(Araştırma)

# FACTORS AFFECTING CORPORATE CONSUMERS' REPURCHASE INTENTION IN THE BROADBAND INTERNET SERVICES: PUSH PULL MOORING THEORY[1]

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## ABSTRACT

Broadband internet services provided to corporate firms operating in the commercial sector constitute a significant market segment. The service experiences of corporate-level broadband internet users differ substantially from those of individual users. Competitive dynamics in the sector may necessitate customer segmentation and targeted positioning within marketing strategies. This study focuses specifically on a defined group of corporate customers. There is no existing study in the literature that investigates broadband Internet usage within the corporate customer segment. In this regard, this research aims to provide a unique academic contribution. The dataset utilized in this research was obtained through face-to-face surveys conducted with corporate customers using broadband internet services, involving the participation of 192 company representatives. The results indicate significant effects of price fairness perception and sales representatives on brand image and repurchase intention, as well as a significant effect of brand image on repurchase intention. However, switching costs were not found to have a significant effect on repurchase intention. No moderating effect of alternative attractiveness as a moderator variable was found in the effect of price fairness perception, sales representative and brand image variables on repurchase intention.

**Keywords:** Price Fairness Perception, Sales Representative, Brand Image, Switching Cost, Alternative Attractiveness, Repurchase Intention

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# GENİŞ BANT İNTERNET HİZMETLERİNDE FAKTÖRLERİN KURUMSAL MÜŞTERİLERİN TEKRAR SATIN ALMA NİYETİNE ETKİSİ: İTME ÇEKME BAĞLAMA TEORİSİ

## ÖZ

Ticari alanda faaliyet gösteren kurumsal firmalara sağlanan geniş bant internet hizmetleri, önemli bir pazar oluşturmaktadır. Kurumsal düzeydeki geniş bant internet kullanıcılarının hizmet deneyimleri, bireysel kullanıcılarınkinden önemli ölçüde farklılık göstermektedir. Sektördeki rekabet dinamikleri, pazarlama stratejileri kapsamında müşteri segmentasyonu ve konumlandırmayı gerekli kılabilir. Bu çalışma, kurumsal düzeyde hizmet veren müşteri grubuna odaklanmaktadır. Literatürde, kurumsal müşteri segmentinde geniş bant internet kullanımını inceleyen mevcut bir çalışma bulunmamaktadır. Bu bakımdan, bu araştırma benzersiz bir akademik katkı sağlamayı amaçlamaktadır. Araştırmada kullanılan veri seti, geniş bant internet hizmetlerini kullanan kurumsal müşterilerle yüz yüze yapılan anketler yoluyla elde edilmiştir ve 192 şirket temsilcisinin katılımıyla gerçekleştirilmiştir. Sonuçlar, fiyat adaleti algısı ve satış temsilcilerinin marka imajı ve tekrar satın alma niyeti üzerinde pozitif ve anlamlı etkilerinin olduğunu ve marka imajının tekrar satın alma niyeti üzerinde pozitif ve anlamlı bir etkisinin olduğunu göstermektedir. Ancak, değiştirme maliyetlerinin tekrar satın alma niyeti üzerinde anlamlı bir etkisinin olmadığı tespit edilmiştir. Fiyat adaleti algısı, satış temsilciliği ve marka imajı değişkenlerinin tekrar satın alma niyeti üzerindeki etkisinde alternatiflerin çekiciliğinin düzenleyici etkisi bulunmamıştır.

**Anahtar Kelimeler:** Fiyat Adalet Algısı, Satış Temsilcisi, Marka İmaji, Değiştirme Maliyetleri, Alternatiflerin Çekiciliği, Tekrar Satın Alma Niyeti

## 1. Introduction

As a result of the transition in fixed broadband internet investments in the telecommunications sector—from copper cable to fibre cable connections—users' internet connection speeds and quality have significantly improved (Phansatarn and Srinuan, 2024: 2). The advancements in mobile technologies, including 2G, 3G, 4G, and 5G, have enhanced the accessibility, distribution methods, and speeds of information exchange, thereby generating new commercial markets (Bahia et al., 2024). Technological developments have also contributed to the elevation of universal service access standards. Consequently, the number of broadband internet users continues to grow steadily (Rajabiuna, 2020: 1).

According to the fourth quarter report of the Information and Communication Technologies Authority (BTK) in 2025, broadband services in Turkey reached 96.4 million subscribers—75.9 million mobile and 20,5 million fixed broadband users. While the average monthly usage of fixed broadband internet stands at 282.3 GB, this figure is 16.8 GB for mobile internet. Although mobile internet appears to serve as a substitute for fixed broadband in terms of ease of use, it can be argued that both can coexist over the long term, particularly due to the unlimited usage offered by fixed connections and their greater preference in professional settings (Czajkowski et al., 2024: 3).

These data clearly indicate the rapid proliferation of broadband internet services. ICT technologies are continuously introducing new and diverse commercial opportunities through innovation. The convenience offered by these technologies has accelerated purchasing processes and diversified revenue streams within the commercial sector (Rodriguez-Crepo et al., 2021: 577–578). Notably, technological progress since the 2000s has also transformed the structure of the labor force in the commercial domain. It has facilitated the institutionalisation of companies within the digital environment by enabling business operations to be conducted more efficiently online (Yu et al., 2023: 3). This shift toward online operations in the sector has intensified companies’ demand for high-speed and high-quality internet connections.

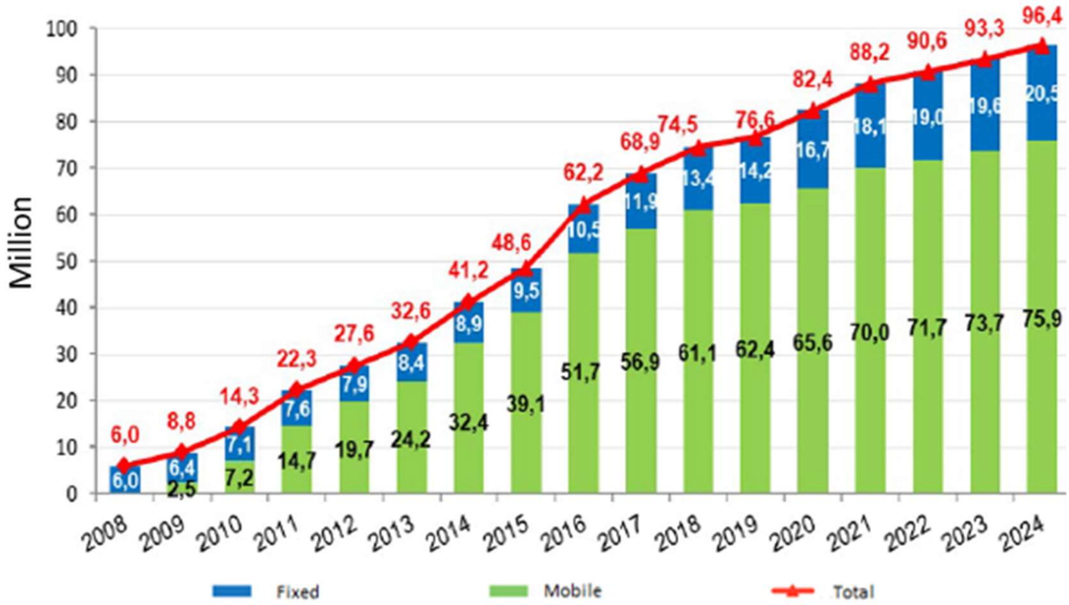


**Figure 1.** Number of Broadband Subscribers in Turkey by Years (Source: BTK, 2025)

When the changes in the number of internet subscribers over the years are analysed in Figure 1, it is observed that, in 2008, broadband internet services in Turkey were offered solely through fixed internet connections. Examining the subscriber growth in this service over time reveals a rapid increase, reaching 20,5 million subscribers in 2024. Following the introduction of mobile internet service in 2009, the number of subscribers grew significantly, reaching 75.6 million by 2024.

