How Do Switching Boredom, Commitment Mix, and Attractiveness Influence Cinema Viewers' Intentions to Switch in Indonesian Theaters? Attractiveness On Switching Intention

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KEYWORD	ABSTRACT
	This paper examines the determinants of cinema viewers' switching intention in Indonesia, with a focus on switching boredom, service commitment mix, and switching attractiveness. The study is motivated by the increasing competition in the entertainment industry, where audience preferences are dynamic and switching behavior is common. The central problem addressed is why cinema customers decide to switch despite existing commitments, raising the research question: How do switching boredom, service commitment mix, and switching attractiveness influence cinema viewers' switching intentions in Indonesian theaters? Unlike previous studies that treat commitment as a switching barrier, this paper reveals that service commitment may not prevent switching when its affective, cognitive, normative, and conative components fail to engage customers. This nuance highlights a gap in the literature on customer behavior in the entertainment sector. The study employs a quantitative approach using structured online questionnaires distributed to 200 cinema-goers, selected through purposive non-probability sampling. The data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that switching boredom, service commitment mix, and switching attractiveness significantly and positively affect switching intention. Moreover, boredom and attractiveness have a reinforcing linear relationship that intensifies switching behavior. The findings suggest that cinema operators need to mitigate customer boredom and enhance perceived value through innovation and personalized engagement. The study contributes to the understanding of switching behavior in experience-driven services and offers practical implications for sustaining audience loyalty in competitive markets.

1. INTRODUCTION

The significance of customer retention is well recognized, with an increasing number of researchers investigating the factors that drive customer loyalty or lead to switching behavior. Recent studies have explored various elements influencing customer retention, such as the evolving role of online platforms in enhancing brand-customer interactions and business outcomes (Eslami et al., 2022), and neuro-marketing techniques applied to subscription services (Yadete & Kant, 2022). Despite this growing interest, studies emphasize that this area of research remains underdeveloped, especially with the influence of digital transformation and consumer behavior shifts (Singh et al., 2025)

The benefits of customer loyalty are widely acknowledged in the business community. These include lower costs of retaining existing customers compared to acquiring new ones, particularly in established and competitive markets (Ouyang & Mak, 2025). Moreover, loyal and repeat customers often serve as informal brand advocates, influencing their networks of friends, family, and potential customers (Yadete & Kant, 2022). Recent studies have highlighted how factors like switching barriers and customer satisfaction continue to play a significant role in shaping customer retention, especially in competitive sectors like health and fitness clubs (Ouyang & Mak, 2025).

Research has shown that factors such as service quality, relationship quality, and overall satisfaction significantly enhance a customer's inclination to remain with a service provider. Yet, what prompts customers to leave? What specific actions by companies or their staff cause customers to switch from one provider to another? Recent research has further explored this by looking at the role of switching barriers and commitment bias, particularly in digital environments (Thach et al., 2025).

To date, scholars have struggled to identify a definitive set of predictors for why customers switch service providers. However, recent work has attempted to fill this gap by examining switching behaviors in emerging markets and the role of psychological and social factors in brand loyalty and retention (Subramanian et al., 2025) This research expands our understanding of how shifting preferences and service expectations influence switching behavior.

In today's marketplace, customer satisfaction alone does not guarantee loyalty. Many consumers prefer to engage with multiple brands rather than remain committed to just one, making it difficult to predict when or why they will switch. This complexity arises because the

relationship between satisfaction, loyalty, and switching intentions is not always linear (Singh et al., 2025) In fact, customers may choose to switch even when they report being highly satisfied (Thach et al., 2025). Recent studies have also emphasized the growing role of digital marketing platforms and data resilience in fostering customer loyalty and retention, reshaping the traditional loyalty paradigm (Singh et al., 2025).

According to recent studies, this phenomenon is influenced by varying degrees of satisfaction, which are shaped by the mental frameworks individuals construct based on their experiences, knowledge, and personal characteristics. The motivation behind these studies stems from the need to understand why seemingly satisfied customers still exhibit switching behavior (Subramanian et al., 2025).

