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Factors Influencing Customer Retention Intention among Subscribers of USATV HD Cable and Internet in Dagupan City

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Abstract. Customer retention is a critical concern in the telecommunications industry, particularly among cable television and internet service providers, as it contributes to organizational sustainability, customer loyalty, and recurring revenue. Despite increasing industry competition, limited local research has examined the factors associated with customer retention intention among subscribers of USATV HD Cable and Internet. This study aimed to examine the relationships among Service Quality, Pricing and Value for Money, Customer Service, Customer Satisfaction, and Customer Retention Intention, and identify which factors significantly predict subscribers' intention to continue using the service. It sought to provide empirical insights that could help USATV management identify areas for improvement and develop strategies to strengthen customer loyalty and retention. The study employed a quantitative descriptive-correlational research design, utilizing a structured survey questionnaire administered to 49 eligible USATV subscribers. Descriptive statistics, Cronbach's alpha, Pearson correlation analysis, and exploratory multiple regression were used to analyze the data. Results revealed a moderate level of Customer Retention Intention. Pricing and Value for Money obtained the highest average rating, while Service Quality received the lowest. Pearson correlation analysis showed significant positive relationships between all customer perception constructs and Customer Retention Intention. Customer Satisfaction demonstrated the strongest correlation, followed by Service Quality, Customer Service, and Pricing and Value for Money. However, regression analysis indicated that only Service Quality and Customer Service remained significant predictors when the effects of the other variables were controlled. The findings emphasize the importance of reliable service delivery and responsive customer support in strengthening retention intention. The study was limited to 49 subscribers, employed non-probability sampling, and used cross-sectional data; thus, the findings should be interpreted cautiously. Specifically, it tested the null hypotheses that no significant relationships exist between the identified customer perception constructs and Customer Retention Intention and that none significantly predicts retention intention.

Keywords: Customer Retention Intention; Customer Support; Service Reliability; Telecommunications Industry; USATV HD Cable and Internet

Introduction

The telecommunications industry has experienced substantial growth and transformation due to rapid technological advancements and increasing consumer demand for reliable digital connectivity. Internet and cable television services have become essential components of everyday life, supporting communication, education, entertainment, and business activities. As competition intensifies among service providers, customers are presented with numerous alternatives, making customer retention a critical concern for organizations in the telecommunications sector. Studies have shown that retaining existing customers is more cost-effective than acquiring new ones and contributes significantly to long-term profitability and business sustainability (Thaichon et al., 2014; Ahmad et al., 2016). Consequently, understanding the factors that influence customers' decisions to remain subscribed has become increasingly important.

Despite the growing importance of customer retention, many telecommunications companies continue to face challenges in maintaining customer loyalty. Previous studies indicate that issues related to pricing,

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service reliability, customer support, and perceived value can significantly affect customers' intentions to continue using a service provider (Thaichon et al., 2014; Ahmad et al., 2016). Frequent service interruptions, unresolved customer complaints, and perceptions of unfair pricing often lead customers to switch to competing providers. However, limited empirical studies have specifically examined how these factors influence customer retention intention among cable television and internet subscribers in Dagupan City, particularly within the context of USATV HD Cable and Internet. This gap highlights the need for further investigation.

The primary purpose of this study is to examine the relationship between pricing, service reliability, customer support, perceived value, and customer retention intention among subscribers of USATV HD Cable and Internet in Dagupan City. This study is significant because its findings may provide valuable insights for the management of USATV HD Cable and Internet in developing strategies to improve customer satisfaction, strengthen customer relationships, and enhance retention rates. Furthermore, the study may contribute to the existing body of knowledge on customer retention in the telecommunications industry and serve as a reference for future researchers conducting similar investigations.

Other factors that may influence customer retention, such as brand image, promotional activities, and customer demographics, are not included within the scope of this investigation.

