THE EFFECT OF NETWORK QUALITY AND PRICE PERCEPTION ON PURCHASE INTENTION OF INTERNET DATA PACKAGES ON XL CARDS IN MATARAM CITY

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Abstract

This study aims to analyze the influence of network quality and price perception on the intention to repurchase internet data packages for XL SIM cards in Mataram City. The background of this study is based on the growing demand for internet services among the public and the intense competition among mobile operators, which requires companies to provide good network quality and prices that align with consumer perceptions in order to retain customers.This study employs a quantitative approach using an associative research method. The study population consists of all XL card users in Mataram City. The sampling technique used was purposive sampling, with a total of 100 respondents. Data were collected through the distribution of questionnaires and analyzed using multiple linear regression analysis with the assistance of SPSS version 26. Before hypothesis testing was conducted, the data met the criteria for validity, reliability, and classical assumption tests.The results of the study indicate that network quality has a positive and significant effect on the intention to repurchase XL mobile data packages, with a calculated t-value of 2.413 and a significance level of 0.018 (<0.05). Price perception also has a positive and significant effect on repurchase intention, with a t-value of 3.892 and a significance level of 0.000 (<0.05). Furthermore, the adjusted R^2 value of 0.791 indicates that network quality and price perception together account for 79.1% of the variation in repurchase intention, while the remaining 20.9% is influenced by other variables outside the scope of this study.Based on the research results, it can be concluded that the better the network quality and the more positive consumers' perceptions of price, the higher the repurchase intention for XL data packages in Mataram City. Therefore, PT XL Axiata needs to continue improving network quality and establish competitive pricing strategies that align with the benefits perceived by customers in order to increase customer loyalty and repurchase rates.

Keywords: Network Quality, Price Perception, Repurchase Intention, Internet Data Packages, XL SIM Cards

INTRODUCTION

The development of information and communication technology has transformed people's lifestyles and increased their dependence on internet services as an essential need for various activities, including education, work, communication, digital transactions, and entertainment. The growing number of internet users in Indonesia indicates that telecommunications services are no longer regarded as a secondary need, but rather as critical infrastructure that supports the social and economic activities of society. This condition has intensified competition among telecommunications service providers, requiring companies to deliver high-quality services while offering competitive prices in order to retain customers.

From a consumer behavior perspective, repurchase intention is an important indicator reflecting customer loyalty toward a product or service. Repurchase intention refers to consumers' tendency to continue using the same product after having had a previous consumption experience (Hellier et al., 2003). This decision is influenced by consumers' evaluation of the benefits received relative to the sacrifices incurred, making the usage experience a key factor in shaping repeat purchasing behavior (Kotler & Keller, 2019). Accordingly, this study conceptualizes repurchase intention as a consequence of consumers' perceptions of service quality and the pricing offered by telecommunications service providers.

The study of repurchase intention has become increasingly important because, from an academic perspective, it reflects the sustainability of the relationship between customers and firms, while from a practical perspective, it serves as an indicator of the effectiveness of marketing strategies in retaining customers amid intense industry competition. In the telecommunications industry, customer loyalty is influenced not only by competitive pricing but also by a company's ability to provide stable network quality that meets consumer expectations. As society becomes increasingly digitalized, consumers tend to evaluate the benefits of internet services more rationally; consequently, repurchase decisions are increasingly based on perceived value rather than merely on price promotions.

This phenomenon is also evident at PT XL Axiata Tbk. Although XL Axiata is the second most widely used mobile network operator among residents of Mataram City, accounting for a 29% market share, the company continues to face challenges in maintaining customer loyalty. Data from the 2025 Top Brand Award indicate that XL Axiata's Top Brand Index (TBI) remains below those of Telkomsel, IM3, and Tri, suggesting that consumers' perceptions of the XL brand are still weaker than those of its major competitors. Furthermore, numerous complaints regarding network stability in several areas of Mataram City highlight a gap between customers' expectations and the quality of service delivered. This situation may reduce customers' intention to repurchase internet data packages, despite XL offering relatively competitive pricing.

