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Exploring Key Drivers Influencing Customer Experience: Evidence from Telecom Companies in the Philippines

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Abstract. This study explores the impact of brand image, price, and service quality on customer experience in telecom companies within Clark Freeport Zone, Philippines. Using a stratified sample of 125 respondents, the research employs descriptive statistics, weighted average means, and multiple linear regression for data analysis. The study aims to fill a research gap by examining how these factors affect customer experience, offering unique insights specific to this zone. Findings from Spearman's rho correlation and regression analysis show significant positive relationships between brand image, price, service quality, and customer experience. These factors are confirmed as significant predictors, positively influencing customer experience. The results provide valuable insights for telecom companies in Clark Freeport Zone to enhance customer experience strategies and improve customer satisfaction, loyalty, and acquisition. Addressing these aspects can boost brand perception, reduce customer churn, and promote sustainable business growth.

Keywords: Brand image; Price; Service quality; Customer experience; Telecom

1.0 Introduction

In today's rapidly evolving world, characterized by digitalization and technological advancement, integrating technology with human needs and desires is increasingly evident. Technology has become an undeniable force, transforming every aspect of human existence and driving the creation of our modern world. The introduction of the internet has fundamentally changed how we live, behave, and function, making our lives simpler, more productive, and more interconnected. It has introduced numerous positive changes, from enhancing communication with others to integrating advanced tools such as virtual reality and artificial intelligence (Simplilearn, 2024). Consequently, our needs, expectations, and demands constantly expand, pushing the boundaries of technology and its impact on us.

Internet connectivity has become a cornerstone of modern life, particularly in business, where it is the primary means of communication with customers and partners. Its impact has been transformative, reshaping the operational landscape of various industries. The Internet is a distributed system that connects millions of computers all over the globe by connecting smaller computer networks to one global network. The connection consists of routers mostly connected by copper wires, glass fibers, and radio waves. Due to its redundant network structure, some devices can fail without affecting the overall system. (Babari & Heilscher, 2023).Traditional modes of customer assistance and in-person meetings have given way to digital platforms, virtual collaborations, and remote interactions, all facilitated by seamless connectivity. This digital transformation has revolutionized business operations and significantly raised customer expectations, particularly regarding the overall customer experience.

Iyob (2023) emphasizes that technology has empowered customers significantly. Providing an exceptional customer experience is now essential for business success. With access to various options and information, customers expect seamless, efficient, and cost-effective company interactions. Technology and internet connectivity have reshaped customer experience (CX) across industries, transforming it from a static, one-size-fits-all interaction into a dynamic, personalized journey. This digital revolution, fueled by the explosion of e-commerce, online services, and social media, has made a strong online presence essential. Customer experience now encompasses every touchpoint a customer has with a brand, from pre-purchase browsing to after-sales support. As a result, companies excelling at customer experience gain a competitive edge and see tangible financial rewards (Tyrväinen et al., 2020).

Customer experience has emerged as a critical differentiator for businesses across industries. It encompasses every customer interaction with a company, from the first contact to post-purchase support. It has become a key battleground for attracting and retaining customers. Customer experience, defined as customers' internal and subjective response to interactions, whether direct or indirect, within a company, is crucial in determining a company's performance in today's dynamic market, particularly in the telecommunications industry. It influences customer satisfaction, loyalty, and revenue growth (Tyrväinen et al., 2020).

As defined by Chai and Lazar (2023), exchanging information via electronic methods over long distances is called telecommunications or telecom. This includes all forms of voice, data, and video transmission. This general phrase covers a broad spectrum of communications infrastructures and information-transmitting technologies. Wired phones, mobile phones, satellites, microwave communications, fiber optics, radio and television broadcasts, the internet, and telegraphs are a few examples. The telecommunications industry is a bustling ecosystem where cutting-edge technologies and infrastructures converge to keep the world connected (Grijpink et al.,2020). From deploying 5G networks to expanding broadband services, every telecom project is a strategic endeavor that demands meticulous planning and execution (Badawy et al.,2023).