Research Questions

Guided by these considerations, this study seeks to answer the following research questions:

1. What is the profile of the respondents in terms of:
   1.1 Age;
   1.2 Gender;
   1.3 Length of subscription;
   1.4 Type of service subscribed to; and
   1.5 Subscription plan or package
2. How do subscribers assess USATV HD Cable and Internet in terms of:
   2.1 Service quality;
   2.2 Pricing and Value for Money;
   2.3 Customer service; and
   2.4 Customer satisfaction
3. What is the level of customer retention intention among subscribers?
4. Is there a significant relationship between:
   4.1. Pricing and Value for Money and customer retention intention?
   4.2. Service Quality and customer retention intention?
   4.3. Customer Service and customer retention intention?
   4.4. Customer Satisfaction and customer retention intention?
5. Which among Service Quality, Pricing and Value for Money, Customer Service, and Customer Satisfaction significantly predicts customer retention intention?
6. What management recommendations may be proposed based on the findings?

Scope and Delimitation of the Study

This study focuses on determining the factors that influence customer retention intention among current subscribers of USATV HD Cable and Internet Service, specifically pricing, service reliability, customer support, and perceived value. The investigation seeks to examine the relationship between these service-related factors and subscribers' intentions to continue their subscriptions with the company. Other factors that may influence customer retention, such as brand image, promotional activities, and customer demographics, are not included within the scope of this investigation. Data will be collected from current subscribers through a structured survey questionnaire and analyzed using appropriate statistical tools. The study is limited to self-reported perceptions and retention intentions of respondents and does not include actual customer renewal records, subscriber churn data, financial performance indicators, or technical network performance measurements. Furthermore, variables such as brand image, customer trust, promotional activities, and competitor influence are excluded from the study. Therefore, the findings will be applicable only to the respondents and the organizational context of USATV HD Cable and Internet during the conduct of the research.

Literature Review

This review of related literature examines the key factors associated with customer retention intention in the telecommunications industry. Specifically, it focuses on the variables of pricing, service reliability, customer support, and perceived value, which have been identified in previous studies as significant determinants of customers' decisions to continue using a service provider. The review is organized according

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to these major variables and includes both international and local studies to provide a comprehensive understanding of existing knowledge. Examining the relevant literature is important because it establishes the theoretical and empirical foundations of the study, identifies similarities and differences among previous findings, and highlights research gaps that justify the current investigation on subscribers of USATV HD Cable and Internet in Dagupan City.

Customer Retention Intention

Customer retention intention refers to a customer's stated willingness to continue purchasing or subscribing to a company's products and services. According to Oliver (1999), customer loyalty and retention are outcomes of positive experiences accumulated throughout the customer-provider relationship. Retention intention is often regarded as a precursor to actual retention behavior and is influenced by satisfaction, trust, perceived quality, and value perceptions.

Pricing

Pricing is a critical factor influencing customer retention because customers evaluate whether service costs are reasonable relative to the benefits received. Zeithaml (1988) emphasized that price significantly affects customers' perceptions of value and purchasing decisions.

International studies have found that fair and competitive pricing positively affects customer satisfaction and retention. Hanaysha (2018) reported that customers are more likely to remain loyal when they perceive prices as reasonable. Similarly, Kaura et al. (2015) found that pricing fairness builds customer trust and long-term relationship commitment. In the Philippines, studies on telecommunications services indicate that customers often compare subscription costs among providers and are likely to switch when they perceive better value elsewhere. Both local and international studies agree that pricing influences customer retention. However, most studies focus on mobile telecommunications or general service industries. Limited research has examined the role of pricing in retaining cable television and internet subscribers in Dagupan City, which this study seeks to address.

Service Reliability

Service reliability refers to the consistent and dependable delivery of services. In the telecommunications industry, reliable service includes stable internet connections, minimal downtime, and uninterrupted access to content.

International research consistently identifies reliability as a key determinant of customer retention. Ahmad et al. (2016) found that network quality significantly influences customer loyalty, while Aydin and Ozer (2005) reported that reliable services reduce customer switching behavior. Similarly, local studies indicate that service interruptions and connectivity issues are among the main reasons customers discontinue subscriptions and transfer to competing providers. The findings generally agree that service reliability promotes customer retention. However, differences may exist due to variations in infrastructure and service quality across locations. Thus, the effect of service reliability among USATV HD Cable and Internet subscribers remains an area requiring further investigation.

Customer Support

Customer support is an essential component of service quality because it addresses customer concerns and helps maintain positive relationships. Effective support includes responsiveness, accessibility, and efficient problem resolution.