2.   LITERATURE REVIEW

Switching Boredom and Switching Intention

While there is ample evidence suggesting that boredom with a specific product or service can lead to switching behavior, the impact of emotional attachment on this dynamic remains insufficiently understood (Line & Hanks, 2018). This concept is tied to the idea that repeated exposure to the same or similar products and services diminishes their perceived value, thereby fostering variety-seeking behavior. This suggests that the more frequently a customer engages with a particular product or service, the more likely they are to experience boredom, which stimulates the desire to seek alternatives (Hwang et al., 2021)

Satisfaction is shaped by individuals' evaluations of their repeated interactions with a product, service, or activity over time. Experiences associated with boredom often lead to dissatisfaction, which in turn affects consumers' evaluations, attitudes, and usage intentions (Hepola et al., 2020). Boredom is commonly associated with negative emotions such as displeasure, sadness, anxiety, and anger, factors that can result in unfavorable evaluations and attitudes toward the product or service (Ali et al., 2025; Park et al., 2018). This insight is particularly crucial for marketers, as one of their major challenges is overcoming the boredom experienced by consumers and the broader marketplace (Lee & Kim, 2022).

Boredom with a product offering can lead to a significant decline in satisfaction and perceived quality, as well as a marked increase in variety-seeking behavior and switching intention (Zhang, 2022) While product quality remains a major factor influencing switching

behavior, it is also suggested that reducing boredom may foster emotional attachment, which in turn can lower the likelihood of switching (Fishbach et al., 2011; Rubio et al., 2019).

H1 : Switching boredom has a positive and significant influence on switching intention.

Service Commitment Mix and Switching Intention

Interactions between customers and service providers can foster stronger personal connections, helping customers develop familiarity with both the company and its employees, which subsequently enhances satisfaction (Hidayat & Idrus, 2023). Relational characteristics encompass both formal and informal ties between a company and its customers. These relational bonds can serve as both social and financial switching barriers, offering a strategic defense against competitors (Yuen et al., 2023).

In relationship marketing literature, commitment is typically conceptualized as either a desire to maintain a relationship (Samudro et al., 2018) or a pledge to continue interactions with a business partner (Fishbach et al., 2011) It is generally viewed as an attitudinal construct reflecting an individual's intention to engage in behaviors related to a particular service provider (Hidayat & Idrus, 2023). Within marketing contexts, this behavioral intention often includes repeat purchases, positive word-of-mouth, and continued engagement (Berry et al., 2020).

Commitment is a foundational concept in relationship marketing (Rosário & Raimundo, 2021). It has been defined in several ways, including as "an implicit or explicit pledge of relational continuity between exchange partners" and as the "psychological attachment" an individual feels toward an organization (Mnong'one et al., 2024). Commitment as a force that binds an individual to a course of action toward a specific target. Unlike motivations based purely on transactional value or positive attitudes, commitment can drive behavior even in the absence of such incentives. Since the dimensions of commitment (affective, cognitive, normative, and conative) evolve differently and affect behavior in distinct ways (Silvestre et al., 2025), it is essential to explore these dynamics further. Therefore, the following hypothesis is proposed:

H2: Service commitment mix has a positive and significant influence on switching intention.

Switching attractiveness and Switching Intention

Switching inducements refer to the various factors that motivate consumers to change their service providers (Amsal et al., 2021). While much of the existing literature has focused on

the general appeal of alternatives, such as superior service quality, lower prices, more choices, or faster service (Ha et al., 2023; Oh & Park, 2020), there are other important aspects to consider. These include the novelty of alternatives (Amsal et al., 2021), the consumer's tendency for variety-seeking (Liang & Wei, 2024), and social influence from peer groups (Amsal et al., 2021), all of which significantly affect switching behavior (Liang & Wei, 2024).

(Amsal et al., 2021) refer to this concept as the "attractiveness of alternatives," implying that customers are more likely to stay with a service provider when they perceive the benefits of switching as minimal. Conversely, when the perceived advantages of switching are high, customers are more likely to change providers. This framework has been applied across various contexts such as the retail banking sector, smartphone services (Oh & Park, 2020), online service platforms (Liang & Wei, 2024), and broader service industries (Ha et al., 2023).

Jones et al. (2000) refer to this concept as the "attractiveness of alternatives," implying that customers are more likely to stay with a service provider when they perceive the benefits of switching as minimal. Conversely, when the perceived advantages of switching are high, customers are more likely to change providers. This framework has been applied across various contexts such as romantic relationships (Rusbult, 1980), employee turnover (Farrell and Rusbult, 1981), retailing (Ping, 1993), and service industries (Jones et al., 2000).

