

The Effect of Performance Expectancy, Effort Expectancy, Social Influences, and Facilitating Conditions on Behavioural Intention among User Telecommunications

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Abstract

In today's rapidly evolving digital landscape, telecommunications services play a vital role in various aspects of life, including communication, education, business, and social interactions. As technological advancements continue, telecom providers are under increasing pressure to improve their offerings to meet growing user expectations. The intensifying competition in the market necessitates a comprehensive understanding of the factors influencing behavioural intention, which are crucial for customer acquisition, retention, and satisfaction. This study investigates the effect of performance expectancy, effort expectancy, social influence, and facilitating conditions on behavioural intention among telecom customers. The research employs a quantitative methodology, using survey techniques to collect data from active telecom users in Johor, Malaysia. A convenience sample of 344 participants is analysed using Smart PLS version 4.0. The results indicate that performance expectancy and social influence have significant positive effects on behavioural intention. In contrast, facilitating conditions and effort expectancy do not significantly impact behavioural intention. These findings enhance our understanding of customer decision-making processes in the telecommunications industry and provide valuable insights for improving customer retention strategies. By examining these factors, researchers can gain a better grasp of the drivers behind behavioural intention in telecom adoption and usage, potentially aiding companies and regulators in enhancing their services and strategies to boost customer satisfaction and loyalty.

Keywords: Performance Expectancy, Effort Expectancy, Social Influences and Facilitating Conditions, Behavioural Intention, Telecommunication

Introduction

The telecommunications industry is undergoing continuous evolution, propelled by innovative technologies, new services, and changing consumer expectations (Grande, 2019). With digital connectivity, internet services, and mobile communication becoming integral to

daily life (Reddick et al., 2020), it is crucial for telecom companies to understand the factors that influence user adoption and usage behaviours. The telecommunications sector in Malaysia is experiencing rapid growth, with improvements in mobile, internet, and broadband offerings (Hassim & Shamsudin, 2023). The Malaysian Communications and Multimedia Commission (MCMC) regulates this industry, overseeing policy development and implementation for telecommunications, broadcasting, and the digital economy (Edak, Nor & Shaik, 2022). As technological advancements continue, telecom providers face increasing pressure to upgrade their services to meet rising user expectations (Chowdhury et al., 2020). The digital transformation of a country is significantly influenced by governmental initiatives to enhance infrastructure and broaden technological access for its citizens (Eom & Lee, 2022). In an increasingly competitive landscape, it is crucial to comprehend the factors affecting behavioural intention, which play a vital role in customer attraction, retention, and satisfaction. Behavioural intention refers to an individual's inclination or willingness to perform a specific action, while use behaviour denotes the actual adoption or consistent usage of a product or service (Gieure et al., 2020). Despite substantial progress and expansion in the telecommunications sector, there remains a considerable gap in understanding the key drivers of behavioural intention (Al-Debei, Dwivedi & Hujran, 2022). In particular, the impact of performance expectancy, effort expectancy, social influences, and facilitating conditions on behavioural intention among telecommunication users has not been adequately investigated (Hijazin, 2024). This study seeks to examine the influence of these factors on behavioural intention in the context of telecommunications customers in Johor, Malaysia. Johor residents are among the highest users of home broadband in Malaysia. Johor is chosen as the focus of this study because home broadband users here often face challenges with acceptance and usage. Johor is one of the states in Malaysia. The population of Johor is around more than 4 million people. The state of Johor has three main races such as Malay, Chinese and Indian. Johor had attracted tourists and investors to the state. With the strategic location and border with Singapore had become the factor for foreign investors to invest in Johor. This is proven by the establishment of the Johor-Singapore Special Economic Zone which will boost the economic status of Johor. This study aspires to enrich the customer behaviour through home broadband sector by uncovering the pivotal factors that shape users' intentions and actual usage behaviour. The insights gained are poised to empower both industry players and policymakers, fostering greater home broadband adoption, heightened user satisfaction, and sustained engagement in the digital landscape of Johor.

Literature Review

Performance Expectancy

Performance expectancy is the extent to which an individual believes that utilizing a specific system, service, or technology will boost their performance or assist them in reaching certain objectives (Soltysik-Piorunkiewicz & Zdonek, 2021). It essentially represents the belief that a service or product will yield advantages, enhance efficiency, or provide benefits in some manner. In the telecommunications sector, performance expectancy reflects a customer's belief that employing a particular telecommunication service (Al-Debei, Dwivedi & Hujran, 2022), such as mobile networks, broadband, or 5G, will enhance their personal or professional life. This may encompass aspects like increased internet speed, improved connectivity, advanced functionality, or greater convenience. It signifies the degree to which a customer thinks that using a telecommunication service will enhance their performance, productivity, or overall quality of life (Hajar et al., 2022). Performance Expectancy is also characterized as

"the degree to which using a technology will provide benefits to consumers in performing certain activities" (Venkatesh et al., 2012, p.159). Research has shown that performance expectancy is the primary influencer and most significant factor for individuals intending to use technology (Rahi et al., 2019; Almarashdeh et al., 2021).

