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How Positive Word-of-Mouth (Electronic and Face-to-Face) is Influenced by The Quality of Customer Relationships in The Telecommunications Industry

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ABSTRACT

This research aims to advance knowledge about the influence of positive behavior from mouth to mouth (WOM) electronically and face-to-face by testing the model of correlation between the quality component of relationship (RQ) and antecedents in the telecommunications service environment with the moderation of Positive Emotional Experience. The study was conducted in one service setting, and thus, the results could not be generalized. The data collected to support the initial variable is distributed to users of telecommunications networks in Indonesia through the Google Forms questionnaire form. This investigation uses SmartPLS 4 because of its durability in testing predictive models. This paper provides guidance on how telecommunications service managers can develop and manage their relationship network. Specifically, this paper shows how business references can be generated and used to build customer retention from various relationship-building strategies. This study shows that service providers that provide quality services, design superior values and provide reliable information are in a better position to develop good relationships with customers and ultimately engage them in a Positive Emotional Experience.

Keywords: Trust, Satisfaction, fWOM, eWOM, Positive Emotional Experience

ABSTRAK

Penelitian ini bertujuan untuk memajukan pengetahuan tentang pengaruh perilaku positif dari mulut ke mulut (WOM) secara elektronik dan tatap muka dengan menguji model korelasi antara komponen kualitas hubungan (RQ) dan sebelumnya dalam lingkungan layanan telekomunikasi dengan moderasi Positive Emotional Experience. Data yang dikumpulkan untuk mendukung variabel awal didistribusikan kepada pengguna jaringan telekomunikasi di Indonesia melalui formulir kuesioner Google Forms. Penelitian ini memberikan bimbingan tentang bagaimana manajer layanan telekomunikasi dapat mengembangkan dan mengelola jaringan hubungan mereka, khususnya, menunjukkan bagaimana referensi bisnis dapat dihasilkan dan digunakan untuk membangun retensi pelanggan dari berbagai strategi membangun hubungan. Studi ini menunjukkan bahwa penyedia layanan yang menyediakan layanan berkualitas, merancang nilai-nilai superior dan memberikan informasi yang dapat diandalkan berada dalam posisi yang lebih baik untuk mengembangkan hubungan yang baik dengan pelanggan dan pada akhirnya melibatkan mereka dalam Pengalaman Emosional Positif.

Kata kunci: Kepercayaan, Kepuasan, fWOM, eWOM, Pengalaman Emosional Positif

INTRODUCTION

The rise of the Internet in the digital age has led to the emergence of a new type of communication known as fWOM, which is considered one of the most influential media of information communication among consumers and the general public (Ledikwe et al., 2019). With an Internet service provider, users can interact and share information about products, goods, and services. Electronic word of mouth (EWOM) is any feedback, whether positive or negative, from a client who is a potential customer or from a customer who has stayed faithful to a brand after moving to another (Octavini & Suharto, 2020). The important role of eWOM lies in its function as a personal communication with other users, serving as an effective way to promote a business as it can act as an advertisement without incurring significant costs. Through satisfied customers referring or recommending company products, other consumers are more likely to be aware of them. fWOM has turned into eWOM in today's era of digitalization. Therefore, it is necessary to conduct research appropriate to the context of fWOM and eWOM as well as their influencers as both are considered as powerful and reliable sources of information that influence consumer behavior. Social media is widely regarded as one of the most effective channels for consumers to communicate and disseminate information globally (Bilal et al., 2021). Jiang et al. (2021) state that before making a purchase of a good or service, customers usually check online for more information about the product and pay close attention to customer reviews and comments.

Existing research recognizes the importance of WOM (fWOM and eWOM) as a powerful and reliable source of information for consumer purchasing decisions, but current research remains limited in many aspects. To be more precise, not much research has been done from the eWOM perspective on how eWOM information influences consumer behaviors like buying intention (Leong et al., 2021). Much of the research that exists only simulates a direct relationship. However, according to Oraedu et al. (2018) they are arguing against limiting the formation of WOM only to direct relationships because it will prevent obtaining a comprehensive understanding of the WOM. The market in Indonesia is still growing so much more research is needed on the behavior of WOMs to users of telecommunications networks in Indonesia. Although Izogo (2016) examined the formation of WOMs both directly and indirectly, they focused only on one aspect of the WOM (fWOM and eWOM). Social media websites have provided a new avenue for information dissemination, according to Mar García-de los Salmones *et al.* (2021), and these websites are thought to be among the most relevant and ideal platforms for electronic word of mouth (eWOM). Individual users can simply submit comments and share information on these websites by writing text, uploading videos, or posting photos. Online users appear to find eWOM material more observable and enjoyable when it is presented in an enhanced manner on social media platforms (Zhou, 2020). Previous researches did not adequately consider the factors driving various elements of WOM behavior in a single study model. This document explores how the established RQ and some previous factors collectively influenced eWOM and fWOM. This is an expansion of this literary collection. Social risk is expected to decrease in conditions of high RQ. Therefore, consumers choose to engage in eWOM rather than fWOM. According to previous research, companies have a greater chance of achieving strategic success when they develop valuable RQ networks. (Oraedu, 2020). However, creating the right RQ network is one of the challenges associated with any marketing effort. Due to the lack of integrated models and variations in market responses to the company's RQ strategy, specific research on the RQ context drivers is required. As a result, in addition to the stated objectives, part of the purpose of the research is to test an RQ model that is suitable for the telecommunications network provider market in Indonesia empirically.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Conceptual Background