H3: Switching attractiveness has a positive and significant influence on switching intention.

Figure 1 presents the research model developed based on the preceding literature review and hypothesis formulation.
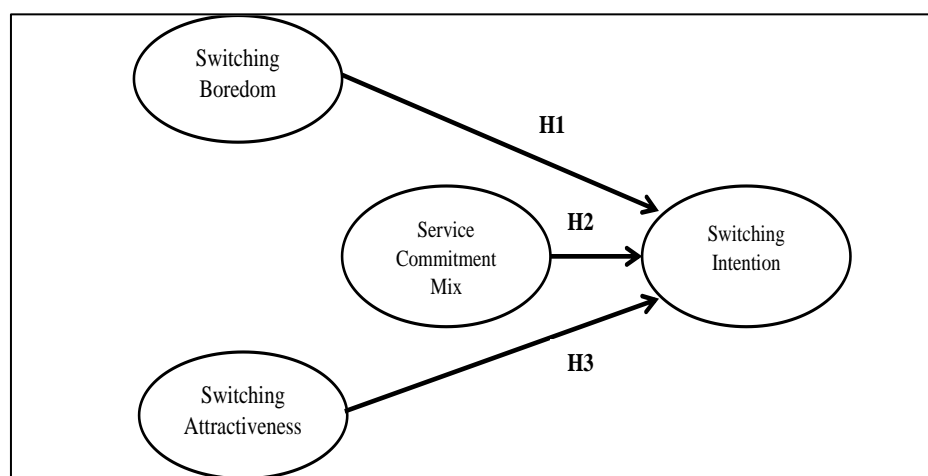

Figure. 1. Research Model

3. METHODOLOGY

This study utilized quantitative methods and tools to validate predefined hypotheses. An online questionnaire served as the primary method for data collection. The sampling method was non-probability, specifically employing a purposive sampling technique. This approach was chosen to target respondents who were most relevant to the research objectives and context, an approach widely used in behavioral studies involving service experiences by (Helmi et al., 2025).

In terms of sample size, it is generally recommended that at least 200 observations are required for Structural Equation Modeling (SEM) to ensure adequate statistical power and reliable results, as suggested by (Hair & Alamer, 2022). Outlined the relationship between the number of variables and the minimum required sample size for SEM, as detailed in Table 1. This guidance ensures that the sample size is sufficient to yield statistically significant results and robust model estimates.

This study applied quantitative data analysis techniques to test the pre-established hypotheses. Data were collected through an online questionnaire using a purposive sampling strategy, a form of non-probability sampling. As previously noted, the minimum sample size for SEM is 200 observations (Hair & Alamer, 2022). Illustrated the ratio between the number of variables and the corresponding minimum sample size for structural equation models, as shown in Table 1.

Table 1. Minimum Sample Size with The Number of Variables

The Number of Variables	Minimum Sample Size
3 – 10	200
11 – 15	360
16 – 20	630
21 – 25	975
26 – 30	1395

Source: Hair & Alamer (2022)

In this study, four variables were assessed using 12 indicators. Based on Table 1, a minimum of 200 respondents was necessary. The demographic profile of the sample included individuals aged 17 years and older who visit cinemas at least once per month. Respondents were drawn from major urban centers in Indonesia, where most well-known cinemas are located. Hypotheses were tested using a variant of Structural Equation Modeling (SEM) known as Partial Least Squares SEM (PLS-SEM), which has been increasingly adopted in service research due to its robustness in handling complex models with relatively smaller samples (Helmi et al., 2025).

Operational Definitions

This study defines and measures four main variables:

1. Switching Boredom: This variable is assessed using three indicators: boredom with service attributes, boredom with food attributes, and boredom with atmospherics. Each of these indicators is measured by three statements adapted from service (Ha & Jang 2013; Ha et al., 2023; Oh & Park, 2020)

2. Service Commitment Mix: Measured using four indicators, affective commitment, cognitive commitment, normative commitment, and conative commitment. These are assessed with four statements derived from the works of (Bansal et al., 2025; Arriaga & Agnew, 2001).