One factor that is presumed to influence repurchase intention is network quality. Network quality reflects a service provider's ability to deliver adequate internet speed, connection stability, signal coverage, and service continuity. Consumers who have positive experiences with network quality are more likely to achieve higher levels of satisfaction, thereby increasing their willingness to continue using the same service (Allana et al., 2022). Conversely, unstable network quality creates negative perceptions and encourages

consumers to switch to competing operators. Therefore, network quality represents a critical dimension of service quality that plays a significant role in shaping customers' repurchase behavior.

In addition to network quality, price perception is another important determinant of repurchase intention. Price perception is not merely associated with the monetary amount paid but also reflects consumers' evaluation of whether the price is commensurate with the benefits received. Consumers are more likely to repurchase when they perceive the price as fair and proportional to the quality of the service provided (Putra & Pudjoprastyono, 2023). Conversely, if the price is perceived as excessively high relative to the network quality received, consumers' perceived value will decline, thereby reducing their likelihood of making repeat purchases. Therefore, price perception constitutes a key factor in shaping consumers' overall evaluation of internet services.

Previous studies have demonstrated that network quality has a positive effect on customer satisfaction and repurchase intention (Allana et al., 2022), while price perception significantly influences consumers' decisions to repurchase internet services (Putra & Pudjoprastyono, 2023). However, most of these studies have been conducted in different geographical settings and among consumers with varying characteristics, and they have generally examined these variables independently. Research that integrates both network quality and price perception in explaining customers' repurchase intention for internet data packages, particularly among XL Axiata users in Mataram City, remains limited. This indicates the existence of an empirical gap that warrants further investigation.

Theoretically, this study is grounded in Consumer Behavior Theory proposed by Kotler and Keller (2019), which explains that repurchase decisions are influenced by consumers' perceived value formed through previous consumption experiences. In addition, this study draws upon Expectation Confirmation Theory (Oliver, 1980), which posits that customer satisfaction is achieved when service performance meets or exceeds consumers' expectations. Within this framework, network quality represents the functional quality of the service, whereas price perception reflects consumers' economic evaluation of the service. Together, these variables shape consumers' perceived value, which subsequently influences their repurchase intention toward internet data package services.

Based on the empirical phenomenon, theoretical foundations, and identified research gap, this study aims to examine the effects of network quality and price perception on the repurchase intention of internet data packages among XL Axiata users in Mataram City. The findings are expected to contribute to the advancement of consumer behavior literature in the telecommunications industry while providing practical insights for telecommunications service providers in formulating strategies to enhance service quality and optimize pricing policies to strengthen customer loyalty.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the effects of network quality and price perception on the repurchase intention of internet data packages among XL mobile users in Mataram City. This approach was selected because it enables the examination of causal relationships among variables through hypothesis testing using statistical analysis, making it appropriate for testing the conceptual model developed based on consumer behavior theory (Creswell & Creswell, 2018).

The study was conducted in Mataram City, West Nusa Tenggara Province, Indonesia. The target population consisted of all XL mobile users residing in Mataram City. Since the exact population size was unknown, a non-probability sampling method with a purposive sampling technique was employed (Sugiyono, 2018). Respondents were selected based on the following criteria: (1) at least 17 years of age, (2) current users of an XL SIM card, and (3) individuals who had previously repurchased an XL internet data package. These criteria ensured that respondents possessed sufficient experience to evaluate network quality, price perception, and repurchase behavior.

The sample size was determined using the formula for an unknown population, resulting in a minimum required sample of 96 respondents. To improve the representativeness of the data and obtain more robust statistical estimates, a total of 100 respondents were included in the study. This sample size was considered adequate for the multiple linear regression analysis employed in this research (Sugiyono, 2018).

Primary data were collected through a structured questionnaire administered online via Google Forms, with the survey link distributed through WhatsApp. In addition to the primary data obtained from respondents, secondary data were collected from books, scholarly journal articles, research reports, and other relevant literature. The research instrument employed a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure respondents' perceptions of each research variable and its corresponding indicators (Malhotra, 2019).