The service packages provided by telecommunication companies to corporate customers may vary depending on the customers' geographical locations. Internet connection speeds and quality are not consistent across all regions. While connection speeds and service quality are relatively high in urban centres due to sufficient infrastructure investments, rural areas often experience limited or no internet access (Valentín-Sivico et al., 2023: 2). According to BTK (2025), 49.4% of fixed broadband connections in Turkey are based on XDSL, 39.4% on fibre, and 11.2% on other infrastructure technologies. XDSL is delivered through ADSL (Asymmetric Digital Subscriber Line) and VDSL (Very High Speed Digital Subscriber Line) technologies. ADSL offers speed packages of 12 and 16 Mbps, while VDSL provides options of 24, 50, and 100 Mbps. Fibre cable services use FTTC (Fibre to the Curb) and FTTH (Fibre to the Home) technologies. As part of these, GPON (Gigabit-capable Passive Optical Networks) technologies allow for high-speed connections at 100, 200, 500, and 1000 Mbps. Additionally, a dedicated internet service for corporate clients is available via metro Ethernet technologies. This service operates by transferring Ethernet technology from computers to the MPLS (Multi-Protocol Label Switching) device at the internet service provider’s central hub. Through this system, customers are provided with symmetrical connection speeds ranging from 5 Mbps to 100 Gbps, especially at stable and uninterrupted rates. This service, commonly preferred by corporate broadband users, ensures an unshared, fixed-speed internet connection through a private fibre infrastructure.

There is a significant level of competition among internet service providers in the corporate customer segment. To achieve sustainable competitive advantage, providers must consider various factors influencing customer decisions (Bibi et al., 2024: 2). Timely resolution of customer complaints and providing satisfying feedback are key elements in gaining competitive advantage (Olatunde and Oyebola, 2022: 114–115). Ribeiro et al. (2024b) found that internet service quality has a positive and significant impact on customer loyalty. They also emphasized that increasing fibre infrastructure investments is crucial for retaining customers; otherwise, customers may switch to other service providers. To strengthen their competitive positions, service providers frequently offer 12- or 24-month contractual commitments (Yang et al., 2020). These are designed to increase customer retention over the long term. However, such strategies alone are insufficient for sustaining a competitive edge. Providers must also evaluate factors such as brand image, price, trust, switching barriers, pull factors, and the performance of front-line employees (Rahman and Chowdhury, 2022). The interaction between customer service representatives and clients fosters trust during the purchasing process (Lee, 2017: 215). Various issues or service needs may arise during usage, and the prompt responses of service personnel to these needs can positively influence customers’ repurchase intentions (Izogo et al., 2021: 1177). Therefore, service providers should maintain constant communication with customers and leverage interactive communication methods to gain a competitive advantage (Jia et al., 2024). Building long-term relationships with corporate broadband users is essential for achieving sustainable competitive advantage. Interactive communication with clients not only influences purchasing decisions positively but also encourages favorable word-of-mouth about the company (Mahdi et al., 2023: 345). Thus, it is crucial to assess the factors that influence customer decision-making during the purchasing process.

Corporate customers evaluate multiple factors based on their specific needs when purchasing internet services. The purchasing process occurs at the intersection of service providers' marketing efforts and the customers' requirements. In the literature review conducted for this study, the factors identified as potentially influencing customer decision-making include price fairness perception, sales representative, brand image, switching costs, and pull factors. The degree to which these factors affect customers' repurchase intentions constitutes the central research question of this study. The findings are expected to support corporate marketing managers in planning more effective action strategies by providing scientific insights into the factors influencing customer decisions.

## 2. Conceptual Development and Hypotheses

### 2.1. Push-Pull-Mooring Theory

Bansal et al. (2005) evaluated customers' intentions to switch service providers under three main categories. They defined push factors as elements that drive the customer away from the current provider, pull factors as the efforts of alternative service providers to attract customers, and mooring effects as variables that inhibit the intention to switch. Push factors are variables that may lead customers to form negative perceptions about the current service quality (Monoarfa et al., 2024: 2106). Pull factors represent the initiatives of competing firms that can influence customers—for instance, offering lower prices may prompt customers to consider alternative providers (Kushwah et al., 2024: 6). Mooring factors refer to the risks and costs associated with switching from the current provider (Guan et al., 2024: 6). Customers may perceive a risk in not receiving the same level of service quality from a new provider, which could potentially disrupt their operations. As a result, they may choose to remain with their existing provider (Zhang et al., 2023: 5).

Mooring factors can also positively influence customers' intention to stay by reducing the impact of push and pull factors (Hu et al., 2024: 3723). Therefore, internet service providers evaluate the switching behaviour of their corporate customers by analysing the factors that influence purchasing decisions. Their goal is to enhance market share by fostering positive perceptions of their service and company (Al-Mashraie et al., 2020: 2–3).

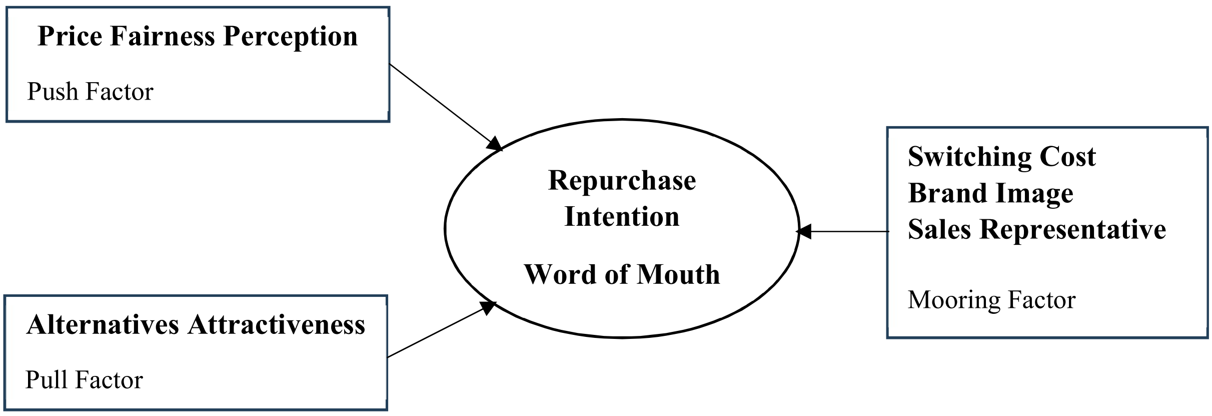


**Figure 2**. Theoretical Structure of Research Variables (Source: Author's own design)

Broadband internet services are offered to customers through fixed-term contractual commitments. At the end of this period, customers either enter into a new contract with their current service provider or switch to an alternative provider. Customers' decisions to continue receiving services from their existing provider may be attributed to the retention activities implemented by service providers (Yang et al., 2020; Al-Mashraie et al., 2020: 2–3). It can be argued that both the outcomes of retention activities and the mooring factors embedded in the purchasing process lead customers to develop an intention not to switch from their current service provider, thereby demonstrating repurchase intention. In this context, the concept of switching intention, as explained in PPM theory, has been examined in this research through the relationship with the intention not to switch, namely repurchase intention. The mooring factors of the theory are addressed within the framework of loyalty to the current service provider, particularly in relation to the retention effects generated by the existing service provider (Bansal et al., 2005: 111).

