

RESEARCH ARTICLE

Investigating Customer Satisfaction and Loyalty Dynamics in Internet Service Providers: Key Factors and Strategic Implications

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ABSTRACT

The assessment and management of customer satisfaction present significant challenges for Internet Service Providers (ISPs). This study delves into the intricate dynamics of consumer satisfaction within the ISP sector, focusing on critical factors such as service quality, customer experience, and pricing. Through a comprehensive analysis, the research sheds light on the complex relationship between customer satisfaction and loyalty. The findings underscore the substantial impact of the duration of the customer-ISP relationship on loyalty, highlighting the necessity for continuous service innovation to sustain customer engagement. Competitive pricing is also emphasized as a crucial element in enhancing customer perceptions of value and support quality. The study underscores the pivotal role of reliable network performance and robust customer support in cultivating positive user experiences and satisfaction. Moreover, the research emphasizes the importance of data security and privacy in building customer trust. It is suggested that ISPs must adopt a multifaceted approach, concentrating on service excellence, competitive pricing, and comprehensive customer support to augment customer satisfaction and retention. This study provides valuable insights for ISPs, empowering them to enhance strategic decision-making and develop customer-centric service offerings, ultimately contributing to long-term success in a highly competitive market.

Keywords: Customer satisfaction, Internet Service Providers (ISPs), Customer loyalty, Service quality, Competitive pricing, Data security, Privacy

INTRODUCTORY OBSERVATIONS

Understanding consumer satisfaction with Internet Service Providers (ISPs) is not just important; it is crucial in the rapidly evolving digital landscape of 2024. With over 5.35 billion internet users worldwide, the reliance on these services is undeniable (Pelchen, 2024). ISPs, serving as gatekeepers to people's digital experiences, are pivotal in shaping customer expectations through technological advancements and effective complaint handling. As of 2023, global Internet penetration has reached 66.2%, underscoring the critical importance of dependable and high-quality Internet services (Kemp, 2024). This research, therefore, is highly relevant and timely, offering key insights into the dynamics of customer satisfaction and loyalty in the context of ISPs.

ISPs facilitate essential connectivity through cables, fiber optics, and wireless technology, enabling

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individuals and businesses to access the Internet globally. The ISP market is characterized by a delicate equilibrium between competition and concentration, with industry consolidation occurring through the acquisition of smaller firms. This trend raises consumer concerns regarding monopolistic behavior and limited choices (Thiagarajan *et al.*, 2010). In the United States alone, the top four ISPs control nearly 70% of the market, intensifying these apprehensions (Shaffer, 2024).

Various quality elements influence customer satisfaction with ISPs, necessitating the equitable allocation of resources to meet diverse customer needs. As a direct measurement of profitability, customer mindset metrics underscore the importance of comprehending consumer behavior (Shaan *et al.*, 2023). Jiang and Zhang (2016) advocate developing market-targeting strategies to enhance customer retention. User clustering, facilitated by data mining algorithms, permits the tailored treatment of similar customers, improving the understanding of customer needs.

The concept of data mining, which originated in the early 1980s, has undergone significant evolution. Hoffman *et al.* (1999) examined its use by banks in the United States, demonstrating how data mining outputs can foster competition. For ISPs, customer segmentation is pivotal in understanding consumer behavior and improving service quality. While traditional statistical methods reveal simple patterns, extensive data mining from internet users unveils complex insights, providing ISPs with a competitive edge (Shokoohyar *et al.*, 2021).

The digital world has profoundly impacted personal, work, and social life; however, ISPs encounter challenges in satisfying customers due to escalating competition and demands for service quality, customer support, pricing, infrastructure, and regulatory compliance (Briglauer *et al.*, 2023; Hendeniya & Fernando, 2022; Quach *et al.*, 2016).