Oral communication is often defined as informal communication about experiences associated with the consumption of a product or service shared between a buyer of a good or a service and a purchaser who may have a similar product or a similar service (Jalilvand & Heidari, 2017). FWOM is often described as oral or face-to-face communication between the recipient and the communicator on non-commercial matters, as perceived by the receiver (Jalilvand & Heidari, 2017). eWOM, a continuation of the fWOM concept has emerged as a communication tool facilitated by the Internet and technology. eWOM occurs on an electronic platform that is mediated by a computer and accessible via the Internet. When a customer uses an online media platform to share their experiences or give advice to other customers about the company and its products or services, they are said to be involved in eWOM.

By the beginning of 2024, Indonesia had 185.3 million Internet users, 139 million social media users, and 353.3 million active mobile connections. This data confirms the high level of enthusiasm among Indonesian population to use digital platforms such as the Internet, social media, and mobile connectivity, which is good for the country's digital landscape (Kemp, 2024). Technology today has advanced significantly, moving communication from face-to-mouth (fWOM) to the use of eWOM on social media platforms like Instagram, Whatsapp, X, TikTok, and others. Telecommunications network users can share their positive and negative experiences when using the network. Therefore, eWOM and fWOM typically occur between current and potential consumers who are constantly connected because of their desire to maximize network usage with the added value they invest in using the telecommunication network. Through communication, the service provider can guarantee the customer that the relationship will last long. Social media platforms Instagram, Whatsapp, X, TikTok, etc. are the subject of this research. All telecommunications brands are present on this online platform, and a larger percentage of the telecom customer community uses one of these media to share their daily experiences, including those related to purchases and consumption. Digital and social media technologies and applications have also been widely used for creating awareness of public services and political promotions (Grover et al., 2019; Hossain et al., 2018). Businesses may interact with their clients using social media, raise brand awareness, shape consumer attitudes, get feedback, enhance the quality of their current offerings, and boost sales (Lal et al., 2020). On of the social media provides tweet and re-tweet features, which are useful for connecting with customers and generating web traffic on the platform X (Hodeghatta & Sahney, 2016). Meanwhile, WhatsApp status updates, comments, and video uploads provide customers with a unique way to share their experiences with people on their contact lists.

In addition, telecommunications companies can interact with suppliers, business partners, and customers using this platform. (Hodeghatta & Sahney, 2016). X accounts and Instagram fan pages facilitate telecommunications companies to connect and build profitable relationships with customers. In addition, eWOM helps companies in improving the service experience by providing information (Hodeghatta & Sahney, 2016). Although most fWOMs occur between individuals who know each other and trust each other, their scope is rather limited. Signs are caused by unintentional behaviour by the people concerned, as mentioned above, but both components of communication have a significant impact on customer behavior. As provider-centric organizations gain market dominance, consumer perceptions of providers of telecommunication have improved due to the growing usage of digital marketing and social media eWOM (Alam et al., 2019). As suggested by Jalilvand and Heidari (2017), fWOM and eWOM play important roles for high-trust services. Therefore, it seems sensible to study the factors that might motivate fWOM and eWOM in a telecommunications service environment.

Relationship Quality and Its Dimensions

The RQ theory focuses on how can strengthen the relationship they have built with their customers and turn unresponsive customers into loyal and "preachers" (Kwiatek et al., 2020). RQ emphasizes the strength and accuracy of relationships from the customer's point of view. The parties involved in sustainable interaction can develop a common bond, especially if both are satisfied. According to Pyo (2020), relationship quality, including commitment, trust, and contentment, may behave as an organism that influences consumer behaviour. Furthermore, the organism's behaviour is a purposeful reaction to an external stimulus rather than a passive process involving stimulus and reaction. According to Zhu et al. (2020), it is the process via which an individual's emotional or cognitive experience is influenced by environmental stimuli, leading to a series of internal psychological activities that culminate in behavioural responses to those stimuli. Companies can improve customer perception of their services by building relationships that offer superior value, developing and refining effective communication systems, and providing high-quality services that meet customer needs. However, this research focuses on both the dimensions of trust and satisfaction as they are the most cited in literature. (Oraedu, 2020, Izogo et al., 2017).