This study involved three research constructs: network quality as the first independent variable, price perception as the second independent variable, and repurchase intention as the dependent variable. Network quality was measured using four indicators: internet access speed, network stability, signal coverage, and connection reliability. Price perception was assessed through five indicators: price affordability, price–quality congruence, price–value congruence, price competitiveness, and price fairness. Meanwhile, repurchase intention was measured using four indicators: intention to reuse the service, brand preference, customer loyalty, and brand trust.

The data were analyzed using multiple linear regression analysis with IBM SPSS Statistics version 26. Prior to hypothesis testing, the research instrument was evaluated through validity testing using the Pearson Product–Moment correlation and reliability testing using Cronbach's Alpha, with a coefficient of $\alpha \geq 0.60$ considered indicative of acceptable reliability (Sugiyono, 2018; Ibrahim, 2018). Furthermore, several classical assumption tests were conducted to ensure the appropriateness of the regression model, including the Kolmogorov–Smirnov test for normality, Tolerance and Variance Inflation Factor (VIF) for multicollinearity, and the Glejser test for heteroscedasticity.

Hypothesis testing was conducted using the F-test to assess the overall significance of the regression model, the t-test to examine the partial effects of each independent variable on the dependent variable, and the coefficient of determination (Adjusted R^2) to evaluate the model's explanatory power regarding variations in repurchase intention. A hypothesis was considered supported when the p-value was less than 0.05, while the magnitude of the Adjusted R^2 was used to assess the extent to which network quality and price perception explained consumers' repurchase intention.

RESULTS AND DISCUSSION

Table 1.
Validity Test Results for the Network Quality Variable (X_1)

No.	Variable	R_{table}	R_{value}	Result
1	Network Quality	0.1966	0.7076	Valid
2		0.1966	0.6831	Valid
3		0.1966	0.7296	Valid
4		0.1966	0.7082	Valid
5		0.1966	0.6318	Valid
6		0.1966	0.7291	Valid
7		0.1966	0.7263	Valid
8		0.1966	0.7393	Valid
9		0.1966	0.7381	Valid
10		0.1966	0.7006	Valid
11		0.1966	0.6830	Valid
12		0.1966	0.6884	Valid

Based on Table 1, all questionnaire items exhibit calculated r-values that exceed the critical r-value. Therefore, all items measuring the Network Quality (X_1) variable are considered valid and are appropriate for use in subsequent analyses.

Table 2.
Validity Test Results for the Price Perception Variable (X_2)

No.	Variable	R_{table}	R_{value}	Result
1	**Price Perception**	0.1966	0.7653	Valid
2		0.1966	0.8330	Valid
3		0.1966	0.7760	Valid
4		0.1966	0.7711	Valid
5		0.1966	0.7145	Valid
6		0.1966	0.7567	Valid
7		0.1966	0.7518	Valid
8		0.1966	0.7796	Valid
9		0.1966	0.7697	Valid
10		0.1966	0.7608	Valid
11		0.1966	0.7692	Valid
12		0.1966	0.7765	Valid
13		0.1966	0.7655	Valid
14		0.1966	0.7698	Valid
15		0.1966	0.7814	Valid
16		0.1966	0.7602	Valid
17		0.1966	0.7959	Valid
18		0.1966	0.8090	Valid

Based on Table 2**,** all questionnaire items have calculated r-values greater than the critical r-value Therefore, all items measuring the Price Perception (X_2) variable are considered valid and are suitable for use in subsequent analyses.

Reliability Test Result

Table 3.
Reliability Test Result

No.	Variable	Cronbach's Alpha	Criterion	Result
1	Network Quality (X_1)	0.973065019	0.6	Reliabel
2	Price Perception (X_2)	0.981078509	0.6	Reliabel
3	Repurchase Intention (Y)	0.966225575	0.6	Reliabel

Based on Table 3**,** all three variables obtained Cronbach's Alpha values exceeding the recommended threshold of 0.60. Therefore, all research variables are considered reliable, indicating that the measurement instrument demonstrates satisfactory internal consistency and is appropriate for use in subsequent analyses.

