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*by Sandy And Galuh -*

# THE ROLE CORPORATE SOCIAL RESPONSIBILITY, CORPORATE ASSOCIATION AND BRAND LOVE TOWARDS WORD OF MOUTH INTENTION IN SUSTAINABLE RELATIONS IN THE INDONESIAN CELLULAR INDUSTRY

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***ABSTRACT***

*This research aims to examine the influence of corporate social responsibility (CSR), corporate association (CA) mediated by brand love on word of mouth (WOM) intention which has an impact on sustainable relationships in the cellular industry in Indonesia. This research only receives and manages data from respondents who use telecommunications services from 4 providers, namely XL, Indosat, Telkomsel and Three and are domiciled in JABODETABEK. Sampling used a non-probability sampling technique, namely convenience sampling, on 126 respondents, who live in JABODETABEK, users of telecommunications services from 4 providers, namely XL, Indosat, Telkomsel and TRI, using a questionnaire instrument in the form of a Google form. Then proceed with testing the validity test and reliability test as well as testing the hypothesis with the SEM-AMOS 22 analysis tool. The results of this research are that CSR has no effect on WOM Intention; CSA has no effect on WOM Intention; Brand Love influences WOM Intention; Brand Love does not mediate CSR on WOM; and Brand Love is proven to mediate CA on WOM Intention.*

*Keywords:* Social Responsibility, Corporate Association, Brand Love, Word Of Mouth Intention, Sustainable Relations

## 1. INTRODUCTION

The industrial market, especially the telecommunications industry market in Indonesia, includes PT Telekomunikasi Selular which produces Telkomsel products, a subsidiary of Telkom, PT Hutchison 3 Indonesia which produces Three products, PT XL Axiata which produces XL products, PT Indosat which produces Indosat products, PT Smartfren, and BWA operators. Internux (Bolt).Seeing this, it turns out that telecommunications companies are not only focused on providing services to the community and focusing on sustainability in Indonesia which will reduce the credibility of the telecommunications brand, therefore telecommunications companies must try to improve their image in front of the public so that people are fully confident in the brand. the telecommunications they choose. There are 4 telecommunications company brands represented in this research proposal and all are based in Indonesia, namely XL, Telkomsel, Tri and also Indosat.

What can be done to retain consumers is that telecommunications companies must carry out word of mouth (WOM) promotions so that consumers remain loyal to using the right network. What can be done is to provide customer satisfaction and convenience so that consumers will continue to trust and of course this will create love the brand. Brand love is defined as "the passionate level of emotional attachment that satisfied customers have for a particular trade name" [1]. [2] found that "at the heart of all brand relationships means that "a rich affective foundation reminiscent of the concept of love in the interpersonal realm." What we want to aim for is to grow a strong customer base and of course it

will be sustainable so that brand love as a marketing tool for existing cellular services will become better and closer to perfection.

Considering traditional customer-company relationships, [3]erm company associations as a tool for generating positive customer evaluations about a company. Corporate social responsibility (CSR) and corporate capability association (CA) are proposed to be important associations for companies. The ability of a company to be able to provide good service and meet customer expectations is called CA. while CSR is an action for social improvement aimed at all stakeholders by doing responsible things. Examples of these stakeholders are customers, society, suppliers and employees. This research aims to review how much influence CSR, CA and Brand Love have on WOM Intention carried out by cellular service companies and their impact on people's preferences and community satisfaction in sustainable relationships with the Cellular Service Industry in Indonesia.

## 2. RESEARCH METHOD

Word of Mouth (WOM) is based on a cause-and-effect relationship from the efforts made by the telecommunications company brand which will have an impact on the credibility and subjective assessment of the good value of a brand by consumers after consumers use the services/products of the telecommunications brand.

Activities related to marketing carried out with customer-based CSR are to create an identity for the customers of the company because there is an attachment that occurs between the company and the customer [5] [6].

Corporate Capability is a company association consisting of CSR and CA, where companies use it to build a holistic company image by combining information that customers have about the company [3][7][8]. Looking at companies operating in the service sector, CA has a relationship that is in line with the services offered to customers who receive these services.

Brand love comes from the word love, which is related to emotionality. This is analogous to the fact that brand love is defined as the feelings that consumers have towards their partner which are expressed in positive emotional feelings towards an object, which in this case is a brand [1] [9] [10]. What is interesting is that there is a feeling of dependence on the brand and a very strong sense of attachment to the brand, so that they will feel anxious and confused if the brand does not exist [10] [11] [12] [13]. Customers feel that the brand is something very important and is part of the customer's personality [10] [6]. Brand love can describe "the level of passionate emotional attachment that a satisfied consumer has for a particular trade name" [1].