International studies show that responsive customer service positively influences customer loyalty and retention. Thaichon et al. (2014) found that effective complaint handling improves customer commitment to service providers. Likewise, Kumar and Reinartz (2016) emphasized the importance of customer relationship management in increasing retention rates. Local studies similarly suggest that customers value prompt responses and clear communication, especially during service disruptions and technical issues. Both local and international findings support the importance of customer support in retaining customers. However, the specific aspects of support that most strongly influence retention may vary among service providers, highlighting the need for context-specific research.

Perceived Value

Perceived value refers to customers' assessment of the benefits received compared to the costs incurred. Customers are more likely to maintain subscriptions when they believe they are receiving good value for their money.

International studies have found that perceived value significantly influences satisfaction, loyalty, and retention. Sweeney and Soutar (2001) reported that customers who perceive higher value demonstrate

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stronger loyalty intentions. Similarly, Chen and Chen (2010) found that perceived value directly affects customer retention behavior. Local studies also indicate that subscribers tend to remain with service providers that offer quality services, useful features, and reasonable prices. While previous studies consistently demonstrate the importance of perceived value, limited research has examined its combined effect with pricing, service reliability, and customer support among cable and internet subscribers in the local setting. This study aims to fill that gap.

Methodology

Research Design

This study will employ a quantitative descriptive-correlational research design. The descriptive component will assess subscribers' perceptions regarding the variables under study, while the correlational component will determine the relationships between these variables and customer retention intention.

Research Locale

The study will be conducted at USATV HD Cable and Internet within its authorized service coverage area in Dagupan City. The location was purposively selected because the company provides cable television and internet services to subscribers, making it an appropriate setting for examining the factors influencing customer retention intention. Furthermore, this company was chosen because its services are directly relevant to the study's variables, particularly service quality, pricing and value for money, customer service, and customer satisfaction.

Research Participants

The participants were current subscribers aged 18 or older who had maintained an active subscription for at least six months. Of the 51 submitted responses, 49 met the subscription-duration criterion and were included in the analysis. The two responses from subscribers with less than six months of service were excluded to maintain consistency with the stated inclusion criteria.

Research Instrument

The researcher-developed questionnaire measured Service Quality, Pricing and Value for Money, Customer Service, Customer Satisfaction, and Customer Retention Intention. The instrument consisted of three parts. Part I collected respondents' demographic and subscription-related information, including age, sex, length of subscription, service type, package, and monthly subscription range. Part II contained structured statements rated on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to assess the study variables. Part III included optional open-ended questions for additional comments and suggestions regarding USATV's services. The survey dataset contained 51 submitted responses. Two responses were excluded because the reported subscription duration was less than six months and did not meet the eligibility criteria, leaving 49 eligible responses for analysis. Data were analyzed using frequency and percentage distributions, mean, standard deviation, Cronbach's alpha, Pearson correlation analysis, and exploratory multiple regression. Given the small non-probability sample, inferential results were interpreted with caution. The questionnaire is designed to measure the factors influencing customer retention intention among subscribers of USATV HD Cable and Internet in Dagupan City, specifically focusing on pricing, service reliability, customer support, perceived value, and customer retention intention.

Data Gathering Procedure

Approval was obtained from the research adviser and the management of USATV HD Cable and Internet prior to data collection. Following expert validation and pilot testing, the questionnaire was administered to eligible respondents using non-probability purposive sampling with convenience elements. Participants were required to be current subscribers, at least 18 years old, and have maintained an active subscription for at least six months. Respondents were informed of the study's purpose, the voluntary nature of participation, and the confidentiality of their responses before providing informed consent. Completed questionnaires were checked for completeness, coded, and analyzed using appropriate statistical techniques to determine the influence of pricing, service reliability, customer support, and perceived value on customer retention intention. Of 51 submissions, 49 met the requirement of at least six months of subscription and were retained. Two submissions from respondents with less than six months of subscription were excluded.

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Results and Discussion

Research Question 1: What is the demographic and subscription profile of the respondents in terms of Age, Gender, Length of Subscription, Type of Service, Subscription Plan/Package, and Monthly Subscription Plan?

The first research problem sought to determine the demographic and subscription profile of the respondents in terms of age, gender, length of subscription, type of service availed, subscription plan or package, and monthly subscription fee. Understanding these characteristics provides an overview of the respondents and their subscription experiences with USATV HD Cable and Internet.

