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Optimizing Positive e-Word of Mouth: Unveiling the Influence of Brand Personification, Social Presence, and Message Characteristics

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ABSTRACT :
Several companies aim to enhance digital marketing communication processes to achieve desired outcomes. Strategies include brand personification, embodying a human persona for the brand, and fostering social presence, perceived through communication activities. The characteristics of the message also play a significant role. However, research on the role of brand personification, social presence, and message characteristics on Instagram remains scarce. This study investigates their influence on positive e-word-of-mouth intention within Indonesia's telecommunication service provider industry. A quantitative research method is employed, using Structural Equation Modeling (SEM) with the Lisrel program for data analysis from 254 respondents, findings indicate significant effects. Brand personification, social presence, and message characteristics positively impact e-word-of-mouth intention, with respective influences of 0.17, 0.27, and 0.40. The study suggests telecommunication companies leverage these factors to cultivate positive e-word-of-mouth intention among customers, aiding in digital marketing effectiveness.

INTRODUCTION

Nowadays, many companies use digital media in conductiong marketing communications. Digital marketing communication is exchanged between companies and customers over digital or electronic media (Shankar et al., 2022). Digital marketing communication, in contrast to traditional marketing communication, allows for more dialogues or exchanges between the source and the recipient. Companies can use digital media to exchange opinions and information regarding the products or services provided, including answering and listening to their customers. Accoding to Aditya M Salya in (Sutowo,

Waluyo, Venus, Qudus, & Sabarina, 2023), digital marketing tools include website, search engine advertising, web banners, social advertising, email marketing, viral marketing and affiliate marketing, which is accessible and costs less compared with face-to-face communication. In other words, digital communication enriches the relationship values between the companies and their customers by sharing information, answering their questions, or even accepting their critiques and handling complaints quickly.

Technology, information, and communication benefit the relationship between companies and their customers. On another side, online communication has its downside because it does not allow face to face to communication with the customer. Therefore, it takes work to establish relationships with customers. Hence, the company has to improve its online communication with limited personal contact to establish better relationships with customers. Pangestu & Didiek Tranggono (2022) prove that content marketing on social media, such as Instagram, can affect the brand image.

Without a doubt, many companies today use social media as online media communication. Ibrahim & Aljarah (2023) state that the social media revolution has changed many marketing activities, from customer-brand relationships to social media marketing. Social customer relationship management is a remarkable effort made by the company to establish and maintain a good relationship with the customers and decrease the chance of customers shifting from another brand. Communication plays a vital role in business sustainability, one form of communication is a good relationship between the company and its customers (Cahyani, 2020). These activities are used by the administration officer of Instagram (Ibrahim et al., 2020). Besides establishing customer relationships, Instagram is also used as a medium for promotion (Nugroho & Azzahra, 2022).

As an online communication medium, Instagram needs more direct communication with its audience. The company should have a human representative to get the audience's attention. In this term, the company can use the brand personification strategy, which is an effort to humanize something that is not human or connect a human emotion to an object with a product or even a service. The tendency to display a brand through a character with a human-like appearance is more commonly used in marketing communication (Chen & Lin, 2021). Brand personification often needs to be clarified with brand personality and brand relationship. In practice, brand personification refers more to providing a human attribute in a brand. This action occurs in order to create an emotional connection between the customer and the brand. Therefore, customers can interact with the brand as if they interact with other humans. This personified brand, as an exchange of humans, has a role in representing a brand, acting face-to-face with the public, and also helping to develop the emotional bond between the brand and the public. Brand personification is used to sway consumers' attitudes and feelings and make them feel anthropomorphic toward brands. Brand personification refers to using a brand with human-like characteristics in packaging, promotion, public relations, or other marketing-related purposes (Agrawal, Khandelwal, & Bajpai, 2020).

Brand personification shows a unique personality and appearance and reflects a distinctive identity and branding personality. These actions make the brand recognized and

remembered, building a customer's perception and loyalty. Brand personification is applied in various forms and media, such as product design, advertising, or marketing activities, to increase positive outcomes such as recognition, memory, and loyalty. Singh, Bajpai, & Kulshreshtha (2021) formulated the indicators of brand personification, namely (1) Behavior: How the customers can understand the personified brand's characteristics, (2) Affective: How far the empathy of customers toward the brand, (3) Imagery: a metaphor in which a brand uses images, symbols, or works with influencers to create brand characteristics, (4) Cognition: How far the personified brand can influence the audience, (5) Interpersonal relations: How far the personified character could be a good friend with customers, (6) Sociocultural factors.

In practice, brand personification manifests in various forms, such as animated characters or celebrities as the face of a brand or simply words and brand communication styles that can reflect personality and attitudes such as politeness, warmth, or intelligence. Currently, media and technology play a part in how consumers view brands, and brand personification can assist in developing a closer connection with customers. The brand personification method employed on social media, successfully increased customer engagement through actions like liking, sharing, and commenting. Customers can interact with brands, treat brands as human-like social friends, and show positive emotions towards brands. Brand personification strategy supports consumer relations through social media. Braxton & Lau-Gesk (2020) prove that brand personification affects customer happiness and brand loyalty because of the company's feelings of belongingness and greater brand authenticity. Zhang, Tang, Li, & Ren (2023) conducted research regarding brand personification, which made many companies apply contactless services, and few stores gradually use robots to sell their products. It results in appearance personification, positively impacting customer purchase behavior and decreasing customer hesitation.

In addition to brand personification, companies can strive to create a social presence in interacting with customers. Utilizing technology as the primary tool, social presence is crucial for humanizing and offering the most incredible experience to customers. Several studies have explored indicators of social presence in the context of online learning. To measure social presence, Lowenthal & Dunlap (2020) use several indicators, namely group size, instructional tasks, and previous relationships, which maintained the smooth running of online courses.