The objectives of this research are multifaceted. They seek to ascertain the duration of customers' associations with their current ISPs to comprehend loyalty and service continuity factors. This study also delves into customer experiences with support services, evaluating the frequency of issues requiring support and identifying preferred channels for contacting support. Additionally, it assesses respondents' satisfaction with their ISPs' pricing structures, identifying areas for improvement in support and pricing strategies. Ultimately, this research aims to uncover consumer perspectives and aspirations regarding the future of ISP services, thereby enhancing customer retention and satisfaction.

REVIEW OF BACKGROUND LITERATURE

Recent academic inquiries have examined customer satisfaction and conduct within broadband Internet services. A comprehensive exploration of the factors that delineate levels of satisfaction associated with choice was conducted, and it encompassed six dimensions: knowledge and information, choice difficulty, choice importance, number of options, similarity of choices, and the presence of another eye-catching option (Kang *et al.*, 2011; Kang & Downing, 2015). The study's findings present valuable insights within the domain of broadband services, but their direct applicability to other sectors remains to be determined, necessitating caution when extrapolating to diverse contexts.

Quach *et al.* (2016) thoroughly examined prior research establishing the connection between service quality and customer behavior in Internet service providers. Their study draws on established theories such as SERVQUAL, expectancy-disconfirmation, and customer value theory to explicate customer reactions and perceptions. This contributes to a solid theoretical framework for comprehending customer satisfaction and loyalty within the ISP sector.

Key and Steinberg (2020) examined the Nash equilibrium concept in market environments, specifically focusing on the strategic decision-making of Internet Service Providers (ISPs) regarding transfer pricing. The study utilized theoretical modeling and quantitative analysis to elucidate ISPs' strategic behavior and the requisite conditions for market equilibrium. However, the reliance on theoretical methodology, lack of empirical validation, assumption of uniform user preferences, and failure to integrate additional market factors such as regulation and technology limit its practical applicability.

The study by Shokouhyar *et al.* (2021) utilized data mining techniques and a stratified sampling approach to assess customer needs and satisfaction levels with ISPs. They surveyed 168 clients to identify patterns and customer groups, emphasizing the significance of effectively segmenting the customer base. However, as the data was collected from a single country, future research must encompass different countries and industries to improve generalizability.

Ikhsan *et al.* (2022) conducted a purposive sampling study to target 397 fixed broadband users in five major Indonesian cities. They utilized Structural Equation Modelling (PLS) and found that security and privacy significantly influence customer attitudinal and behavioral loyalty. However, it is essential to note that the use of purposive sampling and the focus on significant cities may introduce sample bias, potentially limiting the generalizability of the results.

Braimllari and Nerjaku (2022) conducted a study investigating the factors influencing customer loyalty within Albania's expanding fixed broadband Internet market. The research was centered on the identification of key determinants that impact customer retention and satisfaction with Internet service providers. The study utilized a sample of 235 individuals with fixed broadband connections and

employed logistic regression analysis to examine the data. The results indicated that network quality, price perception, and perceived value have a significant and positive effect on customer loyalty. Interestingly, the employment status of respondents was found to have a significant but negative relationship with loyalty. These findings hold crucial implications for Internet service providers seeking to improve customer retention through targeted promotional strategies and loyalty programs, thereby fostering enduring customer relationships in a competitive market. This research contributes to an enhanced understanding of customer loyalty dynamics in developing economies and provides actionable insights for service management and marketing strategies.

Joudeh and Dandis (2018) conducted a quantitative study employing questionnaires to examine a demographically diverse sample of consumers. The findings indicate a positive correlation between high-quality Internet service and consumer satisfaction and a potential for increased customer loyalty. The study's limited control over external variables may, however, impact the generalizability of the results.

Quach *et al.* (2016) conducted a sequential exploratory mixed-method design to collect data from 2,059 internet users through an online survey. The study utilized structural equation modeling and bias-corrected bootstrapping to examine the relationships within the conceptual model. The research revealed that network quality, customer service, information quality, and privacy are key service quality dimensions for ISPs, directly influencing customers' intentions to voice complaints and switch providers. The study acknowledged potential response bias in the survey and highlighted the limited focus on specific demographics or geographic regions as notable limitations.