Effort Expectancy

Effort expectancy is defined as the extent to which an individual perceives that using a specific system, service, or technology will be straightforward or require minimal exertion (Fedorko, Bacik & Gavurova, 2021). When users anticipate that adopting or utilizing a technology will be uncomplicated or simple, their effort expectancy is considered high (Teng et al., 2022). In the telecommunications sector, effort expectancy encompasses a customer's perception of how easily they can use a service, such as a mobile network, broadband, or smartphone application, and the minimal effort they anticipate expending to learn or effectively utilize it. Additionally, effort expectancy relates to the ease with which customers can navigate services like mobile apps, network features, or broadband installations. Services that are viewed as user-friendly, requiring little effort to learn or interact with, are more likely to generate positive customer intentions regarding adoption or continued use. In the telecommunications industry, key strategies for enhancing effort expectancy include simplifying complexity and prioritizing user-friendly interfaces (Kiezer, 2023).

Social Influences

The concept of social influence describes how individuals' attitudes, beliefs, and behaviours are affected by other people, groups, or societal norms (Spears, 2021). It encompasses the way in which people's choices and actions are molded by the opinions, conduct, or expectations of those around them (Constantino et al., 2022). Various sources contribute to social influence, including family members, friends, colleagues, social media personalities, and broader cultural standards (Gammoudi, Sendi & Omri, 2022). In the telecommunications industry, social influence manifests as the impact that others' opinions, actions, or preferences have on an individual's selection of telecommunications services or products. For instance, an individual might opt for a new mobile service based on their friends' usage or a celebrity's endorsement. Social influence plays a significant role in shaping behavioural intentions within the telecommunications sector. For telecommunications companies, recognizing and harnessing social influence can be beneficial in crafting marketing strategies that capitalize on these social dynamics (Sanni, 2024). By promoting social proof, stimulating recommendations, and partnering with influencers, companies can enhance the probability of customers adopting or maintaining their services (Ibanez-Sanchez et al., 2022).

Facilitating Conditions

Facilitating conditions encompass the external elements, resources, and infrastructure that enable and support the utilization of a system, service, or technology (Hooda et al., 2022). These include the necessary components for smooth service operation, such as network accessibility, user support, device availability, and intuitive interfaces. The presence of these conditions increases user confidence in adopting and continuing to use the service, resulting in higher customer satisfaction and loyalty. Essentially, facilitating conditions are the factors that simplify an individual's adoption and use of a technology or service (Al-Debei, Dwivedi & Hujran, 2022). These may include available tools, infrastructure, support services, or other external resources that aid in the utilization of a product or service. In the

telecommunications sector, facilitating conditions could involve the physical infrastructure required for service delivery, as well as customer support systems that help users effectively utilize the service, such as customer assistance, technical support, and user-friendly interfaces (Barakabitze et al., 2020). When these conditions are adequately provided, users are more likely to perceive the technology as easy to use, leading to increased adoption and continued usage. For telecommunications companies, ensuring robust facilitating conditions can be crucial in fostering long-term customer loyalty and positive behavioural intentions (Tseng & Lee, 2018).

Behaviour Intention

Behavioural intention denotes an individual's readiness or plan to execute a particular action in the future (Morwitz & Munz, 2021). It signifies the probability of a person engaging in a specific behaviour based on their attitudes, beliefs, and perceptions about that action. In the realm of technology adoption, including the telecommunications sector, behavioural intention typically refers to the likelihood of a person utilizing or embracing a specific technology, service, or product. Put simply, behavioural intention is the internal decision or inclination to carry out an action, which often precedes the actual behaviour (Ajzen, 2018). It serves as a predictor of whether an individual will follow through on an action they are contemplating. Shahid Iqbal, hassan and Habibah (2018) discovered that behavioural intention is the response from customers who are inclined to continue using technology. Additionally, behavioural intention can be described as the increased likelihood of an individual engaging in a behaviour later if their behavioural intentions are strong (Morwitz & Munz, 2021). In the telecommunications industry, comprehending behavioural intention is vital for forecasting whether customers will adopt new services, maintain existing ones, or switch to competitors. By analysing factors such as performance expectancy, effort expectancy, social influence, and facilitating conditions, companies can enhance their service design and marketing strategies to boost customers' behavioural intention and, consequently, improve adoption and retention rates.

Research Model

This study discusses the research hypothesis that has been built based on previous studies. This study assumes that performance expectancy, effort expectancy, social influence, facilitating conditions effect on behaviour intention among telecommunications customers. Figure1, is a research model for this study and it is formed based on the research hypothesis.