Meanwhile, Norz, Dornauer, Hackl, & Ammenwerth (2023) show that social presence results from various forms of communication, namely participation index, completion index, size, and constraint. Other researchers use another indicator to measure social presence through effective, interactive, and cohesive dimensions. The affective dimension consists of the expression of emotions, the use of humor, and self-disclosure. The interactive dimension is measured through continuing a thread, quoting from others' messages, referring explicitly to others' messages, asking questions, complimenting, expressing appreciation, and expressing agreement. Ferreira et al. (2020) measure cohesive dimension by vocatives, which refers to the group using inclusive pronouns, haptic, and salutations. Zou et al. (2021) prove the role of affective expression, open communications, and group cohesion in online learning.

Tu & McIsaac, in 2002, divided social presence into several indicators: social context, online communication, interactivity, and privacy, which is supported by Fattah & Sujono (2020). Social context comes from several characters and user perceptions of the Computer-Mediated Communications (CMC) environment. Social context can consist of user attitudes in an online environment oriented to tasks, perceptions of user characteristics in the online environment, social acceptance or relationships, trust, availability of CMC, and coverage of user areas and social processes. So, the relationship of social presence is the projection of self and group developed by another term, namely social context. As the second indicator of social presence, online communication is closely related to the choice of language used, where the CMC format gives the sender of the message enough knowledge to communicate properly and correctly through online media.

Interactivity, as the third indicator of social presence, is the activity carried out in communicating, such as the speed of response, communication style, and message content. In CMC, two interactions occur: asynchronous (different times) and synchronous (real-time). Asynchronous is a response given by the user at different times. Hence, it takes some time to get a response back from the other party, which depends on the response;s speed and the user's conditions and characteristics. If the response received quickly differs from reality, then the interactive nature becomes low and affects social presence. At the same time, the privacy indicator is confidentiality through one-to-one or one-on-one discussions in the form of more personal communication, such as Direct Messages on the Instagram platform.

Another thing to note in online communication is the message characteristic. The element of communications process formulated by Cutlip, Center and Broom in 2008, consist of credibility, context, content, clarity, continuity and consistency, channel, and capability of the audience (7C). Zaenudin, Sartika, & Haryanegara (2021) and Oedi, Erawan, & Dwivayani (2020) prove this formula. Similar to this, Kussusanti, Tjiptoherijanto, Halim, & Furinto (2019) prove several indicators of informational justice that can affect customer satisfaction who complain after receiving a response from service officers, namely thorough and reasonable information, openness or transparency of information, clarity of information, delivery of information developments promptly, accuracy of information, helping customers and information media used, according to customer wishes. Kussusanti, Arindita, Atmadi, & Arifah (2021) prove that in online communications, the verbal element used by a company must be able to accommodate customer complaints. Kussusanti, Tjiptoherijanto, Halim, & Furinto (2021) added that communication justice is needed, including completeness, reason, openness, clarity, speed of delivery, accuracy, and benefits in delivering messages.

This research was conducted based on the social exchange theory. In 2005, Cropanzano & Mitchell stated that social interaction is the principle of individual exchange. Each individual voluntarily entered the social relationships temporarily as long as the relationship satisfied them. Instead of other theories, social exchange theory can be a more suitable framework to explain the company's efforts in managing its brand through relationship marketing, social customer relationship management, and other strategies to impact its target audience positively. Social exchange theory focuses on the idea that social interactions are based on the

principle of reciprocity-individuals engage in relationships where they expect to receive rewards on benefits that outweigh their costs. The exchange in social interactions may be in the form of materials or non-materials, such as social support and attention. A balance between benefits and costs in this social interaction will form positive relationships and strong social bonds. Social exchange theory keeps developing, not only in the transaction of society and economy but also in psychology (Ahmad, Nawaz, Ishaq, Khan, & Ashraf, 2023). Research conducted by Kartika, Hidayat, & Krinala (2019) proves that relationship marketing consisting of trust, commitment, communication, and problem solving affects behavior intention.

As a non-material factor in social exchange, brand personification, social presence, and message characteristics can be considered sub-concepts of social exchange theory as they align with the core principles of reciprocity, mutual benefit, and relationship-building inherent in social exchange interaction. Brand personification involves giving a human-like form and attributes to products or services bearing trademarked or proprietary names. This includes providing them with a uniques physical appearance and personality. The primary aim is to enhance brand recognition, recall, an loyalty. Additionally, it seeks to foster a sense of identification and create a perception of a relationship between the consumer and the brand (Cohen, 2014).

According to social exchange theory, maintaining a social presence, especially on social media platforms, allows brands to interact directly with their audience. This interaction creates a sense of reciprocity, as consumers feel heard and valued when the brand actively engages with them. Consumers have a direct channel to voice their opinions, receive personalized content, and feel like they are part of a community centered around the brand. Social presence is a unique psychological phenomenon applicable to computer-mediated-communication tools and electronic platforms, as it perceives other social persons as a physically "real" persons (Kreijns, Xu, & Weidlich, 2022).

The third variable in this research, the message characteristic, is also related to social exchange theory, because the message serves as a form of consumers interaction. If the message resonates positively, consumers may reciprocate by engaging with the brand, making puchases, or sharing the brand's messges with their network. Well-crafted messages that align with the values and preferences of the target audience can lead to mutual benefits. Brands can convey their value proposition effectively, while consumers receive information, entertainment, or emotional satisfaction through the brand's messaging. The characteristics of messages on social media play a crucial role in communication. Aspects like completeness, relevance, flexibility, timeliness of arguments, and the quality and trustworthiness of source credibility positively influence user satisfaction. Consequently, this satisfaction can influence user intention, leading consumers to revisit the website and consider purchasing the product. Additionally, the structure of messages, including interactivity, formality, and immediacy, significantly impacts consumer behavior, influencing attitude (Dwivedi et al., 2021).