The studies yield valuable insights into customer satisfaction and loyalty determinants in the ISP industry. However, consistent limitations exist regarding the generalizability of findings,

methodological constraints, and the necessity for broader empirical validation. Future research must address these gaps to cultivate a more comprehensive understanding of customer behavior across diverse contexts.

The Table 1 offers a comprehensive synthesis of recent academic investigations on customer satisfaction and behavior in the broadband Internet service sector. It provides a detailed overview of key findings and limitations identified in diverse studies,

offering a holistic perspective on the current research landscape.

Identified network quality, customer service, information quality, and privacy as key service quality dimensions influencing customer complaints and switching behavior using structural equation modeling. Potential response bias in the survey: limited focus on specific demographics or geographic regions.

Despite various comprehensive analyses, the existing body of research on ISP customer satisfaction

Table 1: Synthesizing the Relevant Literature

Study	Key Findings	Limitations
Kang <i>et al.</i> (2011)	Identified six dimensions of satisfaction: knowledge and information, choice difficulty, choice importance, number of options, similarity of choices, and presence of another eye-catching option.	Applicability to other sectors remains uncertain; extrapolating diverse contexts should be done cautiously.
Quach <i>et al.</i> (2016)	Established the connection between service quality and customer behavior using SERVQUAL, expectancy-disconfirmation, and customer value theory.	The framework may need further validation across different contexts and industries.
Steinberg & Key (2020)	Examined ISPs' strategic decision-making and market equilibrium using Nash equilibrium and theoretical modeling.	Reliance on theoretical methodology, lack of empirical validation, uniform user preferences, and missing market factors limit practical applicability.
Sobhani <i>et al.</i> (2021)	Used data mining and stratified sampling to assess customer needs and satisfaction; identified patterns and customer groups.	Data collected from a single country; future research should encompass different countries and industries for better generalizability.
Ikhsan <i>et al.</i> (2022)	Found that security and privacy significantly influence customer loyalty using Structural Equation Modelling (PLS).	Purposive sampling and focus on significant cities may introduce sample bias, limiting generalizability.
Nerjaku (2022)	Network quality, price perception, and perceived value positively influence customer loyalty; employment status negatively impacts loyalty.	Reliance on self-reported data and focus on Albania may limit broader applicability.
Jamal & Joudeh (2018)	High-quality Internet service positively correlates with consumer satisfaction and the potential for increased customer loyalty.	Limited control over external variables may impact the generalizability of results.
Quach <i>et al.</i> (2016)	Identified network quality, customer service, information quality, and privacy as key service quality dimensions influencing customer complaints and switching behavior using structural equation modeling.	Potential response bias in the survey: limited focus on specific demographics or geographic regions.

and behavior presents several identifiable gaps. Shokouhyar *et al.* (2021) utilize data mining techniques to uncover customer patterns; yet, an evident void exists in applying advanced machine learning algorithms for predicting ISP user trends. Notably, integrating satisfaction models such as Expectations-Disconfirmation, Attribution, and Affective theories needs to be revised within the current literature, impeding a holistic understanding of their collective impact on customer satisfaction and switching behavior. Steinberg and Key (2020) also concentrate on competitive dynamics among ISPs through the lens of Nash equilibrium and strategic decision-making, neglecting the potential for collaborative dynamics among ISPs. Exploring these collaborative strategies could provide further insights into customer satisfaction and loyalty, thus enhancing our understanding of how ISPs can jointly improve service quality and customer retention. Moreover, while studies by Kang *et al.* (2011) and Quach *et al.* (2016) pinpoint specific dimensions influencing customer satisfaction, they must address the interplay between these dimensions and emerging market factors such as regulation and technological advancements. This oversight underscores the need for more integrated models considering these broader influences. Furthermore, many existing studies, exemplified by Ikhsan *et al.* (2022) and Nerjaku (2022), are geographically limited, focusing on specific regions, thus restricting the generalizability of their findings. Expanding research to encompass more diverse geographical locations and demographic groups is crucial for developing universally applicable insights.