Table 1. Demographic Profile of Respondents (n = 49)

Profile variable	Category	Frequency	Percentage
1. Age	18-25 years old	10	20.8%
2. Age	25-35 years old	28	58.3%
3. Age	36 - 45 years old	2	4.2%
4. Age	46 - 55 years old	3	6.2%
5. Age	Above 55	1	2.1%
6. Age	Prefer not to say	1	2.0%
7. Sex	Male	28	57.1%
8. Sex	Female	20	40.8%
9. Sex	Prefer not to say	1	2.0%

Table 1 presents the demographic profile of the 49 respondents. The findings revealed that the majority of respondents belonged to the 25–35 years old age group comprising 28 respondents (58.3%), followed by 18-25 years old with 10 respondents (20.8%) indicating that most subscribers are young adults who actively utilize internet and cable television services for communication, entertainment, work, and education. The 36-45 years old, 46-55 years old, and above 55 have a total of 6 respondents (10.5%), and one preferred not to disclose age (2.0%). Most respondents were male (n = 28, 57.1%), while 20 were female (40.8%) and one preferred not to disclose gender (2.0%). The sample was therefore predominantly male and 25-35 years old, with representation in the other age groups.

The subscription-related characteristics of the respondents were also examined to determine their length of subscription, type of service availed, preferred subscription package, and monthly subscription fee.

Table 2. Subscription Profile of Respondents

Profile variable	Category	Frequency	Percentage
1. Length of subscription	1-3 years	14	28.6%
2. Length of subscription	4-5 years	11	22.4%
3. Length of subscription	More than 5 years	24	49.0%
4. Type of service	Cable TV and Internet	37	75.5%
5. Type of service	Internet only	12	24.5%
6. Subscription plan/package	Internet PLAN	7	14.3%
7. Subscription plan/package	Internet ENTERPRISE	1	2.0%
8. Subscription plan/package	Internet ACHIEVER PLUS	8	16.3%
9. Subscription plan/package	Internet PERFORMANCE PLUS	1	2.0%
10. Subscription plan/package	Internet + HD Cable ACHIEVER	28	57.1%
11. Subscription plan/package	Internet + HD Cable PROFESSIONAL	2	4.1%
12. Subscription plan/package	Internet + HD Cable PERFORMANCE	2	4.1%
13. Monthly subscription plan	P500-P999	7	14.3%
14. Monthly subscription plan	P1,000-P1,499	41	83.7%
15. Monthly subscription plan	P1,500 and above	1	2.0%

Table 2 presents the subscription profile of the respondents in terms of length of subscription, type of service availed, subscription plan/package, and monthly subscription fee. Most respondents had maintained their subscription for more than five years (24 or 49.0%), demonstrating a relatively established customer base and suggesting that many customers have accumulated extensive experience with the company's services. Meanwhile, 14 respondents (28.6%) had maintained their subscription for 1 to 3 years, while 11 respondents (22.4%) had been subscribers for 4 to 5 years. The distribution suggests that the company serves both long-term customers and newer subscribers, reflecting sustained customer retention across different periods.

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Regarding the type of service availed, the majority of respondents (37 or 75.5%) subscribed to both Cable TV and Internet services, while 12 respondents (24.5%) availed of Internet-only services. This finding indicates a stronger preference for bundled services, although a considerable portion of customers still prioritize internet connectivity without cable television. Furthermore, the most frequently selected package was Internet + HD Cable ACHIEVER, chosen by 28 respondents (57.1%). This was followed by Internet ACHIEVER PLUS, with 8 respondents (16.3%), and Internet PLAN, with 7 respondents (14.3%). In contrast, only 2 respondents each (4.1%) subscribed to Internet + HD Cable PROFESSIONAL and Internet + HD Cable PERFORMANCE packages. The least subscribed plans were Internet ENTERPRISE and Internet PERFORMANCE PLUS, with only 1 respondent each (2.0%). These results suggest that customers tend to favor mid-range bundled packages that provide a balance between affordability and service features, while premium or specialized packages attract fewer subscribers. In terms of monthly subscription fees, the overwhelming majority of respondents (41 or 83.7%) paid between ₱1,000 and ₱1,499 per month. A smaller proportion of respondents (7 or 14.3%) paid between ₱500 and ₱999, while only 1 respondent (2.0%) reported paying ₱1,500 and above. This distribution indicates that most customers subscribe to plans within the mid-priced range, suggesting that affordability and value for money are important considerations in their service selection.