3. Switching Attractiveness: This variable is quantified through four indicators: Competitors' marketing innovation initiatives, alternative attractiveness, variety-seeking tendencies, and consumers' susceptibility to social reference group influence. The measurement for these indicators is based on four statements adapted from (Wen Chuah et al., 2017).

4. Switching Intentions: Assessed using three indicators: switching possibility, switching opportunity, and switching chance. These were evaluated using three items adapted from (Bansal et al., 2005).

These operational definitions provide a structured framework for analyzing the research variables and ensure that each construct is accurately and contextually measured.

Table 2. Operational Definition of Research Variables

Variables	Code	Items	Reference
Switching Boredom	SB1	Boredom with service attributes	(Ha & Jang 2013)
	SB2	Boredom with food attributes	
	SB3	Boredom with atmospherics attributes	
Service Commitment Mix	SCM1	Affective commitment	(Bansal et al., 2025; Arriaga & Agnew, 2001).
	SCM2	Cognitive commitment	
	SCM3	Normative commitment	
	SCM4	Conative commitment	
Switching Attractiveness	SA1	Competitors' marketing innovation initiatives	(Wen Chuah et al., 2017).
	SA2	Alternative attractiveness	
	SA3	Variety-seeking tendencies	
	SA4	Consumers' susceptibility to social reference group influence	
Switching Intentions	SI1	Switching possibility	(Bansal et al., 2005).
	SI2	Switching opportunity	
	SI3	Switching chance	

4. RESULTS AND DISCUSSIONS

Before commencing the main data collection, a preliminary test analysis was conducted to assess both convergent and discriminant validity using a sample of 30 respondents. The results indicated that 14 indicators successfully met the criteria for these validity tests. For the primary study, data were collected from 200 respondents using questionnaires distributed online via Google Forms, as detailed in Table 3. This method ensured an efficient collection of data while adhering to the required sample size for reliable analysis.

Table 3. Descriptions of Research Respondents

Categories	Details	Amount	Percentages (%)
Gender	Man	94	47
	Woman	106	53
Marital Status	Married	97	48.5
	Single	94	47
	Doubt	3	1.5
	Widow	6	3
Education Level	Senior High School	39	19.5
	Diploma	4	2
	Bachelor's Degree	119	59.5
	Postgraduate	38	19

Source: Authors' data processing (2025)

According to Table 3, the majority of respondents are women, accounting for 106 individuals or 53% of the sample. In terms of marital status, married individuals make up the largest group, with 97 respondents or 48.5% of the total. As for educational attainment, those holding a Bachelor's Degree represent the predominant educational level, comprising 119 respondents or 59.5% of the sample.

Measurement of the Outer Model

Validity and reliability tests were carried out in order to assess the outer model. Loading factors and Average Variance Extracted (AVE), with necessary criteria above 0.7 and 0.5, respectively, were used to evaluate convergent validity (Hair & Alamer, 2022).The model's reliability was assessed using Composite Reliability (CR) and Cronbach's alpha values, both of which had to be higher than 0.7. The results of the validity test, which are presented in Table 4, indicate that the model's measurements were adequate because the loading factor values for the

indicators of switching intentions, switching attractiveness, service commitment mix, and switching boredom were all above 0.7 and the AVE values were greater than 0.5.

Table 4. Measurement of the Outer Model Result

Constructs/Items	Outer Loadings	Cronbach's alpha	CR	AVE
Switching Boredom				
SB1	0.867			
SB2	0.864	0.828	0.897	0.743
SB3	0.826			
Service Commitment Mix				
SCM1	0.820			
SCM2	0.800	0.795	0.866	0.618
SCM3	0.802			
SCM4	0.718			
Switching Attractiveness				
SA1	0.789			
SA2	0.834	0.853	0.901	0.695
SA3	0.883			
SA4	0.826			
Switching Intentions				
SI1	0.779			
SI2	0.874	0.795	0.880	0.711
SI3	0.873			

Source: Authors' data processing (2025)

For Cronbach's alpha and composite reliability, each variable demonstrated values above 0.7, indicating good reliability. Consequently, the relationships among the variables were robust, providing a solid foundation for proceeding with further analyses.