## 2.2. Literature Review

There are various factors that influence the satisfaction of corporate customers during their use of broadband internet services. Service quality, customer support, and the price paid relative to the perceived value of the service are among the primary considerations (Krishnan et al., 2024: 3636). Corporate customers' perceptions of the brand of their service provider are regarded as a key determinant of their purchasing behaviour (Muhammed et al., 2023: 133; Iqbal and Khan, 2024: 1065). Moreover, such perceptions can lead customers to share their experiences regarding the service and the company's brand within their social and professional circles (Nikhashemi et al., 2021: 222).

The perception of price fairness among corporate customers is closely associated with the speed and quality of broadband internet services. Customers are often willing to pay more for higher-speed and more reliable services (Urama and Ogbu, 2018: 424). The efforts of sales representatives who engage in interactive communication with corporate clients can influence purchasing intentions by fostering emotional connections (Klein, 2021: 669). Additionally, when customers consider switching providers due to the activities of alternative firms, this process may impose significant burdens in terms of time, effort, and cost (Mannan et al., 2017: 147–148).

**Table 1.** Literature Review

| Author | Variables | Result |
|---|---|---|
| Krishnan et al., 2024 | Price=>Customer satisfaction; Brand image=> Customer satisfaction | Supported |
| Iqbal and Khan, 2024 | Brand image=>Customer satisfaction Price => Customer satisfaction | BI=>CS positive effect<br>P=>CS negative effect |
| Van et al., 2024 | Corporate image=>Attitudinal loyalty Corporate image=>Behavioral loyalty Switching cost=>Attitudional loyalty Switching cost=>Behavioral loyalty | CI=>AL Supported<br>CI=>BL Not supported<br>SC=>AL Supported<br>SC=>BL Supported |
| Monoarfa et al., 2024 | Alternative attractiveness=> switching intentions | Supported |
| Muhammed et al., 2023 | Brand image=> Purchase intention | Supported |
| Kılıç et al., 2023 | Brand image=>Customer loyalty | Supported |
| Chuang et al.,2023 | Punitive switching cost=>Negative word of mouth Punitive switching cost=>Switching intention Alternative attractiveness (moderator) | Supported |

| | | |
|---|---|---|
| Colorado and Mesias, 2022 | Switching cost=>Customer loyalty, satisfaction | Not supported |
| Nikbin et al., 2021 | Trust in Brand=>Purchase intention (alternatives attractiveness moderator) | Supported |
| Nikhashemi et al., 2021 | Brand image=> word of mouth<br>Brand image=>price tolerance | Supported |
| Gaber et al., 2021 | Bran community; Brand love=>Purchase intention; Word of mouth | Supported |
| Agha et al., 2021 | Corporate image=>Customer loyalty Switching cost=>Customer loyalty | Supported |
| Liao et al., 2021 | Switching cost=>Switching intentions Alternative attractiveness=> switching intentions | SC=>SI negative effect<br>AA=>SI positive effect |
| Kim et al., 2018 | Switching cost=>Customer loyalty Alternative attractiveness=> Customer loyalty | SC=>SI positive effect<br>AA=>SI negative effect |
| Rahman et al., 2018 | Price Perception=> Intention to use | Supported |
| Mannan et al., 2017 | Switching cost=>Switching intentions Alternative attractiveness=> switching intentions | SC=>SI negative effect<br>AA=>SI positive effect |

Corporate enterprises may need to deliver their services online within their respective sectors, conduct internal operations among employees through internet infrastructure, and enable multiple users to access internet services from a single location. Furthermore, requirements such as remote access to surveillance systems, the utilization of server services to manage operational processes, and the deployment of various technologies via internet infrastructure distinguish them from individual users. Additionally, their procurement processes necessitate the simultaneous evaluation of multiple technical parameters.

A review of the literature indicates a paucity of studies focusing on the utilization of broadband internet services by corporate customers. Repurchase intention has been emphasized, given that services in this sector are generally provided under fixed-term contracts and that, at the conclusion of each contractual period, business managers either renew their subscription or switch to an alternative provider. Accordingly, this study investigates the factors that may influence the repurchase intentions of businesses using broadband services for corporate purposes. Based on the literature review, the determinants likely to affect repurchase intention were identified, and the research model was developed within this framework. The relationships among the relevant factors, as derived from existing studies, are summarized in Table 1. The study is distinguished by its focus on corporate customers and by its comprehensive examination of the factors that may influence repurchase intention.

### 2.3. Price Fairness Perception-Brand Image-Repurchase Intention Relationship

Price is a key element of the marketing mix and plays a significant role in competitive strategy (Victor et al., 2019: 75). Corporate customers' perception of price fairness is closely related to connection speed, quality, and the extent to which broadband services meet their needs. It can be argued that the adequacy of the service received reflects its financial equivalent (Munnukka, 2008: 189). Customers compare the product prices of internet service providers, thereby forming an idea of a price range for the service (Rahman et al., 2018: 588). The pricing policies of internet service providers convey a value about the provider's brand as customers evaluate these policies (Arindaputri and Santoso, 2023: 58).

Nikhashemi et al. (2021) found in their study of the telecommunications sector that brand image has a significant impact on word-of-mouth communication and price perception. According to the Push-Pull-Mooring (PPM) theory, the price policies of the current internet service provider act as a driving factor in the decision-making process, as customers are constantly required to evaluate and compare prices offered by different businesses (Susanty et al., 2020: 387). It can be stated that corporate customers' perceptions of price fairness regarding broadband internet services may influence their views on the brand image of the internet service provider.

Price is one of the strongest determinants during the purchase of broadband internet services. Customers are highly sensitive to price changes, and price plays a crucial role in repurchase intentions (Urama and Ogbu, 2018: 423).

In this context, the following hypotheses are formulated:

*$H_1$: Price fairness perception has a positive and significant effect on the brand image of corporate customers using broadband internet services.*
*$H_2$: Price fairness perception has a positive and significant effect on the repurchase intention of corporate customers using broadband internet services.*
*$H_3$: Brand image has a mediating effect on the relationship between price fairness perception and repurchase intention of corporate customers using broadband internet services.*

### 2.4. Sales Representative - Brand Image - Repurchase Intention Relationship

The roles of sales personnel are crucial during service delivery in commercial marketing. Sales personnel are the face of the company to customers and represent the company (Shi et al., 2017: 28). Broadband internet services provided by internet service providers are predominantly delivered to customers through sales personnel. Sales personnel can address customer needs promptly by establishing interactive communication with them (Mahdi et al., 2023: 347). They offer technical and after-sales service support to customers during and after the sales process (Buhaljoti, 2019: 411).