Overall, the findings reveal that respondents are predominantly long-term subscribers who prefer bundled Cable TV and Internet services, particularly the Internet + HD Cable ACHIEVER package. The concentration of subscribers within the ₱1,000–₱1,499 monthly fee range further suggests that the company's offerings are well-positioned to meet the needs of customers seeking a balance between cost and service quality.

Research Question 2: How do subscribers assess USATV in terms of service quality, pricing and value for money, customer service, and customer satisfaction?

The second research problem sought to determine how subscribers assess USATV HD Cable and Internet in terms of service quality, pricing and value for money, customer service, and customer satisfaction. These variables were examined to understand the respondents' perceptions and experiences regarding the services provided by the company. The descriptive statistics, including the mean and standard deviation, were used to determine the overall assessment of subscribers for each construct.

Table 3. Descriptive Statistics for Customer Perception Constructs

Perception Construct	Mean	Standard Deviation	Overall Response Tendency
1. Service Quality	3.17	0.91	Neutral
2. Pricing and Value for Money	3.42	0.96	Agree
3. Customer Service	3.24	1.13	Neutral
4. Customer Satisfaction	3.27	1.05	Neutral

Table 3 shows that Pricing and Value for Money obtained the highest mean score of 3.42, interpreted as Agree, while Service Quality obtained the lowest mean score of 3.17, interpreted as Neutral. The findings indicate that respondents generally perceive USATV's pricing structure as affordable and suitable for their needs. Many respondents described the service as "affordable," "budget-friendly," "cheap and practical," and "worth the price." Several subscribers also identified reasonable pricing as the primary reason for maintaining their subscription. These responses suggest that pricing remains one of the company's strongest competitive advantages.

The high rating for Pricing and Value for Money implies that subscribers believe the benefits received from the service justify the monthly subscription costs. This finding supports Zeithaml's Perceived Value Theory, which states that customers are more likely to remain loyal when they perceive that the benefits of a service outweigh its associated costs. Similar findings were reported by Malek and Dave (2024), who identified perceived value as an important contributor to customer loyalty and retention in telecommunications services. Affordability appears to contribute positively to favorable customer perceptions and retention intention among USATV subscribers. Meanwhile, Service Quality received the lowest mean score among the measured variables. Although respondents generally expressed satisfaction with the quality of service, several participants reported concerns regarding unstable internet connections, inconsistent speeds, signal interruptions, and occasional connection outages. Many respondents recommended improving internet stability, reducing service interruptions, and maintaining more consistent connectivity. These findings suggest that service performance remains an area requiring continuous improvement. The results indicate that while subscribers appreciate the affordability of USATV services, service reliability continues to influence their overall experience. Consistent improvement in network performance may further strengthen customer satisfaction and encourage long-term retention among subscribers.

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To further understand the respondents' assessments of USATV's services, the individual survey statements under each construct were examined to identify the specific aspects that received higher and lower ratings. Table 4 below presents the mean scores and standard deviations for each statement, providing a more detailed assessment of subscribers' perceptions of Service Quality, Pricing and Value for Money, Customer Service, Customer Satisfaction, and Customer Retention Intention.