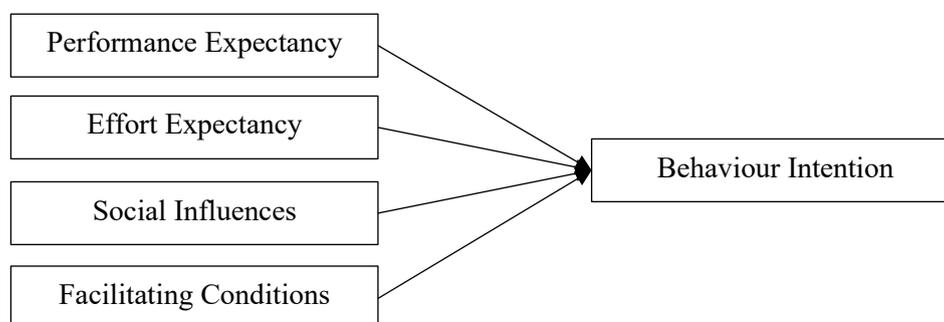


Figure 1. Research Model

Research Hypotheses

Performance expectancy is a crucial factor in shaping behaviour intention (Gupta & Arora, 2020), which indicates the likelihood of an individual embracing or sustaining the use of a specific service. In the telecommunications sector, performance expectancy acts as a key determinant of behaviour intention, a connection that has been validated by various studies in technology adoption research, especially those based on frameworks such as UTAUT (Unified Theory of Acceptance and Use of Technology) (Chao, 2019). When consumers anticipate that a telecommunications service (such as mobile networks, internet, or broadband) will deliver tangible benefits, including faster speeds, enhanced connectivity, or more reliable access, they are more likely to develop a favourable behaviour intention towards using that service (Dadhich et al., 2023). For companies in the telecommunications industry, understanding and harnessing performance expectancy is crucial for developing services that fulfil user expectations and creating marketing strategies that appeal to potential customers. By tailoring their service offerings to meet user needs and effectively communicating the performance advantages, telecommunications firms can enhance users' behaviour intention to adopt and utilize their services.

When users believe a service or technology will boost their productivity, simplify their daily routines, or provide concrete advantages (Wirtz & Lovelock, 2021) (such as improved internet speed or superior call quality), they are more inclined to develop a positive intention to embrace or continue utilizing that service. In the telecommunications industry, this could encompass aspects like swifter internet connections, enhanced network coverage, and dependable service. If an individual thinks that employing a particular telecommunication service will reduce time consumption, enhance communication, or grant improved access to digital platforms (including streaming, gaming, or social media), they will be more prone to intend to use that service. As technology in the telecommunications sector continually evolves (e.g., 4G, 5G, fibre-optic broadband) (Wang et al., 2021), performance expectancy becomes increasingly vital. Users tend to embrace new technologies if they view these innovations as enhancing their experiences (Mani & Chouk, 2018). For example, the transition from 4G to 5G brings promises of extremely rapid speeds, minimal latency, and improved connectivity, resulting in an increased behavioural intention to use or switch to 5G services. If a service can fulfill or surpass users' performance expectations, their satisfaction is likely to increase, which in turn strengthens their behavioural intention.

On the other hand, if the service fails to meet expectations (such as inadequate coverage, sluggish internet speeds, or regular service interruptions), users are less likely to continue utilizing it. As 5G networks expand across Malaysia, the anticipated performance becomes a key factor in shaping customer behaviour (Hamamurad, Jusoh & Ujang, 2022). Consumers will only embrace 5G services if they believe the network will deliver superior speeds, reduced latency, and enhanced connectivity compared to their existing 4G or alternative options. In regions with subpar network coverage or frequent service disruptions, performance expectations are likely to be low. Conversely, in areas with robust and dependable service (such as urban centers with fibre-optic broadband or extensive 4G coverage), users' perception of service performance will be higher, influencing their inclination to maintain or upgrade their services. Research by Dong (2019) demonstrated that performance expectancy positively affects behavioural intention. This finding was further corroborated by empirical studies conducted by Susskind and Susskind (2022), which revealed that technology can

transform challenging tasks into manageable ones. In essence, people are more inclined to adopt new technologies once they recognize the benefits that will simplify their daily tasks.

H1: Performance expectancy influences behaviour intention among user telecommunications

The relationship between effort expectancy and behavioural intention is widely recognized in various technology adoption models, including UTAUT (Bajunaied, Hussin & Kamarudin, 2023), and plays a significant role in understanding consumer behaviour within the telecommunications industry. In this highly competitive and technologically sophisticated field, services that are easy to use and require minimal effort are more likely to attract customers (Zaheer et al., 2019). When people perceive these services as user-friendly, requiring little exertion, and customized to their requirements, they are more inclined to adopt and utilize them (Wang, Ou & Chen, 2019). The more straightforward and user-friendly a telecommunications service is (such as apps with simple navigation, easily comprehensible pricing plans, and minimal troubleshooting needs), the higher the likelihood of customers intending to use or continue using it.

