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## **Consumers' Perception of E-Service Quality by Internet Service Providers: A Focus on Satisfaction and Loyalty**

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### **Abstract**

This empirical study investigated consumers' perception of Internet Service Providers (ISPs) in Bangkok regarding: (i) service quality, (ii) service fairness, (iii) price fairness perception, (iv) promotional offers, (v) technological advancements, and (vi) customer support. The study used a questionnaire to gather quantitative data from a sample of 400 voluntary respondents from three major ISPs (AIS, DTAC, TRUE). The obtained data were analyzed for mean, standard deviations, frequencies, and percentages. The results revealed the respondents' positive perception toward their ISPs, with high ratings for four dimensions: e-service quality, service fairness, price fairness perception, and promotional offers. The other two dimensions--technological advancements and customer support were also rated favorably, though slightly lower. The findings appeared to suggest that maintaining high service quality, transparent pricing, and effective promotional strategies, along with continuous technological advancements and robust customer support, are crucial for enhancing customer satisfaction and loyalty. These findings should definitely have significant implications for ISPs seeking to improve their competitive edge and customer retention strategies.

**Keywords:** *E-service quality, Internet service providers, technological advancements, customer satisfaction, customer loyalty,*

## **1. Introduction**

### **1.1 Background**

The rapid growth of the internet in Thailand has transformed the way people communicate, access information, and conduct business. As of 2023, Thailand boasts over 52 million internet users, representing nearly 75% of the population (Donsuchit & Nuangjamnong, 2022). This widespread adoption has spurred the growth of Internet Service Providers (ISPs)--crucial in delivering reliable and high-quality internet services to consumers. In this competitive market, the

quality of e-services provided by ISPs has become a critical determinant of customer satisfaction and loyalty.

Customer satisfaction in the context of ISPs is significantly influenced by various dimensions of e-service quality. These dimensions include reliability, responsiveness, assurance, empathy, and tangibles, as outlined by the SERVQUAL model. Understanding how these dimensions impact customer satisfaction can help ISPs enhance their service delivery, thereby improving customer retention and competitive advantage (Parasuraman, Zeithaml & Berry, 1988).

Thailand's telecommunications sector has seen significant advancements over the past decade, with ISPs playing a pivotal role in the country's digital transformation. The government's efforts, such as the Thailand 4.0 initiative, aim to create a value-based economy driven by innovation and technology, further underscoring the importance of robust internet infrastructure (Parasuraman & Colby, 2015).

Despite these advancements, challenges remain. Customers frequently encounter issues, such as inconsistent service quality, poor customer support, and inadequate infrastructure in certain areas. These problems highlight the need for ISPs to focus on improving their e-service quality to meet customer expectations and enhance satisfaction.

Previous research on e-service quality and customer satisfaction has predominantly focused on developed markets, leaving a gap in understanding the unique dynamics within emerging markets like Thailand (Teeter & Schointuch, 2000; Bolton, Warlop & Alba, 2003; Collier & Bienstock, 2006; Xu, Sundar, & Dou, 2013; Huang & Nuangjamnong, 2023). This study aimed to bridge that gap by examining the e-service quality as potentially affecting customer satisfaction toward Thai ISPs. By identifying the key dimensions of e-service quality that influence customer satisfaction, the study will provide actionable insights for ISPs to refine their service offerings and foster greater customer loyalty.

## **1.2 Problem Statement**

Despite the critical role of ISPs in Thailand's digital ecosystem, there is a lack of comprehensive research on how e-service quality impacts customer satisfaction within this context. Addressing this gap is essential for ISPs to tailor their services to the specific needs and expectations of Thai consumers.

## **1.3 Research Objectives**

- (1) To identify the key dimensions of e-service quality for ISPs in Thailand.
- (2) To evaluate the extent to which these dimensions affect customer satisfaction and loyalty.

The researchers expected to provide recommendations for Thai ISPs to enhance their service quality and improve customer satisfaction.

## **1.4 Research Questions**

- (1) What are the primary dimensions of e-service quality in the context of Thai ISPs?
- (2) How do these dimensions affect customer satisfaction and loyalty in Thailand?

### **1.5 Significance of the Study**

Identifying the important e-service quality aspects that significantly affect customer satisfaction allows ISPs to improve them. This developed approach can improve resource allocation and service delivery. Knowing what makes customers satisfaction might help ISPs stand out. In a competitive information technology industry, high-quality e-services can help ISPs retain clients. ISPs can use the study findings to boost customer satisfaction and loyalty. Satisfied consumers are more likely to stick with their provider and endorse it, minimizing churn and gaining market share.

ISPs' implementation of the study's suggestions is expected to improve customer service. This includes increased reliability, responsiveness, certainty, empathy, and actual service. Understanding which service quality factors matter most might help them choose suppliers.

The study can also give information to policymakers of Thailand's ISP sector's e-service quality to legislate and regulate quality e-service to safeguard consumers. In addition, ISPs may provide high-quality internet access to work efficiently and access online education, healthcare, and other critical services for the betterment of digital entrepreneurship, and help boost economic activity and employment as a whole.

## **2. Literature Review**

This section deals with six dimensions under study: (i) service quality, (ii) service fairness, (iii) price fairness perception, (iv) promotional offers, (v) technological advancements, and (vi) customer, followed by related literature on customer satisfaction and loyalty.