In addition to marketing the company's products, sales personnel facilitate interactive communication between the company and the customer by offering the most suitable product to meet customer needs (Held et al., 2017: 46). In this way, they influence customers' perceptions of the company (Schmitz et al., 2022: 2). Owing to the high technical requirements of telecommunications services and the specific usage needs of corporate customers, a more intensive business relationship exists between customers and sales representatives (Yazıcı and Akyüz, 2023). Sales personnel present services by establishing an emotional connection with corporate customers (Klein, 2021: 668). Offering products that meet customer needs during the sales presentation and addressing customer demands and needs post-sales leads customers to have a positive view of the brand (Gillespie and Noble, 2017: 228). They are able to guide customers through their expertise in services and service delivery. They can exert psychological influence on customers and, when necessary, reshape customers' price perceptions to encourage the purchase of higher-priced products. Such intensive relationships may emerge as a consequence of the emotional communication established with customers (Alavi et al., 2021: 301). All efforts of sales representatives are centred on customer retention, namely the intention to repurchase at the end of the contractual period. Within the scope of the company's sales and customer retention targets, the primary responsibility of sales personnel should be initiatives aimed at strengthening customers' commitment to the existing business (Ščiukauskė et al., 2024: 86). In this context, according to PPM theory, sales personnel will have a mooring effect by positively influencing corporate customers' perceptions of the brand through the strong relationships they establish (Su et al., 2025: 3). It can be argued that sales personnel will positively affect corporate customer retention and repurchase intention by renewing customers' commitment to internet services.

In this context, the following hypotheses were developed:

*$H_4$: Sales representative has a positive and significant effect on the brand image of corporate customers using broadband internet services.*
*$H_5$: Sales representative has a positive and significant effect on the repurchase intention of corporate customers using broadband internet services.*
*$H_6$: There is a mediating effect of brand image on the effect of sales representative on the repurchase intention of corporate customers using broadband internet services.*

## 2.5. Brand Image-Repurchase Intention Relationship

Brand image is a combination of the name, symbol, and design elements that allow customers to distinguish a brand from those of other service providers, helping them recognize and mentally categorize it (Krishnan et al., 2024: 3638). Furthermore, it can be understood as the value a company attributes to its brand, based on the quality of the service it offers (Nikhashemi et al., 2021: 212). Positive experiences of corporate customers regarding the service can transform into loyalty by reinforcing their trust in the brand (Ogungbade, 2015: 273). As a result, this loyalty increases the likelihood of customers continuing to use the same service provider when renewing their contracts or during promotional campaigns (Pratisthita et al., 2022: 183).

When assessed according to the Push-Pull-Mooring (PPM) framework, it becomes evident that brand image acts as a mooring factor due to the strong communication links associated with the brand. Muhammed et al. (2023) identified a significant effect of brand image on repurchase intention in their study of the telecommunications sector. The strong relationships that service providers establish with corporate customers can foster a sense of trust, thereby positively influencing customers' perceptions of the company (Oraedu and Enugu, 2021: 254). In this context, it can be concluded that brand image will have a positive impact on repurchase intention.

*$H_7$: Brand image has a positive and significant impact on the repurchase intention of corporate customers using broadband internet services.*

## 2.6. Switching Costs-Repurchase Intention Relationship

Corporate customers use broadband services in their own commercial operations. In order to provide these services, they need to establish certain network connections. They offer services to their customers via the internet after setting up the network structure of the servers where their personnel can communicate within the organization and where they provide services to their customers. Therefore, when it comes to changing the internet service they receive, they may need to make certain modifications to the network structure they have established within their internal systems. These processes create a burden on the user in terms of labor and cost (Van et al., 2024). Learning the features of new services and applying them to their own systems requires acquiring a significant amount of information (Ribeiro et al., 2024a: 671). Acquiring new information and the changes they need to implement in their own systems impose costs on the user (Kim and Kim, 2022: 4357). Furthermore, internet services are typically offered with fixed-term contracts. Internet service providers aim to gain a competitive advantage by ensuring customer loyalty through long-term contracts (Chuang et al., 2023: 1560). If a customer changes their internet service, they are often required to pay an exit fee. This imposes an additional cost on the customer (Colorado and Mesias, 2022: 277). Since changing the current internet service provider imposes a significant burden on corporate customers, it can be stated that switching costs have a mooring effect according to the PPM theory (Liao et al., 2021: 1598). Thus, it can be inferred that users with high switching costs will have less intention to change their current internet provider.

In this context, the following hypothesis is formulated:

*$H_8$: Switching costs have a positive and significant effect on the repurchase intention of customers who use broadband internet services in organizations.*

## 2.7. Repurchase Intention - Word oof Mouth Communication Relationship

Corporate customers' repurchase intention is closely associated with their satisfaction, which stems from positive experiences related to the firm's service-oriented activities during the use of internet services (Mathai and Jeswani, 2021: 244–245). Connection speed and quality are critical evaluation criteria in internet services, as users expect rapid access to desired platforms in the digital environment (Klein, 2022: 2). Effective customer service requires interactive communication with the provider, particularly regarding issues such as security and complaint resolution. The perception of quality formed through such evaluations serves as an indicator of the service provider's long-term performance (Zarei et al., 2019).

Quality also reflects the customer's willingness to continue using the current provider's services, based on personal experience, environmental influences, and assessments of potential alternative offerings (Teng et al., 2018: 335). According to the Push-Pull-Mooring (PPM) framework, customers' repurchase intention tends to be stronger when mooring factors significantly influence their service experiences (Marx, 2025). This perspective not only supports continued service usage but also increases the likelihood of customers sharing positive evaluations within their networks.

The tendency of corporate customers to share their service experiences with others is an outcome of successful marketing efforts by service providers (Alshawawreh et al., 2024: 3). It also reflects customers' favorable behavioural responses, particularly their inclination to discuss their experiences with colleagues, partners, or friends (Oraedu and Enugu, 2021: 255). Corporate customers who hold positive views about the services received may reinforce these views through repurchase and by recommending the provider to others in their professional environment.

Based on these insights, the following hypothesis has been developed.

*$H_9$: Repurchase intention has a positive and significant impact on the word-of-mouth communication of corporate customers using broadband internet services.*

### 2.8. Alternative Attractiveness as a Moderating Variable

In the telecommunications sector, where competition is intense, internet service providers attempt to capture attention through promotional and advertising activities designed to attract their customers (Chuang et al., 2023: 1566). These activities enhance awareness by emphasizing the brand image of various service providers (Mannan et al., 2017: 148). The interactive communication established by the sales staff of alternative firms with corporate customers (Liao et al., 2021) and the attractive price discounts they offer are influential in the decision-making processes of corporate customers (Natarajan and Raghavan, 2023: 299). Additionally, it can be asserted that such activities may have an even greater impact on the decisions of corporate customers if they are dissatisfied with the services provided by their current service provider (Kim et al., 2018: 213).

According to the PPM theory, services such as customer service, connection and service quality, attractive price policies, connection times, and high accessibility, offered by alternative firms, are considered pull factors that influence the decisions of corporate customers (Susanty et al., 2020: 388). Therefore, it can be argued that the activities of alternative firms will negatively affect repurchase intention if the alternative attractiveness is high, as they will attract the purchase intention of corporate customers to a different service provider. However, if the alternative attractiveness is low, customers are expected to demonstrate a higher repurchase intention (Nikbin et al., 2021: 499). It is anticipated that the alternative attractiveness may have a moderating effect on the influence of various factors on repurchase intention (Zhang et al., 2023: 4).