Since social exchange is proven to affect online participation behavior (Jahan & Kim, 2021), this research aims to studi e-word of mouth intention as a one of the behavioral intentions many customers show or, if done through electronic media, called e-word of mouth.

Behavioral intentions can include repurchase intention and word-of-mouth, both positive and negative (Ortiz, Chiu, Wen-Hai, & Hsu, 2017). With today's technology, customers can easily comment and share opinions. They can easily and quickly compare multiple products and, with just one click, can spread positive and negative information. In an online context, negative electronic word of mouth is easy, and customer loyalty is more complicated. It is undeniable that establishing relationships online requires different strategies. Word of mouth is communication between one party to another containing information about the evaluation results of a good or service; the form can be positive or negative. Now, customers are not only limited to telling their experiences to their small family and friends but are turning to unlimited global communications through electronic media, such as blogs, e-mail, and social media. Support in social exchange is proven to affect online community participation behavior (Jahan & Kim, 2021). Social media marketing has proven to affect customer engagement and brand loyalty (Utami & Saputri, 2020). The use of social media has a positive influence on customer relationships and equity, which in turn creates purchase intention (Natiqa, Kusumawati, & Aprilianty, 2022).

Nowadays, telecommunication service provider are a growing indsutry facing more robust competition. The company is constantly working on creating customer-oriented strategies that are not just to attract new customers. In the telecommunications industry, Social Media Marketing activities through Instagram affect customer relationship quality (CRQ) and brand loyalty (Ibrahim & Aljarah, 2023). Social media-based digital marketing communication has been extensively researched. Still, there has yet to be any research exploring the role of brand personification, social presence, and message characteristics employed by brand administrators on Instagram in the telecommunications industry. With the growing use of social media, such as Instagram, in current marketing communications, these three variables require further research on the substantiation of their influence on cunsumers' behavioral intention. To fill this research gap, a novelty in this study is testing the influence of brand personification, social presence and message characteristics on Instagram on positive e-word-of-mouth intention within telecommunications industry.

Three independent variables examined in this study are brand personification, social presence and message characteristic, and one dependent variable is positive e-word-of-mouth intention. Brand personification refers to using a brand with human-like characteristics in packaging, promotion, public relations, or other marketing-related purposes (Agrawal et al., 2020). Seven indicators in brand personification variables are behavior, affect, brand imagery, cognition, interpersonal relations, trustworthiness and sociocultural factors (Singh et al., 2021). The second variable in this study is social presence, defined as a sense of community with others with four indicators: social context, online communication, interactivity and privacy (Fattah & Sujono, 2020). The third variable is the message characteristic needed to align and continue the content to be accepted in the public eye (Solis, 2010) with several indicators: thorough, reasonable, clearness, accuracy, and helpfulness (Kussusanti et al., 2019).

This research aims to see the influence of brand personification, social presence, and message characteristics as an independent variables, on positive e-word-of-mouth intention

as a dependent variable within the telecommunications industry in Indonesia since there is limited research on these variables on the online platform, such as Instagram, in the telecommunications industry. From this rationale, the hypotheses in this research are H1: Brand personification affects positive e-word of mouth intention, H2: Social presence affects positive e-word of mouth intention, and H3: Message characteristics affect positive e-word-of-mouth intention. Figure 1 shows the position of these variables.
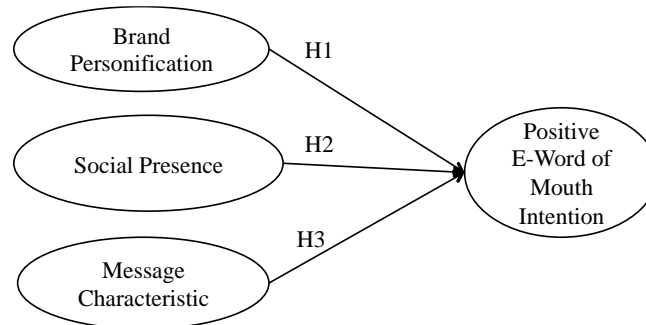
Source: (Agrawal et al., 2020; Singh et al., 2021; Fattah & Sujono, 2020; Solis, 2010; Kussusanti et al., 2019)

Figure 1 Model Analysis

RESEARCH METHOD

This study is explanatory research conducted to test a theory's predictions, elaborate a theory's explanation, extend a theory to new topics, and determine which of several explanations is best (Neuman, 2014). It's also called causal reserach, which is used to obtain evidence of cause-and-effect relationships, appropriate to understand which variables are the independent and dependent variables (Malhotra, 2010). This study aims to understand brand personification, social presence and message characteristics as independent variables, and positive e-word-of-mouth intention as a dependent variables. This study is quantitative research, with data in numbers and statistical analysis (Hardani, Auliya, Andriani, & Fardani, 2020).

In quantitative research, involving multiple research objects allows researchers to make more robust generalizations. By collecting data from various research objects, the researches results can better represent the diversity in a larger population. Research in the telecommunications industry in Indonesia often involves Telkomsel, Indosat, and XL as the three largest mobile phone companies (Fitrianingsih & Fatikh, 2021; Thabibi & Supriyanto, 2023). Telecommunications companies that use brand personification are XL, represented by a woman named Maya, and by.U from Telkomsel, represented by a woman named Nindi. Both appeared on Instagram social media. Therefore, the population of this research is the users of the cellphone service of XL and by.U. Non-probability sampling in this research determines the sample, with the purposive sampling technique as the sampling method based on the respondent criteria, which aligns with the research questions and objectives. The respondent criteria in this research are: man or woman, being more than 17 years old, living in Indonesia, and being the users and follower of either XL or by.U Instagram account.

