

ABSTRACT

The rapid development of the internet service industry in Indonesia has increased the public's need for stable, fast, and affordable internet access. However, rising customer expectations have also been accompanied by a growing incidence of brand switching, particularly within fixed broadband services such as IndiHome. This phenomenon is driven by various factors including service quality, price perception, and the increasing spread of negative electronic word of mouth (e-WOM) across digital platforms. Therefore, this study aims to examine how these three factors influence brand switching decisions among IndiHome users in the city of Semarang.

This research adopts a quantitative approach with a survey design. Primary data were collected through a Likert-scale questionnaire distributed to respondents who met the criteria as active IndiHome users in Semarang. The sampling technique used was purposive sampling with specific inclusion criteria. Data analysis was conducted using the Partial Least Squares (PLS) method to test the relationships among variables and identify the factors that significantly affect brand switching behavior.

The findings reveal that service quality significantly acts as a push factor driving brand switching, price perception serves as a strong pull factor, and negative electronic word of mouth functions as a mooring factor that reinforces customers' switching decisions. The study concludes that brand switching does not occur due to a single determinant but rather through the combined influence of interconnected factors.

Keywords: Service Quality, Negative Electronic Word of Mouth, Price Perception, Brand Switching.