Table 4. Mean Scores for Individual Survey Statements

	Construct	Survey statement	Mean	SD
1.	Service Quality	The internet connection is reliable.	3.24	1.07
2.	Service Quality	Cable TV service provides clear reception.	3.33	0.99
3.	Service Quality	Service interruptions are minimal.	3.00	1.06
4.	Service Quality	The service performs consistently as promised.	3.06	1.05
5.	Service Quality	The quality of service meets my expectations.	3.22	1.09
6.	Pricing and Value for Money	The subscription fee is reasonable.	3.47	1.02
7.	Pricing and Value for Money	The services provide good value for money.	3.43	1.10
8.	Pricing and Value for Money	The service package matches my household needs.	3.53	1.10
9.	Pricing and Value for Money	Promotional offers are attractive.	3.37	0.99
10.	Pricing and Value for Money	Compared with competitors, USATV offers fair pricing	3.33	1.11
11.	Customer Service	Customer support staff are courteous.	3.33	1.20
12.	Customer Service	Service concerns are resolved promptly.	3.06	1.27
13.	Customer Service	Technical support is effective.	3.24	1.20
14.	Customer Service	Customer service representatives are knowledgeable.	3.37	1.17
15.	Customer Service	I am satisfied with how complaints are handled.	3.18	1.24
16.	Customer Satisfaction	Overall, I am satisfied with USATV services.	3.37	1.18
17.	Customer Satisfaction	USATV meets my expectations as a service provider.	3.29	1.17
18.	Customer Satisfaction	My experiences with USATV have been positive.	3.29	1.04
19.	Customer Satisfaction	I am satisfied with both service quality and support.	3.33	1.05
20.	Customer Satisfaction	I rarely consider switching to another provider.	3.06	1.21
21.	Customer Retention Intention	I intend to continue subscribing to USATV.	3.37	1.22
22.	Customer Retention Intention	I would recommend USATV to relatives and friends.	3.29	1.29
23.	Customer Retention Intention	I am likely to renew my subscription in the future.	3.35	1.22
24.	Customer Retention Intention	I prefer USATV over competing providers.	3.22	1.28
25.	Customer Retention Intention	I plan to remain a subscriber for many more years.	3.41	1.17

Table 4 presents the mean scores for the individual survey statements. Overall, respondents expressed generally favorable perceptions of USATV's services, with mean scores ranging from 3.00 to 3.53. The highest-rated statement was “The service package matches my household needs” (M = 3.53, SD = 1.10), followed by “The subscription fee is reasonable” (M = 3.47, SD = 1.02), “The services provide good value for money” (M = 3.43, SD = 1.10), and “I plan to remain a subscriber for many more years” (M = 3.41, SD = 1.17). These results indicate that respondents generally perceive the company's services as affordable, suitable for their needs, and worth continuing.

Among the service quality items, “Cable TV service provides clear reception” (M = 3.33) and “The internet connection is reliable” (M = 3.24) received favorable ratings. However, “Service interruptions are minimal” obtained the lowest mean score (M = 3.00, SD = 1.06), suggesting room for improvement in service stability. Similarly, under customer service, respondents viewed staff as courteous and knowledgeable, but “Service concerns are resolved promptly” received a relatively lower rating (M = 3.06, SD = 1.27). For customer satisfaction and retention, respondents generally agreed that they were satisfied with USATV's services and intended to continue their subscriptions. Nevertheless, “I rarely consider switching to another provider” (M = 3.06, SD = 1.21) and “I prefer USATV over competing providers” (M = 3.22, SD = 1.28) received comparatively lower ratings, indicating that some customers may still consider alternative service providers. Overall, the

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findings suggest positive customer perceptions of USATV, particularly regarding value for money and subscription suitability, while service interruptions, response times, and customer loyalty remain areas for potential improvement.

Research Question 3: What is the level of customer retention intention?

To determine the level of customer retention intention among USATV HD Cable and Internet subscribers, respondents were asked to assess their willingness to continue subscribing, recommend the service to others, renew their subscriptions, prefer USATV over competing providers, and maintain their subscription in the coming years. The results are presented in Table 5 below:

Table 5. Customer Retention Intention

Retention statement	Mean	SD
1. I intend to continue subscribing to USATV.	3.37	1.22
2. I would recommend USATV to relatives and friends.	3.29	1.29
3. I am likely to renew my subscription in the future.	3.35	1.22
4. I prefer USATV over competing providers.	3.22	1.28
5. I plan to remain a subscriber for many more years.	3.41	1.17
6. Overall Customer Retention Intention	3.33	1.18

Table 5 shows that the statement "I plan to remain a subscriber for many more years" obtained the highest mean score of 3.41, while "I prefer USATV over competing providers" obtained the lowest mean score of 3.22. The overall customer retention intention mean of 3.33 indicates a generally positive intention among respondents to continue subscribing to USATV services. The highest-rated statement suggests that many subscribers intend to maintain a long-term relationship with the company. This finding is supported by the respondent profile, which revealed that nearly half of the respondents had already remained subscribers for more than five years. Long-term patronage often reflects satisfaction with services received and confidence in the provider's ability to meet customer needs.

