



The Influence of Advertising Intrusiveness and User Experience on Switching Intention through Customer Satisfaction: An Educational Management Perspective

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ABSTRACT

Keywords:

Advertising
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This study aims to examine the influence of advertising intrusiveness and user experience on switching intention through customer satisfaction from an educational management perspective. Employing a quantitative approach with a causal research design, data were collected through structured questionnaires using a Likert scale from 205 respondents selected through purposive sampling. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3.0. The findings reveal that advertising intrusiveness has a negative and significant effect on customer satisfaction and a positive and significant effect on switching intention. User experience has a positive and significant effect on customer satisfaction but does not directly influence switching intention. Furthermore, customer satisfaction has a negative and significant effect on switching intention and significantly mediates the relationship between advertising intrusiveness, user experience, and switching intention. These results suggest that intrusive advertising increases users' intention to switch platforms, while positive user experience enhances satisfaction, which subsequently reduces switching intention. From an educational management perspective, the study highlights the importance of managing digital learning environments by minimizing intrusive elements and optimizing user experience to sustain user satisfaction and platform retention in increasingly competitive digital ecosystems.

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INTRODUCTION

The rapid expansion of digital platforms has transformed how individuals access information, communicate, and participate in learning activities. In contemporary society, social media environments are not only used for entertainment but also function as informal learning spaces that influence

attitudes, engagement, and decision-making. From an educational management perspective, understanding user behavior in digital ecosystems is essential because institutions increasingly rely on online platforms to disseminate knowledge and manage communication. However, the sustainability of these platforms depends on users' continued engagement and satisfaction. Research in digital behavior suggests that intrusive commercial content may disrupt user concentration and reduce perceived value. At the same time, positive user experience has been associated with increased satisfaction and loyalty. Therefore, examining factors that shape switching intention is crucial not only for business sustainability but also for the effective management of digital learning environments.

Despite the benefits of digital platforms, users frequently encounter excessive advertising exposure that interferes with their online activities. Advertising intrusiveness, defined as the degree to which advertisements interrupt cognitive processes, has become a growing concern in digital environments. When users perceive advertisements as disruptive, their satisfaction declines, potentially leading to negative behavioral responses such as avoidance or platform switching. In educational contexts, such disruptions may reduce engagement, limit information absorption, and weaken platform trust. Furthermore, competition among digital platforms has intensified, providing users with multiple alternatives. This condition increases the likelihood of switching intention when dissatisfaction arises. Therefore, identifying determinants of switching behavior is critical for understanding how digital environments can be managed effectively. Without proper management of user experience and advertising exposure, platform sustainability and educational communication effectiveness may be significantly compromised.

Empirical observations indicate that users frequently express frustration regarding excessive and repetitive advertisements on social media platforms such as Facebook. Complaints about intrusive pop-ups, autoplay videos, and irrelevant sponsored content reflect declining tolerance toward disruptive advertising formats. Simultaneously, users demonstrate higher engagement when platforms provide seamless navigation, relevant content, and interactive features that enhance usability. The coexistence of intrusive advertising and sophisticated user interface design creates a paradox: while platforms aim to maximize revenue through advertising, they risk losing users due to dissatisfaction. In educationally oriented digital communities, these dynamics are even more critical, as user satisfaction influences participation, collaboration, and knowledge sharing. Consequently, understanding how advertising intrusiveness and user experience jointly influence switching intention becomes highly relevant for developing sustainable digital management strategies.

Previous studies have extensively examined the relationship between advertising intrusiveness and user attitudes. Irritation Theory posits that

disruptive advertising generates negative emotions that reduce satisfaction and trigger avoidance behavior. Empirical findings confirm that intrusive ads negatively affect perceived value and increase switching intention. Meanwhile, Expectation Disconfirmation Theory explains that satisfaction emerges when performance meets or exceeds user expectations. In digital platform research, user experience comprising usability, accessibility, and interaction quality has been shown to positively influence satisfaction and loyalty. However, many prior studies focus primarily on commercial outcomes such as purchase intention or brand loyalty rather than switching intention within broader digital ecosystems. Moreover, limited attention has been given to mediating mechanisms that explain how satisfaction translates into switching behavior.