Zhu et al. (2020) suggested that consumers' reactions may be conveyed through their intention to repurchase. Buyers usually base their purchases on adequate and trustworthy information found on social media networks or e-commerce websites, such as product descriptions, user-provided ratings, and reviews of RQ. Rahman and Yadav, 2018). Offering top-notch customer service is consequently crucial to promoting client confidence and website safety, claims Berlianto (2019). To show confidence, they must also be confident that their interactions are confidential and honest. The indicate of customers are satisfied with the performance of their services. However, even after a consumer has used a service, like heart surgery, credibility quality is a quality that is challenging for them to evaluate (Haming et al., 2019). Therefore, customers feel satisfied if their overall experience is superior to that of their competitors and meets their expectations. This overall assessment affects customer attitudes towards service providers.

Antecedents of Relationship Quality

The overall assessment of customers for the relationship quality is important for building strong relationships with customers through a number of factors, including trust, communication, quality service, and relationship value, which is crucial for the long-term success of the business relationship between the company and its customers who use telecommunication networks. When using a telecommuting network, relationship quality is influenced by elements including communication commitment, consistency, and trustworthiness (Virabhakul & Huang, 2017). The quality of customer service is shown in the trade analysis between them, which can be used to predict future customer behavior. Telecommunications may face the challenge of acquiring new customers to replace old customers who have left due to poor service, as stated by Izogo & Ogba (2015). Therefore, for service companies that aim to compete and maintain a strong RQ network with customers winning the quality of service is becoming increasingly important. Kondasani & Panda (2015) found that improving service quality is an important component that can help service providers survive, especially in highly competitive markets such as the telecommunications market in Indonesia. Therefore, to fight competition and maintain a healthy RQ network with customers, prioritizing the quality of service becomes more important. Izogo & Ogba (2015) found a positive correlation between the quality of service and customer satisfaction in car repair services. Therefore, consistent perception of service quality increases client satisfaction and confidence in telecommunications service providers, resulting in a high RQ. From these empirical studies, the following hypotheses can be formulated:

H₁: Service quality is positively related to (a) trust and (b) satisfaction

The parties that handle the delivery of information from one party to another in the form of messages, thoughts, and concepts so that there is a reciprocal influence (Hermawan, 2018). Quality communication is essential not only for information exchange but also for timeliness, accuracy, and reliability. Official notification mechanisms will be used by telecommunications network providers to provide up-to-date information about promotional programs, services, products, and prizes. Some examples of these official notification mechanisms include letters, ads in the national media, information in the office of the nearest telecoms network service provider or call center, and the company's official website. In addition, communication can help solve any problems that may arise during a service meeting. When used correctly, communication may also inform customers about changes that will or have occurred in the service lineup (Oraedu et al., 2018). Increasing brand awareness is the purpose of communication. Communication can help solve any problems that may arise during a service meeting. Furthermore, when used properly, communication can inform customers about changes that have occurred or will occur throughout the continuity of the service (Oraedu et al., 2018, p. 123). This is especially true for clients who want to build a long-term relationship. According to previous research, communication can improve RQ. According to (Johanesova & Vanova, 2020), Relationship marketing is a type of advertising that prioritizes keeping and satisfying customers. In addition, Izogo et al. (2017) found that RQ in a country's retail banking sector is heavily influenced by information sharing. From these empirical studies, the following hypotheses can be formulated:

H₂: Service communication is positively related to (a) trust and (b) satisfaction

Relationship Value - They investigate the relationship between Value of Relationships and RQ. According to Itani et al. (2019), Relationship quality is antecedent to relationship value, meaning that relationship quality is impacted by relationship value as perceived. Relationship values, which should be a key component in the business of telecommunications networks, are often overlooked. To guarantee the provision of top-notch services and sustain solid client relationships, businesses must acknowledge the significance of this element in their business plans (Hennig-Thurau et al., 2019). The view that values should be evaluated through the Quality of Relationship (RQ) lens resonates with this perspective. Trust is essential in the business of telecommunications service providers to consistently deliver reliable performance as expected by customers, both online and offline. However, this research focuses on both the dimensions of trust and satisfaction as they are the most cited in literature (Oraedu, 2020; Izogo et al., 2017). Because trust is crucial in business-customer interactions and fosters customer trust in service provider transactions, customer trust can therefore rise (Berlianto, 2019). They must also be convinced that their interactions are secret and honest in order to show confidence. Brand value not only reflects what is offered but also what is promoted in the market. We see the value of a relationship as an exchange between the benefits received and the economic or non-economic sacrifices necessary to maintain the relationship.