Classical Assumption Tests

Normality Test

Table 4.
Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.45521207
Most Extreme Differences	Absolute	.049
	Positive	.044
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the Kolmogorov Smirnov normality test, the Asymp. Sig. value was 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data are normally distributed, indicating that the normality assumption required for multiple linear regression analysis has been satisfied.

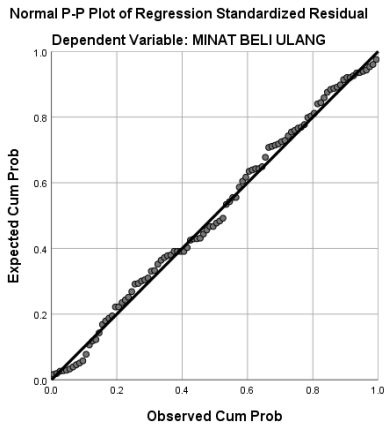

Figure 1.
Normal P–P Plot of Standardized Regression Residuals

Based on Figure 1, the data points are closely distributed along the diagonal reference line, satisfying the criterion for the Normal P–P Plot**.** Therefore, it can be concluded that the data are normally distributed, indicating that the normality assumption of the regression model has been fulfilled.

Multicollinearity Test

Table 5.
Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Network Quality	.724	1.381
	Price Perception	.724	1.381

a. Dependent Variable: REPURCHASE INTENTION

Based on Table 5, both independent variables exhibit Variance Inflation Factor (VIF) values of 1.381, which are below the recommended threshold of 10.00, and tolerance values of 0.724**,** which exceed the minimum acceptable value of 0.10. These results indicate that no multicollinearity exists among the independent variables. Therefore, the regression model satisfies the multicollinearity assumption and is appropriate for further analysis.

Heteroskedastisitas Test

Table 6.
Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.770	2.183		.811	.420
	Network Quality	.034	.041	.099	.841	.403
	Price Perception	.023	.030	.089	.756	.452

a. Dependent Variable: ABSRES

Based on Table 6, the Network Quality (X_1) variable has a significance value (Sig.) of 0.403, while the Price Perception (X_2) variable has a significance value of 0.452. Since both values are greater than the significance level of 0.05, it can be concluded that the regression model is free from heteroscedasticity. Therefore, the assumption of homoscedasticity is satisfied, indicating that the regression model is appropriate for further analysis.

Multiple Linear Regression Analysis

Table 7.
Multiple Linear Regression Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Network Quality	4.006	3.823		1.048	.297
	Price Perception	.173	.071	.240	2.413	.018
	PERSEPSI HARG REPURCHASE INTENTION		.053	.387	3.892	.000

a. Dependent Variable: MINAT BELI ULANG

Based on the results presented in Table 7**,** the multiple linear regression equation can be expressed as follows:

$$Y = 4.006 + 0.173(X1) + 0.207(X2) + e$$

Based on the multiple linear regression equation, the regression coefficients can be interpreted as follows:

1. Constant (Intercept). The constant value is 4.006, indicating that when both Network Quality (X_1) and Price Perception (X_2) are held constant at zero, the predicted Repurchase Intention (Y) for XL mobile internet data packages among users in Mataram City is 4.006.
2. Network Quality (X_1). The regression coefficient for Network Quality is 0.173. This indicates that, holding all other independent variables constant, a one-unit increase in Network Quality is associated with a 0.173-unit increase in Repurchase Intention for XL mobile internet data packages among users in Mataram City.

3. Price Perception (X_2). The regression coefficient for Price Perception is 0.207. This indicates that, holding all other independent variables constant, a one-unit increase in Price Perception is associated with a 0.207-unit increase in Repurchase Intention for XL mobile internet data packages among users in Mataram City.

Hypothesis Testing

F-Test

In this study, a significance level of 0.05 (5%) was adopted. Based on the corresponding degrees of freedom, the critical F-value (F_{table}) at the 5% significance level is 3.09. To determine this value, the degrees of freedom for the numerator and denominator were calculated.

The numerator degrees of freedom (df_1) were calculated as k − 1, where *k* represents the total number of variables included in the model (Network Quality, Price Perception, and Repurchase Intention), resulting in $df_1 = 3 - 1 = 2$.

