

Structural Equation Modeling of Social Media Influences: How Visual Appeal and Product Information Shape Positive Word of Mouth

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Abstract

Social media has become an essential tool in contemporary marketing strategies, allowing brands to enhance consumer engagement and foster trust. This study examines the direct effects of visual appeal and product information on brand satisfaction and positive Word of Mouth (WOM) in the context of Samsung's social media campaigns. The research aims to provide empirical insights into how specific content elements drive consumer satisfaction and WOM, which are critical factors in expanding a brand's digital influence. Data were collected from 132 active social media users frequently exposed to Samsung's advertisements. Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) approach was employed to analyze the relationships between variables. The results indicate that visual appeal significantly impacts brand satisfaction (path coefficient = 0.419, T-statistic = 3.765, P-value = 0.000) and WOM (path coefficient = 0.221, T-statistic = 2.437, P-value = 0.015). Product information also shows a significant influence on brand satisfaction (path coefficient = 0.337, T-statistic = 3.126, P-value = 0.002) and WOM (path coefficient = 0.320, T-statistic = 3.795, P-value = 0.000). Additionally, brand satisfaction strongly contributes to positive WOM (path coefficient = 0.458, T-statistic = 7.191, P-value = 0.000). The findings emphasize the critical role of high-quality visual and informational content in fostering brand satisfaction and promoting WOM. The novelty of this research lies in its detailed examination of how visual appeal and product information independently influence consumer outcomes, offering actionable insights for marketers. This study contributes to the growing literature on digital marketing by providing evidence-based recommendations for optimizing social media strategies in highly competitive and digitally connected marketplaces.

Keywords: Visual Appeal, Product Information, Brand Satisfaction, Word of Mouth, Social Media Marketing

1. Introduction

Social media has become one of the strategic tools that influence modern marketing, especially in building interactions between brands and consumers. As one of the leading global technology brands, Samsung consistently utilizes social media to strengthen its presence in the market through visual appeal and reliable product information. Visual elements, such as attractive content design, harmonious colors, and aesthetic layout, are important elements in attracting consumers' attention and building an emotional connection with the brand [1]. Meanwhile, clear and relevant product information plays an important role in enhancing consumers' understanding of product quality and trust in the brand. These two elements not only increase the initial attraction to the brand, but also influence consumers' satisfaction with their overall experience. Brand satisfaction, created through positive perceptions of quality and trust, is one of the main factors that encourage consumers to share their experiences through positive word of mouth (WOM) [2].

Indonesia, with the number of active social media users reaching 191 million people by 2024 [3], visual elements and product information have a high relevance to create consumer engagement. TikTok and Instagram are the dominant platforms, with users tending to be active in providing product reviews and recommendations, making Indonesia a very potential market for brands like Samsung. In the context of digital marketing, positive WOM is a very effective promotional tool because it is able to reach a wide audience with a high level of credibility [4]. The behavior of

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Indonesian consumers who rely on peer recommendations shows that WOM is a strategic element in digital marketing. In this case, visual elements and product information are not only important to attract initial attention, but also influence consumer confidence in recommending the brand. Therefore, Samsung's marketing strategy needs to consider this unique local context to increase positive WOM. Based on data obtained from We Are Social [3] report, the number of global social media users continues to increase significantly year on year, with a consistent surge in users since 2000 to reach 5.037 billion users by January 2024. This increase reflects the massive adoption of social media around the world, driven by the emergence of platforms such as Friendster in 2003 and Facebook in 2004 that kick-started the modern social media era. This trend showed tremendous growth especially in the 2010-2020 decade, where the number of users more than doubled, from 1.731 billion to 3.726 billion users. However, in recent years, the growth rate has started to slow down with only about 5% growth in 2023 to 2024. In Indonesia, the dominance of visual platforms such as TikTok (27.3% of social media users) creates an opportunity for brands to maximize visual elements as a key marketing tool. Marketing strategies that integrate visual appeal and relevant product information can help brands like Samsung build stronger brand satisfaction and WOM among consumers.