Addressing these gaps—integrating advanced machine learning techniques, comprehensive satisfaction models, exploration of collaborative ISP strategies, and broadening geographical and demographic scopes—will significantly advance the understanding of ISP user trends, customer satisfaction, and switching behavior.

CONCEPTUAL MODEL

The identified research gaps and review of existing literature have led to the proposal of several hypotheses to guide this study. They have been illustrated in the conceptual model below (refer to Figure 1).

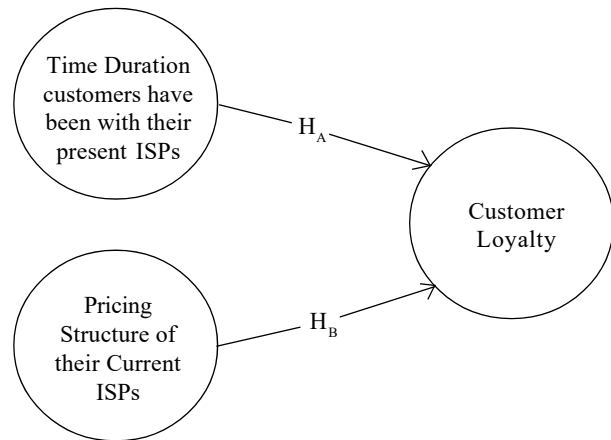


Figure 1: Conceptual Model
Source: (Authors' Conceptualization)

Firstly, it is hypothesized that using advanced machine learning algorithms will significantly improve the prediction accuracy of ISP user trends compared to traditional data mining techniques. This approach addresses the limitations of previous studies that have yet to tap into the predictive power of machine learning fully. Moreover, integrating satisfaction models such as Expectations-Disconfirmation, Attribution, and Affective theories offers a more comprehensive understanding of customer satisfaction and switching behavior than applying individual models. This holistic approach is expected to provide deeper insights into customer decision factors.

Furthermore, the study hypothesizes that collaborative strategies among ISPs will positively impact customer satisfaction and loyalty, offering a complementary perspective to the predominantly competitive dynamics explored in the existing literature. By examining collaborative dynamics, the

study seeks to uncover new approaches for enhancing customer experiences. Another hypothesis is that regulatory frameworks and technological advancements will moderate the relationship between ISP service quality and customer satisfaction, highlighting the need for integrated models that account for these external factors. This perspective recognizes the evolving landscape of the ISP industry and its impact on customer perceptions.

Lastly, it is hypothesized that expanding the study to include diverse geographical locations and demographic groups will enhance the generalizability of findings related to ISP customer satisfaction and switching behavior. By addressing the geographic and demographic limitations of current research, this study aims to provide universally applicable insights. These hypotheses aim to address the current gaps in the literature by exploring innovative approaches and integrating comprehensive models to better understand the complex dynamics of ISP customer satisfaction and behavior.

RESEARCH METHODOLOGY

The present research employed a non-probabilistic sampling technique, leveraging the researcher's expertise in selecting a sample rather than adhering to a rigid selection process. Specifically, the snowball sampling method was utilized. This approach involves initial participants using their social networks to refer the researcher to other potential participants, thus expanding the sample through a chain-referral process.

The sample size for this study comprised 200 respondents, including 110 males and 90 females. This sample size was determined to represent a larger population statistically significantly. The primary research setting was Kolkata, which was chosen for its rich history, vibrant culture, and diverse population. Kolkata's dynamic environment is ideal for examining the impact of informational service provision on customer satisfaction and online media quality. The

competition among service providers in the city significantly influences customer experience and internet service standards. The sample units comprised individuals residing in and around Kolkata, predominantly between 18-24 and 25-34. These demographic groups were selected to gain insights into young adult consumers' perspectives and satisfaction levels regarding ISPs. A descriptive research design was adopted to facilitate a comprehensive interpretation and examination of the data. This approach is advantageous as it provides a detailed understanding of consumer satisfaction with ISPs. By employing a descriptive framework, the study aims to develop and elucidate the subject matter, potentially paving the way for future research or initiatives to enhance consumer satisfaction.