The minimum number of respondents in the research using Structural Equation Modeling (SEM) analysis is 200. Moreover, the minimum number of respondents is five times the examined indicators or sub variables (Cooper & Schindler, 2014). Since the number of indicators of this research is 21, the minimum number of respondents is 105 (5 x 21). In this research, primary data was collected through a questionnaire in the form of Google Docs sent directly through e-mail, WhatsApp, and Instagram direct message to several people fulfilling the respondent criteria. This web-based and self-administered online survey technique is feasible as the characteristics of this research population are online users accustomed to accessing internet. From July 2022 to April 2023, this research collected 254 respondent, which has fulfilled the minimum number for SEM analysis.

This research uses a Likert scale to measure all variables from 1 to 5 (1 = highly disagree up to 5 = highly agree). The data analysis technique used in this research is a quantitative analysis using the model of Structural Equation Modeling (SEM) and assistance from the Lisrel application. SEM is a collection of statistical techniques enabling the simultaneous examination of a set of relatively-complicated relationships defined as a set of relationships built between one or several dependent variables (endogenous) and independent variables (exogenous). Additionally, those variables are factors or constructs constructed from several indicators which can be observed or measured directly.

SEM combines factor analysis, structural model, and path analysis. SEM is also a combination of separated statistical method, namely factor analysis and simultaneous equation modeling. The data analysis in this research includes measurement model analysis, structural model test, and discussion of hypothesis test result. Two tests in the measurement model analysis are the overall goodness of fit and the measurement model compatibility test (validity and reliability of the measurement model). This research's observed and latent variables will be determined based on the measurement model analysis. The observed variable is valid if the Standardized Factor Loading (SFL) is > 0.50. Moreover, measurement model analysis also determines the Root Mean Square Error of Approximation (RMSEA) score. The RMSEA score of 0.05 is a close fit, 0.05 – 0.08 is a good fit, 0.08-0.10 is a mediocre (marginal) fit, and > 0.10 is a poor fit. This analysis will also reveal the possibility of offending estimates, which are negative error variances or non-significant error variances for the existing constructs, standardized coefficients which are more than or close to 1, and standard errors that are related to the coefficients that are estimated to have a great score (Wijanto, 2015).

There are several criteria used to determine the compatibility of the model. The following table presents the result of overall goodness of fit of the model with the criteria referring to the ones proposed. The overall goodness of fit test determines to which extent the data fit the model. The goodness of fit degree of the data and model is determined through the score of the goodness of fit in the Lisrel output. After measuring the overall goodness of fit test on the model, validity and reliability tests will be conducted. A validity test is a test to determine if an observed variable (indicator) is a measurement or reflection of the related latent variable. This test also determines an indicator's Standardized Factor Loading (SFL) on its latent variable. An indicator is valid if it has an SFL > 0.50 which is very significant. The reliability test is a test to

determine the measurement model's consistency from the research's latent variable by calculating the Construct Reliability (CR) and Variance Extracted (VE). A construct is considered valid if it fulfills the reliability condition of CR ≥ 0.7 and VE ≥ 0.5. This test will use the following formula (Wijanto, 2015):

$$\text{Construct reliability (CR)} = \frac{(\Sigma \text{std. Loading})2}{(\Sigma \text{std. Loading})2 + \Sigma}$$

$$\text{Variance Extracted (VE)} = \frac{\Sigma \text{std. Loading}2}{\Sigma \text{std. Loading}2 + \Sigma}$$

There are several matters to be observed in the structural model test: RMSEA, SFL and its error score, and overall goodness of fit. A causal relationship between the research variables can be determined based on the produced structural model (full model) path diagram. A hypothesis is accepted if the score of t absolute t ≥ 1.96 with the coefficient sign aligns with the proposed research hypothesis (positive or negative).

RESULTS AND DISCUSSION

The following table shows several characteristics of 254 respondents in this study. Most of the respondents in this study were women (63%), aged between 22 and 24 years (51%), and had become XL or by.U users for about 2-4 years (34%).

Table 1 Respondent Data (n=254)

Variable	Frequency	Percentage
Age		
< 22 years	54	21%
22-24 years	128	51%
25-27 years	31	12%
28-30 years	11	4%
>30 years	30	12%
Gender		
Male	94	37%
Female	160	63%
Duration as a customer		
< 2 years	49	19%
2-4 years	86	34%
5-7 years	70	28%
> 7 years	49	19%

Source: (Research Results, 2023)

Data collection in this study used questionnaires on a 5-point Likert scale, ranging from Strongly Disagree to Strongly Agree. Univariate data analysis in this study grouped data distribution into three groups: Low, Medium, and High groups.

Table 2 Variable Dimension Spread X1: Brand Personification (n=254)

Brand Personification	Criteria					
	Low		Medium		High	
	Amount	%	Amount	%	Amount	%
Behavior	3	1	48	19	203	80
Affect	**3**	**1**	**28**	**11**	**223**	**88**
Image	3	1	41	16	210	83
Cognitive	3	1	56	22	195	77
Interpersonal Relations	18	7	107	42	129	51
Trustworthiness	18	7	84	33	152	60
Sociocultural	13	5	66	26	175	69

Source: (Research Results, 2023)

The 'Brand Personification' variable measures respondents' assessment of the character of Instagram administrative officers. This variable consists of 7 indicators. Table 2 shows that compared to the low and medium groups, the highest scores are in the high group for all indicator. Although all are above 50%, among the seven indicators, **the highest score is the 'Affect' indicator (88%)**, while the lowest is the 'Interpersonal Relations' indicator (51%). In this study, the 'Affect' indicator measures that personified character who has a positive attitude, positive feelings, good emotions, and empathy for the audience. At the same time, the lowest indicator of this brand personification variable is 'Interpersonal Relations'. It relates to the bond that respondents feel with personified character.