In line with this development, the success of digital marketing strategies through social media is greatly influenced by the effectiveness of visual appeal elements and product information conveyed to consumers. The difference in the impact of these strategies often depends on the characteristics of the consumer as well as the social media platform being used. In the context of a global brand like Samsung, visual appeal on social media has great potential to build positive perceptions of the brand [5]. However, the challenge is how these visual elements not only attract consumers' attention but also drive brand satisfaction, which in turn leads to positive WOM [6]. This is relevant to the fact that consumers today tend to trust recommendations from fellow users more than traditional promotions. The main challenge in this study is identifying brand satisfaction as a link between visual appeal and word-of-mouth, as well as examining how the quality of product information influences this relationship. Moreover, in the Indonesian context, the highly active consumer behavior on social media creates a great opportunity for brands like Samsung to leverage visual elements tailored to local preferences. The market-dominating use of platforms such as TikTok and Instagram provides a strategic space to combine visual appeals with product information to create deep consumer engagement. According to Mohamed [7], the majority of social media users spend 4-6 hours per day (41.7%), while 28.8% spend more than 6 hours. This indicates that users have sufficient time to engage with promotional content appearing on their feeds. In line with this, although previous studies have emphasized the importance of visual content on social media, research on the integrated influence of visual appeal, product information, and brand satisfaction on word-of-mouth (WOM) remains limited, particularly in the context of technology brands like Samsung.

Brand satisfaction is one of the key factors that can drive positive WOM. Brand satisfaction is defined as the level of consumer satisfaction with their experience of using a particular product or service, which can be measured through perceived quality, reliability, and the resulting emotional appeal [8]. Previous research shows that brand satisfaction has a close relationship with WOM, where satisfied consumers are more likely to recommend products to others [9]. However, the research gap lies in the lack of focus on how the combination of visual appeal and product information on social media contributes to brand satisfaction and WOM, especially in the technology sector. This study aims to fill that gap by providing new insights into how visual elements and product information influence WOM through Brand Satisfaction in the Indonesian local market, which is characterized by a strong information-sharing culture.

Measuring the impact of visual appeal and product information on WOM through brand satisfaction is a complex challenge. In the context of digital marketing, visual appeal often includes elements of graphic design, layout, and content aesthetics, while product information includes clarity, relevance, and accuracy of product details [10]. These two elements must be managed synergistically to provide an optimal user experience. Another obstacle is how to create a uniform experience across different social media platforms to achieve maximum results [11]. Therefore, this study fills the gap by analyzing the relationship between visual appeal, product information, brand satisfaction, and WOM in a more integrated manner, focusing on the Samsung brand as the main subject.

The specific objectives of this study are as follows: (1) To examine the impact of visual appeal on brand satisfaction; (2) To assess the influence of product information on brand satisfaction; (3) To investigate the direct relationship between visual appeal and WOM; (4) To evaluate the extent to which brand satisfaction affects WOM; and (5) To analyze the influence of product information on WOM. Furthermore, this study contributes to a deeper understanding

of how social media marketing strategies can be tailored to Indonesian consumer behavior in order to foster stronger and more locally relevant WOM.

2. Literature Review

2.1. Visual Appeal to Brand Satisfaction

Visual appeal is an aesthetic element that includes graphic design, color, layout, and other visual elements used to attract consumer attention on social media. According to [12], effective visual appeal can create a perception of high quality for a brand, thereby increasing consumers' emotional appeal. In the context of social media, attractive visual elements are not only the starting point for consumers' interaction with content but also increase their trust in the brand [13]. Gammal et al. [14] found that well-structured visual content can increase brand satisfaction through positive user experiences. Moreover, in the Indonesian context, consumer behavior on social media is heavily influenced by aesthetically appealing and culturally relevant visual elements. Platforms such as TikTok and Instagram are ideal mediums to utilize visual appeal to create higher consumer engagement. Tailoring visual elements to local preferences, such as bright colors and dynamic designs, has been shown to increase the appeal and satisfaction of Indonesian consumers [3].

Research by [5] also shows that consumers tend to connect more emotionally with brands that utilize high-quality visual design, especially on social media. In the context of the Samsung brand, visual appeal is one of the important tools to differentiate themselves in the competitive technology market. Visual combinations such as neat layouts, consistent color palettes, and high-quality graphics can have a positive influence on consumer perceptions. However, despite the importance of visual appeal, little previous research has examined how visual elements directly influence brand satisfaction in the context of social media for technology brands such as Samsung. This gap is an important focus in this study, where visual appeal is analyzed as one of the key determinants of brand satisfaction.

H1: Visual appeal has a positive influence on brand satisfaction.