### **2.1 E-Service Quality**

E-service quality is defined as the extent to which an online service meets customer expectations and delivers a satisfactory experience. As the digital marketplace grows, understanding and improving e-service quality has become essential for businesses. E-service quality encompasses various dimensions, including reliability, responsiveness, assurance, empathy, and tangibles, adapted from traditional service quality models like SERVQUAL (Parasuraman et al., 1988). Dimensions of E-Service Quality: Reliability in e-service quality refers to the service's ability to perform consistently and accurately. This includes the consistency of the service, the uptime of the website, and the accuracy of transaction processing. Zeithaml et al. (1996) emphasize that reliability is a fundamental component, as customers expect e-services to be available and functioning without errors. Responsiveness is the promptness and willingness to assist and address customers' needs. In the context of e-services, this includes quick responses to inquiries, efficient handling of issues, and the availability of support services. Responsiveness is crucial in e-commerce, where delays can lead to customer dissatisfaction and loss of business (Donsuchit & Nuangjamnong, 2022). Assurance involves employees' knowledge and courtesy, as well as their ability to convey trust and confidence. For e-services, this translates to secure transactions, privacy protection, and the overall professionalism of the service. Assurance is particularly important in online environments where trust issues are prevalent (Gefen, 2002).

Empathy is the practice of providing caring and individualized attention to customers. This includes providing personalized services, understanding customer preferences, and providing tailored solutions in e-service contexts. Empathy improves customer satisfaction by making them feel valued and understood. Tangibles in e-service quality refer to the physical evidence of the service, including the appearance of the website, the quality of the user interface, and the overall aesthetic appeal. Well-designed websites with easy navigation and clear information can significantly impact customer perceptions of service quality (Santos, 2003).

Measuring e-service quality requires a comprehensive approach that captures all relevant dimensions. The E-S-QUAL scale developed by Parasuraman et al. (2005) is one of the most widely used frameworks for assessing e-service quality. It includes dimensions such as efficiency, fulfillment, system availability, and privacy. This scale provides a structured way to evaluate how well an e-service meets customer expectations and identifies areas for improvement. E-service quality has a direct impact on customer satisfaction. High e-service quality enhances the customer experience, leading to increased satisfaction, loyalty, and positive word-of-mouth. Studies have shown that customers who perceive high e-service quality are more likely to repurchase and recommend it to others (Collier & Bienstock, 2006). This relationship underscores the importance of continuous improvement in e-service quality to maintain a competitive advantage in the digital marketplace.

## **2.2 Service Fairness**

Service fairness refers to the perception of justice or fairness in service delivery. It includes an assessment of the service's process, interaction, and outcome. Service fairness is critical in shaping customer satisfaction and loyalty, particularly in situations where service failures occur. Dimensions of Service Fairness, comprising distributive fairness, concern the perceived fairness of the outcomes received. In a service context, this refers to whether customers feel that they received what they paid for or what was promised. Equity theory, proposed by Intzes & Nuangjamnong (2024), suggests that customers compare their inputs and outcomes to those of others to determine fairness. Procedural fairness is defined as the perceived fairness of the processes used to deliver the service. This includes the transparency, consistency, and impartiality of the procedures. Procedural fairness is important because fair processes can enhance customer perceptions even if the outcomes are not favorable. Interactional fairness is defined as the quality of interpersonal treatment received during service delivery. This includes respect, politeness, and the provision of adequate explanations. Interactional fairness is critical in-service settings, as positive interactions can mitigate the negative effects of unfavorable outcomes (Intzes & Nuangjamnong, 2024).

Scales that assess the different dimensions of fairness perceptions can measure service fairness. For example, the FAIR scale developed by Seiders & Berry (1998) evaluates distributive, procedural, and interactional fairness in service encounters. This scale helps organizations understand customer perceptions of fairness and identifies areas for improvement. Service fairness significantly influences customer satisfaction. When customers perceive fairness in service

delivery, they are more likely to be satisfied, trust the service provider, and exhibit loyalty behaviors. Conversely, perceived unfairness can lead to dissatisfaction, negative word-of-mouth, and a higher likelihood of switching to competitors (Maxham & Netemeyer, 2003). Ensuring fairness in all aspects of service delivery is therefore crucial for maintaining positive customer relationships and long-term success.

For Internet Service Providers (ISPs) in Thailand, focusing on both e-service quality and service fairness is essential to enhancing customer satisfaction and loyalty. High e-service quality can differentiate ISPs in a competitive market, while service fairness can ensure customer retention even in the face of service failures. ISPs can build strong, trust-based relationships with their customers by addressing the key dimensions of e-service quality and ensuring fair processes and interactions. This leads to sustained business growth and success.

### **2.3 Price Fairness Perception**

Price fairness perception refers to consumers' judgment of whether the price of a product or service is reasonable, acceptable, and justifiable. This perception is a critical factor influencing customer satisfaction and loyalty, particularly in competitive markets, such as telecommunications. Xia et al. (2004) suggest that factors like price transparency, price consistency, and value for money shape the perception of price fairness. Several studies have highlighted the importance of price fairness perception in determining customer satisfaction. Bolton et al. (2003) found that customers who perceive prices as fair are more likely to be satisfied with their service provider. This satisfaction subsequently enhances customer loyalty, as satisfied customers are more likely to continue using the service and recommend it to others. Martin-Consuegra et al. (2007) also demonstrated that perceived price fairness has a significant positive impact on customer loyalty through the mediating effect of customer satisfaction. This relationship underscores the critical role that price-fairness perception plays in maintaining and enhancing customer loyalty. Pricing strategies for internet service providers can be complex and multifaceted, making maintaining price fairness perception particularly challenging but essential. Kim et al. (2004) found that price fairness perception significantly influences customer satisfaction and loyalty among internet service providers. Customers are sensitive to pricing structures, and any perceived inequities can lead to dissatisfaction and churn. Therefore, internet service providers must ensure transparent and consistent pricing to foster a sense of fairness and enhance customer satisfaction and loyalty.