The second variable in this study was 'Social Presence'. Similar to other variables in this study, the social presence variable is also mainly in the high score group, both for indicators of social context, online communication, interactivity, and privacy, as seen in Table 3 below:

Table 3 Variable Dimension Spread X2: Social Presence (n=254)

Social Presence	Criteria					
	Low		Medium		High	
	Amount	%	Amount	%	Amount	%
Social Context	8	3	84	33	162	64
Online Communication	3	1	79	31	172	68
Interactivity	**5**	**2**	**74**	**29**	**175**	**69**
Privacy	23	9	66	26	165	65

Source: (Research Results, 2023)

Of these four indicators, **the indicator that received the highest scores was 'Interactivity', which was 69%.** It means that respondents rated Instagram administration officers as responding to audience questions promptly, having a good communication style (relaxed, friendly, open), and making the sentence length of Instagram messages comfortable enough to read. Instagram administration officers are rated using informal language so the audience feels closer to her. The indicator that scored the lowest in the high group was the 'Social Context' indicator, which was 64%. This indicator shows that the audience knows Instagram administration officers are assertive or straightforward, so the audience feels closer to her. Instagram administration officers are also considered more informal in interacting with the audience so that interaction becomes good, builds audience trust in interacting, and establishes a good relationship with the audience. Instagram administration officers are considered to show a good attitude, easy to contact, and have good characteristics.

The third variable in this study is 'Message Characteristics', which are messages delivered by Instagram administration officers. Respondents' opinions about the message characteristics on Instagram are mainly in the high group. It shows that most respondents agree that the message conveyed is complete (thorough), provides information (reasonable), clearness, right according to customer needs (accuracy), and the information helps customers (helpfulness). Of these five indicators, the one that scored the most was the 'Clearness' indicator (79%), while the least was the 'Helpfulness' indicator (66%). More data is shown in Table 4 below.

Table 4 Variable Dimension Spread X3: Message Characteristics (n=254)

| Message Characteristics	Criteria					
	Low		Medium		High	
	Amount	%	Amount	%	Amount	%
Thorough	5	2	71	28	178	70
Reasonable	5	2	76	30	173	68
Clearness	**3**	**1**	**51**	**20**	**200**	**79**
Accuracy	13	5	51	20	190	75
Helpfulness	18	7	69	27	167	66

Source: (Research Results, 2023)

The fourth variable in the univariate analysis is the positive e-word-of-mouth intention. The results showed that most respondents had a high positive e-word-of-mouth intention. It means that they will tell others that they are XL or by.U subscribers, tell others the positive side of the cellular phone provider, and advise many people to use it. Another thing is that respondents will share good experiences with the phone provider's service, will give more positive reviews than other cell phone providers, and will recommend it if someone asks them.

After univariate analysis, the following is a measurement model analysis to see the variables in this study. The latent variables in this study are brand personification (brand), social presence (social), message characteristics (message), and positive e-word-of-mouth intention (women). The latent variable of brand personification is measured by 7 Indicators,

from brand1 to brand8. The latent variable of social presence is measured by four indicators, from social1 to social4. The latent variable of message characteristics is measured by five indicators, from message1 to message5. The latent variable positive e-word-of-mouth intention is measured by five indicators, from wom1 to wom5.

Before analyzing the output of the SIMPLIS program from LISREL 8.8, an examination of the estimated results is carried out to see the possibility of offending estimates, namely (1) negative error variances or non-significant error variances for existing constructs, (2) standardized coefficients exceeding or very close to 1, and (3) standard errors which relate to coefficients estimated to have substantial values. Figure 2 shows the path diagram (standardized solution). There is no negative error, no standardized coefficients that exceed value 1, no substantial standard error, and validity test results.

Chi-Square=429.80, df=183, P-value=0.00000, RMSEA=0.073
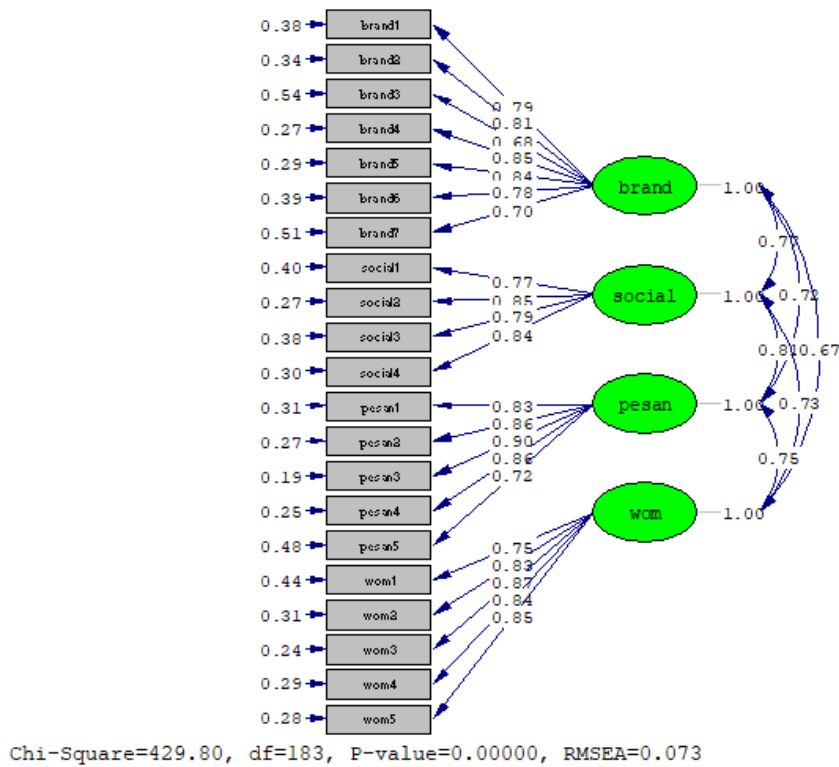
Figure 2 Measurement Model Diagram Path (Standardized Solution)
Source: (Research Results, 2023)