Primary data were collected using a self-developed structured questionnaire comprising 19 close-ended questions divided into four sections. This questionnaire was designed to gather detailed information on various aspects of customer satisfaction and the quality of internet services provided by ISPs. The structured questionnaire format ensured consistency in responses, facilitating robust data analysis. The surveys were distributed among the selected respondents to accurately capture their experiences and satisfaction levels.

DATA ANALYSIS AND FINDINGS

The survey respondents represented various demographic backgrounds, encompassing diverse ages, genders, occupations, and annual income levels. This ensured a comprehensive and inclusive representation of the population being studied. The demographic breakdown provides insights into the age, gender, occupation, and income levels of the sample population (Table 2).

The Table 2 presents the demographic profile of 200 respondents from the study. Most participants are young adults aged 18-24 (63.5%), and the gender

Table 2: Demographic Profile of Respondents

Variable	Classification	Frequency	Percentages
Age	Below 18	3	0.015
	18-24	127	0.635
	25-34	17	0.085
	35-44	22	0.110
	45-54	19	0.095
	55 and above	12	0.060
	Total	200	1.000
Gender	Male	110	0.550
	Female	90	0.450
	Total	200	1.000
Occupation	Student	122	0.610
	Employed	37	0.185
	Self-Employed	27	0.135
	Retired	14	0.070
	Total	200	1.000
Annual Income	Less than Rs. 2,00,000	40	0.200
	Rs. 2,00,001 – Rs. 5,00,000	53	0.265
	Rs. 5,00,001 – Rs. 10,00,000	49	0.245
	Rs. 10,00,001 – Rs. 15,00,000	31	0.155
	Rs. 15,00,001 – Rs. 20,00,000	14	0.070
	More than Rs. 20,00,000	13	0.065
	Total	200	1.00

Source: Researcher's Computation based on Field Data Collection

distribution is relatively balanced, with 55% male and 45% female. Most respondents are students (61%), followed by employed individuals (18.5%) and self-employed individuals (13.5%), with a smaller percentage being retired (7%). In terms of annual income, 20% earn less than Rs. 2,00,000, while 6.5% earn more than Rs. 20,00,000.

The primary aim of this study is to ascertain the duration of customer tenure with their current Internet Service Providers (ISPs) to gain insights into customer loyalty and the factors influencing service continuity. The results reveal that the average duration

of customer experience is approximately “1-2 years,” with a weighted mean of 2.66. This suggests that a significant proportion of the surveyed population has maintained their relationship with their ISPs for one to two years. Consequently, while there is evidence of moderate customer loyalty, there exists an opportunity for ISPs to implement strategies aimed at further improving long-term customer retention.

The second objective centers on delving into customer experiences with customer support, evaluating the frequency of issues requiring support, and identifying the preferred channels for contacting

support. According to the findings, the most prevalent frequency level is “Sometimes,” with a weighted mean of 3.06. This suggests that respondents encounter issues necessitating customer support on an occasional basis. The implication is that ISPs must guarantee that support channels are efficient and responsive, as occasional problems are frequent and can substantially influence customer satisfaction if not promptly addressed.

The study’s third objective assesses respondents’ satisfaction with the pricing structure offered by their current Internet Service Providers (ISPs). This evaluation aims to identify areas for enhancement in customer support and pricing strategies. The weighted mean of 3.56 indicates that respondents are generally “Moderately Satisfied” with the pricing structure. This finding implies that while the pricing is usually perceived positively, there exist opportunities for ISPs to optimize their pricing strategies to improve satisfaction levels further. The moderately positive sentiment towards pricing indicates that competitive pricing and high service quality can be pivotal determinants of customer satisfaction. The goal is to ascertain respondents’ future intentions and likelihood of maintaining their current ISP services. The analysis indicates a weighted mean of 3.78, representing “Somewhat Likely,” suggesting that most respondents are inclined to continue using their current ISP services in the future. This favorable disposition toward their current ISPs signifies that most respondents will likely remain loyal customers. The inference is that ISPs generally meet customer expectations; however, ongoing service quality and support enhancements can further cement customer loyalty.