Customers are more likely to exhibit positive behavioural intention if they find mobile data plans, billing processes, and service features to be intuitive. To increase user adoption and improve long-term customer satisfaction, telecommunications companies should focus on creating user-friendly interfaces, simplifying the onboarding experience, providing clear assistance, and ensuring easy accessibility (Hadi, Aslam & Gulzar, 2019). In a highly competitive market with many alternatives, developing services that are easy and straightforward to use becomes a crucial strategy for attracting and retaining customers (Arslan, 2020). By acknowledging the significance of effort expectancy, telecom providers can create more effective service offerings and marketing strategies that lower adoption hurdles, promote widespread usage, and foster continued engagement with their services. Research conducted by Hoque and Sorwar, (2017) and Abbad (2021) demonstrated that effort expectancy plays a significant role in influencing the intention to use technology.

H2: Effort expectancy influences behaviour intention among user telecommunications

This trend is especially noticeable among younger consumers, whose buying choices are significantly shaped by their social circles. The appeal of telecommunications offerings, including mobile plans, internet services, and streaming platforms, often grows when friends and family members endorse them (Hillyer, 2021). Telecommunications companies can gain considerable advantages by understanding and leveraging social influence dynamics through strategies such as word-of-mouth marketing, collaborations with influencers, and creating services that resonate with social and cultural trends (Purohit & Arora, 2024). By acknowledging the role of social influence, these firms can design marketing campaigns and service offerings that address users' social needs, align with societal norms, and encourage positive recommendations from peers and relatives. Individuals are frequently swayed by the opinions and actions of those in their social environment. In the telecommunications sector, customers may be more likely to choose or remain loyal to a specific provider if it comes recommended by their social network, or if they observe widespread usage or endorsement from peers or social media influencers (Wu et al., 2022).

Influencers who endorse specific mobile plans or 5G services can substantially impact their followers' behavioural intentions, particularly if the influencer is perceived as reliable and credible. Additionally, individuals who adopt new technologies early within a person's social circle can motivate others to try innovative services like 5G or fibre broadband, positively influencing behavioural intentions. When a member of a social group is regarded as a technology expert or pioneer, others may be inclined to emulate their behaviour and experiment with new technologies. This tendency is especially prevalent among younger consumers and tech-enthusiasts who are inclined to follow current trends and seek recommendations from their peers regarding services and products. Research by Trivedi et al (2022) demonstrated that social influence plays a crucial role in shaping the behavioural intention to utilize technology. Vahdat et al (2021) discovered through their study that social influence is a significant factor in technology acceptance. Al-Adwan et al. (2018) corroborated these findings in their research on m-learning adoption, stating that "students' desire to engage with m-learning is markedly increased when they are encouraged and advised by individuals who are important to them such as faculty and peers".

H3: Social influences behaviour intention among user telecommunications

The likelihood of customers intending to use a service increase when they perceive that a telecommunications provider has a comprehensive and robust infrastructure, such as 4G, 5G, or broadband networks (Wang, Ou & Chen, 2019). When individuals believe that the necessary resources, infrastructure, and support are easily accessible to facilitate effortless service use, they are more inclined to adopt and continue using it. Telecommunications companies can reduce adoption barriers, enhance user experience, and increase customer loyalty by improving these facilitating conditions. This ultimately leads to higher customer satisfaction, better retention rates, and long-term business success (Cavaliere et al., 2021). Customers are more likely to adopt and maintain their use of telecommunications services if they have convenient access to essential resources, including infrastructure, customer support, billing assistance, and network availability. Research conducted by Anggraeni, Hapsari and Muslim (2021) revealed that facilitating conditions positively influence customer intention, as users believe there are sufficient support and resources within the organization to effectively utilize the system. This finding is corroborated by Abu-Taieh et al (2022), who discovered that facilitating conditions have a significant positive impact on user intention, as users believe there are sources of support available to assist them in using the technology.

H4: Facilitating conditions influences behaviour intention among user telecommunications

Research Method

Research Design

This research utilized a survey design, chosen for its proven effectiveness in collecting data from large populations (Privitera, 2023). Surveys are considered the most efficient method for capturing a representative sample of attitudes and characteristics within sizable groups (Privitera, 2023). Given that this study examined user telecommunication behaviour in Johor, Malaysia, involving a large sample, the survey research design was deemed most suitable. Consequently, an online questionnaire was employed as the primary data collection instrument. Each item was evaluated using a Likert 5-Point scale, with response options ranging from "strongly disagree" (1) to "strongly agree" (5).

Samples

This study adopts a quantitative methodology, employing survey techniques to collect data from current telecommunications users in Johor, Malaysia. The research utilizes a convenience sample of 344 respondents. Table 1 presents the demographic profile of the study participants. The study included 334 individuals, with 144 women (43.1%) and 190 men (56.9%). The age distribution revealed that the most substantial group, comprising 34.4% (n = 115) of participants, fell within the 21-to-30-year age range.

