org/10.1080/08841241.2022.2101171>
- Alnes, P. K., & Haugom, E. (2024). The effects of price framing and magnitude of price differences on perceived fairness when switching from static to variable pricing. *Journal of Retailing and Consumer Services*, 81. <https://doi.org/10.1016/j.jretconser.2024.103952>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). *Profil internet Indonesia 2025: Survei penetrasi internet dan perilaku penggunaan internet*. APJII. <https://survei.myapjii.id>
- APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. (2024). Asosiasi Penyelenggara Jasa Internet Indonesia. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Bachri, A. A., Maulida, M., Sari, Y., & Sunardi, S. (2025). Analyzing Influence Factors of Consumers Switching Intentions from Cash Payments to Quick Response Code Indonesian Standard (QRIS) Digital Payments. *International Journal of Financial Studies*, 13(2). <https://doi.org/10.3390/ijfs13020061>
- Bai, L., Li, S., Zheng, M., Zhang, Z., & Gong, S. (2024). Consumer brand and category switching behaviors after food safety incidents: Factors and mechanisms. *Appetite*, 195, 107234. <https://doi.org/10.1016/j.appet.2024.107234>
- Bulumulle, N. S. P., Mahadewa, N. S. N., Herath, N. M. D., Nishshanka, N. T. P., & De Mel, N. D. H. (2022). Impact of service quality and network quality on brand switching behaviour: With reference to internet service providers. *World Journal of Advanced Research and Reviews*, 15(2), 562–570. <https://doi.org/10.30574/wjarr.2022.15.2.0848>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Frontiers in Psychology*, 11, 598797.
- DataReportal. (2025, February). *Digital 2025: Indonesia*. Retrieved from <https://datareportal.com/reports/digital-2025-indonesia>

- Duy Hung, P., Thong, V. H., van Tuan, P., Dang Khoa, N. H., & Trang, N. Q. (2024). Switching intention to online channel in Vietnam—A case study of consumer electronics goods. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2023.2291861>
- Chang, I.-C., Shiau, W.-M., Lin, C.-Y., & Shih, D.-H. (2023). Consumer intentions to switch on-demand food delivery platforms: A perspective from push-pull-mooring theory. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(4), 2217–2232. <https://doi.org/10.3390/jtaer18040111>
- Chigwende, S. M., Govender, K. K., & Chuchu, T. (2020). Customer perceptions of mobile service provider switching in Zimbabwe: Push–Pull–Mooring framework perspective. *Innovative Marketing*, 16(2), 56–69. [https://doi.org/10.21511/im.16\(2\).2020.05](https://doi.org/10.21511/im.16(2).2020.05)
- Cho, H.-Y., Yang, H.-C., & Hwang, B.-J. (2023). The effect of ChatGPT factors & innovativeness on switching intention: Using Theory of Reasoned Action (TRA). *Journal of Distribution Science*, 21(8), 83–96. <https://doi.org/10.15722/jds.21.08.202308.83>
- Ericsson. (2025). *Reports and papers exploring research trends and insights*. Ericsson. https://www.ericsson.com/en/reports-and-papers?utm_source=DataReportal&utm_medium=Global_Digital_Reports&utm_campaign=Digital_2025
- Fayyadh, M., Rinuastuti, B. H., & Sakti, D. B. (2024). *Influence of consumer dissatisfaction and need for variation on interest in brand switching of XL internet service users*. Proceedings of the International Symposium on Management, 21, 456–457.
- FutureCIO. (2023, February 16). *Study finds ASEAN telco users likely to switch providers due to poor customer service*. <https://futurecio.tech/study-finds-asean-telco-users-likely-to-switch-providers-due-to-poor-customer-service/>
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Guo, H., Ye, Y., Lin, Y.-C., Khan, A., Chen, S.-C., & Liou, J.-H. (2024). Evaluating the determinants on students' switching intentions towards distance learning: An extension of the theory of planned behavior. *Cogent Social Sciences*, 10(1), 2356721. <https://doi.org/10.1080/23311886.2024.2356721>
- Guo, J., Shan, S., Wang, Y., & Khan, Y. A. (2021). Analyzing Chinese customers' switching intention of smartphone brands: Integrating the Push-Pull-Mooring framework. *Discrete Dynamics in Nature and Society*, 2021, Article ID 6660340. <https://doi.org/10.1155/2021/6660340>
- Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM).