The denominator degrees of freedom (df_2) were calculated as n − k, where *n* is the sample size (100) and *k* is the total number of variables (3). Accordingly, the denominator degrees of freedom are $df_2 = 100 - 3 = 97$.

Table 8.
F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1811.053	2	905.527	21.292	.000[b]
	Residual	4125.307	97	42.529		
	Total	REPURCHASE INTENTION	)			

a. Dependent Variable: MI PRICE PERCEPTION, NETWORK QUALITY

b. Predictors: (Constant), PERSEPSI HARGA, KUALITAS JARINGAN

Based on Table 8**,** the calculated F-value (F = 21.292**)** exceeds the critical F-value 3.09, and the significance value **(**p = 0.000) is below the 0.05 significance level. Therefore, the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_1) is accepted. These findings indicate that Network Quality (X_1**)** and Price Perception (X_2) jointly have a significant effect on Repurchase Intention (Y**)** for XL mobile internet data packages among users in Mataram City.

T Test

The hypothesis testing was conducted at a 5% significance level (α = 0.05). Based on this significance level and the corresponding degrees of freedom, the critical t-value was 1.661. The degrees of freedom (df) were calculated using the formula df = n − k, where n represents the sample size (100), and k represents the total number of variables included in the model (3). Accordingly, the degrees of freedom were 97 (df = 100 − 3 = 9

Table 9. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.006	3.823		1.048	.297
	Network Quality AN	.173	.071	.240	2.413	.018
	Price Perception RGA	.207	.053	.387	3.892	.000

a. Dependent Vai REPURCHASE INTENTION

Based on Table 9, the results can be interpreted as follows:

1. Network Quality (X_1)
   The Network Quality (X_1) variable obtained a t-value of 2.413, which is greater than the critical t-value of 1.661, with a p-value of 0.018, which is below the 0.05 significance level. Therefore, the null hypothesis (H_0) is rejected, and Hypothesis 1 (H_1) is supported. These results indicate that Network Quality has a positive and statistically significant effect on Repurchase Intention for XL mobile internet data packages among users in Mataram City.
2. Price Perception (X_2)
   The Price Perception (X_2) variable yielded a t-value of 3.892, which exceeds the critical t-value of 1.661, with a p-value of 0.000, which is below the 0.05 significance level. Accordingly, the null hypothesis (H_0) is rejected, and Hypothesis 2 (H_2) is supported. These findings demonstrate that Price Perception has a positive and statistically significant effect on Repurchase Intention for XL mobile internet data packages among users in Mataram City.

Coefficient of Determination (R^2)

Table 10.
Coefficient of Determination (R^2) Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852[a]	.795	.791	2.521

a. Predictors: (Constant), NETWORK QUALITY, PRICE PERCEPTION, PURCHASE INTENTION

Based on Table 10, the adjusted coefficient of determination (Adjusted R^2) is 0.791. This indicates that 79.1% of the variation in Repurchase Intention (Y) can be explained by the independent variables, namely Network Quality (X_1) and Price Perception (X_2). The remaining 20.9% of the variation is attributable to other factors not included in the present research model.

The Effect of Network Quality on Repurchase Intention

Based on the results of the t-test, the Network Quality (X_1) variable yielded a t-value of 2.413, which exceeds the critical t-value of 1.661, with a p-value of 0.018, which is below the significance level of 0.05. These findings indicate that Network Quality has a positive and statistically significant effect on Repurchase Intention for XL mobile internet

data packages among users in Mataram City. Therefore, Hypothesis 1 (H_1), which posits that Network Quality positively and significantly influences Repurchase Intention, is supported.

This finding is consistent with the Expectation Confirmation Theory (ECT) proposed by Oliver (1980). According to this theory, customer satisfaction arises from the comparison between customers' initial expectations and the actual performance of a product or service after consumption. When the network quality provided by XL meets or exceeds customers' expectations, positive confirmation occurs, leading to customer satisfaction. This satisfaction subsequently strengthens customers' willingness to continue using the service and increases their intention to repurchase internet data packages in the future.