Customer relationship value can be defined as a combination of various economic, technical, service benefits, and the time spent making a good deal, Furthermore, Simões & Nogueira (2022) claimed that brands are having trouble keeping their empty promises since customers have very high expectations and require prompt responses. Consequently, the sector is encountering fresh challenges in retaining customers. Thus, it is shown that functional values do not have a direct influence on beliefs, but rather the moderation of beliefs through social values. Customer emotional connections in telecommunications networks affect satisfaction and confidence moderately. Therefore, offering better values in relationship settings seemed to be the first step towards achieving a high RQ. From these empirical studies, the following hypotheses can be formulated:

H₃: Relationship value is positively related to (a) trust and (b) satisfaction

Customers who have quality experiences may want to inform other customers about their positive experiences," Van Tonder et al (2018, p. 1352). Previously, it has been proven that a strong network of connections can lead to the desired results. However, this research does not systematically examine how RQ elements simultaneously produce fWOM and eWOM in one model Kwiatek et al. (2020) discovered that a customer's degree of satisfaction with a supplier's goods or services is significantly influenced by the nature of the relationship between the two parties. Izogo (2016) found that the desire to recommend is the result of the level of satisfaction with the trust. The possibility of positive eWOM communication is directly impacted by the quality of the relationship between a provider and a client. This is due to the fact that happy consumers are more inclined to tell others about their great experiences, which may raise brand visibility and foster customer loyalty. Furthermore, Hudson et al. (2015) found that positive eWOM communication originated from social media-based RQ. We expect users to use social media platforms to express their opinions about telecommunications service providers and services provided. A reliable telecommunications service provider that acts according to customer expectations will surely receive positive reviews and recommendations from customers, both online and offline.

Eisingerich et al. (2015) conceptually distinguishes fWOM from eWOM and examines situations when consumers choose the previous mode for product recommendations over the last based on customer perceived risks and self-improvement needs. Their findings confirmed that consumers were more likely to engage in fWOM than eWOM in the context of increased social risk, although this gap does not always apply to eWOM. Consumers are more inclined to use the eWOM mode to share their experiences and opinions because of its convenience (Eisingerich et al., 2015). The social risk associated with various WOM modes is considered to be a strong determinant of eWOM, causing consumers to be less involved in product recommendations in situations where social risk is high, such as providing eWOM. However, according to Eisingerich et al. (2015), consumers tend to be more reluctant to give eWOM than fWOM because eWOM occur in more restricted social circles and have higher social risks. They argue that the social risk is higher when a communicator targets a wider audience, which is a characteristic of eWOM. Instead, we paradoxically hope that in high RQ situations, social risks are limited. Eisingerich et al. (2015) even showed that consumer needs for self-improvement reduced the difference between eWOM and fWOM. Consumers with high levels of RQ towards companies are more likely to actively seek self improvement. The same applies to consumers who have experienced a relationship of high-quality service and value. Therefore, consumers tend to be more interested in engaging in eWOM than fWOM. From these empirical studies, the following hypotheses can be formulated:

H₄: The trust component of RQ is negatively related to (a) fWOM and (b) eWOM

H₅: The satisfaction component of RQ is positively related to (a) fWOM and (b) eWOM

H₆: Service quality is directly related to (a) positive fWOM and (b) positive eWOM

H₇: Relationship value is directly related to (a) positive fWOM and (b) positive eWOM

Users of telecommunications networks who have established good relationships with companies tend to feel more likely to develop themselves. As a result, customers who have experienced customer satisfaction and quality of service often meet the expectations of customers of telecommunications networks. Serra-Cantalops et al. (2020) posits that providing services that result in positive emotional experiences among users is a strong indicator of positive word-of-mouth (eWOM) effects, which also have a very positive effect on users' behavior. According to Susanto et al. (2021), social media can be a valuable resource for

consumers seeking product knowledge or advise based on their own product experiences. As a result, more people are engaged in fWOM and eWOM on social media to share the latest information.