In the Philippines, the total revenue from telecom and pay TV services reached $8.2 billion in 2022, per the Philippines Telecom Operators Country Intelligence Report (2023). This revenue is expected to grow at a compound annual growth rate (CAGR) of over 2% between 2022 and 2027, driven mainly by fixed broadband and mobile data services. The government's commitment to improving broadband connectivity in underserved areas will also contribute to this growth. Traditionally dominated by PLDT Inc. and Globe Telecom, which offer a wide range of services such as fixed-line networks, fixed broadband, and mobile services, the entry of new players like Dito Telecommunity and the expansion of Converge ICT is expected to intensify competition. Telecom companies focus on rebranding efforts, affordability, and improving service quality to stand out (Global Data, 2023).

The Philippines' telecommunication sector is crucial in transforming how customers connect with advanced technology. With the advent of 5G technology and innovative telecommunications services, customers are experiencing a new level of connectivity, reshaping how they interact with businesses and the world around them. As smartphones, social media, and digital platforms grow, customer expectations rise. The intensifying competition and evolving customer expectations create a sense of uncertainty and pressure for telco companies. Consequently, there is a growing need for these companies to redefine their business and operating models to remain competitive and meet market demands (Manrique, 2023).

Clark Freeport Zone is quickly becoming a hub for investment in the telecommunications industry in the Philippines. Its location and government support make it an attractive area for these companies to grow. Many local and foreign investors are interested in Clark because of its growing market and business-friendly environment. In this dynamic environment, characterized by many industries and companies, telecom companies in Clark are intensifying their efforts to enhance customer experience and profoundly influence the overall customer journey. This strategic focus aims to secure a significant market share and drive revenue growth (Inquirer, 2023).

Several studies have highlighted the impact of various factors on customer experience, with brand image, price, and service quality emerging as key influencers. Crandell (2024) suggests a strong brand image can significantly raise customer expectations. It is essential to consider a wide range of factors when defining "experience," including the customer experience within the overall brand experience. A well-established brand represents dependability and trust, encompassing a business's image, brand identity, and consumer perceptions. A positive brand image, developed through social responsibility, innovative products, and effective communication, can stimulate customer preference and loyalty (Qualtrics AU, 2023). Research by Kuswati et al. (2021) and Mukminin & Latifah (2020) indicates that brand image significantly influences brand loyalty. A positive brand image increases consumer belief in a brand, enhancing brand loyalty. Consumers with a positive brand image are likelier to purchase and exhibit brand loyalty. Companies find attracting and retaining customers challenging without a strong and positive brand image (Riyanto & Nasir, 2023). A study conducted by Dam and Dam (2021) in the service industry reveals that the relationship between service quality, brand image, and customer satisfaction positively influences customer loyalty.

Price remains a crucial factor for many customers, with telecom companies offering a variety of plans and packages to cater to different needs and budgets (Cspo, 2024). Balancing affordability with perceived value is critical. Competitive pricing strategies can attract customers, but excessively low prices may raise concerns about service quality. Contrary to popular belief, customers are not always focused on finding the lowest price. Many are willing to pay a premium for a better customer experience (Fauziyah & Tjahjaningsih, 2021). Price perception, or how customers perceive prices as high, low, or reasonable, strongly influences purchase intentions and satisfaction (Losung et al., 2022). According to Witama and Keni (2019), the relationship between brand image, perceived price, and service quality significantly impacts customer satisfaction. Consumers compare prices with the value or benefits they expect to receive, indicating that price perception is a crucial factor that must be managed systematically (Frydom et al., 2020).

Service quality is crucial in companies' building long-term consumer relationships and attracting new customers. Companies must ensure easy access to product information, exchange policies, and spare parts. Customer satisfaction often stems from service quality meeting or exceeding expectations. High service quality reduces the likelihood of customers switching to other services (Tjahjaningsih et al., 2020). Zahari, Mahmood, and Benjamin (2019) found that in Kuala Terengganu, the price and service quality telecommunication companies offer significantly impact customer experience. Additionally, their research revealed that price is the most critical factor for consumers when choosing cellular mobile services from these companies.