This validity test determines whether an observed variable (indicator) is a measure or reflects a related latent variable by looking at the indicator's value of the Standardized Factor Loading (SFL) against its latent variable. An indicator is valid if it has a Standardized Factor Loading (SFL) value of > 0.50 or means very significant. The results showed that all variables had a standard factor loading (SFL) of > 0.50, a t-value of > 1.96, and an RMSEA of < 0.08, which is 0.07. It means that all variables in the study are valid, so further estimation is unnecessary. In other words, the initial estimate is also the final estimate of all variables. The

reliability test determines the consistency of measurement models from latent research variables. Reliability analysis of the measurement model is carried out by calculating construct reliability (CR) and variance extracted (VE) values from standardized factor loading and error variance values (Wijanto, 2015).

Table 5 shows that the SFL value is above 0.50, which is very significant. At the same time, the construct meets the reliability requirements, namely the construct reliability value ≥ 0.7 and the extracted variance ≥ 0.5. The following table shows the complete results of validity and reliability measurements.

Table 5 Validity and Reliability Measurement Results

Laten Variables & Indicators		*SFL ≥ 0.5	Error	*CR ≥ 0.7	*VE ≥ 0.5	Conclusion
Brand Personification				0.71	0.56	Reliable
brand1	Personified characters reflect good behavior.	0.79	0.38			Valid
brand2	Personified character reflects a good attitude.	0.81	0.34			Valid
brand3	Personified character reflects a positive image of the product.	0.68	0.54			Valid
brand4	Personified character reflects the characteristics of the product.	0.85	0.27			Valid
brand5	Customers feel a bond with personified character.	0.84	0.29			Valid
brand6	Personified characters reflect trustworthy people.	0.78	0.39			Valid
brand7	Personified character enhances the culture that suits the customer.	0.70	0.51			Valid
Social Presence				0.79	0.65	Reliable
social1	Instagram admin officers are able to build relationships well.	0.77	0.40			Valid
social2	Instagram admin officers are able to communicate well.	0.85	0.27			Valid
social3	The Instagram admin officer responded kindly.	0.79	0.38			Valid
social4	Communication with Instagram admin officer is	0.84	0.30			Valid

	able to maintain confidentiality.					
Message Characteristics				0.75	0.52	Reliable
message1	Keluhan pelanggan direspon dengan informasi yang lengkap.	0.83	0.31			Valid
message2	Customer complaints are responded to with reasonable explanations.	0.86	0.27			Valid
message3	Customer complaints are responded to with clear information.	0.90	0.19			Valid
message4	Customer complaints are responded to with information that suits their needs.	0.86	0.25			Valid
message5	The information provided can help customers.	0.72	0.48			Valid
Positive E-WOM Intention				0.78	0.72	Reliable
wom1	Customers will tell others that they use this product.	0.75	0.44			Valid
wom2	Customers will tell the positive side of this product.	0.83	0.31			Valid
wom3	Customers advise many people to use this product.	0.87	0.24			Valid
wom4	Customers will tell positive experiences, how this product handles their complaints.	0.84	0.29			Valid
wom5	Customers will recommend this product to others.	0.85	0.28			Valid

*SLF = Standardized Factor Loading, *CR = Construct Reliability, *VE = Variance Extracted
Source: (Research Results, 2023)

In addition to validity and reliability tests, an overall model fit test shows how fit the data is to the model. The overall fit evaluation of the measurement model is conducted by checking the values of RMSEA, NFI, NNFI, PNFI, CFI, IFI, RFI, SRMR, GFI, AGFI, and PGFI, as Goodness of Fit Statistics contained in the Lisrel output. Table 6 shows the results of the overall conformity

measure of the model, with several criteria referring to (Wijanto, 2015). From this table, 7 out of 11 GOF measures are a good fit, so overall, this study has a good match between the data and the model.

Table 6 Goodness of Fit Statistics

No	GOF Size	Target Match Rate	Results Estimated	Match Rate
1.	RMSEA	RMSEA ≤ 0.08	0.07	Good (good fit)
2.	NFI	NFI ≥ 0.90	0.97	Good (good fit)
3.	NNFI	NNFI ≥ 0.90	0.98	Good (good fit)
4.	PNFI	PNFI ≥ 0.90	0.85	Not good
5.	CFI	CFI ≥ 0.90	0.98	Good (good fit)
6.	IFI	IFI ≥ 0.90	0.98	Good (good fit)
7.	RFI	RFI ≥ 0.90	0.97	Good (good fit)
8.	SRMR	SRMR ≤ 0.05	0.05	Good (good fit)
9.	GFI	GFI ≥ 0.90	0.86	Not good
10.	AGFI	AGFI ≥ 0.90	0.82	Not good
11.	PGFI	PGFI ≥ 0.90	0.68	Not good

Source: (Research Results, 2023)

A structural model analysis determines the causal relationship (hypothesis test), which is carried out by looking at the path diagram of the structural model in Figure 3 (Standardized Solution) and in Figure 4 (T-Value). A causal relationship proves significant if the absolute value of t ≥ 1.96, and the research hypothesis is supported if the coefficient sign corresponds to the proposed direction of the relationship (positive or negative).