In this context, the following hypothesis is proposed:

*$H_{10}$: There is a moderating effect of the alternative attractiveness on the effect of price fairness perception on repurchase intention.*
*$H_{11}$: There is a moderating effect of the alternative attractiveness on the relationship between the sales representative and repurchase intention.*

*$H_{12}$: There is a moderating effect of the alternative attractiveness on the relationship between brand image and repurchase intention.*

## 3. Methodology of the Research

### 3.1. Research Model

As a result of the literature review, the research model illustrating the relationships between the factors that may influence the repurchase intention and word-of-mouth communication of corporate customers using broadband internet services is presented in Figure 3.

### 3.2. Study Population and Measurement Method

The research was conducted with customers who use broadband internet services on a corporate basis. In Turkey, there are numerous companies utilizing broadband internet services for corporate purposes; however, it is difficult to reach all of them. Therefore, the sample of this study consists of corporate customers located in the Eastern Black Sea region. The study was conducted in accordance with ethical guidelines and received approval from the Ethics Committee of Recep Tayyip Erdoğan University under decision number 2024/437, dated 27 November 2024. The data collection was carried out between January 10, 2025, and February

20, 2025, with the participation of employees from 192 corporate enterprises who are responsible for the procurement and service evaluation of broadband internet services.

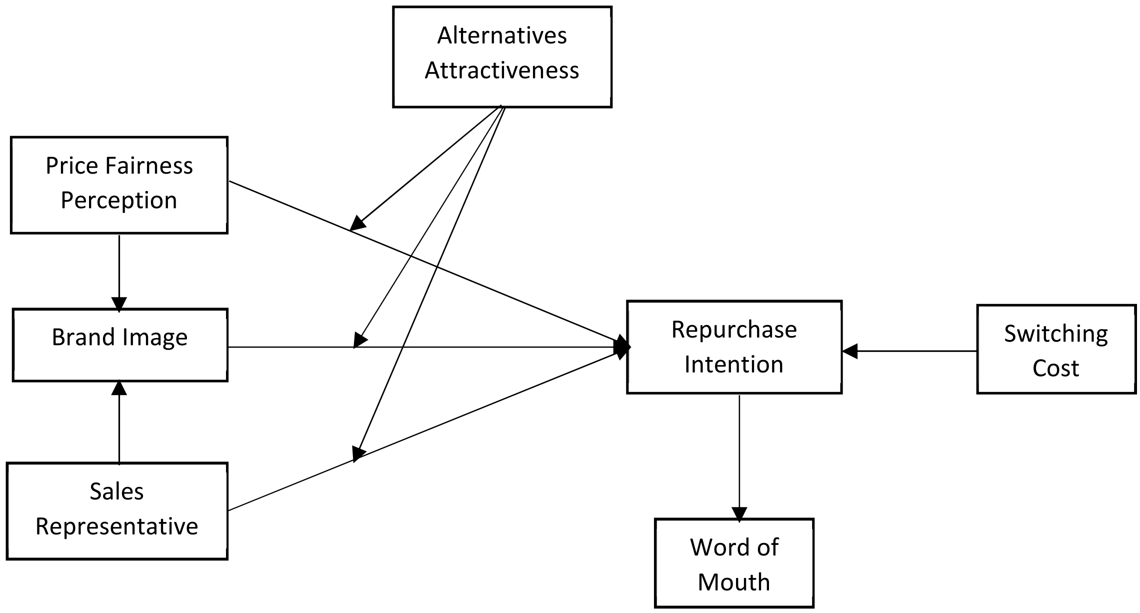


**Figure 3.** Research Model

Scales of the study: Price Fairness Perception; Srikanjanarak et al., 2009; Bergel et al., 2019; Rahman et al., 2018 (4 items), Sales Rep: Newell et al., 2019; Alavi et al., 2021; Klein, 2021 (4 items), Brand Image: Buhaljoti, 2019; Nikhashemi et al., 2021; Mishra, 2024; Pratisthita et al., 2022 (5 items), Alternative Attractiveness: Chuang et al., 2023; Kim et al., 2018; Mannan et al., 2017 (5 items), Repurchase Intention: Liao et al., 2023 (4 items), Word of Mouth Communication: Nikhashemi et al., 2021; Oraedu and Enugu, 2021 (5 items), Switching Costs Mannan et al., 2017; Colorado and Mesias, 2022 (4 items) were created by evaluating the scale question forms in the relevant studies of the researchers.

## 3.3. Analysis and Findings

### 3.3.1. Descriptive Statistics

In order to evaluate the demographic information of the companies that use the Internet as a corporate, the gender and age information of the employees who participated in the survey, as well as the access speeds of the internet they currently use and the duration of service at the service provider they currently use are evaluated and the data are given in Table 2.

**Table 2.** Descriptive Statistics

| Gender | Frequency | Percentage (%) | Age | Frequency | Percentage (%) |
|---|---|---|---|---|---|
| Man | 163 | 85 | 18-30 | 28 | 15 |
| Woman | 29 | 15 | 31-40 | 74 | 39 |
| *Total* | 192 | 100 | 41-50 | 66 | 34 |
| | | | 51-60 | 18 | 9 |
| Internet Speed | Frequency | Percentage (%) | 60 and above | 6 | 3 |
| 0-16 Mbps | 8 | 4 | Total | 192 | 100 |
| 17-24 Mbps | 16 | 8 | Duration of Use | Frequency | Percentage (%) |

| | | | | | |
|---|---|---|---|---|---|
| 25-50 Mbps | 62 | 32 | 0-2 years | 23 | 12 |
| 51-100 Mbps | 52 | 27 | 2-4 years | 31 | 16 |
| 101-200 Mbps | 23 | 12 | 4-6 years | 32 | 17 |
| 201-500 Mbps | 11 | 6 | 6-8 years | 20 | 10 |
| 501-1000 Mbps | 20 | 10 | 8-10 years | 14 | 7 |
| *Total* | 192 | 100 | More than 10 years | 72 | 38 |
| | | | Total | 192 | 100 |

When Table 2 is examined, it is observed that 85% of the participants are male and 15% are female. This suggests that male employees are predominantly responsible for the procurement and installation of internet services within companies. Regarding age distribution, 39% of the participants are between 31–40 years old, and 34% are between 41–50 years old, indicating that the majority fall within the middle-age range.

When analysing the internet speed ranges used by the participants, 32% reported receiving services in the 25–50 Mbps range, while 27% reported using services in the 51–100 Mbps range. These results suggest that corporate customers are generally unable to access higher-speed internet connections, despite the availability of higher maximum speeds.

In terms of the duration of usage of the current internet provider, 38% of the respondents stated that they have been receiving services from the same provider for more than 10 years. This indicates a low tendency among corporate customers to switch internet service providers, suggesting a high level of customer retention over extended periods.

### 3.3.2. Measurement and Testing the Structural Model

The research model developed within the scope of this study was constructed by analyzing the theoretical frameworks of previous studies identified through the literature review. The conceptual relationships among the scales were formulated and articulated based on theoretical foundations. In this context, the model was tested using structural equation modeling (SEM) analysis (Kline, 2016: 10). The partial least squares (PLS) method, which is commonly employed in structural model analyses, aims to maximize the explained variance of the model (Chin and Dibbern, 2010: 172). Moreover, it is recommended as a more suitable approach for studies involving data that do not conform to a normal distribution, small sample sizes, or complex model structures (Hair et al., 2011: 144). In this study, the analyses were conducted using the SmartPLS statistical software. The analyses were carried out in two stages using SmartPLS. In the assessment of the measurement model, factor loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), HTMT ratios, and Fornell-Larcker criteria are examined. In the structural model, hypothesis testing is conducted by evaluating the $R^2$, $f^2$, and VIF coefficients (Hair et al., 2019: 3). In this context, factor loadings are initially assessed in the analysis. Loadings above 0.708 are recommended, as a factor loading is considered acceptable only when it accounts for more than 50% of the variance in the indicator (Hair et al., 2019: 8). At this stage, loadings as low as 0.4 may be deemed acceptable. Indicators with loadings below this threshold are excluded from the model, and the analysis is repeated (Hair et al., 2021: 77). Table 3 presents the factor loadings, means, and standard deviations for each variable.