The relationship between brand image, price, and service quality and their influence on customer experience within the telecommunications sector in the Philippines, particularly in the Clark Freeport Zone, remains largely unexplored in existing literature. This study fills this research gap by investigating how these factors influence customer experience. Focusing on this zone uncovers unique insights that may differ from other areas and industries. Specifically, the researcher will address the following hypotheses:

H1. Brand Image significantly and positively influences the customer experience.
H2. Price significantly and positively influences the customer experience.
H3. Service Quality significantly and positively influences customer experience.

The results of this research provide telecom companies operating in Clark with valuable information to enhance their customer experience strategies, leading to improved customer satisfaction, loyalty, and acquisition. Addressing these aspects enhances brand perception and reputation, reduces customer churn, and fosters sustainable business growth.

2.0 Methodology

2.1 Research Design

This paper employed a quantitative research design, specifically a combination of descriptive and predictive methodologies, to address the problem statement and hypothesis. Descriptive research aims to determine the characteristics of a population or phenomenon, allowing researchers to identify patterns and provide a comprehensive understanding of the subject without explaining causality. It is exploratory and can be conducted through surveys, observational studies, and case studies (Dovetail, 2023). This method is valuable for generating hypotheses and theories for further investigation.

As Wollman (2023) described, predictive research focuses on forecasting potential outcomes, repercussions, costs, or effects. It goes beyond studying current events or existing phenomena, aiming to extrapolate and project the implications of novel ideas, untested approaches, or unprecedented proposals. Predictive research is essential for identifying key indicators influencing brand image, price, and service quality and predicting their impact on customer experience. This approach enables telecom companies to anticipate consumer preferences, tailor strategies, and enhance customer interactions. Additionally, predictive research helps preemptively address potential issues, mitigate risks, and capitalize on opportunities, fostering long-term customer loyalty, acquisition, and sustainable growth.

2.2 Research Participants

This study was conducted in the Clark Freeport Zone, Philippines, recognized as a central hub for growth and the primary catalyst for Pampanga's rapid development. Clark is considered one of the fastest-progressing provinces in Luzon, outside of Metro Manila. According to the latest data from the Clark Development Corporation, as of December 31, 2023, there were 1,187 registered locators across various industries.

A sample size of 119 participants was determined using Multiple Linear Regression, with the minimum required sample size calculated using G*Power software, but was able to gather 125 respondents. The researcher employed a stratified sampling technique to ensure accuracy, reduce bias, and gain a comprehensive understanding of the subgroups, particularly given that respondents came from various industries within the zone. The study's participants included small, medium, and large enterprises that subscribe to major telecom providers in the area, such as PLDT/Smart, Globe, Dito, and Converge. Respondents were Managers, IT professionals, and individuals in C-suite positions who rely heavily on connectivity and telecommunication services for their operations. The researcher selected these individuals because of their extensive experience and knowledge in the field, which is expected to provide valuable insights.

2.3 Research Instrument

The study employed survey questionnaires as the primary research instrument. The demographic section includes questions about the respondent’s industry, organization size, current internet service provider, subscription plan, and speed plan. A modified instrument measured three independent variables (brand image, price, and service quality) and one dependent variable (customer experience). The constructs for brand image, price, and service quality were adapted from Nazelina et al. (2020), while the construct for customer experience was adapted from Zaid and Patwayati (2021). A pilot test was conducted with 30 respondents to assess the consistency of the modified instrument. The reliability results for the constructs were as follows: Brand Image (0.916), Price (0.910), and Service Quality (0.921). These values indicate excellent reliability, confirming the consistency of the constructs.

2.4 Data Gathering Procedure and Analysis

The participants received an orientation about the study, conducted either in person, via email, or over the phone. This step ensured that participants understood the purpose of the study and their role in it. Informed consent was obtained, ensuring that participants were fully aware of their rights and the study's nature before completing the survey. The consent form included detailed information about the study's purpose, procedures, potential risks, and benefits.