Table 1

Demographic profiles of respondents

Categories	Descriptive	Frequency	Percentage (%)
Gender	Female	144	43.1
	Male	190	56.9
Age	20 years old or less	0	0
	21 to 30 years old	115	34.4
	31 to 40 years old	90	26.9
	41 to 50 years old	79	23.7
	51 to 60 years old	50	15.0
	Above 61 years old	0	0
Monthly Income	Less than RM 2,560	24	7.2
	RM 2,560 – RM3,439	45	13.5
	RM 3,440 – RM4,309	70	21.0
	RM 4,310 – RM5,249	60	18.0
	RM 5,250 – RM6,339	55	16.5
	RM 6,340 – RM7,689	30	9.0
	RM 7,690– RM9,449	34	10.2
	RM 9,450 – RM11,819	16	4.8

The subsequent largest age categories were 31-40 years (26.9%, n = 90), 41-50 years (23.7%, n = 79), and 51-60 years (15.0%, n = 50). There were no participants younger than 20 or older than 61 years. The distribution of monthly income was as follows: less than RM 2,560 (7.2%, n = 24), RM 2,560-3,439 (13.5%, n = 45), RM 3,440-4,309 (21.0%, n = 70), RM 4,310-5,249 (18.0%, n = 60), RM 5,250-6,339 (16.5%, n = 55), RM 6,340-7,689 (9.0%, n = 30), RM 7,690-9,449 (10.2%, n = 34), and RM 9,450-11,819 (4.8%, n = 16).

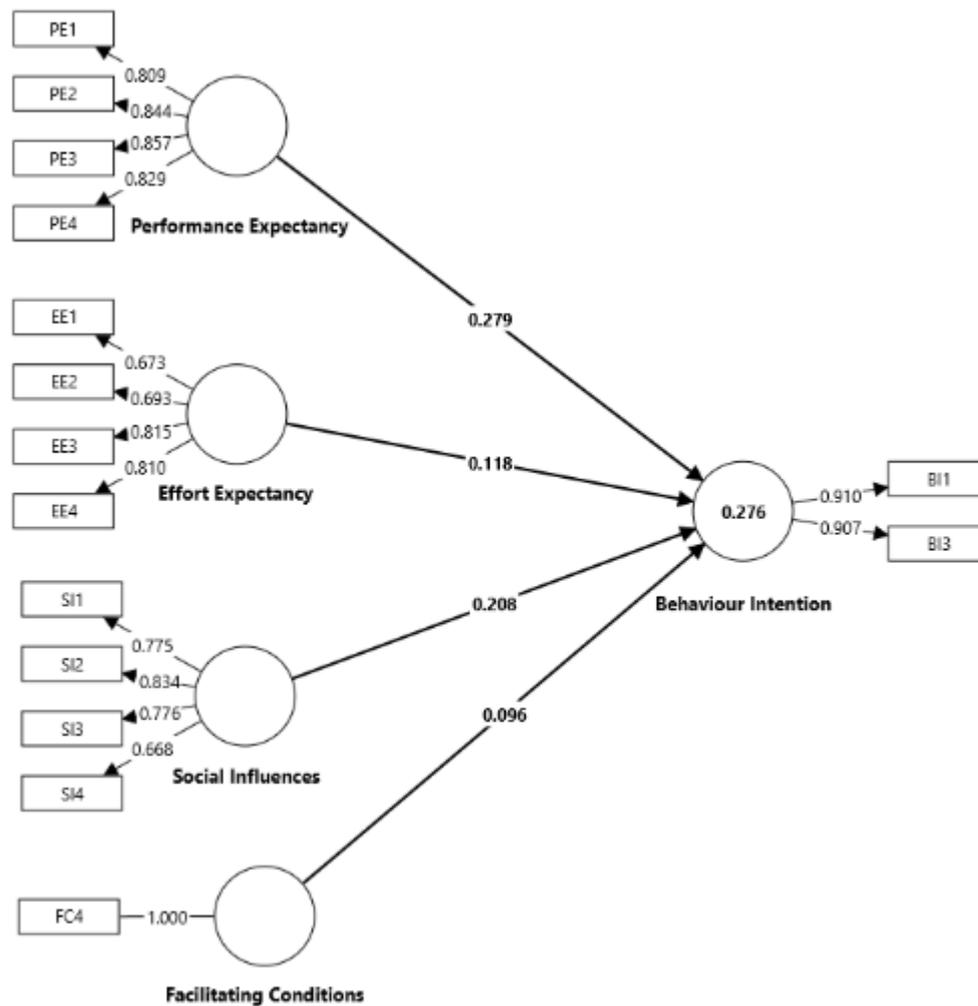


Figure 2: Measurement model

Results

To begin, we performed a Confirmatory Factor Analysis (CFA) to assess the reliability and validities, including convergent and discriminant validity, based on the measurement model depicted in Figure 2. Regarding reliability analysis, Table 2 demonstrates that all item loadings surpassed 0.6 and were statistically significant (Hair et al., 2020). Furthermore, all Average Variance Extracted (AVE) values and Cronbach's alpha coefficients exceeded the recommended thresholds of 0.5 and 0.7 (Hair & Alamer, 2022), respectively. These findings indicated that our data exhibited strong convergent validity and reliability.