Although prior research has separately analyzed advertising intrusiveness and user experience, few studies integrate both variables within a single structural model that includes customer satisfaction as a mediating construct. Existing literature often treats satisfaction as a direct outcome rather than as an explanatory mechanism linking platform attributes to behavioral intention. Additionally, research in digital platform management rarely connects marketing-related variables with educational management perspectives, despite the increasing role of social media in learning environments. This gap is significant because digital platforms used for communication and knowledge dissemination must balance revenue generation and user retention. Therefore, a comprehensive analysis that simultaneously examines advertising intrusiveness, user experience, customer satisfaction, and switching intention is necessary to provide a more holistic understanding of user behavior.

The novelty of this study lies in integrating marketing behavior constructs within an educational management framework to explain switching intention in digital ecosystems. By positioning customer satisfaction as a mediating variable, this research offers a more nuanced explanation of how disruptive advertising and experiential quality influence behavioral outcomes. Unlike previous studies that emphasize commercial performance indicators, this study highlights platform sustainability and user retention as strategic concerns in managing digital learning environments. The application of Structural Equation Modeling–Partial Least Squares (SEM-PLS) further strengthens the analytical rigor by simultaneously testing direct and indirect relationships. Thus, this research contributes theoretically by extending Irritation Theory and Expectation Disconfirmation Theory into an educational management context and practically by offering insights for digital platform governance.

Based on the identified gaps, this study addresses the following research problem: How do advertising intrusiveness and user experience influence switching intention through customer satisfaction within an educational management perspective? It is hypothesized that advertising intrusiveness negatively affects satisfaction and positively influences switching intention,

while user experience positively affects satisfaction and indirectly reduces switching intention through satisfaction. Customer satisfaction is expected to mediate these relationships significantly. The argument underlying this study is that effective digital management requires minimizing disruptive elements while enhancing experiential quality to maintain user satisfaction and retention. By empirically testing these relationships, this research provides both theoretical advancement and strategic recommendations for managing digital platforms in increasingly competitive and dynamic environments.

Literatur Review

Advertising Intrusiveness

Advertising intrusiveness refers to users' cognitive and affective perceptions that advertisements interfere with their primary goals when using a digital platform. The concept originates. In digital environments, advertising intrusiveness reflects perceived disruption that triggers discomfort, irritation, and negative responses (Chen, 2024; Ilma Lentera et al., 2022; Noguti, 2023). The construct as the extent to which advertising interrupts users' activities, obstructs media usage goals, and disrupts cognitive focus. In digital management contexts, high advertising intrusiveness negatively affects user experience, satisfaction, engagement, and retention, ultimately influencing brand perception and platform sustainability (Chen, 2024; Citalada et al., 2022; Fathi et al., 2025; Noguti, 2023). The construct is commonly measured through interruption, goal impediment, and cognitive disruption (Chen, 2024; Fathi et al., 2025).

User Experience

User experience represents individuals' perceptions and responses resulting from their interaction with a product or digital system. Within Expectation Disconfirmation Theory, user experience reflects perceived system performance that users compare with prior expectations to form satisfaction judgments. It encompasses cognitive, affective, and sensory dimensions, including usability, efficiency, reliability, attractiveness, and enjoyment (Athaya Gusfi et al., 2024; Nisa, 2024; Tjiptodjojo et al., 2023). A positive experience leads to positive disconfirmation and higher satisfaction, whereas poor experience results in negative disconfirmation and dissatisfaction. Empirical findings confirm that user experience significantly influences satisfaction, retention, and loyalty in digital contexts (Alberto Jose Martins et al., 2020; Leonard Togatorop et al., 2024). Therefore, optimizing user experience is essential in managing sustainable digital environments.

Customer Satisfaction

Customer satisfaction is defined as an evaluative response arising from the comparison between initial expectations and actual performance. According

to Expectation Disconfirmation Theory, satisfaction occurs when perceived performance confirms or exceeds expectations. In digital services, satisfaction reflects post-usage evaluation of system quality and overall experience (Alberto Jose Martins et al., 2020; Ramasamy et al., 2024; Schiebler et al., 2025). It plays a crucial role in determining loyalty, retention, and reduced switching behavior (Dey et al., 2020; Leonard Togatorop et al., 2024; Sahri et al., 2023). Customer satisfaction is typically measured through overall satisfaction, performance satisfaction, and expectation fulfillment.

Switching Intention

Switching intention refers to an individual's tendency to discontinue using a current service and consider alternatives. It is a behavioral intention that precedes actual switching behavior. Under Expectation Disconfirmation Theory, switching intention arises when perceived performance falls below expectations, creating negative disconfirmation. In digital contexts, dissatisfaction encourages users to seek platforms offering greater value and convenience (IS García, 2020; Liang & Wei, 2024; Sridevi & Ajith, 2024). Because switching intention predicts churn behavior, understanding its determinants is critical for retention strategies (Jo & Park, 2023; Ling Suan et al., 2023). The construct includes intention to switch, likelihood of choosing alternatives, and reduced continuance intention.