The survey was administered through a secure online data collection platform. Consent forms and questionnaires were distributed via Google Forms, and all data were recorded using Google Forms or a similar tool. Participants were assured of the confidentiality of their responses and the protection of their privacy. The online data collection platform was secured, with only the researcher accessing the data. Participants were informed that they could withdraw from the study without negative consequences, ensuring a safe and respectful environment for both participants and the researcher.

The research analysis was conducted using JAMOVI 7.0 software. Descriptive statistics were employed to examine the frequency distribution of the demographic profile. For the variables of brand image, price, service quality, and customer experience, the average weighted mean was calculated to understand their central tendencies comprehensively. Multiple Linear Regression was utilized to validate the relationships between brand image, price, service quality, and their combined influence on customer experience. The normality test used the Shapiro-Wilk test to determine if a sample comes from a Gaussian distribution. To check the correlation of the constructs to customer experience, the researcher used the Spearman rank-order correlation.

2.5 Ethical Considerations

Approval from the HAU-Institutional Review Board (HAU-IRB) was sought before data collection. The HAU-IRB reviewed the study to ensure it met ethical standards and protected participant rights and welfare. Data gathering was only conducted upon HAU-IRB approval, ensuring adherence to the highest ethical and professional behavior standards.

Informed consent was obtained from all participants before data collection. The consent form included detailed information about the study's purpose, procedures, potential risks, and benefits. Participants were informed of their right to refuse participation or withdraw at any time without any consequences. Any potential conflicts of interest, including sponsorship or funding sources, were disclosed to ensure objectivity and integrity throughout the study. Participation was voluntary, and no benefits, gifts, or monetary compensation were offered.

The study acknowledged potential stress from survey questions regarding customer dissatisfaction. To minimize this, participants were thoroughly informed about the nature of the questions and their right to withdraw from the study without penalty. The potential benefits of the study significantly outweighed the minimal risks, as participants had the opportunity to share their experiences and concerns, which could lead to improvements in customer service practices within the telecommunications industry.

All collected data were treated with strict confidentiality. By Republic Act 10173, or the Data Privacy Act of 2012, including its implementing rules and regulations, all personal information was securely stored and accessible only to the researcher. Identifiable data were anonymized to protect participant privacy.

A declaration of interest was submitted to acknowledge any potential conflict due to the researcher's current employment in a telecommunications company. This research was conducted independently and did not receive any form of sponsorship or external funding. The design, execution, analysis, and reporting of this research were solely the researcher's work. All findings and interpretations are the researcher's responsibility and are free from external influence.

3.0 Results and Discussion

3.1 Profile of Respondents

Table 1 reflects the distribution of respondents' organization by industry type as follows: 4.0% from the aviation sector, 25.6% engaged in commercial activities, 4.0% as developers, 13.6% from the ICT sector, including BPOs, POGOs, and contact centers, 12.0% from the industrial sector, 4.0% from institutional organizations, 3.2% in logistics, 24.8% in services, 7.2% in tourism, and 1.6% from the utility sector.

Table 1. Distribution of participants by industry type

Industry Type	Frequency	Percentage
Aviation Related	5	4.00 %
Commercial	32	25.6 %
Developer	5	4.00 %
ICT (BPOs, POGOs, Contact Centers)	17	13.6 %
Industrial	15	12.0 %
Institutional	5	4.00 %
Logistics	4	3.20 %
Services	31	24.8 %
Tourism	9	7.20 %
Utility	2	1.60 %

Table 2 displays the analysis of the respondents' organizations by employee size, revealing the following distribution: 48.8% of respondents were from organizations with 1-100 employees, 37.6% were from organizations with 101-1000 employees, and 13.6% were from organizations with more than 1000 employees.