2.2. Product Information to Brand Satisfaction

Complete, relevant, and reliable product information is essential to increase consumer satisfaction. Information presented on social media, such as product descriptions, user reviews, and technical specifications, plays an important role in building consumer trust [15]. [16] emphasize that consumers are more likely to be satisfied with a brand if they feel they are getting accurate and relevant information to support their purchasing decisions. In the context of social media, research by [17] revealed that the accuracy and completeness of product information greatly contributes to consumers' positive perceptions of technology brands. For Samsung, delivering information in a structured manner through platforms such as Instagram or Twitter not only helps consumers understand the product but also strengthens their trust in the brand. Thus, the quality of product information can be key in driving brand satisfaction.

In a study by [18], it was found that brand satisfaction is often driven by perceptions of the quality of information received. In Indonesia, the accuracy and relevance of product information are important aspects that influence consumers to share positive experiences through WOM. For example, clear product descriptions on platforms such as Instagram help consumers understand product features in detail, increasing trust in the brand [19]. However, as with visual appeal, research linking product information on social media with brand satisfaction is minimal, particularly for technology brands such as Samsung. Therefore, this study aims to explore this relationship in more depth.

H2: Product information has a positive influence on brand satisfaction.

2.3. Visual Appeal to Word of Mouth

Visual appeal plays a crucial role in shaping consumers' positive perceptions of a product or service. Visual elements such as design aesthetics, image quality, color selection, and consistent layout can create a pleasant visual experience, ultimately enhancing consumers' emotional engagement. Previous studies have indicated that visual appeal influences consumers' affective responses, including satisfaction, admiration, and trust in a brand. These affective responses indirectly encourage consumers to share their experiences through WOM, both verbally and via digital platforms such as social media [20], [21], [22]. Furthermore, Huxley [23] explains in his visual communication theory that appealing aesthetic elements can reinforce the conveyed message, thereby increasing consumers' willingness to discuss products

or services with others. Word of mouth, particularly in an online context, significantly impacts public perceptions of a brand due to its authentic and experience-based nature [24], [25], [26]. For example, high-quality images and visually appealing aesthetics on social media not only enhance a brand's attractiveness but also motivate consumers to recommend it through reviews, comments, or content sharing with their audience [27], [28]. In other words, the higher the visual appeal of a product or service, the greater the likelihood of consumers engaging in Word-of-Mouth activities, both online and offline. Based on these findings, the following hypothesis can be proposed:

H3: Visual appeal has a positive effect on Word of Mouth.

2.4. Brand Satisfaction to Word of Mouth

Brand satisfaction is defined as consumers' satisfaction with their experience of using a product or service, measured through perceived quality, reliability, and emotional value [8]. Brand satisfaction has long been recognized as a key predictor of WOM. According to [29], satisfied consumers tend to be more active in recommending brands to others, both in person and through digital platforms. Another study by [30] shows that positive WOM on social media is often influenced by consumers' level of satisfaction with their experience with the brand. In the case of Samsung, consumers who are satisfied with the brand's products and services are likely to share their experiences positively, which in turn can increase brand exposure. This shows the importance of understanding the factors that influence brand satisfaction to drive favorable WOM.

In Indonesia, WOM has a very strategic role as local consumers tend to trust peer recommendations more than traditional promotions. A strategy that leverages positive WOM, particularly on social media, can be a key marketing tool for brands like Samsung. In the context of social media, positive WOM has a very strategic role due to its ability to reach a wide audience in a short period of time [31]. However, the relationship between brand satisfaction and WOM in the context of social media strategies for brands like Samsung requires further study, especially regarding how visual elements and product information influence this relationship.

H4: Brand satisfaction has a positive influence on word of mouth

2.5. Product Information to Word of Mouth

Comprehensive product information plays a pivotal role in influencing consumer behavior, particularly in fostering positive WOM. Herr et al. [32] argued that presenting product information in a clear and contextually relevant manner significantly enhances consumer engagement in WOM by improving both the accessibility and diagnostic of the information. These attributes help consumers to better understand the product and confidently share their experiences with others. Moreover, Jalilvand et al. [33] demonstrated that high-quality product information is instrumental in building consumer trust in a product. This trust, in turn, directly influences their intention to recommend the product to others, reinforcing the importance of accuracy and reliability in product descriptions. The evolution of digital platforms has further amplified the role of product information. Cheung and Thadani [34] highlighted that information shared via electronic Word of Mouth (e-WOM) platforms exerts a more substantial influence on purchase intentions than traditional WOM. This is because e-WOM offers interactive and personalized communication that aligns closely with consumer needs and preferences. In addition, Lee et al. [35] emphasized that WOM is more impactful when consumers perceive the shared product information as both objective and highly relevant. Consequently, companies that prioritize the delivery of clear, trustworthy, and consumer-centric product information are better positioned to harness WOM as a powerful marketing strategy. Building on these insights, this research proposes the following hypothesis:

H5: Product Information has a positive effect on Word of Mouth.