### **2.4 Promotional Offers**

Promotional offers are strategic tools used by companies to attract new customers and retain existing ones. These offers can include discounts, special deals, loyalty programs, and bundled services. The literature has well documented the effectiveness of promotional offers in enhancing customer satisfaction and loyalty. Blattberg et al. (1995) suggest that promotional offers create immediate value for customers, enhancing their satisfaction. When customers feel they are receiving a good deal, their perception of the service provider improves, leading to higher satisfaction levels. Additionally, Neslin (2002) indicates that promotional offers can foster

customer loyalty by encouraging repeat purchases and strengthening the emotional bond between the customer and the brand. In the context of Internet service providers, promotional offers play a significant role in customer retention strategies. Danaher et al. (2008) found that promotional offers, such as discounts and bundled services, significantly impact customer satisfaction and loyalty among Internet service providers. These offers not only provide immediate financial benefits to customers but also signal the company's commitment to providing value, thereby enhancing customer satisfaction and loyalty.

Moreover, Sharp and Sharp (1997) noted that loyalty programs, a common type of promotional offers, are particularly effective for internet service providers. Such programs reward customers for their continued patronage, thereby increasing their satisfaction and likelihood of remaining loyal to the service provider. Kumar & Shah (2004) demonstrated that well-structured loyalty programs positively impact customer satisfaction and long-term loyalty. These findings suggest that promotional offers, when designed and implemented effectively, can be powerful tools for internet service providers to enhance customer satisfaction and loyalty.

To Internet Service Providers (ISPs) in Thailand, understanding and leveraging price fairness perception and promotional offers is crucial for enhancing customer satisfaction and loyalty. Given the competitive nature of the telecommunications market, ISPs must ensure that customers perceive their pricing strategies as fair and transparent. This includes clear pricing communication, avoiding hidden fees, and maintaining consistency in pricing policies. Furthermore, ISPs can utilize promotional offers to attract and retain customers. By offering discounts, bundled services, and well-structured loyalty programs, ISPs can create immediate value for customers, thereby enhancing their satisfaction and loyalty. Promotional offers not only provide financial benefits but also help in building an emotional connection with customers, fostering long-term loyalty.

Price fairness, perception, and promotional offers are critical factors that influence customer satisfaction and loyalty among Internet service providers. For ISPs in Thailand, focusing on these aspects can lead to a competitive advantage, improved customer retention, and sustained business growth. This literature review underscores the importance of these factors and provides a framework for understanding their impact on customer satisfaction and loyalty.

## **2.5 Technological Advancements**

Technological advancements are instrumental in shaping customer experiences and satisfaction, particularly for internet service providers. The adoption of cutting-edge technologies significantly enhances service quality, efficiency, and overall customer satisfaction. Dabholkar & Overby (2005) emphasize that advancements, such as high-speed internet, mobile applications, and advanced network infrastructure contribute to superior service delivery, positively affecting customer satisfaction. In the context of internet service providers, technological advancements often manifest as improvements in network speed, coverage, and reliability. Lu et al. (2009) demonstrated that customers highly value these improvements, as they lead to a more seamless and enjoyable user experience. Enhanced network capabilities, including 4G and 5G, provide

faster data transmission and improved connectivity, directly contributing to higher customer satisfaction and loyalty. Customers experiencing consistent and superior technological performance are more likely to remain loyal to their service provider and recommend it to others. Moreover, technological advancements in customer service platforms, such as automated chatbots, self-service portals, and personalized services, also contribute significantly to customer satisfaction. Xu et al. (2013) found that such technologies improve the efficiency and effectiveness of customer service interactions, leading to higher levels of satisfaction and loyalty. By offering innovative solutions that address customer needs promptly and effectively, internet service providers can enhance the overall customer experience and foster loyalty.

## **2.6 Customer Support**

Customer support is critical to customer satisfaction and loyalty, especially in industries like internet service providers, where service issues and technical problems frequently arise. High-quality customer support helps resolve issues quickly and effectively, thereby enhancing customer satisfaction. Bitner et al. (1990) emphasize that the quality of customer support has a significant impact on customers' perceptions of the service provider and their overall satisfaction. For Internet service providers, customer support encompasses various services, including technical assistance, billing inquiries, and general customer service. Research by Brown & Maxwell (2002) indicates that responsive and empathetic customer support leads to higher customer satisfaction. Customers' trust in the service provider increases when they perceive prompt and caring handling of their concerns, thereby fostering loyalty. Effective customer support not only resolves immediate issues but also builds long-term customer relationships. Furthermore, studies have shown that personalized customer support, which tailors interactions to the individual needs and preferences of customers, enhances customer satisfaction and loyalty. Keiningham et al. (2008) demonstrated that personalized customer support leads to higher customer satisfaction and a stronger emotional connection to the service provider. This emotional connection is a key driver of customer loyalty, as satisfied customers are more likely to continue using the service and recommend it to others.

Understanding the interplay between technological advancements and customer support is essential for comprehending their combined effect on customer satisfaction and loyalty. Both factors contribute uniquely and synergistically to shaping customer perceptions and behaviors. Grewal et al. (2009) and Nuangjamnong (2021) posit that technological advancements enhance the efficiency and effectiveness of customer support, leading to greater customer satisfaction. Similarly, Parasuraman & Colby (2015) contend that advanced technology amplifies the positive effects of customer support on satisfaction. Customer satisfaction serves as a mediator between technological advancements, customer support, and customer loyalty. Anderson & Srinivasan (2003) and Gummerus et al. (2004) demonstrated that customer satisfaction fully mediates the relationship between technological advancements, customer support, and loyalty outcomes. This implies that improvements in technology and customer support directly enhance customer satisfaction, which, in turn, fosters loyalty.