Table 2. Distribution of company by employee size

Employee Size	Frequency	Percentage
1-100 employees	61	48.8 %
101-1000 employees	47	37.6 %
More than 1000 employees	17	13.6 %

The distribution of respondents based on their current internet service providers revealed several trends (see Table 3).

Table 3. Distribution of participants' current Internet service provider

Internet Service Provider	Frequency	Percentage
Converge	18	14.4 %
Converge, Dito Telecommunity	2	1.6 %
Converge, Others	1	0.8 %
Globe	2	1.6 %
Globe, Converge	4	3.2 %
Others	2	1.6 %
PLDT/SMART	31	24.8 %
PLDT/SMART, Converge	30	24.0 %
PLDT/SMART, Converge, Dito Telecommunity	1	0.8 %
PLDT/SMART, Converge, Others	7	5.6 %
PLDT/SMART, Globe	4	9.6 %
PLDT/SMART, Globe, Converge	12	0.8 %
PLDT/SMART, Globe, Converge, Dito Telecommunity	1	2.4 %
PLDT/SMART, Globe, Converge, Others	3	0.8 %
PLDT/SMART, Globe, Dito Telecommunity	1	0.8 %
PLDT/SMART, Globe, Others	1	4.0 %
PLDT/SMART, Others	5	9.6 %

For the frequencies in the subscription plan, as displayed in Table 4, results indicate that 48.0% of respondents utilize both fixed and wireless internet services, while 40.8% use fixed internet services exclusively. Additionally, 11.2% of respondents rely solely on wireless internet services.

Table 4. Distribution of participants' subscription plan

Subscription Plan	Frequency	Percentage
Both	60	48.0 %
Fixed	51	40.8 %
Wireless	14	11.2 %

Table 5 reflects the analysis of internet speed plans among respondents and shows a varied preference for different bandwidths. The 201-500 Mbps speed plan emerged as the most popular, with 44 respondents (35.2%) opting for this range. Following closely, 22 respondents (17.6%) selected 501-1,000 Mbps plans. Meanwhile, 18 respondents (14.4%) reported using speed plans of 51-200 Mbps, and 17 (13.6%) chose plans ranging from 26-50 Mbps. The least common option was the 10-25 Mbps plan, reported by 11 respondents (8.8%). Additionally, 13 respondents (10.4%) indicated they have plans offering more than 1,000 Mbps.

Table 5. Distribution of participants' plan speed

Subscription Plan	Frequency	Percentage
10-25 Mbps	11	8.8 %
201-500 Mbps	44	35.2 %
26-50 Mbps	17	13.6 %
501-1,000 Mbps	22	17.6 %
51-200 Mbps	18	14.4 %
More than 1,000 Mbps	13	10.4 %

3.2 Customers' Perception of Brand Image, Price, Service Quality, and Experience

Mean ratings and standard deviations were computed for each construct to assess the respondents' perceptions of brand image, price, service quality, and customer experience in the telecommunications sector in Clark Freeport Zone, Pampanga.

Brand Image

Table 6 demonstrates a strong positive perception of the brand across several dimensions. Respondents strongly agree that the brand is trustworthy and reliable (mean = 3.76, SD = 0.447), consistent across touchpoints (mean = 3.64, SD = 0.498), and committed to CSR and sustainability (mean = 3.61, SD = 0.537). Loyalty and willingness to recommend the brand are also strongly affirmed (mean = 3.60, SD = 0.554). The brand perception is highly positive, with an overall mean score of 3.65 and a low standard deviation of 0.415, indicating strong agreement and uniformity among respondents.