Measurement of the Inner Model

The inner model assessment involved bootstrapping the research data using Smart PLS 3.3.7 software. This process yielded two critical results: the significance levels of the relationships between paired variables and their respective R-square values. The R-square values are indicative of how well the exogenous variables explain the variance in the endogenous variables. According to Chin (1998), the relationships between exogenous and endogenous variables can be categorized as weak, moderate, or strong, corresponding to R-square values of 0.19, 0.33, and 0.67, respectively.

With an R-square value of 0.747 for the endogenous variable of switching intention, the influence of the exogenous variables in explaining this variable is demonstrated to be strong. To

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validate the hypothesized relationships between these variables, significance testing was conducted. The significance of these relationships is determined based on the p-values obtained. For a relationship to be considered significant at a 5% level, the p-value must be less than 0.05. If the p-value exceeds 0.05, it indicates that the exogenous variable does not significantly affect the endogenous variable, as detailed in Table 5.

Table 5. Result of the Hypothesis Test

Path Between Variables	Coefficient	P-Values	Conclusion
Switching Boredom>>Switching Intention (H1)	0.133	0.049	Accepted
Service Commitment Mix>>Switching Intention (H2)	0.364	0.000	Accepted
Switching Attractiveness>>Switching Intention (H3)	0.481	0.000	Accepted

Source: Authors' data processing, PLS-SEM output (2025)

From the three hypotheses formulated, all proposed relationships among switching boredom, service commitment mix, and switching attractiveness on switching intention were accepted. This conclusion is supported by the p-values obtained for each hypothesis, which were all below the 0.05 threshold, indicating statistically significant effects.
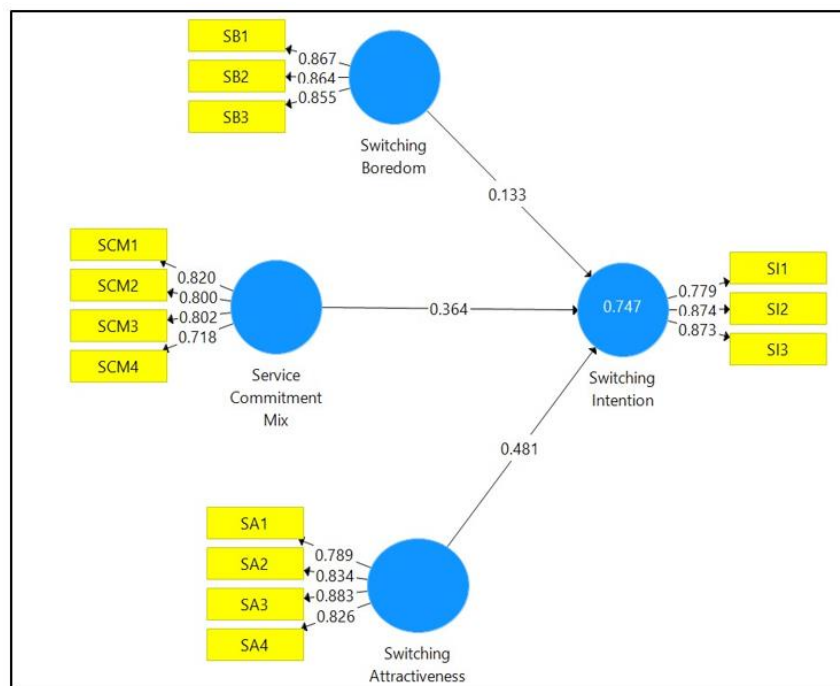

Figure 2. Results of the Hypothesis Test (PLS-SEM output, 2025)

Discussions

This study confirms that switching boredom, service commitment mix, and switching attractiveness significantly influence cinema viewers' switching intentions in Indonesia. First, switching boredom shows a positive and significant effect on switching intention, indicating that repetitive service offerings, limited food and beverage variety, and static atmospherics increase viewers' desire to seek alternative cinemas. This finding is consistent with prior studies demonstrating that boredom reduces satisfaction and stimulates variety-seeking behavior, particularly in experience-based services where repeated exposure diminishes perceived (Line & Hanks, 2018) . Experimental evidence also suggests that frequent switching and skipping behavior intensifies boredom and weakens engagement, further encouraging switching intentions meaning (Tam et al, 2024).