## **2.7 Related Literature**

### **2.7.1 Customer Satisfaction**

Customer satisfaction is a critical determinant of market share and company investment, significantly influencing business success. Researchers have proposed various definitions of customer satisfaction, with many focusing on the disconfirmation of expectations. The disconfirmation theory suggests that customer satisfaction arises when the performance of a product or service meets or exceeds pre-purchase expectations. If the product or service fails to meet these expectations, dissatisfaction results. This concept is central to understanding consumer behavior and guiding companies in enhancing their offerings. Gilbert & Veloutsou (2006) define expectations as preconceived perceptions or beliefs regarding service delivery. Customers judge the performance of a product against these expectations. The process of measuring customer satisfaction is inherently complex due to its subjective nature, which varies significantly from one individual to another. This variability makes it challenging to develop a standardized measurement framework. Mitchev & Nuangjamnong (2021) redefined customer satisfaction by emphasizing the response to fulfillment. They described customer satisfaction as the evaluation of a product or service's features to ensure they provide pleasurable consumption levels linked to fulfillment. Thus, measurements of customer satisfaction must consider both the satisfaction of needs and the alignment with expectations. The term "satisfaction" derives from "comfort," indicating a state of contentment without excitement. Customer satisfaction often involves a passive response with minimal emotional involvement. However, the presentation of a pleasant product, such as food, can elicit a higher level of arousal, leading to feelings of happiness and joy. Satisfaction is also associated with the concept of "delight," defined as a positive surprise. When customers are satisfied with a product or service, any disruptions causing discomfort lead to dissatisfaction. Conversely, resolving these issues can result in a sense of relief.

The dissatisfaction model does not fully capture the complexities of customer satisfaction. For instance, various factors like user experience, salesperson treatment, and after-sales service influence a customer purchasing a cell phone. While a customer may be satisfied with one aspect of the product, dissatisfaction with other components can create conflicting feelings about the overall product. Different product elements can influence customer satisfaction in various ways. A customer may be satisfied with one feature in the short term but dissatisfied with another over time. Negative evaluations of a product can also affect overall satisfaction (Lusch et al., 2007). Cadotte & Turgeon (1988) determined that satisfiers, neutrals, and dissatisfiers influence satisfaction. Satisfiers address intrinsic customer needs, while dissatisfiers affect extrinsic needs. Customers have a hierarchy of needs, starting with basic needs. After meeting these basic needs, customers strive to satisfy higher-level needs. Fulfilling intrinsic needs leads to true customer satisfaction. Another model considers customer satisfaction as a comprehensive assessment of the cumulative consumption and purchase experience, reflecting a comparison between perceived rewards and the sacrifices made. Sacrifices include intangible costs such as time and energy spent on arrangements and reservations, as well as the monetary costs involved in purchasing a service (Iglesias & Guillen, 2004). This model highlights the importance of considering the overall



customer experience rather than isolated aspects. Understanding the multifaceted nature of customer satisfaction is particularly relevant for Internet Service Providers (ISPs) in Thailand. As the ISP market becomes increasingly competitive, focusing on the key dimensions of e-service quality—reliability, responsiveness, assurance, empathy, and tangibles—can help providers enhance customer satisfaction. By addressing both intrinsic and extrinsic needs and managing customer expectations effectively, ISPs can improve their service offerings, leading to higher customer retention and loyalty. Customer satisfaction is intricate and plays a crucial role in shaping consumer behavior and business results. The insights gained from this study can help ISPs in Thailand refine their e-service quality, ultimately benefiting all stakeholders involved.

### **2.7.2 Customer Loyalty**

In today's highly competitive business environment, customer loyalty is considered one of the most effective strategies for differentiating a business from its competitors. This differentiation drives loyalty by engaging customers intellectually, emotionally, and spiritually. Customer loyalty is not just about repeat purchases; it involves consumers' conscious evaluation of the quality-to-price ratio and price differences. According to Supphellen & Nysveen (2001) and Mitchev & Nuangjamnong (2021), customer loyalty can also be defined as the willingness of customers to pay a premium price for a service, reflecting their perceived value and satisfaction.

Customer loyalty encompasses both behavioral and attitudinal components. Mitchev & Nuangjamnong (2021) describe it as the tendency of customers to avoid choosing competitor brands, instead opting for repeat purchases of a familiar brand. Various factors, such as convenience, performance, satisfaction, and comfort with the brand, may drive this loyalty. Behavioral loyalty refers to the action customers take, such as repeat purchases, while attitudinal loyalty reflects their feelings and attitudes toward the brand. Supporting this view, Supphellen & Nysveen (2001) argue that loyal customers tend to have a positive shopping experience, spend more, shop more consistently, and are attracted to popular and familiar brands. Huang & Nuangjamnong (2023) further emphasize that fostering customer loyalty involves building an emotional bond with customers, which requires integrating customer experience management with the emotional, physical, and value elements of the shopping experience into a cohesive whole.

The literature suggests that retaining existing customers is less expensive and more cost-effective than acquiring new ones. Loyal customers not only ensure steady sales but are also more likely to purchase high-margin supplementary products and services. Additionally, these customers help reduce marketing and consumer education costs, especially when they act as net promoters for the organization (Taylor & Baker, 1994). Loyal customers often share their positive experiences with others, effectively becoming brand ambassadors. Teeter & Schointuch (2000) highlight that customer retention and loyalty are crucial for long-term business success. They note that a strong customer loyalty strategy can significantly drive customer satisfaction and retention, ultimately enhancing the company's profitability and market position. The literature has identified different types and degrees of customer loyalty. Huang & Nuangjamnong (2023) categorize loyalty into attitudinal, behavioral, polygamous, and monogamous loyalty. Customers' emotional and psychological commitment to a brand is known as attitudinal loyalty, while repeat purchases and

consistent customer behavior demonstrate behavioral loyalty. Polygamous loyalty occurs when customers are loyal to multiple brands within a category, whereas monogamous loyalty indicates exclusive loyalty to a single brand.