Hypothesis Development

Prior studies confirm that advertising intrusiveness negatively affects customer satisfaction (Alfatih et al., 2025; Chen, 2024; Fathi et al., 2025). Based on Irritation Theory, intrusive ads trigger negative affective responses that reduce satisfaction.

User experience consistently demonstrates a positive influence on satisfaction because high-quality interaction generates positive disconfirmation (Alberto Jose Martins et al., 2020; Athaya Gusfi et al., 2024).

Although customer satisfaction is theoretically expected to reduce switching intention, empirical findings show contextual variations (Dey et al., 2020; IS García, 2020). Satisfaction may indirectly influence switching through perceived value and alternative attractiveness.

Advertising intrusiveness may directly increase switching intention as a push factor (Chen, 2024; Ling Suan et al., 2023), and indirectly through reduced satisfaction (Fathi et al., 2025). Similarly, poor user experience can increase switching intention via dissatisfaction mechanisms.

Thus, customer satisfaction is expected to function as a mediating variable linking advertising intrusiveness and user experience to switching intention (Dey et al., 2020; Liang & Wei, 2024).

Conceptual Framework

Based on the theoretical relationships discussed, the conceptual framework positions advertising intrusiveness and user experience as exogenous variables, customer satisfaction as a mediating variable, and switching intention as the endogenous variable.

RESEARCH METHODS

This study employed a quantitative research design with a causal approach to examine the direct and indirect relationships among advertising intrusiveness, user experience, customer satisfaction, and switching intention. A quantitative design was selected because it enables hypothesis testing and statistical generalization of relationships among latent constructs using structured measurement instruments (Hair et al., 2019). The research was conducted in Indonesia, focusing on active users of Facebook. Indonesia was chosen due to its large and diverse social media user base, making it a relevant context for examining digital platform behavior and user retention dynamics. Understanding user responses in this environment is important for managing sustainable digital ecosystems, particularly in competitive platform settings.

Data were collected through a structured questionnaire using a five-point Likert scale (5 = strongly agree to 1 = strongly disagree). The survey was distributed to 190 active users selected through purposive sampling based on the following criteria: (1) aged 18 years or older; (2) having used Facebook for at least three months; and (3) having been exposed to advertisements in the Newsfeed within the last month. The sample size followed the minimum requirement of ten times the number of indicators, with 50–100 respondents considered adequate for Partial Least Squares modeling (Hair et al., 2019). Advertising intrusiveness was measured using five indicators—distracting, forced, disturbing, intrusive, and interfering—adapted from Li et al. (2002) and Bansal et al. (2005). User experience was assessed through six dimensions: attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty (Laugwitz et al., 2008). Customer satisfaction was measured using content, accuracy, format, ease of use, and timeliness (William H. DeLone, 1992). Switching intention was evaluated using three indicators: consideration to switch, likelihood of switching, and decision to switch (Bansal et al., 2005).

Data analysis was conducted using variance-based Structural Equation Modeling (SEM-PLS) operated through SmartPLS software (Hair et al., 2019). SEM-PLS was chosen because it is suitable for predictive research models, complex mediation analysis, and relatively small sample sizes. The analysis followed two main stages: evaluation of the measurement model and evaluation of the structural model. The measurement model assessment included testing indicator reliability, internal consistency reliability, convergent validity, and

discriminant validity. The structural model evaluation involved examining path coefficients, coefficient of determination (R^2), effect sizes (f^2), predictive relevance (Q^2), and mediation effects using bootstrapping procedures.

To ensure data validity and reliability, several statistical criteria were applied. Indicator reliability was confirmed through outer loadings above 0.70, while internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability values exceeding 0.70 (Hair et al., 2019). Convergent validity was evaluated through Average Variance Extracted (AVE) values above 0.50, and discriminant validity was assessed using the Fornell–Larcker criterion and cross-loading analysis. Additionally, multicollinearity was examined using Variance Inflation Factor (VIF) values below the recommended threshold. These procedures ensured that the constructs were measured accurately and that the structural relationships were statistically robust and reliable.

Research Hypotheses

H1: Advertising intrusiveness has a negative and significant effect on customer satisfaction.

H2: User experience has a positive and significant effect on customer satisfaction.

H3: Customer satisfaction has a negative and significant effect on switching intention.