- Haryanto, A. T. (2024, December 29). *Survei Opensignal ungkap operator seluler terbaik di akhir 2024*. DetikINET.
- Hien, L. M., Van, P. T. T., Tram, N. T. A., Ha, L. T. H., & Dao, M. T. A. (2022). Determinants influencing the intention to switch internet service providers of consumers: Application of transaction costs theory. *Corporate Governance and Organizational Behavior Review*, 6(3), 56–66. <https://doi.org/10.22495/cgobrv6i3p5>
- Hidayat, A., Wijaya, T., Ishak, A., Ekasasi, S. R., & Zalzalalah, G. G. (2021). Model of the consumer switching behavior related to healthy food products. *Sustainability (Switzerland)*, 13(6). <https://doi.org/10.3390/su13063555>
- Hung, P. D. (2024). Switching intention to online channel in Vietnam – A case study of consumer electronics goods. *Cogent Business & Management*, 11(1), 2291861. <https://doi.org/10.1080/23311975.2023.2291861>
- Indonesia - Information and Telecommunications Technology. (2025a, November 17). International Trade Administration | Trade.gov. <https://www.trade.gov/country-commercial-guides/indonesia-information-and-telecommunications-technology>
- Indonesiaesim.com. (2025, April). *Mobile operators*. Indonesia Esim
- Indonesiaesim.com. (2023). *Indonesia Mobile Operators: Which One is the Best in 2025?*
- Jing, P., Wang, W., Jiang, C., Zha, Y., & Ming, B. (2023). Determinants of switching behavior to wear helmets when riding e-bikes, a two-step SEM-ANFIS approach. *Mathematical Biosciences and Engineering*, 20(5), 9135–9158. <https://doi.org/10.3934/mbe.2023401>
- Kang, K., Wang, T., Chen, S., & Su, Y. S. (2021). Push-Pull-Mooring Analysis of Massive Open Online Courses and College Students During the COVID-19 Pandemic. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.755137>
- Katadata. (2024). *West Sumatra's Population Reaches 5.75 Million, 16% Reside in Padang City by Mid-2024*. Retrieved from <https://databoks.katadata.co.id/en/demographics/statistics/20e276d7903702f/west-sumatras-population-reaches-575-million-16-reside-in-padang-city-by-mid-2024>
- Kepios. (2025). Kepios. https://kepios.com/?utm_source=DataReportal&utm_medium=Country_Article_Hyperlink&utm_campaign=Digital_2025&utm_term=Indonesia&utm_content=Kepios_Link
- Kim, K. A., Byon, K. K., & Choi, H. (2020). A conceptual analysis of switching costs: Implications for fitness centers. *Sustainability*, 12(9), 3891. <https://doi.org/10.3390/su12093891>

- Kim, L., & Jindabot, T. (2021). KEY DETERMINANTS ON SWITCHING INTENTION IN CAMBODIAN BANKING MARKET. In *ABAC Journal* (Vol. 41, Issue 2).
- Lamiraud, K., & Stadelmann, P. (2020). Switching costs in competitive health insurance markets: The role of insurers' pricing strategies. *Health Economics (United Kingdom)*, 29(9), 992–1012. <https://doi.org/10.1002/hec.4111>
- Lenz, J., Bozakov, Z., Wendzel, S., & Vrhovec, S. (2023). Why people replace their aging smart devices: A push–pull–mooring perspective. *Computers & Security*, 130. <https://doi.org/10.1016/j.cose.2023.103258>
- Lu, S., & Ahn, J. (2025). Antecedents of restaurant franchisee switching and termination intentions. *International Journal of Hospitality Management*, 126. <https://doi.org/10.1016/j.ijhm.2025.104101>
- Mahmood, H., Rehman, A. U., Sabir, I., Rauf, A., Afthanorhan, A., & Nawal, A. (2022). Restaurant diners' switching behavior during the COVID-19 pandemic: Protection motivation theory. *Frontiers in Psychology*, 13, 833627. <https://doi.org/10.3389/fpsyg.2022.833627>
- Manzoor, U., Baig, S. A., Usman, M., & Shahid, M. I. (2020). Factors affecting brand switching behavior in telecommunication: A quantitative investigation in Faisalabad region. *Journal of Marketing and Information Systems*, 3(1), 64–74. <https://doi.org/10.31580/jmis.v3i1.1485>
- Ma'ruf, F., Pattiasina, P. J., Setiawati, R., Camerling, B. C. F., & Tuasela, P. E. (2024). The influence of social media usage, internet access, and mobile device penetration on social interaction quality among adolescents in Indonesia. *Eastasouth Journal of Social Science and Humanities*, 1(03), 106. <https://doi.org/10.58812/esssh.v1i03.275>
- Molina-Castillo, J., Chang, I.-C., Shiau, W.-M., Lin, C.-Y., & Shih, D.-H. (2023). Consumer Intentions to Switch On-Demand Food Delivery Platforms: A Perspective from Push-Pull-Mooring Theory. *J. Theor. Appl. Electron. Commer. Res*, 18, 2217–2232. <https://doi.org/10.3390/jtaer>
- Monoarfa, T. A., Sumarwan, U., Suroso, A. I., & Wulandari, R. (2023). Switch or stay? Applying a push–pull–mooring framework to evaluate behavior in e-grocery shopping. *Sustainability*, 15(7), 6018. <https://doi.org/10.3390/su15076018>
- Nawaz, S., Bhowmik, J., Linden, T., & Mitchell, M. (2025). Exploring the impact of smartphone dependency on real-life recreational activities: A theory of planned behaviour study. *Entertainment Computing*, 52. <https://doi.org/10.1016/j.entcom.2024.100906>
- Neraca.co.id. (2025). Agar pelanggan tak beralih ke lain hati, operator seluler berlomba tingkatkan layanan. Neraca.