Understanding the nuances of customer loyalty is particularly relevant for Internet Service Providers (ISPs) in Thailand. The competitive nature of the ISP market necessitates a focus on building strong customer loyalty to ensure long-term success. By delivering high-quality services that meet and exceed customer expectations, ISPs can foster both behavioral and attitudinal loyalty. This involves not only providing reliable internet services but also offering exceptional customer support, addressing customer needs promptly, and creating a positive overall customer experience. Furthermore, ISPs can leverage loyalty programs and personalized services to enhance customer engagement and satisfaction. By understanding the specific needs and preferences of their customers, ISPs can tailor their offerings to provide greater value, thereby strengthening customer loyalty and retention.

Customer loyalty is a multifaceted concept that plays a critical role in business differentiation and success. For ISPs in Thailand, focusing on the key dimensions of customer loyalty and implementing effective strategies to foster it can lead to sustained competitive advantage and improved market performance. This literature review underscores the importance of customer loyalty and provides a framework for understanding its various components and implications.

### **3. Research Methodology**

This study utilized a quantitative approach, constructing a questionnaire as the primary tool of data collection. This approach aimed to establish connections between the research objectives and the perspectives of the sample, considering them as part of the environment under examination. The sample of the study comprised 400 voluntary consumers in Bangkok, selected from different stores of internet service providers (AIS, DTAC, TRUE), representing a reasonable number of internet service users under study. The researchers selected Bangkok for its context of major internet service providers for Thai users and possible access to the target sample.

The questionnaire administered to the sample consisted of two main parts. The first part gathered demographic information, including gender, age, education, career, internet service provider (ISP), reason for use, and expenditure amount. The second part focused on questions related to the variables of the study, including service quality, service fairness, price fairness perception, promotional offers, technological advancements, customer support, customer satisfaction, and customer loyalty. The questionnaire was constructed and validated for content relevancy and clarity by ten experts in telecommunications.

The obtained data were analyzed by descriptive statistics for mean, standard deviation, frequencies, and percentages. These statistical processes provided insights into the distribution and variation of responses across different variables of interest. Interpretation of the results contributed to the overall understanding of the impact of ISP e-service quality on customer satisfaction and loyalty.

## 4. Results and Discussion

### 4.1 Demographic Information

The demographic characteristics of the respondents are summarized in Table 1. The majority of respondents were male (58.0%), while female respondents constituted 42.0% of the sample. Regarding age distribution, the largest proportion of respondents fell within the 40-49 years age group (36.8%), followed by the 30-39 years age group (30.0%). Respondents aged 20-29 years and 50-59 years accounted for 14.5% and 13.0% of the sample, respectively. A smaller proportion of respondents belonged to the age groups lower than 20 years old (2.5%) and 60 years and older (3.3%). In terms of education level, the majority of respondents held at least a Bachelor's degree, with 50.5% having a Bachelor Degree and 25.8% holding a Master's Degree. Additionally, 5.8% of respondents reported having an education level lower than a Bachelor's degree, while 18.0% indicated having education levels above a Master's degree. Regarding career, the largest proportion of respondents were company employees (38.3%), followed by business owners (31.5%). Government officers accounted for 16.3% of the sample, while other career categories represented 14.0%. As for usage, the majority of respondents reported using internet services for personal use (68.5%), while 31.5% indicated using them for business purposes. Regarding internet service providers (ISP) usage, TRUE was the most commonly used provider, with 53.5% of respondents utilizing this ISP. AIS and DTAC had lower usage rates, with 31.3% and 15.3% of respondents, respectively. In terms of expenditure amount on internet services, the majority of respondents (49.8%) reported spending between 1001-3000 B. Additionally, 22.8% of respondents reported spending between 500-1000 B, 16.8% spent between 3001-5000 B, and 10.8% spent more than 5000 B.

**Table 1.** Demographic Profile

Characteristics		Frequency	Percentage
<b>Gender</b>	Male	232	58.0
	Female	168	42.0
<b>Age</b>	lower than 20 years old	10	2.5
	20-29 years	58	14.5
	30-39 years	120	30.0
	40-49 years	147	36.8
	50-59 years	52	13.0
	60 years and older	13	3.3
<b>Education level</b>	Lower than Bachelor Degree	23	5.8
	Bachelor Degree	202	50.5
	Master Degree	103	25.8
	Above Master Degree	72	18.0

Characteristics		Frequency	Percentage
<b>Career</b>	Business owner	126	31.5
	Company employee	153	38.3
	Government officer	65	16.3
	Other	56	14.0
<b>Reasons for use</b>	Personal use	274	68.5
	For business use	126	31.5
<b>Internet service providers</b>	AIS	125	31.3
	DTAC	61	15.3
	TRUE	214	53.5
<b>Expenditure amount</b>	500-1000 B	91	22.8
	1001-3000 B	199	49.8
	3001 - 5000 B	67	16.8
	> 5000 B	43	10.8

#### 4.2 Experiences of Respondents with Their Internet Service Providers (ISPs)

The results presented in Table 2 provide valuable insights into the perceptions and experiences of the respondents regarding various aspects of their internet service providers (ISPs). In terms of service fairness, a significant majority of respondents (64.3%) expressed confidence in their ISPs' equitable treatment of all customers regardless of their subscription plan. However, a considerable proportion (55.0%) reported experiencing discrepancies in the billing process, indicating potential areas for improvement in ensuring fairness and transparency in billing practices.