H4: Advertising intrusiveness has a positive and significant effect on switching intention.

H5: User experience has a negative and significant effect on switching intention.

H6: Customer satisfaction mediates the relationship between advertising intrusiveness and switching intention.

H7: Customer satisfaction mediates the relationship between user experience and switching intention.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The respondent profile analysis in this survey is based on the following demographics.

Table 1. Respondent Characteristics

Category	Item	f	%
Gender	Woman	183	89.27
	Man	22	10.73
Total		205	100
Province	Kalimantan	25	12.20
	Java	147	71.71
	Sumatra	3	1.46

	Papua	2	0.98
	Sulawesi	12	5.85
	Other	16	7.80
Total		205	100
Age	18-25 Years	189	92.20
	26-35 Years	12	5.85
	36-45 Years	2	0.98
	46-55 Years	2	0.98
Total		205	100
Education	High School/Vocational School/Equivalent	20	9.76
	Diploma (D1/D2/D3/D4)	18	8.78
	Bachelor degree)	159	77.56
	Postgraduate (S2/S3)	8	3.90
Total		205	100
Work	Students	189	92.20
	Private sector employee	5	2.44
	civil servant	2	0.98
	Self-employed	7	3.41
	Freelance	1	0.49
	Medical specialist	1	0.49
Total		205	100

Source: Processed by Researchers (2026)

The characteristics of the respondents in this study show a fairly strong dominance in several demographic aspects. The majority of respondents were female (89.27%), while only 10.73% were male, so the perceptions obtained more represent the perspectives of female users. Based on region, respondents were dominated by users from Java Island (71.71%), followed by Kalimantan (12.20%), Sulawesi (5.85%), and other regions with smaller proportions, indicating that the research findings more reflect user behavior in areas with high digital penetration. In terms of age, respondents were heavily concentrated in the 18–25 year old range (92.20%), so this study primarily describes the behavior of the younger generation as active social media users. Respondents' educational level was also dominated by university graduates (77.56%), indicating a relatively good level of digital literacy in evaluating user experiences. Meanwhile, based on occupation, the majority of respondents were students (92.20%), so the overall profile of the research sample reflects a group of young, educated, and digitally active users, which has the potential to influence patterns of perceptions regarding user experiences, satisfaction, and the tendency to switch social media platforms.

Measurement Models

The results of the model testing in this study include evaluation of the measurement model (outer model) and the structural model (inner model). The outer model was tested to assess convergent validity, discriminant validity, reliability, and the coefficient of determination (R^2). Furthermore, the inner

model was tested through a bootstrapping procedure, including effect size analysis (f^2), as well as correlation and regression tests between variables.