The positive emotional experience they have is another factor that drives users to engage in eWOM, affecting both the telecommunications company and its users. Pang (2023) notes that in order to drive customer satisfaction, PEE must improve customer perception of their services, establish and maintain efficient communication systems, and create and develop high-quality services that cater to the needs of telecom customers. All of these actions can have an indirect impact on eWOM, Customers gratitude for a good or service will always be apparent, as will their emotional connection to it. Emotional ties are the main driver of a company's success, to put it briefly (Soodan & Pandey, 2016). According to Ulfa (2021), customers may have favorable or unfavorable interactions with other customers over the course of making a purchase, which in turn encourages them to finish the transaction, the following hypotheses can be formulated:

H₈: PEE Moderating effect the relation between Customer Satisfaction and positive Ewom

The relationship between variables is modeled as in the following picture

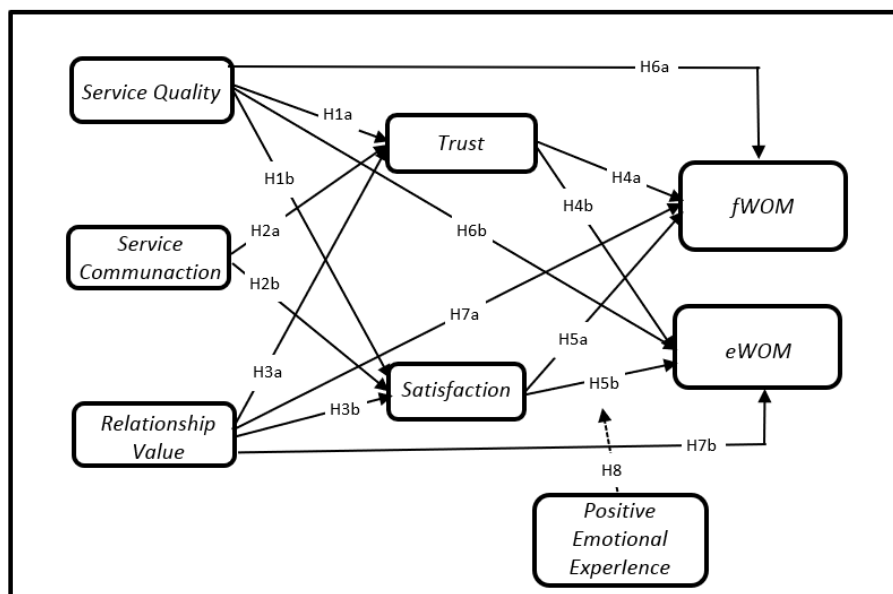


Figure 1. Research Conceptual Framework

METHOD

The research that the author uses is a Causal research approach. The causal research involved hypotheses testing that required to explain the nature of certain relationships. In other words, Research that aims to establish the connection between the study's cause and effect is known as causal research (Sekaran & Bougie, 2016). The research also uses a quantitative approach that describes and summarizes various conditions, situations and variables. Data analysis is quantitative/statistical with the aim of testing the hypothesis that has been established. This research has eight dimensions of the constructive variables - Service Communication, Service quality, Relationship value, Trust, Satisfaction, eWOM, fWOM and Positive Emotional Experience. Items on both constructs are structured to reflect the actions of "giving positive comments" and "telling positive experiences". face-to-face level and on online platforms using social media. All scale items are on a seven-point Likert rating scale with 1 representing "very

disagreeable" and 7 representing "very agreed" at both extremes with the aim of testing the instrument on several telecommunications service users to validate the extent to which the question items are easily understood by respondents. Data collection and sample distribution in this study refers to the opinion (Ghozali, 2014) that the number of samples can be calculated from the size of the indicator once by 5 to by 10. In this study, we used 8 structural variables with the total number of indicators of 31. The minimum sample size of the study is 5 plus 31 which is 155, and the maximum is 31 plus 10 which is 310 (Wijayanto, 2008). The researchers used and identified 286 respondents of telecommunications network users in Indonesia.

The data is collected to support the variable inquiry, i.e. through a questionnaire of all active client informants who have information about the object and variable of the research, there is a list of questions packed in the form of a Google Forms Questionnaire distributed to users of the telecommunications network in Indonesia, and the documentation study aims to be used to analyze data in formal documents related to the object of research and the research variable. The analysis method in this study uses SmartPLS software to perform the smallest partial square structural equation (PLS-SEM) method. This measurement uses smartPLS 4 because of its robustness in testing predictive models using abnormal data, as well as small and medium sample sizes, when compared with other SEM analytical tools (Hair et al., 2014). In addition, the study examines the measurement of latent constructs and how predictor variables correlate with more than one result variable. Therefore, the data used in this study is at the threshold of the minimum and our model focuses on prediction rather than common variation, I consider PLS-SEM as the best analytical tool.

RESULT AND DISCUSSION

Validity and Reability Test

The validity test results are presented in Table 1 according to the beban factor. Generally, Loading Factor is applied to 0.05, 0.01 and 0.001. We want to obtain a significance level of at least 0.001, preferably 0.05, in order to reduce the loadings of the mean from the sample. Because we want to be more certain that the effect or difference that is observed is not just the result of chance, we have more stringent criteria. In addition, daya statistica I can be questioned because we work with small sample sizes. Due to this, a more conservative significand batas can reduce this effect, making it more difficult to identify the palsu effect. The results show that the koefisien fixed for each indicator is approximately 0.06. This indicates that every indicator increases the appropriate tendon structure so that each indicator can be interpreted as such.