**Table 3.** Variable Statistics

| Factors | Variables | Factor Load | Mean | SD | Factor Mean |
|---|---|---|---|---|---|
| Price Fairness Perception | My internet provider offers the best possible price plan that meets my needs. | 0.894 | 3.43 | 1.28 | 3.33 |
| | My internet provider offers a better price offer compared to other providers. | 0.910 | 3.36 | 1.26 | |
| | The pricing of internet packages is perceived as fair considering the quality of service provided | 0.919 | 3.21 | 1.29 | |
| | I receive reasonable discount rates for the duration of the contract. | 0.847 | 3.32 | 1.30 | |
| Sales Repsesatative | The sales representative is reliable. | 0.901 | 4.20 | 1.08 | 3.87 |
| | The sales representative has sufficient knowledge. | 0.914 | 4.15 | 1.08 | |
| | The sales representative establishes an emotional contact with me during the service purchase. | 0.708 | 3.23 | 1.43 | |
| | The sales representative is accessible when needed through telephone or e-mail communication. | 0.831 | 3.91 | 1.33 | |
| Brand Image | I always have a good impression of my internet provider. | 0.837 | 3.90 | 1.13 | 4.00 |
| | I think that my Internet provider has a better image than its competitors. | 0.853 | 3.94 | 1.09 | |
| | My past experience with my Internet provider has been positive. | 0.892 | 3.92 | 1.11 | |
| | When I think of internet services, I think of this brand first. | 0.880 | 4.03 | 1.20 | |
| | My internet provider brand has a recognisable logo and design. | 0.655 | 4.19 | 1.05 | |
| Switching Cost | Switching to another internet service provider is inconvenient due to installation and technical requirements. | 0.893 | 3.50 | 1.50 | 3.13 |
| | It will take me a long time to switch to another internet service provider. | 0.939 | 3.14 | 1.46 | |
| | It would take a lot of effort for me to switch to another internet service provider. | 0.943 | 3.01 | 1.47 | |
| | It would be very costly for me to switch to another internet service provider. | 0.779 | 2.85 | 1.39 | |
| Alternatives Attractiveness | The service conditions offered by other internet providers are better. | 0.868 | 3.15 | 1.19 | 3.12 |
| | The price offers of the other internet provider are striking. | 0.778 | 3.27 | 1.25 | |
| | The sales representative of the other internet provider communicates quite favourably. | 0.752 | 2.94 | 1.22 | |
| Repurchasing Intention | I expect my relationship with my current internet provider to continue for a long time. | 0.884 | 3.92 | 1.16 | 3.85 |
| | I am considering buying again from my current internet provider. | 0.937 | 3.84 | 1.15 | |
| | My willingness to purchase products/services from my current internet provider again is high | 0.935 | 3.72 | 1.24 | |

| | | | | | |
|---|---|---|---|---|---|
| | At the time of renewal of my contract, I will consider my current internet provider again. | 0.918 | 3.91 | 1.12 | |
| Word of Mouth | I tell my friends about the services of my internet provider. | 0.856 | 3.58 | 1.33 | 3.62 |
| | I recommend the services of my internet provider to many people. | 0.948 | 3.47 | 1.33 | |
| | I tell others positive things about my internet provider. | 0.912 | 3.64 | 1.23 | |
| | I tell my experiences about the service I receive to the people I meet face to face. | 0.767 | 3.77 | 1.25 | |
| | I would recommend to others that they can get service from my internet provider. | 0.886 | 3.62 | 1.26 | |

The results of the analyses indicate that each indicator holds a significant value under its corresponding factor. An examination of the mean values of the factors reveals that price fairness perception (3.33), sales representative (3.87), brand image (4.00), switching costs (3.13), alternative attractiveness (3.12), repurchase intention (3.85), and word-of-mouth communication (3.62) are generally slightly above the average level.

Cronbach's alpha, composite reliability, and average variance extracted (AVE) coefficients are examined to assess the convergent validity of the measurement model. The calculation of these coefficients—Cronbach's alpha > 0.70, composite reliability > 0.70, and AVE > 0.50—exceeding their respective threshold values indicates that convergent validity has been established (Hair et al., 2024: 93).

**Tablo 4.** Construst Reliability and Validity

| Factor | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|---|---|---|---|---|
| AA | 0.743 | 0.849 | 0.842 | 0.641 |
| BI | 0.882 | 0.894 | 0.915 | 0.686 |
| P | 0.915 | 0.918 | 0.940 | 0.797 |
| RPI | 0.938 | 0.940 | 0.956 | 0.844 |
| SC | 0.912 | 0.936 | 0.939 | 0.794 |
| SR | 0.861 | 0.881 | 0.906 | 0.710 |
| WOM | 0.923 | 0.940 | 0.943 | 0.767 |

P: Price Fairness Perception; SR:Sales Representative; SC: Switching Cost; AA: Alternative Attractiveness; RPI: Repurchasing Intention; WOM: Word of Mouth

An analysis of Table 4 indicates that the coefficients calculated for the relevant criteria of the factors exceed the specified threshold values. Based on these results, it can be concluded that the convergent validity of the model is established.

To assess the discriminant validity of the model, the HTMT ratio and the Fornell-Larcker criterion are examined. According to the Fornell-Larcker criterion, the AVE of each construct should be greater than the square of its correlation with any other construct. Additionally, the calculated HTMT coefficient should be below 0.90 (Hair et al., 2021: 78). Table 5 presents the HTMT coefficients and Fornell-Larcker criteria.

**Tablo 5.** Discirminant Validity

| HTMT | | | | | | |
|---|---|---|---|---|---|---|
| | AA | BI | P | RPI | SC | SR |
| AA | | | | | | |
| BI | 0.248 | | | | | |
| P | 0.168 | 0.631 | | | | |
| RPI | 0.190 | 0.878 | 0.740 | | | |
| SC | 0.176 | 0.294 | 0.400 | 0.317 | | |
| SR | 0.252 | 0.753 | 0.666 | 0.810 | 0.302 | |
| WOM | 0.250 | 0.793 | 0.666 | 0.786 | 0.248 | 0.672 |

| Fornell-Larcker Criterion | | | | | | | |
|---|---|---|---|---|---|---|---|
| | AA | BI | P | RPI | SC | SR | WOM |
| AA | **0.801** | | | | | | |
| BI | 0.216 | **0.828** | | | | | |
| P | 0.029 | 0.571 | **0.893** | | | | |
| RPI | 0.174 | 0.801 | 0.689 | **0.919** | | | |
| SC | 0.156 | 0.270 | 0.364 | 0.300 | **0.891** | | |
| SR | 0.195 | 0.660 | 0.598 | 0.734 | 0.265 | **0.842** | |
| WOM | 0.224 | 0.728 | 0.622 | 0.744 | 0.230 | 0.608 | **0.876** |

P: Price fairness Perception; SR:Sales Representative; SC: Switching Cost; AA: Alternative Attractiveness; RPI: Repurchasing Intention; WOM: Word of Mouth

An analysis of Table 5 indicates that the calculated values generally fall within the acceptable threshold limits. In the structural model analysis using the partial least squares method, structural model testing can commence following the evaluation of the measurement model. At this stage, $R^2$, $f^2$, and VIF coefficients are analyzed. The $R^2$ value indicates the proportion of variance in the dependent variable explained by the independent variables, while the $f^2$ coefficient reflects the effect size, with benchmarks of 0.02 (small), 0.15 (medium), and 0.35 (large) (Hult et al., 2018: 9). Additionally, the variance inflation factor (VIF) is assessed to detect multicollinearity among constructs. A VIF value below 5 is recommended to avoid multicollinearity issues (Huang and Cheng, 2022: 6).