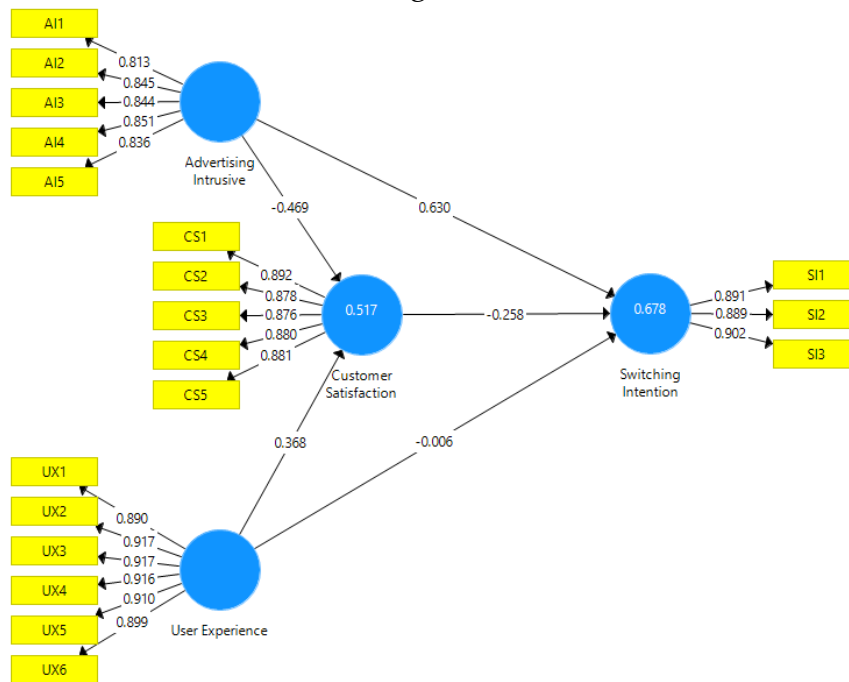


Figure 1. Algorithm Result

Table 2. Convergent Validity Test

Variables	Indicator	Item	Item Code	Outer Loading
Intrusive Advertising	Distraction	Ads on Facebook Newsfeed often distract me from the content I want to see.	AI1	0.813
	Forced	I feel like ads on Facebook Newsfeed are forced to appear even though I don't want them to.	AI2	0.845
	Disturbing	Ads on Facebook Newsfeed feel like they are disturbing my comfort in using Facebook.	AI3	0.844
	Intrusive	I feel like ads on Facebook Newsfeed are too intrusive into my personal activities.	AI4	0.851
	Interfering	Ads on Facebook Newsfeed disrupt my experience of browsing the platform.	AI5	0.836
User experience	Attractiveness	I find the Facebook interface attractive to use.	UX1	0.890
	Perspicuity	I easily understand how to use the features on Facebook.	UX2	0.917
	Efficiency	I can complete my activities on Facebook quickly.	UX3	0.917
	Dependability	Facebook is reliable in displaying information according to my expectations.	UX4	0.916
	Stimulation	Using Facebook feels entertaining	UX5	0.910
	Novelty	I feel that the experience of using Facebook	UX6	0.899

		is not monotonous.		
Customer Satisfaction	Content	The information I see on my Facebook homepage is relevant to my interests.	CS1	0.892
	Accuracy	The information shared by friends and pages I follow on Facebook is accurate.	CS2	0.878
	Format	Facebook's visual appearance is attractive and enjoyable for me.	CS3	0.876
	Ease of use	I easily understand how to use the various features offered by Facebook.	CS4	0.880
	Timelines	The latest information from friends and pages I follow quickly appears on my homepage.	CS5	0.881
Switching Intention	Considerations for Switching	I have considered switching to another social media platform.	SI1	0.891
	Possible Switch	I have a high probability of switching to another social media platform.	SI2	0.889
	Decision to Switch	I have decided to switch to another social media platform.	SI3	0.902

Source: Processed by Researchers (2026)

the outer loading value evaluation indicate that all indicators representing each construct have a strong loading level and have met the requirements for convergent validity. All outer loading values were recorded above the recommended threshold, which is ≥ 0.70 , so it can be stated that the indicators used in this study have convergent validity and can be continued to the next stage of analysis.

Descriptive statistics show that all variables have a mean close to zero and a standard deviation of 1.00, indicating that the data has been standardized so that each construct is on a comparable scale. The Advertising Intrusive and Switching Intention variables have negative skewness values (-1.621 and -1.793) indicating a tendency for respondents to rate these constructs relatively high, with positive kurtosis indicating a distribution that is sharper than normal. Conversely, Customer Satisfaction and User Experience have positive skewness (1.501 and 0.648) indicating that the data distribution tends to the right, indicating that the level of user satisfaction and experience is in the low to moderate category. The fairly diverse minimum and maximum values for each variable indicate a wide variation in respondents' answers, so that the data is able to comprehensively represent user perceptions of advertising, user experience, satisfaction, and switching intentions.

Discriminant Validity

Testing was carried out using Cross loading and Fornell–Larcker to assess uniqueness. each construct in the model.

Table 4. Discriminant Validity – Cross Loadings

	Intrusive Advertising	Customer Satisfaction	Switching Intention	User experience
AI1	0.813	-0.571	0.672	-0.370
AI2	0.845	-0.520	0.629	-0.383
AI3	0.844	-0.528	0.662	-0.436
AI4	0.851	-0.575	0.696	-0.399
AI5	0.836	-0.488	0.684	-0.377
CS1	-0.581	0.892	-0.560	0.538
CS2	-0.543	0.878	-0.597	0.537
CS3	-0.623	0.876	-0.631	0.496
CS4	-0.566	0.880	-0.558	0.528
CS5	-0.509	0.881	-0.586	0.490
SI1	0.678	-0.570	0.891	-0.382
SI2	0.744	-0.633	0.889	-0.466
SI3	0.718	-0.581	0.902	-0.363
UX1	-0.384	0.481	-0.367	0.890
UX2	-0.465	0.543	-0.409	0.917
UX3	-0.410	0.534	-0.416	0.917
UX4	-0.413	0.552	-0.427	0.916
UX5	-0.425	0.543	-0.380	0.910
UX6	-0.454	0.545	-0.465	0.899