Table 1. Validity Test Results

Construct	Measurement Item	P value	Loading Factor
Service Communication (X1)	X1.1 Pemberitahuan Informasi dapat dipercaya	<0.001	0.852
	X1.2 Memenuhi janji mengenai informasi yang diberikan	<0.001	0.803
Service quality (X2)	X1.3 Memberikan informasi yang akurat	<0.001	0.836
	X2.1 Menyediakan layanan yang dapat diandalkan	<0.001	0.829
	X2.2 layanan transaksi aman	<0.001	0.765
	X2.3 Karyawan yang responsif dan tanggung jawab	<0.001	0.769
Relationship value (X3)	X2.4 Tempat layanan memiliki suasana nyaman dan kondusif	<0.001	0.730
	X3.1 Memberikan nilai tambah untuk membeli produk	<0.001	0.817

	X3.2	Memberikan nilai tambah untuk meluangkan waktu menggunakan produk	<0.001	0.774
	X3.3	Kesesuaian meluangkan waktu untuk menggunakan produk	<0.001	0.756
	X3.4	Kelayakan pengorbanan untuk berlangganan terhadap produk	<0.001	0.729
	X3.5	Harga produk dapat diterima	<0.001	0.731
Satisfaction (Y1)	Y1.1	Puas terhadap produk	<0.001	0.843
	Y1.2	layanan produk memenuhi harapan	<0.001	0.851
	Y1.3	Penyedia produk memenuhi kebutuhan pelanggan	<0.001	0.836
Trust (Y2)	Y2.1	Menepati janji sesuai persyaratan dan ketentuan produk	<0.001	0.836
	Y2.2	Kepercayaan tinggi terhadap produk	<0.001	0.775
	Y2.3	Penyedia produk dapat dipercaya	<0.001	0.857
Face-to-face Word-of-mouth (Y3)	Y3.1	Mengatakan hal positif produk kepada orang lain	<0.001	0.853
	Y3.2	Menceritakan pengalaman menggunakan produk secara langsung dengan seseorang	<0.001	0.853
	Y3.3	Merekomendasikan produk kepada orang lain untuk berlangganan	<0.001	0.894
Electronic Word-of-mouth (Y4)	Y4.1	Menceritakan pengalaman menggunakan produk di media sosial	<0.001	0.920
	Y4.2	Merekomendasikan kepada seseorang yang meminta saran di media sosial	<0.001	0.912
	Y4.3	Mengatakan hal positif mengenai produk di media sosial	<0.001	0.906
Positive Emotional Experience (Z)	Z.1	Produk memiliki manfaat bagi pelanggan	<0.001	0.768
	Z.2	Merasa istimewa saat menggunakan produk dari segala aspek layanan	<0.001	0.718
	Z.3	Membantu pengguna untuk menyelesaikan rutinitas berkaitan dengan produk	<0.001	0.736
	Z.4	Menumbuhkan energi positif saat menggunakan produk	<0.001	0.726
	Z.5	Produk memiliki kesan yang baik	<0.001	0.774
	Z.6	Produk memiliki pengalaman positif dibandingkan produk lain	<0.001	0.767
	Z.7	Menumbuhkan antusias menggunakan produk dibandingkan produk lain	<0.001	0.808

Source: Data processed (2024)

Table 2. Reliability Test Result

Variable	Cronbach Alpha
Service Communication (X1)	0.776
Service quality (X2)	0.787
Relationship value (X3)	0.819
Satisfaction (Y1)	0.797
Trust (Y2)	0.761
Face-to-face Word-of-mouth (Y3)	0.835
Electronic Word-of-mouth (Y4)	0.900
Positive Emotional Experience (Z)	0.876

Source: Data processed (2024)

The results of Table 2 test analysis indicate that each variable's Cronbach Alpha coefficient is more than 0.70. eWOM produces the highest reliability test and Trust has the lowest result. This presents the sensitivity of each variable.

Hypothesis Testing

The structural results are shown in Table 3 show that H1 is Supported, Service Quality has a positive and significant influence on satisfaction and trust. H2 is Supported, that is, Service Communication has a positive and significant influence on trust and satisfaction. H3 is Supported, Relationship Value has a positive and significant influence on satisfaction and trust. H5 was Supported, satisfaction has a positive and significant influence on fWOM and eWOM. H7a was Supported, Relationship Value has a positive and significant influence on Fwom. In moderation testing, hypothesis 8 is not supported, eWOM partially media test the relationship between positive emotional experience and Satisfaction. However, using social media has little influence on visitors' expectations before visiting the museum. This may be not supported by previous unpleasant emotional experiences, trust, satisfaction, service quality, relationship value do not raise expectations of customers, and even bad reviews on social media were contributed by the combined effects of trust and satisfaction components of RQ and its antecedents. Where the results of the study show that moderating effect positive emotional experience are proven to have a simultaneous effect on telecommunication network in Indonesia.