<https://www.neraca.co.id/article/14564/agar-pelanggan-tak-beralih-ke-lain-hati-operator-seluler-berlomba-tingkatkan-layanan>

- Patel, N. K. (2024). Antecedents of consumers' brand switching behavior in mobile service provider. *South Asian Journal of Marketing*, 5(1), 15–31. <https://doi.org/10.1108/sajm-11-2022-0075>
- Perez-Castillo, D., & Vera-Martinez, J. (2020). Green behaviour and switching intention towards remanufactured products in sustainable consumers as potential earlier adopters. *Asia Pacific Journal of Marketing and Logistics*, 33(8), 1776–1797. <https://doi.org/10.1108/APJML-10-2019-0611>
- Ribeiro, H., Barbosa, B., Moreira, A. C., & Rodrigues, R. G. (2023). Determinants of churn in telecommunication services: a systematic literature review. *Management Review Quarterly*, 74(3). <https://doi.org/10.1007/s11301-023-00335-7>
- Rozenkowska, K. (2023, July 11). *Theory of planned behavior in consumer behavior research: A systematic literature review*. *International Journal of Consumer Studies*, 47(6). <https://doi.org/10.1111/ijcs.12970>
- Salugiasih, L. I. (2025, September 1). *5 paket internet paling murah 2025 dan tips hemat data*. *Tuwaga*. <https://tuwaga.id/artikel/paket-internet-paling-murah/?read=full>
- Sánchez García, I., & Curras-Perez, R. (2020). Is satisfaction a necessary and sufficient condition to avoid switching? The moderating role of service type. *European Journal of Management and Business Economics*, 29(1), 54–83. <https://doi.org/10.1108/EJMBE-02-2018-0035>
- Sarstedt, M., & Mooi, E. (2019). *A concise guide to market research: The process, data, and methods using IBM SPSS Statistics* (Box 3.3, Chapter 3). Springer.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Shukla, V., Prashar, S., & Pandiya, B. (2022). Is price a significant predictor of the churn behavior during the global pandemic? A predictive modeling on the telecom industry. *Journal of Revenue and Pricing Management*, 21(4), 470–483. <https://doi.org/10.1057/s41272-021-00367-2>
- Singh, R., & Rosengren, S. (2020). Why do online grocery shoppers switch? An empirical investigation of drivers of switching in online grocery. *Journal of Retailing and Consumer Services*, 53, 101962. <https://doi.org/10.1016/j.jretconser.2019.101962>
- Statista. (2025, March). *Telecommunications industry in Indonesia*. Statista. Retrieved June 25, 2025, from <https://www.statista.com/topics/7820/telecommunications-industry-in-indonesia/>