Source: SEM-PLS 3.0

cross-loading results show that all indicators have the highest loading values on the measured constructs compared to other constructs, thus meeting the criteria for discriminant validity. Indicators in the Intrusive Advertising variable have high loadings on their constructs (0.813–0.851) and lower on other constructs, indicating that the items are able to represent the variable accurately. A similar thing is also seen in Customer satisfaction with loading values of 0.876–0.892, Switching intention of 0.889–0.902, and User experience of 0.890–0.917, all of which indicate measurement consistency in each construct. Although there is a correlation between variables, the cross-loading value remains lower than the main loading on the construct, so it can be concluded that each indicator has a good ability to differentiate the measured constructs and the model has adequately met the requirements for discriminant validity.

Table 5. Discriminant Validity – Fornell Lacker

	Intrusive Advertising	Customer Satisfaction	Switching Intention	User experience
Intrusive Advertising	0.838			
Customer Satisfaction	-0.642	0.881		
Switching Intention	0.799	-0.666	0.894	
User experience	-0.469	0.588	-0.454	0.908

Source: SEM-PLS 3.0

The results of the discriminant validity test using the Fornell-Larcker

criteria show that the square root of the AVE value for each construct is greater than the correlation between other constructs. The value for the Intrusive Advertising construct is 0.838, Customer satisfaction 0.881, Switching intention 0.894, and User experience 0.908, all of which are higher than the correlation with other variables in the model. This finding indicates that each construct has a good ability to explain the variance of its own indicators compared to the variance of other constructs. Although there is a fairly strong relationship between variables, especially between Intrusive Advertising and switching intention, the diagonal value remains the highest for each construct. Thus, the research model can be declared to have met the criteria for discriminant validity, so that each latent variable in this study is proven to be conceptually and empirically different.

Table 6. Discriminant Validity Test – HTMT

	Intrusive Advertising	Customer Satisfaction	Switching Intention	User experience
Intrusive Advertising				
Customer Satisfaction	0.702			
Switching Intention	0.901	0.737		
User experience	0.506	0.622	0.492	

Source: SEM-PLS 3.0

the HTMT (Heterotrait–Monotrait Ratio) test show that all correlation values between constructs are below the recommended threshold (<0.90), so the model meets the discriminant validity criteria. The HTMT value between Intrusive Advertising and Customer satisfaction is 0.702, between Customer satisfaction and Switching intention is 0.737, and the relationship with User experience is in the range of 0.492–0.622, which indicates a moderate level of correlation and is still within acceptable limits. Although the HTMT value between Intrusive Advertising and Switching intention reaches 0.901 and is close to the upper limit, this value is still tolerable in the context of social research that has a fairly strong construct relationship. Overall, these findings indicate that each latent variable has clear differences conceptually and empirically, so the research model is declared to meet the discriminant validity requirements based on the HTMT criteria.

Table 7. Reliability and Convergent Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Intrusive Advertising	0.894	0.894	0.922	0.702
Customer Satisfaction	0.928	0.929	0.946	0.777
Switching Intention	0.875	0.876	0.923	0.799
User experience	0.958	0.959	0.966	0.825

Source: SEM-PLS 3.0

the reliability and convergent validity tests indicate that all constructs in the study have excellent levels of internal consistency and validity. The Cronbach's Alpha value for each variable is above 0.70, namely Advertising Intrusive (0.894), Customer satisfaction (0.928), Switching intention (0.875), and User experience (0.958), indicating that all indicators in each construct have high reliability. This is reinforced by the Composite Reliability value which also exceeds the minimum limit of 0.70, ranging from 0.922 to 0.966, thus indicating excellent measurement consistency. In addition, the Average Variance Extracted (AVE) value for all variables is above 0.50, ranging from 0.702–0.825, indicating that each construct is able to explain more than 50% of the variance in its indicators. Thus, it can be concluded that the measurement model has adequately met the criteria of reliability and convergent validity, so it is suitable for use for further structural analysis.

Table 8. Test of Determination Coefficient (R Square/ R²)

	R Square	R Square Adjusted
Customer Satisfaction	0.517	0.512
Switching Intention	0.678	0.673

Source: SEM-PLS 3.0

The coefficient of determination results show that the Customer satisfaction construct has an R² value of 0.517 (adjusted 0.512), which means that the variables in the model are able to explain approximately 51.7% of the variation in customer satisfaction, while the rest is influenced by other factors outside the model. This value indicates the model's predictive ability in the moderate to strong category. Meanwhile, the Switching intention construct has an R² value of 0.678 (adjusted 0.673), which indicates that 67.8% of the variation in switching intention can be explained by the variables in the research model. This value reflects strong explanatory power, so that overall the structural model has good predictive ability in explaining the relationship between the variables studied.