Based on the development of the hypotheses, a research framework was constructed to illustrate the relationships between the main variables under investigation. This model is designed to visualize the connections between independent variables, and dependent variables, as well as to examine both direct and indirect effects among these variables. Through this approach, the research framework provides a clear conceptual foundation for understanding the studied phenomenon and serves as a guide for data collection and empirical analysis to test the formulated hypotheses.

Figure 1 shows that Visual Appeal and Product Information play an important role in increasing Brand Satisfaction, which in turn Brand Satisfaction can encourage Positive Word of Mouth. In addition, Visual Appeal and Product Information can also directly influence Positive Word of Mouth. This model can be used to test the relationship between these variables through empirical research.

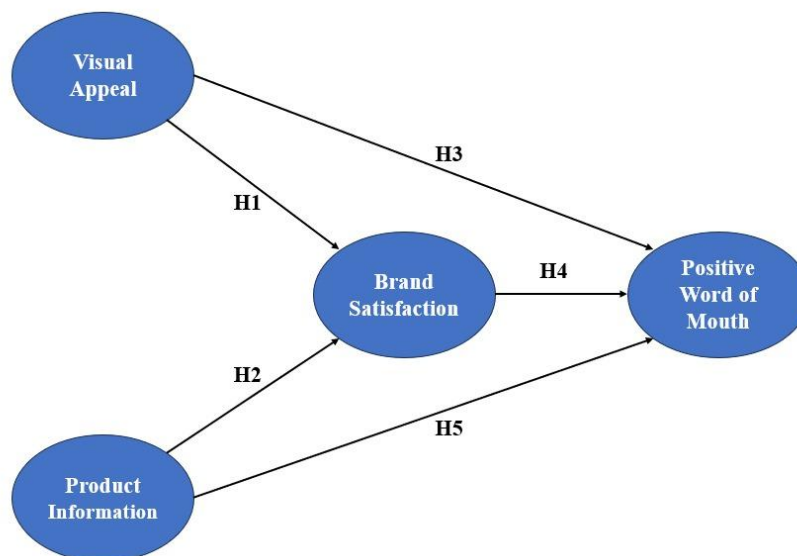


Figure 1. The Research Model

3. Methodology

3.1. Type and Location of Research

This research uses a quantitative approach with explanatory research type, which aims to explain the causal relationship between independent, and dependent variables. The focus of this study is to examine the effect of visual appeal and Samsung product information on social media on positive word of mouth and brand satisfaction. This research makes a new contribution by integrating visual elements and product information as determinants of positive WOM in the local Indonesian context, especially in the technology market. The research location was conducted on Samsung consumers who actively use social media in the Mataram area, Nusa Tenggara Barat. with a focus on social media platforms such as Instagram, Facebook, Tiktok, Youtube, Whatsapp and Twitter, which are the main tools in Samsung's marketing strategy.

3.2. Sample and Data Collection Method

The population in this study are active social media users in Indonesia who have interacted with Samsung brand content, either in the form of following official accounts, providing comments, or reading reviews. The sampling technique used is purposive sampling, which selects respondents who meet certain criteria. Respondents were selected based on: (1) Active social media users for at least the last 6 months. (2) Have bought or considered buying Samsung products. (3) Have provided reviews or comments about Samsung products on social media. (4) Samsung consumers who actively use social media in the Mataram area, West Nusa Tenggara, with a focus on social media platforms such as Instagram, Facebook, Tiktok, Youtube, Whatsapp and Twitter. Based on the method of [5], the minimum sample size is determined by the formula: $n = 5-10 \times \text{number of variable indicators}$, so with 20 research indicators, the minimum sample size is 100 respondents. In this study, data was collected from 132 respondents to increase the validity and reliability of the analysis.

3.3. Measurement

The measurement of variables in this study is based on the indicators of each construct, as presented in the following table 1.