[14] found that if consumers feel that the company's image is positive, then consumers will participate and will also be encouraged to express positive words about the company, and vice versa, if it is negative then the things said will also be negative. What differentiates a company from its competitors is if the company focuses on strategic CSR because this is an opportunity to get positive things from customers [15]. Apart from that, carrying out CSR activities can of course increase positive perceptions from customers [16]. It was also added that this CSR also differentiates itself from its competitors and tends to choose the products offered by the company [17].

**H1:** CSR associations have a positive effect on WOM Intention

Consistently good and quality service will have a positive impact, namely customers will talk positively to other people about the company [18]. This can be seen as positive WOM for a company if it is discussed by customers who say positive things [19]. Then good service due to positive previous experiences will be evaluated by customers so that this CA can be considered or used as a measure of what occurs between the company's corporate association and its customers [20]. It is also stated that the CA Association can influence WOM intentions directly or can also be done through mediating variables first, for example brand love [21].

**H2:** CA Association has a positive effect on WOM Intention

What customers like is that if they like the same brand, they will engage in pleasant and positive conversations about that brand [22] [1]. What then happens is that there is a feeling of love for the brand and invites other customers to consume the same brand as that customer [23][24][25][10]. The existence of social benefits provided by a customer will of course create positive WOM because it is relevant to the form of self-presentation [26]. Apart from that, [27] stated that there was a positive relationship between brand love and WOM, this was also stated by [1] [11] [28] who researched that brand love had a positive effect on WOM.

**H3:** Brand love has a positive effect on WOM Intention

The role of mediation is very important in service quality and CSR on intentions with identification and satisfaction variables in the service sector [29]. Research conducted by [1] included brand love as a mediator. Then It is also stated that the CA Association can influence WOM intentions directly or can also be done through mediating variables first, for example brand love [21].

**H4:** Brand love positively mediates the relationship between CSR and WOM.

What a company wants most is to get big profits from its customers, and this can happen if the company creates brand love from its customers [30]. Positive results in previous research state that that can be influence of WOM intentions, both directly and indirectly, are CSR and CA [31][15][21][32]. Then It is also stated that the CA Association can influence WOM intentions directly or can also be done through mediating variables first, for example brand love [21].

**H5:** Brand love positively mediates the relationship between CA and WOM
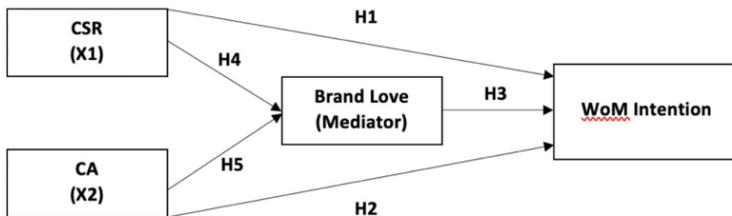
The research model is in Figure 1.



Figure 1. The Research Model

This research uses primary data, where the data from this research is searched and managed independently by the researcher and uses a cross-sectional design, where data is only taken once in a one period of time and use descriptive design for this research. The type of research data is empirical data using an online survey in the form of a questionnaire via Google Form.

The population used in this research are consumers from telecommunications industry companies operating in Indonesia, however in this research only receives and manages data from respondents who use telecommunications services from 4 providers, namely XL, Indosat, Telkomsel and TRI and are domiciled in JABODETABEK. Sampling used a non probability sampling technique, namely convenience sampling, on 126 respondents, who live in JABODETABEK, users of telecommunications services from 4 providers, namely XL, Indosat, Telkomsel and TRI, using a questionnaire instrument in the form of a Google form. The indicator variables used in this research were adapted from expert theory, totalling 24 indicators. The sample size used = 126 samples. The demographics of the respondents are in Table 1.