Table 9. Direct Effect and Indirect Effect Test

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result	Hypothesis Decision
H1	Intrusive Advertising - Customer Satisfaction	-0.469	-0.475	0.081	5,771	0.000	Significant	Accepted
H2	User experience - Customer	0.368	0.364	0.073	5,062	0.000	Significant	Accepted

Satisfaction								
H3	Customer satisfaction - Switching Intention	-0.258	-0.260	0.071	3,639	0.000	Significant	Accepted
H4	Intrusive Advertising - Switching Intention	0.630	0.631	0.077	8,201	0.000	Significant	Accepted
H5	User experience - Switching Intention	-0.006	-0.002	0.048	0.132	0.895	Insignificant	Rejected
H6	Intrusive Advertising - Customer satisfaction - Switching Intention	0.121	0.125	0.044	2,752	0.006	Significant	Accepted
H7	User experience - Customer satisfaction - Switching Intention	-0.095	-0.094	0.030	3,190	0.002	Significant	Accepted

Source: SEM-PLS 3.0

The results of the hypothesis testing show that most of the relationships between variables in the research model are significant. Intrusive Advertising has a negative and significant effect on Customer satisfaction ($\beta = -0.469$; $p < 0.001$), indicating that the higher the perception of advertising intrusion, the level of user satisfaction tends to decrease. Conversely, User experience has a significant positive effect on Customer satisfaction ($\beta = 0.368$; $p < 0.001$), indicating that a good user experience can increase user satisfaction. Furthermore, Customer satisfaction has a significant negative effect on Switching intention ($\beta = -0.258$; $p < 0.001$), meaning that the higher the user satisfaction, the lower the tendency to switch platforms. Intrusive Advertising is also proven to have a significant positive effect on Switching intention ($\beta = 0.630$; $p < 0.001$), indicating that ads that are considered annoying can increase user intentions to switch to other platforms. However, User experience does not have a significant direct effect on Switching intention ($\beta = -0.006$; $p = 0.895$), so the hypothesis is rejected. In the mediation test, customer satisfaction was proven to significantly mediate the relationship between advertising intrusiveness and switching intention ($\beta = 0.121$; $p = 0.006$) and the relationship between user experience and switching intention ($\beta = -0.095$; $p = 0.002$). Overall, these findings indicate that customer satisfaction plays an important role as a mediating variable in explaining the influence of user experience and advertising intrusiveness on Facebook users'

switching intention.

Discussion

The findings indicate that advertising intrusiveness has a negative and significant effect on customer satisfaction (H1 supported; $\beta = -0.469$; $p < 0.001$). This result suggests that the higher the level of perceived advertising disruption, the lower the satisfaction formed among users. Respondents predominantly agreed that advertisements were distracting, forced, and interruptive, thereby reducing comfort and overall platform evaluation. Theoretically, this finding aligns with Irritation Theory, which posits that marketing stimuli that interrupt users' cognitive processes generate negative emotional responses and decrease media evaluation (Aaker & Bruzzone, 1985; Ducoffe, 1996). The result is also consistent with prior empirical studies demonstrating that advertising intrusiveness significantly reduces user satisfaction in digital services (Chen, 2024; Citalada et al., 2022; Noguti, 2023). Thus, intrusive advertising undermines affective and cognitive evaluations of platform quality.

Furthermore, user experience was found to have a positive and significant effect on customer satisfaction (H2 supported; $\beta = 0.368$; $p < 0.001$). This indicates that system efficiency, ease of use, and interface clarity contribute substantially to user satisfaction. Most respondents expressed agreement with positive user experience indicators, reflecting alignment between perceived performance and expectations. This finding supports Expectation Disconfirmation Theory (EDT), which explains that satisfaction occurs when perceived performance meets or exceeds initial expectations. When actual experience confirms expectations, positive evaluations emerge. The result is consistent with empirical evidence identifying user experience as a primary determinant of satisfaction in digital services (Alberto Jose Martins et al., 2020; Athaya Gusfi et al., 2024; Tjiptodjojo et al., 2023). Therefore, experiential quality remains a crucial driver of post-usage evaluation.