Table 2

Result of Outer Loadings

Variables	Items	Outer Loading	Alpha
Behaviour Intention	BI1	0.910	0.789
	BI2	0.907	
Effort Expectancy	EE1	0.673	0.785
	EE2	0.693	
	EE3	0.815	
	EE4	0.810	
Facilitating Conditions	FC4	1.000	-
Performance Expectancy	PE1	0.809	0.855
	PE2	0.844	
	PE3	0.857	
	PE4	0.829	
Social Influences	SI1	0.775	0.762
	SI2	0.834	
	SI3	0.776	
	SI4	0.668	

The Heterotrait-Monotrait (HTMT) ratio serves as a measure of discriminant validity by comparing correlations within constructs to those between constructs. A value of 0.90 or less is deemed acceptable for demonstrating sufficient discriminant validity (Ramayah et al., 2018). As shown in Table 3, all variables in the study exhibit HTMT values below the 0.90 threshold, indicating adequate discriminant validity.

Table 3

The square root of AVEs and HTMT Value

	AVE	Behaviour Intention	Effort Expectancy	Facilitating Conditions	Performance Expectancy	Social Influences
Behaviour Intention	0.825					
Effort Expectancy	0.563	0.259				
Facilitating Conditions	-	0.319	0.072			
Performance Expectancy	0.697	0.561	0.237	0.394		
Social Influences	0.586	0.556	0.267	0.439	0.699	

Table 4 reveals that H1 (performance expectancy) and H3 (social influence) demonstrated statistically significant positive effects on behavioural intention, with standardized beta values of 0.102 ($p = 0.003$) and 0.208 ($p = 0.016$), respectively. In contrast, H2 (effort expectancy) and H4 (facilitating conditions) did not show significant impacts on behavioural intention, with standardized beta values of 0.118 ($p = 0.057$) and 0.096 ($p = 0.166$), respectively. Consequently, the results support H1 and H3, while H2 and H4 are not supported by the findings.

Table 4
Hypotheses testing results.

	Beta	Standard deviation	T statistics	P values	Result	R2
H1: PE → BI	0.279	0.102	2.742	0.003	Supported	0.276
H2: EE → BI	0.118	0.074	1.581	0.057	Not Supported	
H3: SI → BI	0.208	0.096	2.155	0.016	Supported	
H4: FC → BI	0.096	0.099	0.971	0.166	Not Supported	

Note: PE= Performance Expectancy; EE= Effort Expectancy; Social Influences; FC= Facilitating Condition; BI= Behaviour Intention

The results also indicate that the model constructs account for significant variations in endogenous constructs with predictive significance. Moderate R² values were observed for all endogenous constructs in relation to behavioural intention (R² = 27.6%). The structural model of this research is illustrated in Figure 3.