The analyses collectively offer valuable insights into customer relationship duration with ISPs, the frequency of support issues, satisfaction with pricing, and intentions regarding future service continuity. Understanding these factors is imperative for ISPs as it can enable them to bolster customer loyalty, enhance support services, and refine pricing strategies to better align with customer needs and expectations.

The Table 3 displays the results of hypothesis testing, which investigated the correlations between the duration of time with the ISP and customer loyalty and between the prices offered by the ISP and the quality of customer support. The table includes each hypothesis’s F-value and p-value, indicating statistical significance and acceptance status.

The first hypothesis (H1A) suggests that the duration customers spend with their Internet Service Provider (ISP) positively influences customer loyalty. The F value indicating the strength of this relationship is 10.020, with a corresponding p-value of 0.000, which signifies a statistically significant relationship at the 0.05 level. Therefore, the hypothesis is accepted, indicating that longer durations with an ISP are linked to higher customer loyalty. This suggests that customers who maintain longer relationships with their ISPs are more likely to develop loyalty, potentially due to the accumulation of positive experiences and satisfaction over time.

The second hypothesis (H1B) posits that the prices offered by Internet Service Providers (ISPs) influence the quality of customer support. The F value for this relationship is 30.237, and the p-value is 0.000, indicating a statistically significant relationship at the 0.05 level. Consequently, this hypothesis is accepted,

Table 3: Summary of Hypotheses Testing Results

Hypothesis	Path	F value	p-value	Status
H1A	Time duration with ISP - Customer Loyalty	10.020	0.000	Accepted
H1B	Prices offered by ISP - Quality of Customer Support	30.237	0.000	Accepted

Source: Researcher’s Computation based on Field Data Collection

demonstrating that improved pricing strategies by ISPs are correlated with a perceived higher quality of customer support. This finding suggests that customers who perceive the prices as fair and reasonable are more likely to rate the quality of customer support favorably, thereby emphasizing the critical role of competitive pricing in upholding high customer service standards.

DISCUSSION

The study's results present a comprehensive and interconnected story about customer loyalty and satisfaction dynamics in the context of Internet Service Providers (ISPs). By synthesizing these findings, we can derive meaningful insights into the factors that shape customer behaviors and influence their loyalty to ISPs.

Customer Loyalty and Tenure with ISPs

The data supported the study's first hypothesis, which examined the relationship between the duration of time customers spend with their ISP and their loyalty. Customers who have been with their ISPs longer tend to show higher loyalty. This aligns with the understanding that loyalty is influenced by accumulated positive experiences and satisfaction over time. However, loyalty is multifaceted and influenced by various factors, such as service quality, price, customer support, and overall customer experience.

The research findings indicate a strong correlation between a customer's time with an ISP and loyalty. However, it is crucial to delve into the practical implications of this relationship. As time passes, customers may grow accustomed to the level of service provided by their ISP, leading to a decrease in the initial excitement or satisfaction they experienced. Consequently, this could result in a decline in the perceived value of the service and a decrease in customer loyalty if the ISP fails to meet or exceed customer expectations consistently.

Therefore, ISPs must prioritize maintaining high service standards and continuously enhancing their offerings to keep customers engaged and loyal.

Influence of Pricing on Customer Support Quality

The second hypothesis explored the relationship between the prices offered by ISPs and the quality of customer support. The findings indicate that competitive pricing positively influences customers' perceptions of customer support quality. Customers who feel they are receiving good value for their money are more likely to rate the quality of customer support favorably. This suggests that pricing strategies are crucial to customer satisfaction and loyalty.