Second, the positive relationship between service commitment mix and switching intention reveals a paradoxical effect. While commitment is traditionally viewed as a switching barrier, the findings suggest that affective, cognitive, normative, and conative commitments may fail to prevent switching when customers continuously reassess available alternatives. This result supports recent arguments that commitment alone is insufficient to secure loyalty unless reinforced by ongoing value creation and experiential engagement (Lee & Kim, 2022). In highly competitive service environments, customers may remain emotionally or cognitively committed yet still develop switching intentions when perceived benefits from alternatives increase.

Third, switching attractiveness emerges as the strongest predictor of switching intention. Factors such as competitors' marketing innovations, appealing alternative offerings, variety-seeking tendencies, and social reference group influence significantly increase the likelihood of switching. This finding aligns with previous research indicating that the perceived attractiveness of alternatives plays a dominant role in customer defection across service industries (Peng et al., 2022; Ha & Jang 2013; Ha et al., 2023; Oh & Park, 2020) . When alternative cinemas offer superior experiences, innovative services, or stronger social appeal, viewers become more inclined to switch despite prior satisfaction or commitment.

Overall, the findings demonstrate that customer loyalty in experience-driven services is dynamic and fragile. Even satisfied and committed customers may switch when boredom intensifies and attractive alternatives are readily available. This supports the view that loyalty cannot be sustained solely through satisfaction or commitment but requires continuous

innovation, differentiation, and experiential renewal to counteract boredom and competitive pressures (Ha & Jang, 2013; Ha et al., 2023).

5. CONCLUSION

This study confirms that switching boredom, service commitment mix, and switching attractiveness significantly and positively influence cinema viewers' switching intentions in Indonesia. Customer boredom, arising from repetitive service offerings, limited food and beverage options, and static atmospherics, emerges as a critical driver of switching behavior. Even when cinemas maintain acceptable quality standards, a lack of novelty may prompt customers to seek alternative experiences, highlighting the importance of continuous experiential renewal.

The role of service commitment mix is shown to be paradoxical. Although affective, normative, cognitive, and conative commitments are traditionally conceptualized as switching barriers, the findings indicate that customers may still develop switching intentions despite existing commitments. This suggests that commitment alone is insufficient to ensure loyalty unless it is reinforced by meaningful engagement, evolving value propositions, and experiential relevance.

Switching attractiveness also exerts a strong influence on switching intentions. Competitors' marketing innovations, appealing alternative offerings, variety-seeking tendencies, and social reference group influences significantly increase the likelihood of switching. This underscores the necessity for cinemas to sustain competitiveness by continuously refining their value propositions and differentiating their service experiences.

Theoretically, this study extends the service switching behavior literature by challenging the dominant assumption that customer commitment consistently reduces switching intention. The positive effect of service commitment mix suggests that commitment may coexist with switching intentions in experience-driven and highly competitive service contexts. Furthermore, the findings strengthen boredom and alternative attractiveness perspectives by demonstrating their central roles in shaping switching behavior. Collectively, the results contribute to the refinement of service switching frameworks by emphasizing that loyalty is dynamic and contingent upon ongoing experiential value rather than static relational bonds.

From a managerial perspective, the findings highlight the importance of continuously innovating service delivery to mitigate customer boredom. Cinema operators should regularly update movie-viewing technologies, diversify food and beverage offerings, and refresh cinema atmospherics to maintain customer engagement. In addition, building customer commitment should move beyond emotional attachment and focus on sustained value creation and interactive experiences. Given the strong influence of switching attractiveness, cinemas must closely monitor competitors' strategies and social trends, adopting innovative marketing initiatives and immersive experiences that are difficult for competitors to replicate.

Several limitations must be acknowledged. First, the sample size and geographical focus limit the generalizability of the findings beyond the Indonesian cinema industry. Second, the use of purposive sampling and limited differentiation of viewer categories may affect the robustness of the results. Third, demographic and membership-related factors such as age, gender, education, and loyalty status were not explicitly controlled and may influence switching behavior. Finally, the research model may be more applicable to markets characterized by high competition and service variety.

Future research is encouraged to address these limitations through longitudinal designs to capture changes in switching intentions over time, cross-cultural comparisons to enhance external validity, qualitative approaches such as interviews or focus groups to deepen understanding of consumer motivations, and experimental studies to directly test the impact of service innovations and marketing initiatives on switching behavior.

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