Table 6. Descriptive statistics of respondents' level of assessment on brand image

Indicator	Mean	SD	Interpretation
1. Perceived Brand Trust and Reliability (Brand Personality)	3.76	0.447	Strongly Agree
2. Brand Consistency across different touchpoints (Brand Identity)	3.64	0.498	Strongly Agree
3. Commitment to Corporate Social Responsibility (CSR) And Sustainability (Brand association)	3.61	0.537	Strongly Agree
4. Loyalty and can recommend to others (Brand Attitude and Behavior)	3.60	0.554	Strongly Agree
Overall	**3.65**	**0.415**	**Strongly Agree**

Legend: *Strongly Disagree (1.00-1.49); Disagree (1.50-2.49); Agree (2.50-3.49); and Strongly Agree (3.50-4.00)*

Price

In terms of Price, the results (see Table 7) indicate strong positive perceptions regarding various pricing aspects of the product/service. Respondents strongly agree that the product/service offers good value for money (mean = 3.54, SD = 0.561) and that pricing transparency of plans and fees is high (mean = 3.50, SD = 0.604). Rather than strongly agree, they agree on the fairness of pricing compared to other telecommunications providers (mean = 3.45, SD = 0.665) and feedback on price changes, promos, and discounts (mean = 3.36, SD = 0.653), indicating some variability in perceptions. Satisfaction with the billing experience and payment options is strong (mean = 3.56, SD = 0.614). Respondents generally agreed with pricing aspects, with an overall mean score of 3.48 and a standard deviation of 0.497, reflecting a generally positive perception with slight variability.

Table 7. Descriptive statistics of respondents' level of assessment on price

Indicator	Mean	SD	Interpretation
1. Value for money of the product/service against	3.54	0.561	Strongly Agree
2. Pricing transparency of plans and fees	3.50	0.604	Strongly Agree
3. Perceive Fairness of Pricing compared to other telco providers	3.45	0.665	Agree
4. Feedback on Price Changes, Promos, and Discounts	3.36	0.653	Agree
5. Satisfaction on the Billing Experience and Payment Options	3.56	0.614	Strongly Agree
Overall	**3.48**	**0.497**	**Agree**

Service Quality

Table 8 shows service quality's strong positive perceptions across various dimensions. Respondents strongly agree on service accessibility and network reliability (mean = 3.56, SD = 0.588), response time for technical support and after-sales concerns (mean = 3.50, SD = 0.667), and communication about service interruptions and maintenance advisories (mean = 3.54, SD = 0.602). They also agree on data speed and performance (mean = 3.44, SD = 0.601) and overall service quality assessment (mean = 3.53, SD = 0.547). Overall, the results indicate a highly positive perception of service quality, with an overall mean score of 3.51 and a standard deviation of 0.491, reflecting strong agreement among respondents.

Table 8. Descriptive statistics of respondents' level of assessment on service quality

Indicator	Mean	SD	Interpretation
1. Service Accessibility and Network Reliability	3.56	0.588	Strongly Agree
2. Data Speed and Performance	3.44	0.601	Agree
3. Response Time for Technical Support and After-sales concern	3.50	0.667	Strongly Agree
4. Service Interruption Communication/ Maintenance Advisory	3.54	0.602	Strongly Agree
5. Service Quality-Overall Assessment	3.53	0.547	Strongly Agree
Overall	**3.51**	**0.491**	**Strongly Agree**

Customer Experience

Table 9 indicates a high positive across several key aspects. Respondents have a highly positive perception of their experiences, strongly agreeing with statements about employees' interaction, courtesy, and helpfulness (mean: 3.69, SD: 0.515), aftersales support (mean: 3.58, SD: 0.557), product/service performance (mean: 3.53, SD: 0.517), overall customer journey (mean: 3.52, SD: 0.517), and total customer experience (mean: 3.56, SD: 0.444). Although respondents agree that they receive good value for money (mean: 3.46, SD: 0.589), this aspect shows slightly lower satisfaction and higher response variation than other factors.