**Table 6.** $R^2$, $f^2$ and VIF Values

| | **R-square** | **R-square adjusted** |
|---|---|---|
| BI | 0.484 | 0.478 |
| RPI | 0.757 | 0.746 |
| WOM | 0.553 | 0.551 |

| **f- square** | | | |
|---|---|---|---|
| | BI | RPI | WOM |
| P | 0.094 | 0.138 | |
| SR | 0.305 | 0.126 | |
| BI | | 0.449 | |
| AA | | 0.001 | |
| SC | | 0.000 | |
| RPI | | | 1.239 |

| | **VIF** |
|---|---|
| AA -> RPI | 1.232 |
| AA x BI -> RPI | 3.458 |
| AA x P -> RPI | 3.275 |
| AA x SR -> RPI | 3.354 |
| BI -> RPI | 2.042 |
| P -> BI | 1.558 |
| P -> RPI | 2.016 |
| RPI -> WOM | 1.000 |
| SC -> RPI | 1.190 |
| SR -> BI | 1.558 |
| SR -> RPI | 2.151 |

An analysis of Table 6 reveals that the brand image variable is explained at a rate of 47.8% by the price fairness perception and sales representative variables. The repeat purchase intention variable is explained at a rate of 74.6% by the price fairness perception, sales representative, and brand image variables. VIF values for each variable are below the threshold of 5. Therefore, it can be concluded that there is no multicollinearity issue among the variables.

### 3.3.3. Hypothesis Tests

#### 3.3.3.1. Total Effect and Mediating Effect Analyses

Following the confirmation that the relevant criteria in both the measurement and structural model assessments met the specified threshold values, hypothesis testing was conducted to evaluate the relationships between the factors. The results of the analysis, performed using the Bootstrap method with a 95% confidence interval, are presented in Table 7.

**Table 7.** Regression Analysis Results (Bootstrap)

| Factor Releation | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values | Result |
|---|---|---|---|---|---|---|
| P -> RPI (Total effect) | 0.390 | 0.392 | 0.053 | 7.318 | 0.000 | $H_2$:Supported |
| SR -> RPI (Total effect) | 0.491 | 0.486 | 0.056 | 8.724 | 0.000 | $H_5$: Supported |
| SC -> RPI (Total effect) | 0.005 | 0.008 | 0.041 | 0.130 | 0.897 | $H_8$: Not Supported |
| RPI -> WOM (Total effect) | 0.744 | 0.747 | 0.043 | 17.229 | 0.000 | $H_9$: Supported |
| P -> BI | 0.275 | 0.276 | 0.064 | 4.272 | 0.000 | $H_1$: Supported |
| SR -> BI | 0.495 | 0.497 | 0.068 | 7.256 | 0.000 | $H_4$: Supported |
| BI -> RPI | 0.473 | 0.462 | 0.063 | 7.526 | 0.000 | $H_7$: Supported |
| P -> RPI (Direct effect) | 0.260 | 0.265 | 0.052 | 4.980 | 0.000 | - |
| SR -> RPI (Direct effect) | 0.257 | 0.257 | 0.061 | 4.201 | 0.000 | - |
| P -> BI -> RPI | 0.130 | 0.127 | 0.032 | 4.104 | 0.000 | $H_3$: Supported |
| SR -> BI -> RPI | 0.234 | 0.230 | 0.046 | 5.109 | 0.000 | $H_6$: Supported |

P: Price Fairness Perception; SR:Sales Representative; SC: Switching Cost; RPI: Repurchasing Intention; WOM: Word of Mouth

The analysis results indicate that price fairness perception significantly influences repurchase intention ($\beta = 0.390; p < 0.05$), and that the sales representative also has a significant effect on repurchase intention ($\beta = 0.491; p < 0.05$). Additionally, price fairness perception significantly affects brand image ($\beta = 0.275; p < 0.05$), as does the sales representative ($\beta = 0.495; p < 0.05$). Brand image, in turn, has a significant impact on repurchase intention ($\beta = 0.473; p < 0.05$), and repurchase intention significantly influences word-of-mouth communication ($\beta = 0.744; p < 0.05$).

Within the scope of the mediation analysis, the mediating effect of brand image on the relationship between price fairness perception and repurchase intention ($\beta = 0.130; p < 0.05$), as well as on the relationship between sales representative and repurchase intention ($\beta = 0.234; p < 0.05$), was found to be statistically significant. In this analysis, the fact that the direct effects of the P->RPI and SR->RPI relationships remain significant indicates that this mediation effect is a partial mediation effect. Based on these findings, hypotheses $H_1$, $H_2$, $H_3$, $H_4$, $H_5$, $H_6$, $H_7$, $H_9$ are supported. However, no significant effect was found between switching costs and repurchase intention ($p > 0.05$), and thus hypothesis $H_8$ is rejected.

#### 3.3.3.2. Moderator Effect Analysis

In research, a moderator effect occurs when a variable influences the relationship between two other variables. The moderator variable affects the strength of the relationship between the predictor variable and the outcome variable (Edwards and Lambert, 2007,: 1). In this study, the alternative attractiveness variable was identified as the moderator variable. In the telecommunications sector, where competition is intense, the actions of alternative companies during a purchasing process may influence customer decision-making. If alternative companies are inactive, they will not play a role in the decision-making process (Chuang et al., 2023: 1566). To date, no research has examined the role of alternative companies' activities in the sales process of broadband internet services at the corporate level. In this context, it is hypothesized that the variables of price fairness perception, sales representative, and brand image—predicted to influence customers' repurchase intentions in the sales process—will moderate this effect. The analyses conducted in this regard are presented in Table 8.

**Table 8.** Moderator Effect Analyses

| Factor Relation | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values | Result |
|---|---|---|---|---|---|---|
| AA x P -> RPI | 0.001 | 0.001 | 0.058 | 0.020 | 0.984 | $H_{10}$ : Not Supported |
| AA x SR -> RPI | -0.032 | -0.031 | 0.054 | 0.601 | 0.548 | $H_{11}$ : Not Supported |
| AA x BI -> RPI | 0.008 | 0.002 | 0.068 | 0.115 | 0.909 | $H_{12}$ : Not Supported |

P: Price Justice Perception; SR:Sales Representative; AA: Alternative Attractiveness; RPI: Repurchasing Intention

An analysis of Table 8 reveals that no significant moderating effect of the alternative attractiveness ($p > 0.05$) was found on the relationship between price fairness perception, sales representative, and brand image, and repurchase intention. Therefore, hypotheses $H_{10}$, $H_{11}$, and $H_{12}$ are rejected.