Table 1. Respondent Demographics
Source: 2022 primary data

| Characteristics | Category | Frequency (n=126) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 46 | 35,7 |
| | Female | 53 | 64,3 |
| Age | 16-20 | 104 | 80 |
| | 21-25 | 21 | 16,3 |
| | 26-30 | 0 | 0 |
| | 31-35 | 1 | 0,8 |
| | 36-40 | 0 | 0 |
| | 41-45 | 1 | 0,8 |
| | 46-50 | 1 | 0,8 |
| | 51-55 | 0 | 0 |
| | 56-60 | 0 | 0 |
| | > 60 | 1 | 0,8 |
| Status | Student | 8 | 6,3 |
| | College Student | 115 | 89,8 |
| | Private Employee | 4 | 3,1 |
| | Government Employee | 0 | 0 |
| | Businessman | 1 | 0,8 |
| | Housewife | 0 | 0 |
| | Others | 0 | 0 |
| Domicilie | Jakarta | 81 | 63,3 |
| | Bogor | 10 | 7,8 |
| | Tangerang | 10 | 7,8 |
| | Bekasi | 6 | 4,7 |
| | Depok | 15 | 11,7 |
| | Bandung | 2 | 1,6 |
| | Others | 4 | 3,1 |
| Telecommunications Provider | XL | 25 | 20,2 |
| | Telkomsel | 43 | 34,7 |
| | Three (3) | 18 | 14,5 |
| | Indosat | 38 | 30,6 |

This research uses a questionnaire in the form of a Google form by respondents for the data collection process. Each variable is measured using a Likert scale, where each variable has its own indicator using a 5 point Likert scale, from strongly disagree to strongly agree [34]. Corporate Social Responsibility are measured from six indicators adapted from [35]; Corporate Ability are measured from five indicators adapted from [20]; Brand Love are measured from ten indicators adapted from [1]; Word of Mouth are measured from three indicators adapted from [36]. The variables and indicators are in Table 2.

Table 2. Variables and Indicators

| Variable | Indicators |
|---|---|
| Corporate Social Responsibility | 1. Mobile service companies support good causes |
| | 2. Cellular service companies have environmentally responsible behavior |
| | 3. Cellular service companies are aware of issues related to the environment |
| | 4. Cellular service companies fulfil their social responsibility needs |
| | 5. Mobile service companies provide added value back to society |
| | 6. Mobile service companies act socially in a responsible way answer |
| Corporate Ability | 1. I think mobile service companies thrive with innovative products and services |
| | 2. I think mobile service companies offer high quality products and services |
| | 3. I think mobile service companies offer products with a good price |
| | 4. I think this mobile service company is very well managed |
| | 5. I think mobile service companies hire smart and talented people compared to competitors |
| Brand Love | 1. This is a great mobile service company |
| | 2. This mobile service company makes I feel better |
| | 3. This mobile service company is truly amazing |
| | 4. This mobile service company makes me very happy |
| | 5. I have neutral feelings about this mobile service company |
| | 6. I don't have any special feelings about this telecommunications company |
| | 7. I love this mobile service company |
| | 8. This mobile service company is a real treat |
| | 9. I'm excited to get to know about this mobile service company |
| | 10. I am very attached to this mobile service company |
| WOM | 1. I will say positive and good things about the company's cellular services to others |
| | 2. I would recommend the mobile service company to someone who needs my advice |
| | 3. I will tell my friends and relatives to use the same mobile service company as me |

## 3. RESULTS AND DISCUSSIONS

The validity test in this research is accepted if it has an AVE value of more than 0.5 and a loading factor of more than 0.5 [37] Then, the reliability test can be accepted if the Cronbach's alpha value is above 0.7 and composite reliability value is above 0.7 [37]. The values from the validity test are in Table 3 and Table 4 and the values from the reliability test are in Table 5.

The analytical tool used is SEM (Structural Equation Modelling) with AMOS 22. The advantage of using SEM-AMOS to analyse data is that it is able to analyse two models simultaneously, namely the measurement model and the structural model [37]. The structural model this study is in Figure 2.
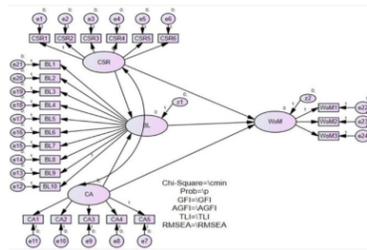
Figure 2. Structure Model

Table 3. Results of the Loading Factor Validity Test

| Variable | Indicator | Loading Factor |
|---|---|---|
| CSR | CSR1 | 0,751 |
| | CSR2 | 0,853 |
| | CSR3 | 0,879 |
| | CSR4 | 0,888 |
| | CSR5 | 0,765 |
| | CSR6 | 0,874 |
| Corporate Ability | CA1 | 0,752 |
| | CA3 | 0,712 |
| | CA4 | 0,818 |
| | CA5 | 0,853 |
| Brand Love | BL1 | 0,727 |
| | BL2 | 0,733 |
| | BL3 | 0,843 |
| | BL5 | 0,807 |
| | BL6 | 0,790 |
| | BL8 | 0,807 |
| | BL9 | 0,793 |
| | BL10 | 0,782 |
| WOM Intention | WOM1 | 0,775 |
| | WOM2 | 0,758 |
| | WOM3 | 0,858 |