- Statista. (2022). *Intention to subscribe to an additional mobile network in Indonesia in 2022*. Statista Research Department. <https://www.statista.com/statistics/1383895/indonesia-intention-to-subscribe-to-an-additional-mobile-network/>
- Tassin, C. (2023, February 16). *Gen Z shopping habits: Why they love new brands*. Morning Consult. <https://pro.morningconsult.com/analysis/gen-z-shoppers-love-new-brands>
- Telkomsel. (2024). *2024 Annual Report*. PT Telekomunikasi Selular (Telkomsel). Retrieved from <https://www.telkomsel.com>
- CNN Indonesia. (2023, May 17). *WiFi atau paket data, mana yang lebih banyak dipakai warga Indonesia*. CNN Indonesia. Retrieved June 25, 2025, from <https://www.cnnindonesia.com/teknologi/20230517111117-192-950700/wifi-atau-paket-data-mana-yang-lebih-banyak-dipakai-warga-indonesia>
- Wang, J., Yu, Y., & Lu, C. (2024). Switching intention of potential smart home users: the co-action of innovation diffusion theory and switching costs. *International Journal of Human-Computer Interaction*, 1–18. <https://doi.org/10.1080/10447318.2024.2338658>
- Wakik, A. K. (2025, April 18). *Kinerja Telkomsel menurun tiga tahun berturut-turut*. RMOL Bisnis. Retrieved from <https://rmol.id/bisnis/read/2025/04/18/663515/kinerja-telkomsel-menurun-tiga-tahun-berturut-turut>
- Wong, P., Leung, W. K. S., Vanharanta, M., & Wan, C. (2025). Consumer adoption of cryptocurrencies as a precursor to a decentralized financial system: A push-pull-mooring model. *International Journal of Bank Marketing*, 43(6), 1252–1271. <https://doi.org/10.1108/IJBM-07-2024-0411>
- Wulandari, G. A., Riski, G. A. A., & Prajitiasari, E. D. (2021). The Role of Customer Experience Mediates the Effect of Service Quality and Price on Switching Intention in Bali Hotels. *Journal of International Conference Proceedings*, 4(2). <https://doi.org/10.32535/jicp.v4i2.1226>
- Xu, H., Wang, J., Tai, Z., & Lin, H.-C. (2021). Empirical study on the factors affecting user switching behavior of online learning platform based on Push-Pull-Mooring theory. *Sustainability*, 13(13), 7087. <https://doi.org/10.3390/su13137087>
- Yacob, S., Johannes, J., Edward, E., Sulistiyo, U., & Mukminin, A. (2023). An investigation of the internet generation customer loyalty: An empirical study in indonesia mobile services. *Business: Theory and Practice*, 24(1), 271–281. <https://doi.org/10.3846/btp.2023.17324>

- Ye, D., Liu, F., Cho, D., & Jia, Z. (2022). Investigating switching intention of e-commerce live streaming users. *Heliyon*, 8(10), e11145. <https://doi.org/10.1016/j.heliyon.2022.e11145>
- Yonatan, A. Z. (2025, May 28). *Pola akses internet Indonesia 2025: Provider mana terfavorit?* GoodStats. Retrieved June 25, 2025, from <https://goodstats.id/article/pola-akses-internet-indonesia-2025-provider-mana-terfavorit-08DMH>
- Yoon, C.; Lim, D. Customers' Intentions to Switch to Internet-Only Banks: Perspective of the Push-Pull-Mooring Model. *Sustainability* 2021, 13, 8062. <https://doi.org/10.3390/su13148062>
- YouGov. (2022). *Indonesia Mobile Market Quarterly Report Q1 2022*. Retrieved from <https://business.yougov.com/sectors/telco/q1-2022-indonesia-mobile-market-report>
- Zeng, Z., Li, S., Lian, J.-W., Li, J., Chen, T., & Li, Y. (2021). Switching behavior in the adoption of a land information system in China: A perspective of the push-pull-mooring framework. *Land Use Policy*, 109, 105629. <https://doi.org/10.1016/j.landusepol.2021.105629>
- Zhao, C. (2025). Breaking up with your bank: The role of competitors' effective advertising in customer switching intention. *Total Quality Management & Business Excellence*, 36(1-2), 59-77. <https://doi.org/10.1080/14783363.2024.2431117>
- Zhao, C. (2025). Examining the intention-behavior gap in consumer switching: The moderating role of switching costs. *Marketing Intelligence & Planning*, 43(5), 894-911. <https://doi.org/10.1108/MIP-08-2024-0568>
- Zhao, C., Noman, A. H. M., & Asiaei, K. (2022). Exploring the reasons for bank-switching behavior in retail banking. *International Journal of Bank Marketing*, 40(2), 242-262. <https://doi.org/10.1108/IJBM-01-2021-0042>
- Zhao, Q., Chen, C., Zou, Z., & Mao, R. (2023). Factors Influencing Consumers' Intentions to Switch to Live Commerce From Push-Pull-Mooring Perspective. *Journal of Global Information Management*, 31(1). <https://doi.org/10.4018/JGIM.319972>