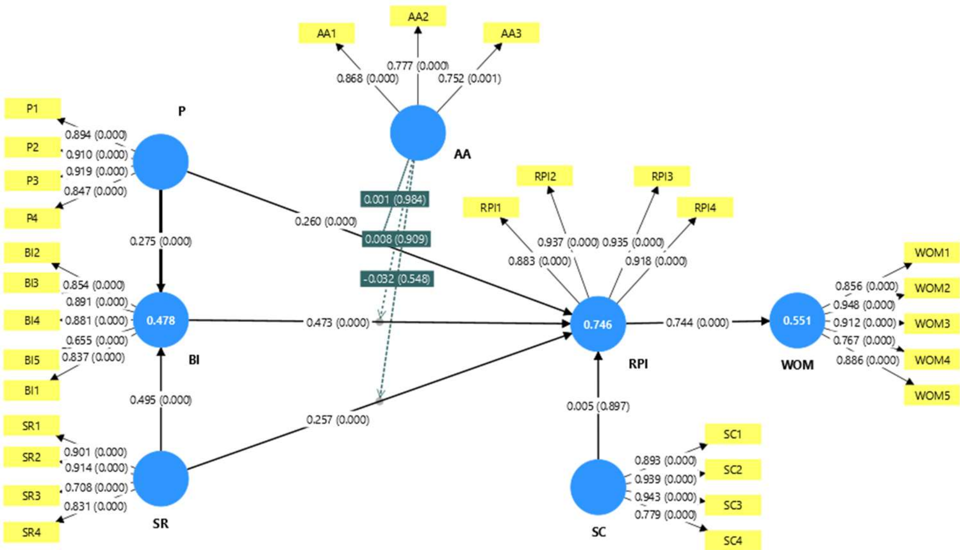


**Figure 4**. Smart PLS Analysis Output (Boostrapping)

## 4. Conclusion

The increasing demand for Internet services accelerates competition in the broadband Internet sector. The demands of businesses using broadband Internet services at the corporate level are also assessed by telecommunication service providers in customer segmentation. Since acquiring new customers is more costly than retaining existing ones, retaining current customers is essential for gaining a competitive advantage. Based on the findings of this research, which aims to evaluate the factors influencing customer repurchase intention, significant effects were observed for price fairness perception, sales representatives, and brand image as the most influential factors in the sales process and in customers' repurchase intentions. These results are consistent with those obtained by Kılıç et al. (2023), Krishnan et al. (2024), and Muhammed et al. (2023). According to PPM, price fairness perception has a pushing effect, while the sales representative and brand image have a mooring effect. In this context, the identification of significant effects of the variables indicates that the theoretical inferences will be effective in the sales process. Price determination in broadband Internet services, the customer-oriented approaches of sales representatives in the sector, and the impressions left by the service brand on customers were identified as key factors in the competition process. Price is a critical factor in competition, as customers often conduct price research before making a purchase. Sales representatives serve as the face of the company to customers, and their representation skills influence the company's image. Therefore, it is recommended that service providers assess how these variables impact the competitive environment. Effectively promoting the brand image will positively influence customer attention towards Internet services. A strong brand image, embedded in customer perception, can provide a competitive advantage by mitigating various factors in the purchasing process. According to the analysis results, the mediating effect of brand image has been identified as partial mediation. At this stage, it is understood that brand image serves as a mediator in repurchase intention; however, it is not the sole determinant and influences repurchase intention together with other variables.

Switching costs had no effect on repurchase intention. Colorado and Mesias, (2022) studies obtained similar results regarding the effect of switching costs on loyalty and satisfaction. Although corporate customers use broadband Internet services to meet their specific needs, it is evident that they can switch service providers with minimal cost when necessary. Corporate enterprises may utilise technology to deliver sector-specific services. They are able to provide operational support to both employees and customers through server-based systems. As these operations are delivered via broadband internet services, the establishment and, when necessary, the replacement of technological infrastructure may entail costs for customers. According to PPM theory, switching costs exert a mooring effect. However, the findings of this study indicate that switching costs do not have a statistically significant impact. The results obtained in this study indicate that there is no significant reason for customers to remain with the current service provider during the purchasing process. This suggests that the technical expertise within organisations enables them to change service operators when required. These findings should be taken into consideration by internet service providers in the development of customer retention strategies. In this context, the implementation of long-term service contracts grounded in infrastructure commitments may be recommended.

In general, it can be stated that the activities of competitor companies in a purchasing process can influence customer decisions. However, within the scope of this research, it was determined that the activities of alternative businesses do not affect the purchase of Internet services by corporate customers. According to the PPM theory, the attractiveness of alternatives possesses an appealing characteristic. However, the results obtained indicate that the activities of alternative businesses do not have a significant impact on customer decisions during the purchasing process. The lack of interaction between the activities of alternative businesses and the factors of price, sales representative, and brand image in the purchasing process suggests that alternative businesses remain passive in the competitive environment. It can be concluded that the incumbent business holds a more dominant position. Additionally, relatively complex business processes may be involved in the corporate-level sale of telecommunications services. The implementation of infrastructure-based service contracts represents one such example. Furthermore, additional services delivered over broadband, such as IP multi-line services, VoIP, special service numbers, and instalment-based device campaigns, may present challenges to the sales strategies of alternative operators. In this context, it is understood that alternative operators need to attract corporate customers through differentiated service strategies.Based on this result, it can be suggested that competing businesses should become more active within the corporate customer segment.

Customers may interact with their environment throughout the service usage and purchasing process. They can share their positive or negative opinions regarding their repurchase intentions with other users who have similar needs. In order to achieve a sustainable competitive advantage, service provider companies should develop their marketing plans by taking this situation into consideration.

### 4.1. Managerial Implicaiton

The research was conducted on enterprises operating in Turkey that use broadband internet services at the corporate level. According to the research findings, perceived price fairness has been found to have a significant effect on repurchase intention. Based on this result, pricing strategies targeting corporate customers may be developed to reduce the price sensitivity observed within this segment. For example, the development of bundled campaigns that include cloud technologies or cybersecurity services offered in conjunction with broadband infrastructure may be recommended in this context.

Sales personnel play a significant role in the delivery of services to corporate customers. Prioritising employee development and empowerment initiatives will contribute to fostering a customer-oriented approach among staff, thereby enabling more effective outcomes in customer relationships. In this context, training and development activities that enhance employees' sense of value within the organisation can be implemented. In this context, regular customer visits by sales representatives are recommended to implement price campaigns that may influence corporate customers, to strengthen customer relationships, and to evaluate requests and complaints on site.

Brand image has been identified as a significant factor influencing corporate customers' repurchase intention. At this stage, it can be observed that strategic marketing activities developed by service providers for corporate customers may have a guiding influence on customer evaluations. It may also be suggested that targeted customer retention activities could be effective for corporate customers.

The sample of the research consists of corporate firms located in the Eastern Black Sea region of Türkiye. It can be stated that the geographical characteristics of the region represent a decisive criterion in the establishment of fibre optic cable infrastructure. This condition may be considered a factor affecting service quality. From this perspective, it may be anticipated that the research findings could present results that are specific to regions with similar infrastructure conditions. Furthermore, it may be suggested that the service perceptions of corporate firms located in large metropolitan areas—where infrastructure services are widespread, household subscription rates are high, and industrial development is advanced—can be examined within the framework of the variables employed in this model. With the scale developed within the scope of this research, studies that can be conducted by identifying different customer groups (such as public, private commercial customers) and also targeting specific products of broadband services (such as metro ethernet internet) can be recommended for future researchers.

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