The findings are also consistent with those reported by Rezeki and Umaroh (2025), who found that telecommunication service quality has a positive and significant effect on customers' repurchase intention. Their study suggests that the higher the perceived quality of telecommunication services, the greater the likelihood that customers will repurchase the service. The consistency between the present study and previous research reinforces the view that network quality is a critical determinant of repurchase intention in the telecommunications industry. These findings underscore the importance for service providers to continuously improve network performance, including connection stability, internet speed, signal coverage, and service reliability, in order to enhance customer satisfaction and foster long-term customer loyalty.

The Effect of Price Perception on Repurchase Intention

Based on the results of the t-test, the Price Perception (X_2) variable produced a t-value of 3.892, which is higher than the critical t-value of 1.661, with a p-value of 0.000, which is below the significance level of 0.05. These findings indicate that Price Perception has a positive and statistically significant effect on Repurchase Intention for XL mobile internet data packages among users in Mataram City. Therefore, Hypothesis 2 (H_2), which proposes that Price Perception positively and significantly influences Repurchase Intention, is supported.

The findings suggest that the more favorable customers' perceptions of XL's internet data package pricing, the greater their intention to repurchase. Conversely, when customers perceive that the price paid is not commensurate with the benefits received, their likelihood of repurchasing XL data packages decreases. This indicates that customers evaluate not only the nominal price but also the balance between the costs incurred and the benefits obtained from the service.

Price Perception refers to customers' subjective evaluation of the fairness, affordability, and appropriateness of a product's or service's price. Within the telecommunications industry, customers typically assess prices by considering several service attributes, including network quality, internet data quota, connection stability, and additional benefits provided by the operator. Consequently, customers are more inclined to repurchase when they perceive that the price paid is justified by the quality and value of the service received.

These findings are consistent with the Perceived Value Theory proposed by Zeithaml (1988), which argues that customers' perceptions of price play a central role in shaping perceived value. When customers believe that the price is reasonable relative to the quality and benefits received, they develop a favorable value perception. This positive

evaluation enhances customer satisfaction and encourages favorable behavioral intentions, including repurchase intention. In other words, customers are more likely to continue purchasing a product or service when they perceive that its overall value exceeds the costs incurred.

In the context of XL mobile service users in Mataram City, Price Perception represents a particularly important determinant because customers can choose from numerous telecommunications providers offering a wide range of pricing schemes and internet data packages. Moreover, a substantial proportion of the respondents in this study were students, a consumer segment that is generally characterized by high price sensitivity. Consequently, data packages perceived as affordable, competitively priced, and consistent with the quality of the network are more likely to generate favorable customer perceptions. When customers believe that XL data packages provide value proportional to their cost, they are more likely to continue using the service and to repurchase internet data packages.

The present findings are further supported by Herzallah et al. (2025), who reported that price fairness positively influences both customer loyalty and repurchase intention through enhanced perceived customer value. Their study demonstrated that customers who perceive service prices as fair and commensurate with the benefits received exhibit stronger intentions to maintain their relationship with the provider and to make repeat purchases.

Furthermore, the statistical results indicate that Price Perception exerts a stronger influence on Repurchase Intention than Network Quality, as evidenced by its higher t-value. This suggests that economic considerations play a relatively more dominant role in customers' repurchase decisions. While service quality remains important, customers also place substantial emphasis on obtaining value for money when selecting internet data packages.

Overall, the findings demonstrate that a positive perception of price significantly enhances customers' repurchase intention toward XL mobile internet data packages in Mataram City. Therefore, XL should continue implementing competitive pricing strategies, offer data packages that align with customers' needs and purchasing power, and ensure that the benefits delivered are proportional to the prices charged. Maintaining a strong value proposition is essential for strengthening customer perceptions, encouraging repeat purchases, and fostering long-term customer loyalty.

The Combined Effect of Network Quality and Price Perception on Repurchase Intention

Based on the results of the F-test, the calculated F-value (21.292) exceeds the critical F-value (3.09), while the p-value (0.000) is lower than the significance level of 0.05. These findings indicate that Network Quality (X_1) and Price Perception (X_2) jointly have a positive and statistically significant effect on Repurchase Intention (Y) for XL mobile internet data packages among users in Mataram City. Therefore, Hypothesis 3 (H_3), which proposes that Network Quality and Price Perception simultaneously exert a positive and significant influence on Repurchase Intention, is supported.