Internet service providers that offer more competitive pricing than their rivals can enhance customer loyalty by providing what is viewed as a superior value. When customers believe they are getting comparable or better service for a lower price, they are less inclined to change providers. This emphasizes the importance of price competition in the ISP market. However, ISPs must skillfully balance competitive pricing with high service quality and strong customer support to sustain long-term customer loyalty.

Broader Implications for ISPs

The strong correlation between customer tenure and loyalty underscores the critical need for Internet Service Providers (ISPs) to understand and address the various factors influencing customer retention thoroughly. While competitive pricing is essential, it is not the sole determinant of customer loyalty. Service quality, reliability, speed, and additional features significantly shape customers' perceptions of value.

ISPs should prioritize enhancing various aspects to cultivate and sustain customer loyalty. This can be accomplished by providing adequate and responsive customer support, continuously improving service quality, and offering valuable additional features. By

understanding these factors comprehensively, ISPs can develop strategies to attract new customers and retain existing ones over the long term.

Future research should allocate additional resources to investigate the intricate factors affecting customer loyalty, aiming to understand their interactions better. By dissecting the specific components of service quality and customer support that have the most significant impact on loyalty, ISPs can formulate more targeted and effective strategies. Furthermore, gaining insight into how customer segments react to various pricing strategies and service improvements can further refine these approaches.

ISPs must adopt a comprehensive approach to ensure customer satisfaction and loyalty. This involves offering competitive pricing that aligns with the quality of service, ensuring a consistently high standard of service, and providing effective and responsive customer support. By prioritizing these elements, ISPs can establish a strong value proposition that fosters lasting loyalty, even in a highly competitive market.

SCOPE FOR FUTURE RESEARCH

Expanding the geographic scope of data collection to include consumers from multiple cities and regions can provide a more comprehensive understanding of customer satisfaction and loyalty in the ISP industry. Additionally, comparing urban versus rural settings can offer insights into how geographic factors influence customer experiences and expectations. To develop universally applicable theoretical frameworks, future research is suggested to explore customer satisfaction dynamics across various industries beyond ISPs, such as telecommunications, utilities, retail, and hospitality. This cross-industry analysis will contribute to a more robust understanding of consumer behavior and help formulate effective strategies in different market contexts. The need to identify and analyze the factors contributing to widespread dissatisfaction among ISP

consumers is highlighted. Future research should aim to delve deeply into these factors by conducting qualitative studies, such as in-depth interviews or focus groups, to uncover the root causes of dissatisfaction and provide actionable insights for service improvement.

The effects of adopting new technologies, such as 5G networks, enhanced data protection measures, and advanced customer support systems, on consumer perceptions and loyalty in the evolving technology landscape should be investigated. This research can help ISPs stay ahead of technological trends and align their services with the changing needs of their customers. Longitudinal studies that track customer satisfaction and loyalty over time can provide valuable insights into how these constructs change and develop. By following the same cohort of consumers over an extended period, researchers can observe the long-term effects of service improvements, pricing strategies, and customer support initiatives. Furthermore, future research should explore the role of customer segmentation and personalized services in driving satisfaction and loyalty. By segmenting customers based on demographic, psychographic, and behavioral factors, ISPs can tailor their offerings to meet the specific needs of different customer groups. Studies can examine the effectiveness of personalized marketing strategies, customized service packages, and targeted support in improving customer experiences and retention rates.

Future research should expand the geographic and industry scope, conduct in-depth analyses of dissatisfaction factors, explore the impact of technological advancements, utilize longitudinal study designs, and investigate the benefits of segmentation and personalization. These efforts will provide a more comprehensive understanding of customer satisfaction and loyalty, offering valuable insights for ISPs and other service providers to enhance their strategies and improve customer experiences.

MANAGERIAL IMPLICATIONS

The management implications for Internet Service Providers (ISPs) underscore several critical areas where managerial attention is crucial to enhance customer satisfaction and gain a competitive advantage.