Regarding price fairness perception, the majority of the respondents (61.8%) believed that the prices charged by their ISPs were reasonable compared to the quality of service provided. Nonetheless, a notable portion (35.5%) felt they had been overcharged for their internet service, suggesting a perception gap between pricing and perceived value. Promotional offers emerged as a significant factor, with a substantial proportion of respondents (66.8%) taking advantage of such offers provided by their ISPs. However, only a minority (31.5%) considered these promotional offers competitive compared to those offered by other providers, indicating a potential need for ISPs to enhance the competitiveness of their promotional strategies.

Technological advancements were generally perceived positively, with the majority of the respondents (68.5%) acknowledging their ISPs' efforts to keep pace with industry advancements. This suggests a recognition of ISPs' commitment to providing up-to-date and innovative services. Customer support emerged as an area of concern, as the significant majority of the respondents (70.3%) reported experiencing difficulties in reaching customer support when needed. This highlights a critical area for improvement in ensuring timely and accessible customer assistance. Despite these challenges, a substantial proportion of the respondents (68.5%) expressed willingness to recommend their ISPs to others based on their overall experience. Furthermore, an overwhelming majority (93.5%) indicated that they had never considered switching to another ISP, underscoring a high level of customer loyalty within the sample.

Overall, while there are areas of strength, such as customer loyalty, the findings suggest several areas where ISPs could enhance their service delivery to improve customer satisfaction and loyalty, particularly in the realms of billing transparency, promotional competitiveness, and customer support accessibility.

**Table 2.** Respondents’ Responses to Yes / No Questions about Their Internet Service Providers (ISPs)

Yes / No questions about their internet service providers (ISPs)	Frequency		Percentage	
	Yes	No	Yes	No
<b>(Service Fairness)</b> Do you believe that your internet service provider treats all customers fairly regardless of their subscription plan? Please respond with 'Yes' or 'No'.	257	143	64.3	35.8
<b>(Service Fairness)</b> Have you ever experienced any discrepancies in the billing process with your internet service provider? Please respond with 'Yes' or 'No'.	220	180	55.0	45.0
<b>(Price Fairness Perception)</b> Do you believe that the prices charged by your internet service provider are reasonable compared to the quality of service provided? Please respond with 'Yes' or 'No'.	247	153	61.8	38.3
<b>(Price Fairness Perception)</b> Have you ever felt that you were overcharged for your internet service? Please respond with 'Yes' or 'No'.	142	258	35.5	64.5
<b>(Promotional Offers)</b> Have you ever taken advantage of any promotional offers provided by your internet service provider? Please respond with 'Yes' or 'No'.	267	133	66.8	33.3
<b>(Promotional Offers)</b> Do you believe that the promotional offers provided by your internet service provider are competitive compared to other providers in the market? Please respond with 'Yes' or 'No'.	126	274	31.5	68.5
<b>(Technological Advancements)</b> Do you feel that your internet service provider has kept pace with technological advancements in the industry? Please respond with 'Yes' or 'No'.	274	126	68.5	31.5
<b>(Customer Support)</b> Have you experienced any difficulties in reaching customer support when needed? Please respond with 'Yes' or 'No'.	281	119	70.3	29.8
<b>(Customer Satisfaction)</b> Would you recommend your internet service provider to others based on your experience? Please respond with 'Yes' or 'No'.	274	126	68.5	31.5
<b>(Customer Loyalty)</b> Have you ever considered switching to another internet service provider? Please respond with 'Yes' or 'No'.	374	26	93.5	6.5

### **4.3 Perceptions of Respondents Regarding Their Internet Service Providers (ISPs) Concerning a Variety of Dimensions**

Table 3 provides a comprehensive overview of the respondents' perceptions across various dimensions related to their Internet Service Providers (ISPs). Regarding reliability, the majority of the respondents rated their internet connection's reliability favorably, with 234 respondents (58.5%) giving a rating of 4, and 87 respondents (21.8%) giving a rating of 3. However, there were some concerns, as 14 respondents (3.5%) rated the reliability as 2 or below.

In terms of service fairness and transparency of pricing policies, a significant proportion of the respondents (214, 53.5%) rated their ISP's pricing policies as transparent (rating of 4), while 93 respondents (23.3%) gave a rating of 5, indicating a high level of transparency. For price fairness perception with value for money, the majority of the respondents (265, 66.3%) rated the value for money of their internet service subscription positively for price fairness perception, with 56 respondents (14%) giving a rating of 3, and 55 respondents (13.8%) giving a rating of 1 or 2.

There were mixed perceptions regarding promotional offers based on satisfaction with promotional deals, with 184 respondents (46%) expressing satisfaction (rating of 4), while 145 respondents (36.3%) gave a rating of 1 or 2, indicating dissatisfaction.

The majority of the respondents (229, 57.3%) expressed satisfaction with the technological features offered by their ISP, with 78 respondents (19.5%) giving a rating of 1 or 2. We also observed a similar pattern in the reliability of technology, where 177 respondents (44.3%) expressed satisfaction (a rating of 4), while 145 respondents (36.3%) gave a rating of 1 or 2.

With regard to the responsiveness of customer support, a considerable portion of the respondents (242, 60.5%) rated it positively, with 68 respondents (17%) expressing dissatisfaction (a rating of 1). Moreover, the respondents had mixed perceptions regarding the knowledgeability of customer support representatives, with 180 respondents (45%) expressing satisfaction (a rating of 4), while 131 respondents (32.8%) gave a rating of 1 or 2.