Variability of brand personification has a significant effect (sig number 0.00 < 0.01) on positive e-word-of-mouth intention. The strength of the relationship between the variable brand personification and the positive e-word-of-mouth intention was 0.17. Hypothesis 1 is supported; brand personification affects positive e-word-of-mouth intention. The social presence variable significantly affects positive e-word-of-mouth intention, with a significant number of 0.00 (< 0.01). The strength of the relationship between these two variables is 0.27. Hypothesis 2 is supported; social presence affects positive e-word-of-mouth intention. Hypothesis 3 is supported: message characteristics affect the positive e-word of mouth intention, with a significant number of 0.00 (< 0.01). The strength of the relationship between these two variables is 0.40.
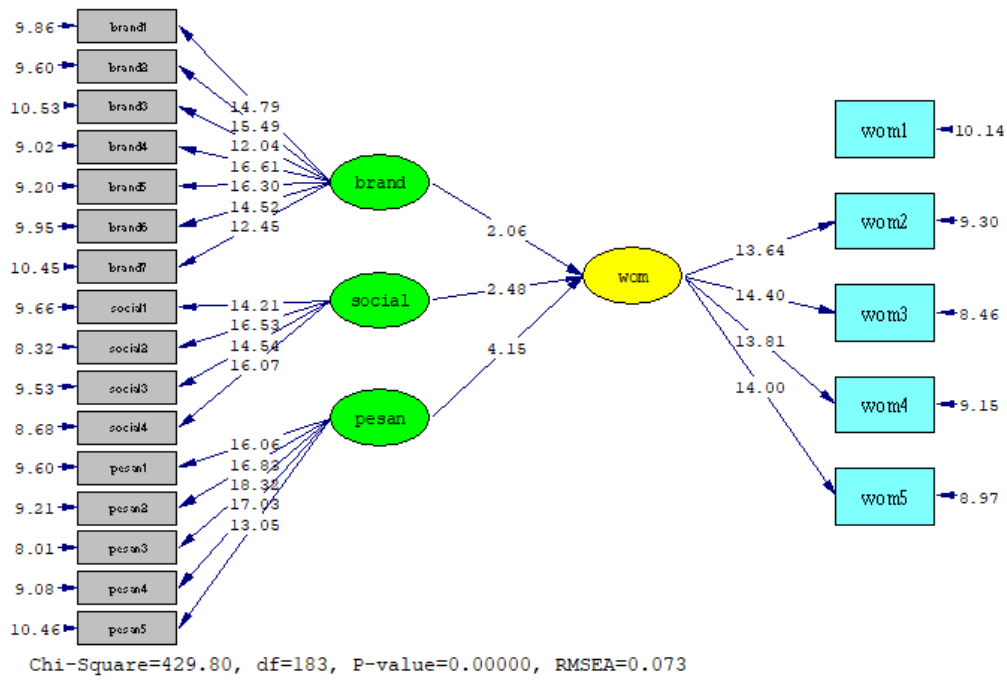
Figure 3 Structural Model Path Diagram (Standardized Solution)
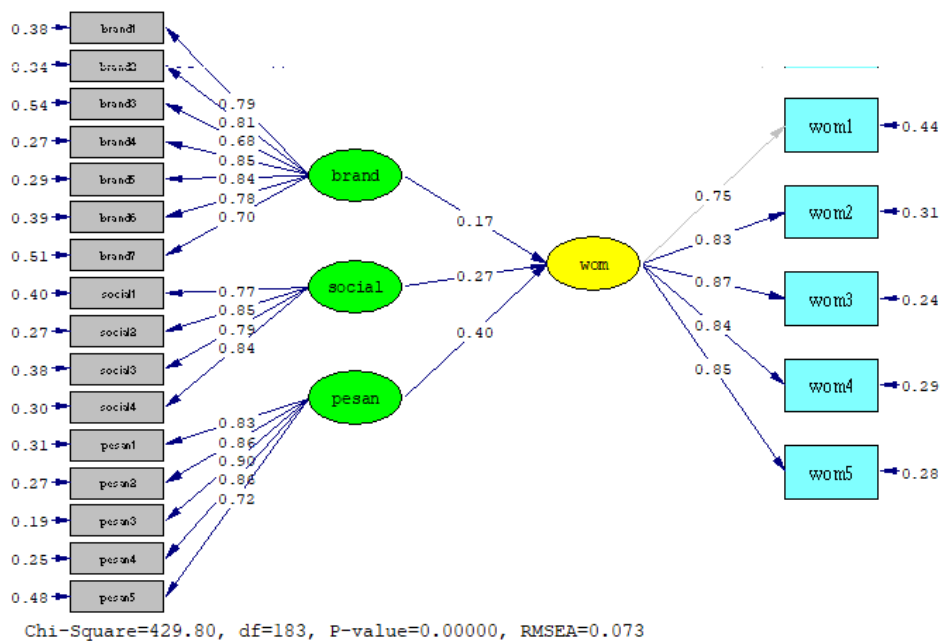Source: (Research Results, 2023)

Figure 4 Structural Model Path Diagram (T Value)
Source: (Research Results, 2023)

From these two diagram paths, Table 7 summarizes the causal relationship between variables and the hypothesis test results.

Table 7 Summary of Research Results

	Hypothesis	Coefficient	T-value	Conclusion
H1	Brand personification affects positive word of mouth intention.	0.17	2.06*	Supported
H2	Social presence affects positive word of mouth intention.	0.27	2.48*	Supported
H3	Message characteristics affect positive word of mouth intention.	0.40	4.15*	Supported

*Significant with t value > 1.96.

Source: (Research Results, 2023)

The results of this study prove that all hypotheses are supported. The first, brand personification in Instagram telecommunications providers, as shown by administration officers, significantly affected interest in doing positive e-word of mouth. It aligns with Surma (2016) who justified empirical solid evidence for a reciprocity phenomenon on social media. The users interact according to social exchange theory.

Social interactions involve exchanging tangible or intangible elements, including materials, social support, and attention. Achieving a balance between the benefits and costs in these interactions is crucial for fostering positive relationships and building strong social bonds. The development of social exchange theory extends beyond societal and economis transactions into psychology (Ahmad et al., 2023). Kartika, Hidayat, & Krinala's (2019) research proves that relationship marketing (encompassing trust, commitment, communication, and problem solving) influences consumer behavior intention.