Table 3. Hypothesis Test Result

Construct	Path Coefficient	t-value	Result
Direct Effect			
<i>H1a</i> : Service Quality -> Satisfaction	0.193	3.370**	Supported
<i>H1b</i> : Service Quality -> Trust	0.208	2.416*	Supported
<i>H2a</i> : Service Communication -> Satisfaction	0.147	2.697**	Supported
<i>H2b</i> : Service Communication -> Trust	0.173	2.225*	Supported
<i>H3a</i> : Relationship Value -> Trust	0.455	5.290**	Supported
<i>H3b</i> : Relationship Value -> Satisfaction	0.539	8.689**	Supported
<i>H4a</i> : Trust -> fWOM	0.124	1.319ns	Not supported
<i>H4b</i> : Trust -> eWOM	-0.069	0.913ns	Not supported
<i>H5a</i> : Satisfaction -> fWOM	0.277	1.984**	Supported
<i>H5b</i> : Satisfaction -> eWOM	0.174	3.881*	Supported
<i>H6a</i> : Service Quality -> fWOM	-0.013	0.119ns	Not supported
<i>H6b</i> : Service Quality -> eWOM	-0.021	0.112ns	Not supported
<i>H7a</i> : Relationship Value -> fWOM	0.379	3.903**	Supported
<i>H7b</i> : Relationship Value -> eWOM	0.131	1.090ns	Not supported
Moderating Effect			
<i>H8</i> : Positive Emotional Experience x Satisfaction -> eWOM	0.037	1.512ns	Not supported

Notes: *p < 0.05; **p < 0.01; ns Not significant at 0.05 level of significance

Source: Data processed (2024)

Discussion

Data presented in the study focused on the relationship between the predictors of relationship quality (RQ) and constituents' effects on word-of-mouth (WOM) and positive emotional experience among Indonesian telekomunikasi users. The study's findings indicate that while service communication affects customer satisfaction, service quality and relationship value affect individual RQ components. As a strong indicator of trust and confidence, nilai hubungan appears, indicating that it is a precursor to RQ. Conversely, it does not deny that Service Communication does not improve RQ because previous research indicates that communication

is a critical component in building relationships (Oraedu et al., 2018). This study emphasizes the need of understanding various RQ components that have a greater damping effect on fast word-of-mouth (fWOM) and electronic word-of-mouth (eWOM) communication. The telecommunications sector's service providers can benefit from developing more effective RQ and WOM strategies. When compared to the quality of the service, the Relationship Value and service quality have the most significant effects on trust and confidence. Increasing customer satisfaction is also necessary to continuously encourage them to make good. All of this research is contextualized within the construction industry, where trust is crucial due to more human interaction and higher uncertainty levels. Building trust is crucial to creating successful business partnerships and service ecosystems. Enhancing the customer's experience is also very important in boosting their confidence and reducing their reliance. This study highlights how important it is for service providers to raise the quality of their offerings in order to create strong linkages. This indicates that a strong relationship component is highly responsive to positive word-of-mouth (WOM) activity (Hudson et al., 2015). This includes providing services that are able to be relied upon, handling issues with promptness and professionalism, offering assistance through additional services, and ensuring that users receive information on time. Strong relationship components can support positive word-of-mouth (WOM) and highlight the importance of trust in influencing both eWOM and fWOM. Overall, this study is a follow-up to a previous study that suggested the influence of trust dampening on word-of-mouth (WOM) activity, even while service quality did not significantly affect eWOM and fWOM. Kepercayaan emerges as the RQ element that most negatively affects the relationship between RQ but does not affect WOM. Relationship Value is also used to determine the quality of free word-of-mouth (fWOM), but it is not significant for eWOM. This study focuses on the importance of trust, reassurance, and other factors in enhancing WOM variations through positive emotional intelligence. Data-driven discussions highlight theoretical frameworks for service literature and Relationship Quality (RQ) theory in the context of Indonesia's telecommunications industry. Initially, much of the research in this field focuses on silent relationships, even if earlier research had identified components that positively affected word-of-mouth (WOM) activity (Jalilvand dan Heidari, 2017). This study builds on previous research by examining how various Word-of-Mouth (WOM) antecedents influence both Instagram and electronic word-of-mouth (eWOM) simultaneously in one research model.