The study also confirms that customer satisfaction negatively and significantly affects switching intention (H3 supported; $\beta = -0.258$; $p < 0.001$). Users with higher satisfaction levels reported lower agreement with switching indicators, demonstrating that satisfaction reduces the tendency to seek alternatives. Within the framework of Expectation Disconfirmation Theory, satisfaction represents a post-consumption evaluative judgment that shapes subsequent behavioral intentions, including continuance or discontinuance decisions. When users perceive performance confirmation, their motivation to explore competing platforms declines. This finding aligns with previous research

emphasizing satisfaction as a key mechanism in reducing switching intention in digital environments (Dey et al., 2020; Kim & Jindabot, 2021; Ling Suan et al., 2023). Hence, satisfaction functions as a stabilizing factor in user retention.

In addition, advertising intrusiveness positively and significantly influences switching intention (H4 supported; $\beta = 0.630$; $p < 0.001$). This suggests that intrusive advertising not only decreases satisfaction but also directly stimulates users' intention to switch platforms. Respondents who perceived advertisements as highly intrusive showed stronger agreement with switching considerations and likelihood indicators. From the perspective of Irritation Theory, this reflects avoidance behavior triggered by negative affective responses. Users attempt to restore comfort by distancing themselves from disruptive stimuli. The finding corroborates previous studies identifying advertising intrusiveness as a strong push factor driving switching intention in digital services (Fathi et al., 2025; Sridevi & Ajith, 2024). Thus, intrusive advertising operates as both an emotional trigger and a behavioral catalyst.

However, user experience does not have a significant direct effect on switching intention (H5 rejected; $\beta = -0.006$; $p = 0.895$). Although most respondents reported relatively positive user experiences, some still considered alternative platforms. This suggests that in highly competitive social media environments characterized by low switching costs, positive experience alone may not be sufficient to directly prevent switching. According to Expectation Disconfirmation Theory, satisfaction acts as the central mediator between perceived performance and behavioral intention (Bhattacharjee, 2001; Oliver, 1980). Empirical studies similarly indicate that the effect of user experience on switching intention is often indirect and mediated by satisfaction (Sinaga et al., 2025; Sugandha & Indarwati, 2021). Therefore, experiential quality must translate into satisfaction before influencing behavioral retention decisions.

The mediation analysis further confirms that customer satisfaction significantly mediates the relationships among variables. Advertising intrusiveness indirectly affects switching intention through satisfaction (H6 supported; $\beta = 0.121$; $p = 0.006$), indicating that disruptive advertisements reduce satisfaction, which subsequently increases switching intention (Chen, 2024; Fathi et al., 2025; Ling Suan et al., 2023). Similarly, user experience significantly influences switching intention through customer satisfaction (H7 supported; $\beta = -0.095$; $p = 0.002$). Although user experience does not directly affect switching intention, positive experiences enhance satisfaction, which then lowers switching tendencies (Leonard Togatorop et al., 2024; Lin & Huang, 2023). Collectively, these findings demonstrate that Irritation Theory and Expectation

Disconfirmation Theory complement each other in explaining user behavior. Advertising intrusiveness functions as a negative push factor, while user experience operates as a positive driver of satisfaction, with customer satisfaction serving as the key mediating mechanism shaping switching intention in competitive digital ecosystems.

CONCLUSION

This study concludes that switching behavior among users is shaped by the interaction between negative experiential stimuli and post-usage evaluative judgments. The most important finding highlights that advertising intrusiveness acts as a dominant push factor, directly and indirectly increasing switching intention by reducing customer satisfaction, whereas user experience enhances satisfaction but does not directly suppress switching intention. The key lesson derived from this research is that customer satisfaction functions as the central psychological mechanism linking platform attributes to behavioral outcomes. These findings demonstrate that disruptive advertising significantly undermines retention, while positive user experience must first translate into satisfaction before influencing behavioral decisions. From a scholarly perspective, this study contributes by integrating marketing-based constructs into a broader digital management framework and empirically validating the mediating role of satisfaction within a comprehensive structural model.

Despite its contributions, this study has several limitations. First, the cross-sectional design limits the ability to capture changes in switching intention over time. Second, the use of purposive sampling and self-reported survey data may reduce generalizability and introduce potential response bias. Third, contextual factors such as switching costs, perceived value of alternatives, and social influence were not included in the model, even though they may influence user decisions. Future research is therefore recommended to apply longitudinal designs, comparative multi-platform studies, and expanded models that incorporate moderating or contextual variables. Such approaches would provide deeper insight into user retention mechanisms and strengthen theoretical and practical understanding in competitive digital ecosystems.

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