Table 9. Descriptive statistics of respondents' level of assessment on experience

Indicator	Mean	SD	Interpretation
1. Employees' interaction, courtesy, and helpfulness	3.69	0.515	Strongly Agree
2. Aftersales Support (Technical Support and Billing Experience)	3.58	0.557	Strongly Agree
3. Product/ Service Performance	3.53	0.517	Strongly Agree
4. Value for Money	3.46	0.589	Agree
5. Overall Customer Journey	3.52	0.517	Strongly Agree
Overall	**3.56**	**0.444**	**Strongly Agree**

3.3 Normality Test

The Shapiro-Wilk test results in Table 10 indicate that the distributions for Brand Image, Pricing, Service Quality, and Customer Experience significantly deviate from normality. For Brand Image, with a mean of 3.65 and a standard deviation of 0.415, the test yielded $W = 0.801$ and $p < .001$, signifying a non-normal distribution. Pricing, having a mean of 3.48 and a standard deviation of 0.497, also displayed non-normality with $W = 0.883$ and $p < .001$. Similarly, Service Quality, which has a mean of 3.51 and a standard deviation of 0.491, produced $W = 0.87$ and $p < .001$, indicating a lack of normal distribution. Lastly, Customer Experience, with a mean of 3.56 and a standard deviation of 0.444, showed $W = 0.852$ and $p < .001$, confirming that this data set does not follow a normal distribution.

Table 10. Normality test results (Shapiro-Wilk test)

			Shapiro-Wilk	
	Mean	**SD**	**W**	**p**
Brand Image	3.65	0.415	0.801	< .001
Price	3.48	0.497	0.883	< .001
Service Quality	3.51	0.491	0.87	< .001
Customer Experience	3.56	0.444	0.852	< .001

3.4 Relationship Between Variables

Correlation Analysis

Table 11 shows Spearman's rho correlation results, which indicate a significant positive relationship between Brand Image, Pricing, Service Quality, and Customer Experience.

Table 11. Correlation analysis result (spearman's rho correlation result)

		Spearman's rho	p-value	Interpretation
H1	Brand Image to Customer Experience	0.664	< .001	Positive Significant
H2	Pricing to Customer Experience	0.683	< .001	Positive Significant
H3	Service Quality to Customer Experience	0.716	< .001	Positive Significant

The correlation between Brand Image and Customer Experience is 0.664 with a p-value of < .001, indicating a strong and significant positive relationship. This suggests that as the perception of Brand Image improves, Customer Experience also tends to improve. Customers who perceive a telecom company's brand favorably are more likely to report a positive overall experience. This underscores the importance of robust brand management strategies within telecom companies. Brand image is intrinsically linked to consumer attitudes, encompassing beliefs and preferences towards a brand. Consumers with a positive image of a brand are more inclined to make purchases and exhibit brand loyalty. Conversely, without a strong and positive brand image, it is exceedingly difficult for companies to attract new customers and retain existing ones (Riyanto & Nasir, 2023).

The result also shows a correlation of 0.683 between Price and Customer Experience with a p-value of < .001, indicating a significant positive relationship, meaning that a favorable price is associated with better Customer Experience. Competitive and transparent pricing structures contribute positively to customer satisfaction, indicating that customers value fair pricing and consider it a critical component of their overall experience. Nurzana and Bustami (2022) define pricing as the value or sum customers must trade for an offer. Factors such as sales or market share, image improvement, customer satisfaction, competitive effort, and profit are used to assess price attractiveness. Pricing methods include cost-based, demand-based, competition-based, customer-need-based, and new product pricing. Price is a primary indicator of service quality, and the Price Performance Dimension evaluates attractiveness through the Four Customer Definitions of the Price Value approach: cheap cost, quality gained for the price paid, all that is sought from the service, and everything obtained compared to what is offered (Zhafirah et al., 2021).

Finally, it presents the strongest correlation of 0.716 between Service Quality and Customer Experience, with a p-value of < .001, confirming a significant positive relationship. This implies that higher Service Quality is strongly linked to enhanced Customer Experience. This suggests that the reliability, responsiveness, and quality of telecom services are paramount in determining customer satisfaction. Enhancing service quality can significantly improve customer experience, making it a crucial focus area for telecom companies. According to Tjahjaningsih and Maskur (2020), service quality can lead to customer satisfaction when perceived service quality meets or exceeds expectations. High-quality service reduces customer churn and fosters loyalty. Their research supports that service quality positively affects customer satisfaction, highlighting its critical role in the telecom industry.