Table 4. AVE Value

| Variable | AVE |
|---|---|
| Corporate Social Responsibility | 0,503 |
| Corporate Ability | 0,557 |
| Brand Love | 0,556 |
| WOM Intention | 0,528 |

Table 5. Result Reliability Test

| Variable | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Corporate Social Responsibility | 0,786 | 0,737 |
| Corporate Ability | 0,800 | 0,731 |
| Brand Love | 0,860 | 0,788 |
| WOM Intention | 0,828 | 0,760 |

Table 6. Goodness of Fit Indicators

| Estimated Parameters | GOF Parameters | Value | Conclusion |
|---|---|---|---|
| Absolute Fit Measures | Chi-Square/Cmin | 3,527 | Good Fit |
| | P Value of Chi- Square (prob) | 0,00 | Poor Fit |
| | RMSEA | 0,080 | Good Fit |
| | ECFI | 4,803 for ECV1 5,184 Saturated ECVI | Good Fit |
| Incremental Fit Measures | TLI | 0,840 | Marginal Fit (Moderate) |
| | NFI | 0,755 | Poor Fit |
| | CFI | 0,869 | Marginal Fit (Moderate) |
| | IFI | 0,873 | Marginal Fit (Moderate) |
| | RFI | 0,701 | Poor Fit |
| Parsimonious Fit Measures | PNFI | 0,619 | Good Fit |
| | AIC | 600,424 For AIC 648,00 For Saturated AIC | Poor Fit |

Based on the overall indicator data and the values obtained and through assessment through testing conclusions, there are 4 Good Fit, 4 Poor Fit and 3 Marginal Fit. Based on this data, we can conclude that the fit between the data and the model is Good Fit, Marginal. It means that the model is moderate.

This section will display the results of hypothesis testing regarding the relationship between the five variables tested and contained in the research. CR +- 1.96, and P: < 0.05 sign *** indicates a valid probability. The results study of the hypothesis test are in Table 7.

Table 7. Hypothesis Test Results

| Hypothesis | C.R. | Probability | Result |
|---|---|---|---|
| H1. CSR → WOM Intention | 0,772 | *** | Reject |
| H2. CA → WOM Intention | -0,402 | *** | Reject |
| H3. BL → WOM Intention | 5,003 | *** | Accept |
| H4. CSR → BL → WOM Intention | 1,240 | *** | Reject |
| H5. CA → BL → WOM Intention | 2,307 | 0,021 | Accept |

Hypothesis 1 states that CSR has a positive effect on WOM Intention is rejected. The results of the Critical Ratio value are significant. The CR value is 0.772 and the p value = 0.00. Based on the results of this test, it can be concluded that H1, CSR has a negative effect because the CR value does not meet the requirements > 1.96. This result is in line with research conducted by [38] which states that CSR Communication has a negative effect on the WOM Intention variable.

Hypothesis 2 states that CA has a positive influence on WOM Intention is rejected. The CR value is -0.402 and the p value = 0.00, the CR value is <1.96. By looking at this negative estimate, it can be

interpreted that the correlation between Corporate Social Responsibility and WOM Intention is negative, which means that the efforts of telecommunications companies in implementing CA practices do not guarantee an increase in WOM Intention in these companies.

Hypothesis 3 states that Brand Love has a positive significant effect on WOM Intention being accepted. The CR value is 5.003 with a p value of 0.00. Based on previous research findings such as, Customers tend to engage in positive conversations about brands they like [22] [1]. Consumers will convince other people to use the brand after they love the brand [23][24][25][10].

Hypothesis 4 states that Brand Love positively mediates the relationship between CSR and WOM rejected. Hypothesis 4 testing is based on the results of SEM analysis, with a CR value of 1.240 and p value =0.00. These results indicate that H4 is not relevant/negative because the CR value is <1.96. Based on the CR value, H4 with the statement that Brand Love positively mediates the relationship between CSR and WOM Intention is rejected, the results are not consistent with [38].

Hypothesis 5 which states that Brand love positively mediates the relationship between CA and WOM is accepted. The CR value is 2.307 with a p value of 0.021 < 0.005. This is in line with several previous theories and research which have proven that Brand Love can mediate the relationship between CA and WOM Intention positively and significantly [30].

## 4. CONCLUSIONS AND SUGGESTIONS

The results of this research are that CSR has no effect on WOM Intention; CSA has no effect on WOM Intention; Brand Love influences WOM Intention; Brand Love does not mediate CSR on WOM; and Brand Love is proven to mediate CA on WOM Intention.

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