Customer satisfaction: Overall satisfaction was expressed by the majority of the respondents (232, 58%) with the services provided by their ISP, with 78 respondents (19.5%) expressing dissatisfaction (rating of 1 or 2). Similarly, there were mixed perceptions regarding the likelihood of continuing to use the services, with 177 respondents (44.3%) expressing a high likelihood (a rating of 4 or 5), and 140 respondents (35%) giving a low likelihood (a rating of 1 or 2).

As for customer loyalty or tenure as a customer, the respondents varied in their tenure as customers, with 235 respondents (58.8%) being customers for 1-3 years and 78 respondents (19.5%) being customers for less than 1 year. Furthermore, the majority of the respondents (187, 46.8%) expressed satisfaction with the overall experience of being a customer, with 129 respondents (32.3%) giving a rating of 4 or 5.

Overall, the findings highlight areas of strength and areas for improvement across different dimensions of ISP performance, with satisfaction levels varying among the respondents.

**Table 3.** Dimension of Internet Service Providers (ISPs)

<b>E-Service Quality</b>	<b>Frequency</b>				
	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Please rate the reliability of your internet connection on a scale from 1 to 5, where 1 is very unreliable and 5 is very reliable.	65	234	87	12	2
How satisfied are you with the speed of your internet service? Please rate on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.	53	267	56	14	10
How would you rate the overall performance of your internet service provider in terms of customer service? Please rate on a scale from 1 to 5, where 1 is poor and 5 is excellent.	45	224	98	25	8
<b>Service Fairness</b>					
How transparent do you find the pricing policies of your internet service provider? Please rate on a scale from 1 to 5, where 1 is not transparent at all and 5 is very transparent.	93	214	74	16	3
<b>Price Fairness Perception</b>					
How would you rate the value for money of your internet service subscription? Please rate on a scale from 1 to 5, where 1 is very poor value and 5 is excellent value.	55	265	56	14	10
<b>Promotional Offers</b>					
How satisfied are you with the promotional deals offered by your internet service provider? Please rate on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.	145	184	51	11	9
<b>Technological Advancements</b>					
How satisfied are you with the technological features offered by your internet service provider, such as mobile apps and advanced network infrastructure? Please rate on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.	78	229	66	18	9
How would you rate the reliability of the technology used by your internet service provider? Please rate on a scale from 1 to 5, where 1 is very unreliable and 5 is very reliable.	145	177	46	26	6
<b>Customer Support</b>					
How satisfied are you with the responsiveness of customer support provided by your internet service provider? Please rate on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.	68	242	61	29	
How knowledgeable do you find the customer support representatives of your internet service provider? Please rate on a scale from 1 to 5, where 1 is not knowledgeable at all and 5 is very knowledgeable.	131	180	67	19	3

E-Service Quality	Frequency				
	5	4	3	2	1
<b>Customer Satisfaction</b>					
Overall, how satisfied are you with the services provided by your internet service provider? Please rate on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.	78	232	63	27	
How likely are you to continue using the services of your internet service provider in the future? Please rate on a scale from 1 to 5, where 1 is very unlikely and 5 is very likely.	140	177	57	20	6
<b>Customer Loyalty</b>					
How long have you been a customer of your current internet service provider? Please select one: Less than 1 year / 1-3 years / 3-5 years / More than 5 years.	78	235	60	27	
How satisfied are you with the overall experience of being a customer of your internet service provider? Please rate on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.	129	187	67	10	7

Table 4 presents the mean scores and standard deviations for several dimensions related to Internet Service Providers (ISPs) as perceived by the respondents, along with their corresponding interpretations.

Firstly, the respondents indicated strong agreement across various aspects of ISP performance. The mean scores for service quality, service fairness, price fairness perception, promotional offers, and technological advancements ranged from 4.21 to 4.61, suggesting a high level of satisfaction with these facets. The high rating for promotional offers is particularly noteworthy, indicating that the respondents strongly agree with the attractiveness and value of promotional deals provided by their ISPs.

Similarly, the respondents expressed positive sentiments toward the fairness and reliability of services offered by their ISPs. The mean scores for service quality, service fairness, and price fairness perception all fell within the range of 4.21 to 4.36, indicating a strong agreement with the respondents' equitable treatment and value proposition.

In terms of customer support, while the mean score of 4.19 reflects an overall agreement with the effectiveness of customer support services, there were slight variations in satisfaction levels, as evidenced by the standard deviation of 0.774. This suggests that while the respondents generally agreed with the quality of customer support, there may be room for improvement in certain areas to ensure consistent satisfaction.

Furthermore, the respondents indicated a moderate level of agreement regarding customer satisfaction and customer loyalty, with mean scores of 4.02 and 4.07, respectively. Although the respondents generally expressed satisfaction with the services provided by their ISPs and demonstrated a willingness to remain loyal, the standard deviations of 1.1 and 0.985 suggest some variability in individual experiences and loyalty intentions.