Linear Regression Analysis

The multiple linear regression analysis demonstrates that Brand Image, Pricing, and Service Quality significantly influence Customer Experience (see Table 12).

Table 12. Model Coefficients – Customer Experience

Predictor	Estimate	SE	p	R^2
Intercept (Customer Experience)	0.509	0.2253	0.026	
Brand Image	0.284	0.0836	< .001	0.628
Price	0.214	0.0745	0.005	
Service Quality	0.360	0.0707	< .001	

The intercept is 0.509 ($p = 0.026$), representing the baseline level of Customer Experience. Brand Image shows a positive effect with an estimate of 0.284 ($p < 0.001$), indicating that an increase in Brand Image is associated with a 0.284 increase in Customer Experience. Similarly, pricing has a positive impact, with an estimated value of 0.214 ($p = 0.005$), meaning that better pricing leads to a 0.214 improvement in customer experience. Service Quality has the most substantial effect, with an estimate of 0.360 ($p < 0.001$), suggesting that enhanced Service Quality results in a 0.360 increase in Customer Experience. Linear Regression formula: Customer Experience (0.509) = Brand Image (0.284) + Pricing (0.214) + Service Quality (0.360).

These regression coefficients demonstrate that Brand Image, Pricing, and Service Quality positively relate to Customer Experience. The R^2 value of 0.628 indicates that these three factors can explain 63% of the variability in Customer Experience. The remaining 37% of the variability is attributable to other factors not included in this study. This underscores the significant role that Brand Image, Pricing, and Service Quality play in shaping Customer Experience while also suggesting that future research should explore additional variables that may influence Customer Experience.

4.0 Conclusion

This study holds significant value for stakeholders, decision-makers, product developers, and marketing personnel across various industries, including SMEs, large enterprises, and local government units (LGUs). It provides critical insights for crafting targeted marketing campaigns, refining product features, and enhancing service offerings to align with customer preferences and needs. These insights can help attract new clients and retain the loyalty of existing ones, as well as prioritize areas for improvement, improve service quality, and effectively address customer pain points. For lawmakers and regulatory bodies such as the Department of Information and Communications Technology (DICT), the National Telecommunications Commission (NTC), and Congress, the study's findings can inform well-founded policy decisions and regulations that promote fair competition and protect consumer rights. These insights are particularly useful in shaping policies that impact the telecommunications sector.

Researchers and academic institutions can also benefit from the study, as it adds valuable insights to the existing knowledge base and stimulates further research and academic discourse in the field. The study highlights the determinants of customer experience in the telecommunications industry, specifically focusing on the roles of brand image, pricing, and service quality. The model's R^2 value of 0.628 indicates that these variables explain 63% of the variability in customer experience, underscoring their significance. However, the remaining 37% of variability suggests the influence of additional factors. A key limitation of this study is its exclusion of other potential influencing factors, such as technological advancements, customer support responsiveness, and competitive actions. Future research should incorporate these variables to provide a more comprehensive understanding of customer experience.

Moreover, the study's geographic concentration on the Clark Freeport Zone in Pampanga may restrict the applicability of its findings to other regions or countries. The research was also confined to the leading ISPs in the area, including PLDT/Smart, Globe, Converge, DITO, and other internet service providers. Expanding the research to encompass a broader geographic scope and additional ISPs could provide more generalized insights. By addressing these limitations, future studies can build on this research to offer a more comprehensive view of the factors influencing customer experience in the telecommunications industry.

5.0 Contributions of Authors

The researcher, Marie Anne Rose Timbang, played a pivotal role in the conceptualization and design of the study, formulating research questions and hypotheses. She was responsible for the methodology, including data collection methods and research instruments, and led the data collection process. Conducted the data analysis, interpreted the results, and was the primary author of the original draft, including the introduction, literature review, methodology, results, and discussion sections.

6.0 Funding

None.

7.0 Conflict of Interests

The author declares no conflicts of interest about the publication of this paper.

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