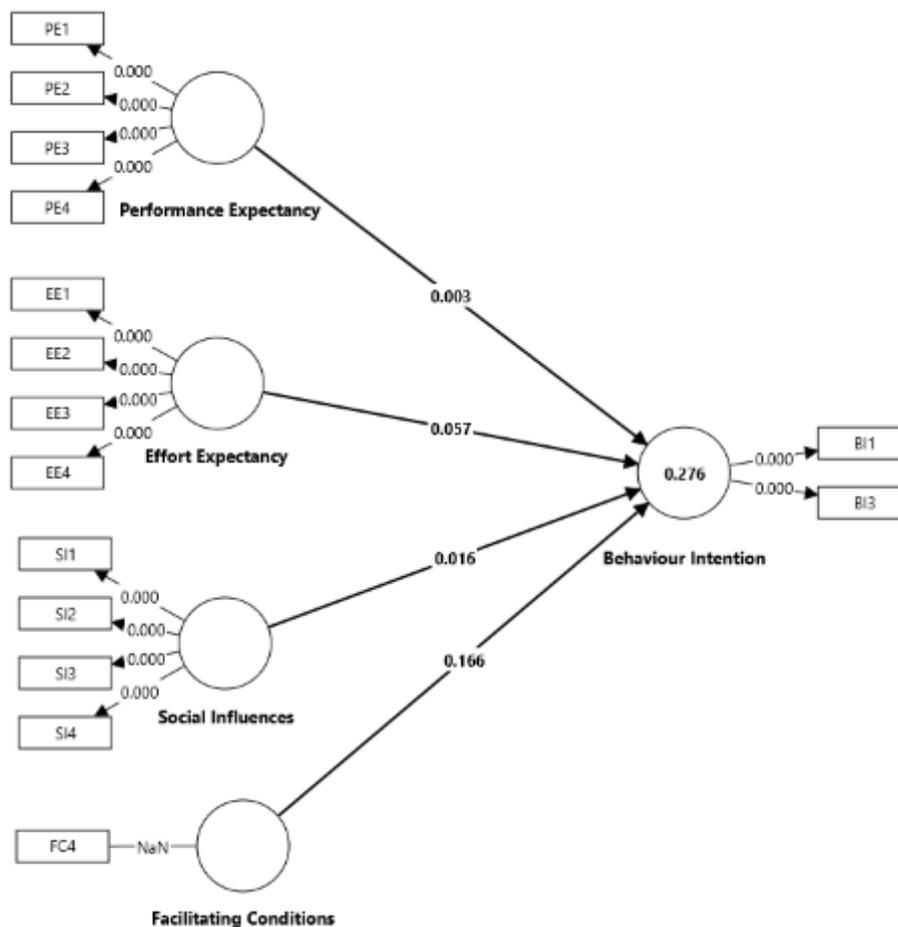


Figure 3. Structural Model

Discussion

This research provides the framework has demonstrated the effect of performance expectancy, effort expectancy, social influences, and facilitating conditions, on behaviour intentions. The initial hypothesis confirmed that performance expectancy influences behavioural intention. According to the Unified Theory of Acceptance and Use of Technology

(UTAUT) model, performance expectancy is among the most powerful predictors of an individual's intention to utilize technology or services (Utomo, Kurniasari & Purnamaningsih, 2021). Performance expectancy refers to the belief that employing a specific telecommunication service, such as mobile networks or broadband, will result in improved outcomes like enhanced efficiency, convenience, or satisfaction. For instance, when customers anticipate that a particular mobile plan or 5G network will offer faster internet speeds, superior call quality, or reduced costs, their inclination to adopt or continue using the service increases. Users are more prone to embrace a service if they perceive it will deliver quantifiable improvements (Wirtz & Pitardi, 2023). The stronger the belief that a telecommunications service will enhance work, entertainment, or social experiences, the higher the likelihood of intending to adopt or maintain its use. Consequently, the connection between performance expectancy and behavioural intention is crucial in the telecommunications industry, where consumers continuously evaluate new services based on perceived advantages and enhancements. Telecommunications companies can boost adoption rates and improve customer retention by enhancing performance expectations.

The second hypothesis, finding found that the effort expectancy has no effect on behaviour intention. When it comes to adopting new technologies perceived as complex or challenging, effort expectancy generally plays a more crucial role (Teng et al., 2022). However, in the telecommunications sector, many consumers are already well-versed in using mobile devices, internet services, and applications. Consequently, effort expectancy, which refers to the perceived ease or difficulty of using a service, may not be as critical. Users who are familiar with smartphones, apps, and telecom services might perceive little effort required to utilize new features or offerings. This could result in effort expectancy having minimal impact on their intention to adopt or continue using telecommunications services. For instance, if a user believes that a new telecom service like 5G offers substantial advantages such as increased speed and better coverage, or if they are heavily influenced by social pressure or online trends, effort expectancy might become less important. Customers may be willing to navigate minor usability issues if they perceive significant benefits. Additionally, the impact of effort expectancy could vary based on the demographic characteristics of the sample or the specific telecommunications service being considered. Consider, for instance, that younger individuals who are well-versed in technology might not be as concerned about user-friendliness, given their familiarity with various tech devices and services (Combes, 2021). In contrast, older consumers or those less tech-savvy may place a higher value on ease of use, resulting in effort expectancy having a more significant impact on their decisions. In certain regions or markets where technology is widely adopted and user-friendly interfaces are commonplace (Sindakis & Showkat, 2024), effort expectancy might play a less crucial role in shaping behavioural intention compared to other aspects such as network quality or cost. As telecommunications services have become more standardized, many users find them relatively straightforward to use across different providers (Ribeiro et al. 2024). If the user experience is comparable and intuitive across various providers, effort expectancy may not be a key factor in determining whether to adopt or continue using a service. This could be particularly true if telecommunications service (including mobile apps and payment systems) have already achieved an optimal level of design and usability that minimizes customer effort, thereby reducing the relevance of effort expectancy. Understanding the reasons behind this lack of effect can help refine approaches to customer engagement, service enhancement, and marketing strategies.