Overall in Figure 1, the findings underscore the positive perception of ISPs among the respondents, with strong agreement across various dimensions of service quality, fairness, and

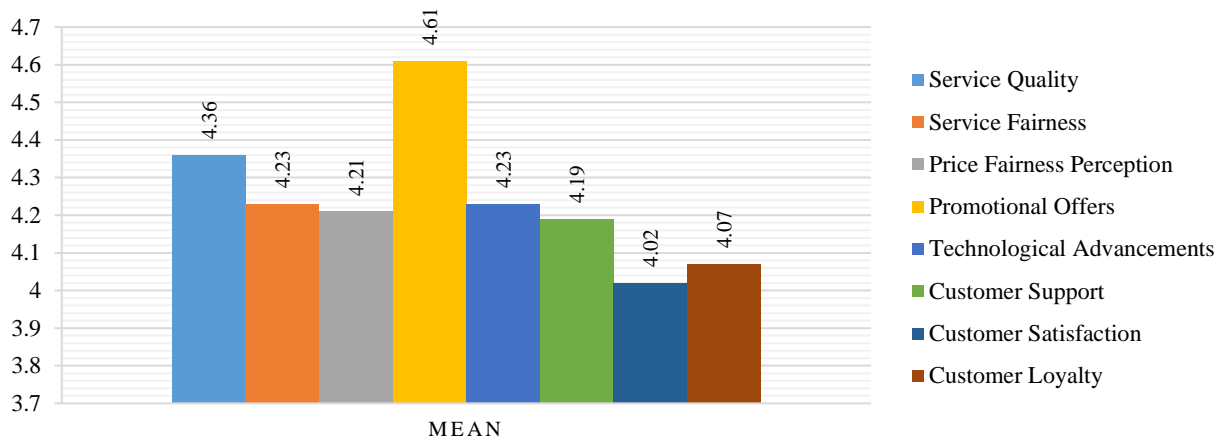


satisfaction. These insights provide valuable implications for ISPs seeking to maintain high levels of customer satisfaction and loyalty in a competitive market environment

**Table 4.** Mean and Standard Deviation of Dimensions Related to Internet Service Providers (ISPs)

Dimensions related to internet service providers (ISPs)	Mean	SD	Interpretation
Service Quality	4.36	0.691	Strongly agree
Service Fairness	4.23	0.787	Strongly agree
Price Fairness Perception	4.21	0.789	Strongly agree
Promotional Offers	4.61	0.650	Strongly agree
Technological Advancements	4.23	0.805	Strongly agree
Customer Support	4.19	0.774	Agree
Customer Satisfaction	4.02	1.100	Agree
Customer Loyalty	4.07	0.985	Agree

**Figure 1.** Internet Service Provider (ISP) Dimension Mean Score Bar Graph



## 5. Conclusion and Discussion

### 5.1 Conclusion

The study investigated various dimensions of Internet Service Providers (ISPs): e-service quality, fairness, promotional offers, technological advancements, customer support, satisfaction, and loyalty, among consumers in Bangkok. The study revealed several key findings via quantitative analysis using descriptive statistics.

Overall, the respondents expressed high levels of satisfaction and agreement across most dimensions related to their ISPs. The respondents highly rated service quality, fairness, price fairness perception, promotional offers, and technological advancements, indicating a positive perception of the services provided by ISPs in Bangkok. However, there were slight variations in satisfaction levels with customer support, suggesting areas for improvement in service delivery.

Customer satisfaction and loyalty were moderately high, with the respondents generally indicating positive intentions to continue using their current ISPs. Despite this, there were some

variations in individual experiences and loyalty intentions, highlighting the importance of continued efforts to enhance customer satisfaction and loyalty in the competitive ISP market.

## 5.2 Discussion

The study's findings highlight the significance of various factors in shaping consumer perceptions and behaviors toward ISPs (Anderson & Srinivasan, 2003; Danaher, Wilson & Davis, 2008; Keiningham et al., 2008; Xu, Sundar & Dou, 2013; Intzes & Nuangjamnong, 2024). High ratings for service quality, fairness, and promotional offers suggest that consumers in Bangkok value reliability, transparency, and value-added services when choosing an ISP. Furthermore, positive perceptions of technological advancements highlight the importance of staying updated with the latest technology to meet consumer expectations (Brown & Maxwell, 2002; Santos, 2003; Grewal, Levy & Kumar, 2009; Lu et al., 2009; Mitchev & Nuangjamnong, 2021).

However, the study also identified areas for improvement, particularly in customer support. While the respondents generally agreed with the effectiveness of customer support services, there were slight variations in satisfaction levels, indicating the need for ISPs to enhance responsiveness and knowledgeability (Cadotte & Turgeon, 1988; Gefen, 2002; Kumar & Shah, 2004; Dabholkar & Overby, 2005; Martin-Consuegra, Molina & Esteban, 2007; Nuangjamnong, 2021) to ensure consistent customer satisfaction.

## 6. Recommendations

Based on the obtained findings, the researchers would like to recommend the following:

(1) To improve customer support, ISPs should invest in training and development programs for customer support representatives to enhance responsiveness and knowledgeability. Implementing self-service options and improving communication channels can also help streamline support processes.

(2) To enhance transparency, ISPs should ensure transparency in pricing policies and billing processes to build trust and credibility among consumers. Providing clear and accurate information about subscription plans and charges can help minimize discrepancies and enhance perceived fairness.

(3) For innovative promotional offers, ISPs should continue to innovate and offer competitive promotional deals to attract and retain customers. Tailoring offers to meet the diverse needs and preferences of consumers can help differentiate ISPs in the market and increase customer satisfaction.

(4) By investing in technological advancements, ISPs should prioritize investments in technological advancements to improve service quality and reliability. Embracing emerging technologies, such as 5G and IoT can help enhance the overall customer experience and strengthen loyalty.

## 7. Further Study

Further research can explore additional factors influencing customer satisfaction and loyalty, as this study offers valuable insights into consumer perceptions of ISPs in Bangkok. Future studies could investigate the provincial context and the impact of demographic variables, such as

age, gender, and income level on consumer preferences and behaviors. Additionally, longitudinal studies tracking changes in consumer perceptions over time can provide valuable insights into evolving trends and preferences in the ISP industry. Furthermore, qualitative research methods, such as interviews and focus groups can offer deeper insights into the underlying reasons behind consumer perceptions and behaviors, allowing ISPs to adjust their strategies more effectively.

## 8. The Authors

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