However, the lower rating for preference over competitors suggests that retention may not be entirely based on strong brand loyalty. Several respondents noted that affordability, service accessibility, and limited alternatives available in their area influenced their decision to remain with USATV. Some participants even indicated that USATV remains their practical choice because other service providers are unavailable within their location. These findings imply that while customer retention intention remains favorable, management should continue strengthening service quality and customer support to transform practical retention into genuine customer loyalty.

Research Question 4: Are the perception constructs related to customer retention intention?

To examine whether subscribers' perceptions of USATV are associated with their intention to continue subscribing, Pearson's correlation analysis was conducted. The analysis focused on the relationships between customer retention intention and the four perception constructs: service quality, pricing and value for money, customer service, and customer satisfaction. The results are presented in Table 6:

Table 6. Pearson Correlations with Customer Retention Intention

Construct	Pearson's r	p-value	Interpretation
1. Service Quality	0.820	< 0.001	Significant (p < .05)
2. Pricing and Value for Money	0.634	< 0.001	Significant (p < .05)
3. Customer Service	0.793	< 0.001	Significant (p < .05)
4. Customer Satisfaction	0.865	< 0.001	Significant (p < .05)

Table 6 shows that all customer perception variables were significantly related to customer retention intention. Customer Satisfaction obtained the highest correlation coefficient (r = 0.865), followed by Service Quality (r = 0.820), Customer Service (r = 0.793), and Pricing and Value for Money (r = 0.634). All variables exhibited statistically significant positive relationships with customer retention intention. The findings indicate that as customers' perceptions of service quality, customer service, satisfaction, and value for money improve, their intention to continue subscribing likewise increases. Among the variables, Customer Satisfaction demonstrated the strongest association with retention intention, suggesting that positive customer experiences contribute significantly to long-term loyalty. These findings support Customer Loyalty Theory, which emphasizes that satisfied customers are more likely to continue patronizing a service provider and recommend the service to others.

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Research Question 5: Which constructs predict customer retention intention?

To identify which customer perception constructs significantly predict customer retention intention, an exploratory multiple regression analysis was conducted. Service Quality, Pricing and Value for Money, Customer Service, and Customer Satisfaction were entered as predictor variables, while Customer Retention Intention served as the outcome variable. The results are presented in Table 7 below:

Table 7. Exploratory Multiple Regression Predicting Customer Retention Intention

Predictor	Unstandardized coefficient (B)	p-value	Significant at .05?
1. Service Quality	0.452	0.019	Yes
2. Pricing and Value for Money	-0.026	0.844	No
3. Customer Service	0.374	0.008	Yes
4. Customer Satisfaction	0.330	0.118	No
Model summary	**R^2 = 0.806; adjusted R^2 = 0.788**	**F(4, 44) = 45.69; p < .001**	**Overall model significant**

Table 7 presents the results of the exploratory multiple regression analysis predicting customer retention intention. The model was statistically significant, F (4,44) = 45.69, p < .001, explaining 80.6% of the variance in retention intention (R^2 = .806). Among the predictors, Service Quality (B = 0.452, p = .019) and Customer Service (B = 0.374, p = .008) significantly influenced customer retention intention, while Pricing and Value for Money (B = -0.026, p = .844) and Customer Satisfaction (B = 0.330, p = .118) were not significant after controlling for the other variables.

These findings suggest that reliable service performance and effective customer support are the strongest drivers of customer retention among USATV subscribers. The results are consistent with previous studies showing that service quality and responsive customer service play a critical role in customer loyalty and retention. Although customer satisfaction and value for money were positively associated with retention intention in the correlation analysis, they did not provide a significant unique contribution in the regression model. Overall, the findings indicate that improving service reliability, minimizing interruptions, and strengthening customer support are likely to have the greatest impact on long-term customer retention.

Table 8. Internal Consistency Check

Scale	Cronbach's alpha	Note
1. Service Quality	0.917	High internal consistency in this sample
2. Pricing and Value for Money	0.943	High internal consistency in this sample
3. Customer Service	0.960	High internal consistency in this sample
4. Customer Satisfaction	0.956	High internal consistency in this sample
5. Customer Retention Intention	0.977	High internal consistency in this sample

Cronbach's alpha values ranged from 0.917 to 0.977 across the five scales, indicating high internal consistency in this sample. Alpha alone does not establish validity, and very high values may also reflect similarity or redundancy among items. The questionnaire should still be reviewed for construct alignment and validated with a larger sample.