Managers must acknowledge the diverse cultural and regional influences on customer satisfaction. Conducting comprehensive research on customer preferences and satisfaction levels across different regions can yield valuable insights into varying requirements and expectations. By tailoring services and strategies to meet the specific needs of international customers, managers can better serve diverse customer bases and improve overall satisfaction. Efficient service delivery is paramount for ISPs. Managers should prioritize the user experience by continuously updating their technological infrastructure and staying abreast of competitors' offerings. This includes adopting advanced technologies to enhance service quality, reliability, and speed. Managers should also focus on long-term sustainability by balancing innovation with consistently delivering high-quality services.

Ensuring high service quality standards is crucial for customer satisfaction and industry reputation. Managers should implement robust quality control measures and professional management of customer satisfaction initiatives. Managers can preserve their organization's reputation and ensure long-term financial success by focusing on service excellence. This involves regularly monitoring service performance and proactively addressing any issues. Managers can enhance customer loyalty by actively engaging in community activities and local sponsorships. These initiatives help build a positive brand image and foster a sense of community connection among customers. By participating in local events and supporting community projects, ISPs can demonstrate their commitment to social responsibility and strengthen customer relationships. Without

compromising service quality, price assurance is a critical strategy for ISPs. Managers should develop competitive pricing models that offer value for money while maintaining high service standards. This approach can attract and retain customers, encourage loyalty, and reduce the likelihood of customer churn. Managers should regularly review and adjust pricing strategies to remain competitive.

Focusing on these management implications can significantly enhance customer satisfaction and loyalty. By understanding regional differences, prioritizing service delivery, maintaining high service standards, engaging in community activities, and implementing competitive pricing strategies, ISPs can build a loyal customer base. This loyalty not only improves customer retention but also provides a competitive edge over rivals in the industry. Managers in the ISP market must adopt a multifaceted approach to enhance customer satisfaction and achieve long-term success. By addressing customers' diverse needs, ensuring exceptional service quality, and actively engaging with the community, ISPs can build strong customer relationships and secure a competitive position in the market.

CONCLUSIVE REMARKS

The study offers valuable insights into consumer behavior within the context of Internet Service Provider (ISP) services, contributing significantly to the expanding knowledge base in this domain. It comprehensively explains the key factors influencing customer satisfaction and loyalty, addressing previous limitations associated with rudimentary and unscientific satisfaction measures. The study underscores the pivotal role of several key elements in shaping positive consumer experiences with ISPs.

Firstly, the duration of the customer-ISP relationship emerges as a critical factor in fostering customer loyalty. While extended tenure with an ISP generally correlates with increased loyalty, this study emphasizes that ISPs must continually innovate and

enhance their services to sustain customer engagement and satisfaction.

Secondly, the research highlights the substantial impact of competitive pricing and high service quality on customer perceptions of value and support quality. ISPs capable of offering affordable prices without compromising service quality are better positioned to retain customers and augment their loyalty.

Furthermore, the study emphasizes the vital role of network reliability in enhancing user experiences. Reliable networks enhance online experiences and increase productivity and overall user satisfaction. Ensuring a seamless and efficient installation process, alongside exceptional customer service, can further elevate the quality of ISP services and attract new subscribers.

The significance of data security and privacy cannot be overstated. ISPs must prioritize these aspects to establish and maintain customer trust and confidence. By providing secure, reliable, and high-quality internet access, ISPs can demonstrate their commitment to their users' physical and emotional well-being, positioning themselves as trusted partners in the digital age.

ISPs must focus on comprehending and addressing their customers' diverse needs, ensuring exceptional service delivery, maintaining competitive pricing, and upholding high data security and privacy standards. By adhering to these fundamental principles, ISPs meet and surpass user expectations and establish themselves as reliable and trusted providers in the increasingly competitive market. These insights offer valuable guidance for ISPs aiming to enhance customer satisfaction and loyalty, ultimately contributing to their long-term success.

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