The first indicator in the brand personification variable is 'Behavior', which is how consumers can understand the character of a personified brand. This indicator sees an activity to personify a brand to convey a message to the public. The next indicator indicator is "affective," which identifies how the personification activities of a brand can affect the feelings and mentality of consumers and other feelings whose output can show the extent of consumer empathy for the brand. The third indicator is "brand imagery," reflected through images, symbols, or working with influencers to create brand characteristics. Using images or symbols will make the brand easily remembered by consumers. At the same time, the "cognition" indicator sees the extent to which the character personified for the brand can affect the audience, especially in delivering the message. In addition, this indicator also focuses on compelling ways in the process of approaching the community. The "interpersonal relations" indicator focuses on where a personified character can be a good friend to the customer, or in other words, the interpersonal relationship can show the customer's tendency to like or dislike the character, similar to the "trustworthiness" indicator. Finally, the indicator of "sociocultural factors" emphasizes using sentences, images, or symbols to convey messages by personified characters. This indicator also understands the culture in a place before carrying out brand personification steps to prevent rejection or sensitivity in one particular group.

The second hypothesis in this study is supported. Social presence affects positive e-word-of-mouth intention. It follows Kehrwald (2011), who states that social presence has an essential role in humanizing and providing the best experience to consumers by using technology as the primary tool. As per the social exchange theory, brands can directly communicate with their audience by upholding a social media presence, particularly on these platforms. When a brand actively interacts with its customers, it fosters a sense or reciprocity because the customers feel heard and appreciated. Customer can express their ideas directly, receive tailored information, and experience a sense of belonging within a brand-centererd community. Social presence is a unique psychological phenomenon that can be applied to computer-mediated-communication tools and electronic platforms, because it views other social people as physically 'real' (Kreijns et al., 2022).

The third hypothesis supported in this study is that the characteristics of the message affect the positive e-word-of-mouth intention. It means that the characteristics of the message conveyed by the Instagram administration officer affect customer interest in doing positive e-word of mouth. This effect on behavioral intentions supports Kussusanti et al. (2019), which proves that message characteristics can affect the satisfaction of customers who complain after receiving a response from service personnel. The characteristics of the message are seen based on 'Thorough' indicators; that is, the information conveyed is complete and able to explain. So, the information can answer existing questions and does not cause new questions or other questions. The second indicator is 'Reasonable', which means the message uses reasonable reasons. The third indicator is 'Clearness", where the message uses precise words to avoid confusion. Clear and concrete words will be more accurate in delivery and trusted so the audience can receive them well. The fourth indicator is 'Accuracy', which is the delivery of accurate and correct messages as needed, including grammar, spelling, punctuation, and formatting. Finally, a 'Helpfulness' indicator is that the message conveyed can help customers answer their questions and curiosities. It is per Kussusanti et al. (2019), which proves that some of these five indicators can affect customer satisfaction, namely thorough (completeness of information), valid (valuable information, why service failures occur), clearness (clarity of information), accuracy (accuracy of the information per customer needs) and helpful (information provided, helping customers).

As a state of the art, this research found that among the three independent variabel studied, it is evident that message characteristics (0.40) are the most significant factor in influincing postive e-word-of-mouth intention, compared to brand personification (0.17) and social presence (0.27). This result is consistent with Cutlip's assertion that the 7C elements make up a message: credibility, context, content, clarity, continuity and consistency, channel, and capability of the audience (Zaenudin, Sartika, & Haryanegara, 2021; Oedi, Erawan, & Dwivayani 2020). Message characteristics positively and significantly impact consumer behavior such as purchasing decisions (Budiharso, Burhanudin, & Damayanti, 2020). According to social exchange theory, good message characteristics are required for the audience to benefit from a relationship. Audience responses, suc as positive a-word-of-mouth intention, are likely when they receive a good message as a form of exchange. In this research, the

highest indicator in message characteristics is the 'Clearness' (79%), follow with 'Accuracy' (70%), 'Thorough' (70%), 'Reasonable' (68%) and the least indicator is Helpfulness (66%).

CONCLUSION

The results of this study support the social exchange theory, which states that in an online context, support for social exchange affects online community participation behavior. Social interaction is the principle of individual exchange. Each individual voluntarily entered the social relationship as long as the relationship satisfied them. The exchange in social interactions may be in the form of materials or non-materials, such as social support and attention. A balance between benefits and costs in this social interaction will form positive relationships and strong social bonds. Social exchange theory keeps developing, not only in the transactions of society and the economy but also in psychology. In building social exchanges with customers, relationship marketing, consisting of trust, commitment, communication, and problem-solving, affects behavior intention. This research proves that communication efforts effectively build customer relationships through brand personification, social presence, and creating good message characters. These three efforts are proven to influence behavior intention, namely e-word-of-mouth intention. All hypotheses in this study are supported. Brand personification, social presence, and message characteristics on telecommunications industry Instagram influence positive e-word-of-mouth intention.

The implications in the telecommunications industry are significant because companies can use social media platforms like Instagram as a communication channels to convey information and build relationships with customers due to the current trend where customers of service-oriented companies, such as telephone providers, increasingly rely on social media to seek information. Practical advice can be conveyed to business people and practical social media in the telecommunication industry to increase characteristics of the message in delivering messages or answering customer questions, since it is the higest factor in increasing positive e-word-of-mouth intention. Beside this, the telecommunications industry should also consider brand personification manifested in a person's figure, because this research is proven to increase customer interest in doing positive e-word-of-mouth. Social presence must also be improved, namely, creating a brand's social presence. This study suggests further research examining brand personification in other industries and its impact on behavior intention other than positive e-word-of-mouth.

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