The finding reveals that social influence does significantly affect behaviour intention (hypothesis 3). In numerous societies, particularly in Malaysia, the influence of family and friends significantly impacts consumer choices (Ismudin & Islam, 2023), including decisions about telecommunication services and providers. When an individual's social network endorses a specific service or provider, that person is more inclined to adopt the same choice (Cao et al., 2021). This tendency stems from people's trust in the opinions and experiences of their close associates. Personal recommendations and word-of-mouth have a substantial effect on behavioural intentions (Ermeç, 2022), especially for services that may require long-term commitments or involve financial considerations, such as selecting a mobile plan or broadband provider. The scope of social influence has expanded beyond immediate social circles with the advent of social media and digital influencers. Social media influencers and celebrities are frequently employed by telecommunications companies to promote their offerings, which can significantly influence consumer behaviour (Ooi et al., 2023). Customers may be more inclined to choose a telecommunications provider based on recommendations from family members or close friends, rather than making decisions solely on individual factors such as performance or price. The notable impact of social influence on behavioural intention highlights the importance of interpersonal connections and societal elements in consumer decision-making. This insight can be utilized by telecommunications companies to develop marketing approaches that emphasize social proof, capitalize on influencer collaborations, and cultivate robust social networks to boost customer engagement.

Furthermore, this study found that facilitating conditions has no effect on behaviour intention (hypothesis 4). The results indicate that, in the particular context of this research, elements such as infrastructure, resources, and support systems may not play a crucial role in customers' decisions to adopt or continue using telecommunications services. While this might seem unexpected in certain situations, it can occur due to various circumstances. In many advanced or swiftly progressing markets, like Malaysia, telecommunications infrastructure (such as mobile networks and broadband coverage) is often already extensive and well-established (Che Hassan, 2021). Consumers may assume the availability of fundamental services, such as 4G or mobile networks. The accessibility of customer support services and infrastructure might be so widespread that customers do not consider them priorities when choosing whether to adopt a service. If these conditions are viewed as standard, they may not serve as strong differentiating factors influencing behavioural intention. In cases where performance expectancy (e.g., improved internet speed, enhanced coverage) or social influence (e.g., peer or influencer recommendations) are more significant determinants in the decision-making process, facilitating conditions may have a reduced impact. Consumers may place greater importance on service quality aspects, such as internet speed or coverage, or the influence of their social circle, rather than the accessibility of customer support or the availability of a mobile application. If the service excels in crucial areas, factors like user-friendliness or resource availability might not be primary concerns. Additionally, many users are familiar with mobile networks and broadband services (Leong et al., 2021), potentially reducing their active consideration of facilitating conditions (e.g., ease of troubleshooting, access to support services) when adopting a service. Self-reliant users may not feel the need for extensive facilitating conditions to support their usage. In some instances, if facilitating conditions are perceived as subpar (e.g., inadequate customer service, limited support in rural areas, or troubleshooting difficulties), the lack of impact on behavioural intention might result from customers' apathy or low expectations regarding

these resources. Research indicates that consumers prioritize the primary service performance aspects such as network coverage, internet speed, and pricing (Banda, Mzyece & Mekuri, 2022) over facilitating conditions like support and resources. When a telecommunications provider offers high-quality service, including fast and reliable network connectivity, the presence of facilitating conditions such as customer support or easy access to assistance may not significantly impact the intention to adopt or continue using the service. In markets characterized by intense competition and multiple providers offering similar services, facilitating conditions might not be perceived as a distinguishing factor. Consumers may consider these features standard across all providers or find them comparable, thus reducing their importance in determining behavioural intention.

Conclusion

The study aimed to examine how performance expectancy, effort expectancy, social influence, and facilitating conditions impact behavioural intention. Results indicate that social influence and facilitating conditions significantly affect behavioural intention, while performance expectancy and effort expectancy do not have a significant impact. The research suggests that performance expectancy and social influence are crucial in shaping customers' behavioural intentions, whereas effort expectancy and facilitating conditions have a lesser influence in this context. Telecommunications firms can leverage performance expectancy as a key selling point in their marketing strategies. Emphasizing the advantages of new technologies, such as improved internet speeds, call clarity, and broader coverage, can motivate customers to adopt services. Moreover, by prioritizing high-performance service delivery, including minimizing downtime, expanding coverage, and enhancing speed, telecom companies can boost customer satisfaction and loyalty, thereby reinforcing customers' behavioural intention to remain with the company or switch to their offerings. Telecommunications companies might find it more advantageous to emphasize the advantages of their services, such as improved coverage, faster speeds, or cost-efficiency, rather than concentrating on enhancing user-friendliness, particularly if the service is already considered easy to use. Additionally, these companies may benefit from prioritizing enhancements in areas like network dependability, customer support, and competitive pricing to influence behavioural intention, as these factors could have a greater impact on customers than ease of use. Furthermore, telecom firms should consider emphasizing performance and social influence in their marketing strategies. Delivering concrete benefits, such as swift and reliable networks, and harnessing the power of recommendations and influencer marketing can significantly boost the likelihood of customers adopting or maintaining their services. While facilitating conditions may not require as much attention, maintaining robust support systems and user-friendly experiences remains crucial for customer retention. The significance of effort expectancy suggests that users in this context are already familiar with the technology, making the reduction of usage barriers less critical. By comprehending these dynamics, telecommunications companies can fine-tune their strategies to address customer needs, thereby enhancing their market position and customer satisfaction levels.

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