Research Question 6: What management recommendations may be proposed?

The results support prior empirical studies in the telecommunications industry, which consistently identify service quality and customer service as key drivers of customer retention. Similar studies have found that reliable connectivity, minimal service disruptions, and responsive technical support significantly increase customers' likelihood of remaining with a provider. Consistent with these findings, Service Quality and Customer Service were the only significant predictors of retention intention in the present study. Abd-Elrahman (2023) found that service quality dimensions, particularly reliability and convenience, significantly influenced customer loyalty, with customer satisfaction acting as an important mechanism linking service quality to loyalty. Similarly, empirical evidence reviewed by Malek and Dave (2024) indicates that service quality is one of the most consistent predictors of customer loyalty and retention across telecommunications markets.

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In contrast, Pricing and Value for Money and Customer Satisfaction did not significantly predict retention intention after controlling for other variables. This suggests that while customers may perceive prices as fair and report overall satisfaction, their decision to remain subscribed is influenced more strongly by their actual service experience. This finding is consistent with studies showing that reliable network performance and responsive customer support often outweigh price considerations when customers evaluate whether to stay with a telecommunications provider. Overall, the results support prior research indicating that service reliability and effective customer support are the strongest drivers of customer retention, highlighting the importance of improving internet stability, minimizing service interruptions, and providing timely technical assistance.

Ethical Considerations

This study adhered to established ethical research standards throughout the data collection process. Prior to participation, respondents were provided with an informed consent form explaining the study's purpose, voluntary nature, and estimated completion time. Participants were free to decline or withdraw at any time without penalty. To ensure confidentiality and privacy, no personally identifiable information such as names, contact details, or account numbers was collected. All responses were anonymized, used solely for academic purposes, and stored securely with access limited to the researcher. The study posed minimal risk to participants, as the survey focused on subscribers' perceptions of pricing, service reliability, customer support, perceived value, and customer retention intention. Survey items were designed to be clear, neutral, and non-intrusive to avoid discomfort or inconvenience. Furthermore, the findings were reported in summary form only, ensuring that no individual respondent could be identified from the published results.

Conclusion

The survey results from 49 eligible respondents indicate a moderate level of customer retention intention (M = 3.33, SD = 1.18). Among the customer perception constructs, Pricing and Value for Money received the highest average rating (M = 3.42), while Service Quality received the lowest (M = 3.17). Correlation analysis revealed positive and statistically significant associations between all four perception constructs and customer retention intention. In the exploratory multiple regression analysis, Service Quality and Customer Service were significantly associated with customer retention intention after controlling for the other variables, whereas Pricing and Value for Money and Customer Satisfaction were not statistically significant unique predictors. These findings should be interpreted with caution due to the study's small non-probability sample and cross-sectional design, which limit generalizability and do not permit causal conclusions**.** Within these limitations, the results suggest that service consistency and customer support are more strongly associated with customer retention intention than the other measured constructs and may warrant management attention in future customer retention initiatives.

Recommendations

Based on the findings of this study, USATV HD Cable and Internet should prioritize initiatives that enhance service quality and customer service, as these factors emerged as the strongest predictors of customer retention intention. Specifically, management should invest in improving network reliability, minimizing service interruptions, maintaining consistent internet speeds, and strengthening technical support response times. Customer service personnel should also receive continuous training to improve responsiveness, communication, and problem-resolution capabilities. Although Pricing and Value for Money received the highest customer ratings, management should continue to ensure that subscription plans remain affordable, competitive, and transparent to sustain customers' positive perceptions of value. Regular reviews of service packages and promotional offerings may help maintain the company's competitive position while meeting the changing needs of subscribers. These recommendations are evidence-informed and should be interpreted in light of the study's limitations, including its relatively small sample size and focus on subscribers from a single service provider. Consequently, the findings may not be fully generalizable to all telecommunications customers or market settings. Future research may examine additional factors, such as customer trust, brand image, service innovation, and switching barriers, using larger and more diverse samples to provide a more comprehensive understanding of customer retention behavior in the telecommunications industry.

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