The findings suggest that customers' repurchase intention is determined not by a single factor but by the combined influence of high network quality and favorable price perception. Customers are more likely to repurchase internet data packages when they experience a stable, fast, and reliable network while simultaneously perceiving that the

price paid is commensurate with the benefits received. Conversely, if either of these aspects fails to meet customer expectations, the likelihood of repurchase decreases.

These results are consistent with Consumer Behavior Theory proposed by Kotler and Keller (2019), which argues that repurchase decisions are driven by customers' evaluation of perceived value. Perceived value is formed through a comparison between the benefits obtained and the costs incurred by consumers. In the present study, Network Quality represents the functional benefits provided by XL's telecommunications services, whereas Price Perception reflects the economic sacrifice required to obtain those services. When customers perceive that the benefits outweigh or at least justify the costs, they assign a higher value to the service, thereby strengthening their intention to repurchase.

The findings also support the Expectation Confirmation Theory (ECT) proposed by Oliver (1980), which posits that customer satisfaction arises when actual service performance meets or exceeds prior expectations. In this study, superior network performance—including high internet speed, stable connectivity, and extensive signal coverage—enhances customers' evaluations of XL's service performance. At the same time, a perception that the pricing is fair and appropriate relative to the quality of the service further reinforces customers' positive value judgments. When these two conditions are simultaneously fulfilled, customers experience greater satisfaction, which subsequently increases their intention to repurchase XL internet data packages.

Furthermore, the findings can also be interpreted through the Stimulus–Organism–Response (S–O–R) framework. Within this framework, Network Quality and Price Perception function as external stimuli that influence customers' internal cognitive and affective states (organism), including their perceptions, evaluations, and satisfaction with the service. These internal responses subsequently generate a behavioral response, namely the intention to continue using and repurchasing XL internet data packages. Accordingly, the results suggest that Network Quality and Price Perception operate not only as independent determinants but also as complementary factors that jointly shape customers' repurchase behavior.

From a managerial perspective, the findings indicate that XL customers in Mataram City evaluate both service quality and pricing simultaneously when making repurchase decisions. Customers expect not only reliable and high-speed internet connectivity but also pricing that reflects the quality and benefits of the service. Meeting both expectations increases customers' confidence in remaining with XL rather than switching to competing telecommunications providers.

The explanatory power of the model is further supported by the coefficient of determination (Adjusted R^2). Based on the regression results, the Adjusted R^2 is 0.791, indicating that 79.1% of the variance in Repurchase Intention is jointly explained by Network Quality and Price Perception, while the remaining 20.9% is attributable to other variables not included in the present model. This substantial explanatory power demonstrates that both variables play a critical role in explaining customers' repurchase intention toward XL internet data packages in Mataram City.

Overall, the findings confirm that Network Quality and Price Perception jointly exert a positive and significant influence on customers' Repurchase Intention. Therefore, XL should continuously improve network performance while maintaining competitive and value-based pricing strategies. Achieving an appropriate balance between service quality

and pricing is essential for enhancing customers' perceived value, encouraging repeat purchases, and fostering long-term customer loyalty.

CONCLUSION

Based on the findings of this study examining the effects of Network Quality and Price Perception on the Repurchase Intention of XL mobile internet data packages among users in Mataram City, and on the statistical analyses conducted, several conclusions can be drawn.

First, the Network Quality variable yielded a t-value of 2.413 with a p-value of 0.018, which is lower than the significance threshold of 0.05. Therefore, Hypothesis 1 (H_1) is supported, indicating that Network Quality has a positive and statistically significant effect on Repurchase Intention among XL mobile internet users in Mataram City.

Second, the Price Perception variable produced a t-value of 3.892 with a p-value of 0.000, which is also below the significance level of 0.05. Accordingly, Hypothesis 2 (H_2) is supported, demonstrating that Price Perception has a positive and statistically significant effect on Repurchase Intention among XL mobile internet users in Mataram City.

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