This study examines how previously identified RQ and prior factors influence eWOM and fWOM in a complementary manner by enhancing existing knowledge. Eisingerich et al. (2015) did not conduct research on the differences between fWOM and eWOM. On the other hand, their analysis only looked at how the eWOM and fWOM communication modes affected consumers' desire to participate in positive WOM in social risk situations and their need to improve themselves. This study adds to our understanding of the differences between fWOM and eWOM by suggesting that RQ components have a greater impact on eWOM than on fWOM. This is supported by the assertion that eWOM quickly outperforms traditional fWOM as a means of customer service, particularly in the digital age where online platforms play a critical role in maintaining customer relationships. Although Karjaluo et al. (2016) recommends more specific research conducted in a context-based manner to further our understanding of WOM, there is only a limited amount of information available about WOM consumer behavior in Indonesia. This is the case even if there are clear differences between the markets of mature and developing countries. In addition, this study broadens the discussion on the specific context of RQ strategies in businesses, particularly in the telecommunications sector. This study highlights the need for more specialized research in the context of Indonesian consumer behavior by highlighting the differences between the countries' markets. This study examines the mechanisms by which eWOM and fWOM of daily life are affected by the

telecommunications network, providing insights into how service providers can take advantage of various services and positive emotional experiences of network users in Indonesia to generate effective business references.

The provided data highlights the importance of developing high-quality connections in Indonesia's telecommunications industry. Factors such as high-quality service offerings and significant interpersonal relationships negatively impact Relationship Quality (RQ). The practical steps for providing telecommunication services include offering services that can be relied upon, responding quickly to service issues, and demonstrating professionalism and composure when interacting with customers. When comparing costs and benefits, customers should pay close attention to the information provided because it is linked to the benefits that are received. Adding value can help you get an edge in a market where competitors are fierce. On the other hand, they can use criticism, both positive and negative, as a means of resolving conflict, improving understanding, and encouraging participants to return. The customer's behavior just confirms the existence of eWOM. These results corroborate previous research by Yang (2017). Interestingly, the research findings indicate that while customer pleasure is a necessary condition, it is not sufficient to ensure positive eWOM occurrences. The strategy for building trust, such as service quality and relationship strength, needs to be prioritized in order to foster trust and mutual respect among customers. Offering services that increase trustworthiness will more likely result in positive feedback from customers. Using social media sites like Facebook and Twitter to get feedback from users is encouraged in order to adjust service offerings and resolve issues in an efficient manner. Customer satisfaction alone is insufficient to generate positive word-of-mouth (eWOM); users' unique emotional capital is crucial for eWOM stimulation. They emphasize that during their exploration of this platform, there is frequently a need to manage user-generated content, indicating that researchers should consider more carefully what managerial practices encourage user creativity. The transition from product management to platform management involves paying attention to user-generated content and developing management practices that foster consumer creativity. In the context of providing telecommunication services in Indonesia, increasing user experience to provide positive emotional outcomes is crucial. Positive Emotional Experience (PEE) refers to the ability of consumers to express their creativity and generate electronic Word-Of-Mouth (eWOM) that, when successful, positively impacts a company's reputation and brand image. Customer service and Human Resources Management are also very important in promoting Positive Emotional Experiences and raising service quality standards, which eventually affect positive eWOM and customer service.

CONCLUSION

The research findings should be examined in the context of the limitations. One of its main weaknesses is that the conceptual model was applied to only one sector of the economy; hence, the results could not be generalized. In the telecommunications industry, electronic word-of-mouth (eWOM) is crucial in promoting the positive emotional experience and the ongoing operations of businesses in the long run. This study aims to analyze factors that affect electronic word-of-mouth (eWOM) in the telecommunications industry in Indonesia. The study's findings indicate that both satisfaction and positive emotional experiences have a positive and significant impact on eWOM. Customer satisfaction in this study is specifically found to have a positive impact on positive emotional experiences, service quality, service communication, relationship value, fWOM, and eWOM. As part of the effort to increase eWOM, providing a telecommunications network can have a significant impact on customers' positive emotional experiences, and customer satisfaction can also have a significant impact on customers' positive

emotional experiences. All of these aspects can be improved in terms of customer service communication, quality, relationships, trust, satisfaction, eWOM, fWOM, and positive emotional experiences. Ensuring high RQ sensitivity, ability to support Service Quality, Relationship Value, and Service Communication that are expected by customers is very important. The impact of eWOM on social media platforms such as Instagram, WhatsApp, X, TikTok, and others can also be a rich source of research material. In addition, we believe that future research must fully explore how the relative factors examined in this study interact with various frameworks and accelerate the development of Indonesia's infrastructure, making it necessary for the country's telecommunications infrastructure to improve. In addition, we believe that future research should clarify how the positive emotional and relational factors studied in this study should be related to various stages of the customer relationship. In addition, longer research can be recommended to examine this topic using a quantitative approach.

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