Table 1. Measurement

Variable	Indicator	Author
Visual Appeal	Aesthetic appearance, harmonious colors, visual quality, purchase intention, brand trust, attractiveness, and consumer engagement.	[36],[37],[38]
Product Information	Information clarity, feature understanding, product transparency, purchase confidence, testimonial influence, choice confidence, and product comparison.	[39],[40],[41]
Brand Satisfaction	Personal recommendations, experience sharing, neighborhood reviews, product confidence, recommendation worthiness, testimonial influence, and brand satisfaction.	[19], [42],[43]
Word of Mouth (WOM)	Experience satisfaction, expectation fulfillment, product quality, price value, product choice, problem solution, and purchase loyalty.	[44],[45],[46]

Visual appeal is measured using seven indicator items adapted from research by [36], [37], and [38]. These indicators include aesthetic appearance (covering the overall visual appearance of promotional materials, including graphic design, layout, and other visual elements), harmonious colors (how well the color combinations used in promotional materials create a pleasant impression and are in line with Samsung's brand identity), visual quality (covering image resolution, clarity, and visual details of promotional content), purchase intention (covering whether promotional materials make consumers more likely to consider or purchase Samsung products), brand trust (the extent to which promotional materials create a positive perception of the Samsung brand in the eyes of consumers), attractiveness (the extent to which promotional materials are able to attract consumers' attention and create interest in products such as creativity and innovation in design), and consumer engagement (the extent to which promotional materials can encourage interaction and engagement from consumers either to comment, share, or interact further with the content). Product information is measured using seven indicator items adapted from [39], [40], and [41]. The indicators used include information clarity (consumers' ease in understanding the information presented about the product in the form of the use of easy-to-understand terms without confusing technical jargon and well-organized presentation of information, such as the use of bullet points or subheadings), feature understanding (consumers can identify and understand the main features of the product in the form of detailed explanations of the functions and benefits of each product feature and the use of images or videos that show the product features in real use), product transparency (open and honest about the information provided in the form of relevant information, including the advantages and disadvantages of the product and displaying reviews from other users), purchase confidence (the level of consumer confidence in the decision to buy a product that is already known and has a good reputation and displays certifications or awards received by the product), testimonial influence (reviews and recommendations from other users on purchasing decisions in the form of positive experiences from other users can increase consumer interest and trust and testimonials from trusted sources), choice confidence (provides information that compares Samsung products with competitors' products, and offers good after-sales service, such as warranty and customer support), and product comparison (Presents a comparison of features and specifications between Samsung products and competitors' products and provides information on the price and value offered by Samsung products compared to other products). Brand satisfaction is measured using seven indicator items adapted from [19], [42], and [43]. These indicators consist of personal recommendations, experience sharing, neighborhood reviews, product confidence, recommendation feasibility, testimonial influence, and brand satisfaction. Finally, word of mouth is measured using seven indicator items adapted from [44], [45], and [46]. WOM includes experience satisfaction, expectation fulfillment, product quality, price value, product choice, problem solution, and purchase loyalty. Each variable in this study uses a Likert scale of 1-5, where one means "strongly disagree" and five means "strongly agree." In this study, for the validity value, the loading factor > 0.5 (valid) and reliability characterized by a loading factor value > 0.7 are said to be reliable.

3.4. Data Analysis Technique

This research uses data analysis techniques in the form of factor analysis with the Principal Component Analysis (PCA) method and Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). SEM-PLS can use a relatively small sample size, and the indicators used are reflective, formative, or a combination of both, although this analysis

method allows structural equation modeling with the assumption that the data used does not have to be normally distributed [47]. However, PLS-based SEM was chosen because of its advantages in analyzing the relationship between complex latent variables and its ability to overcome data constraints such as multicollinearity and small samples [48]. PLS is also used to measure the effect of visual appeal and product information on positive Word of Mouth and brand satisfaction. The respondent data for this study involved 132 people who met the inclusion criteria, namely active social media users who have been exposed to Samsung content. The data collected were analyzed using two approaches: descriptive analysis to describe the characteristics of respondents and inferential analysis to test the relationship between variables.

The majority of respondents in this study were male, as many as 58.3%, while women accounted for 41.7%. This dominance of male respondents suggests that men are more exposed to Samsung content on social media or may be more frequently targeted for promotion. However, the female group remains an important part that has great potential in influencing Word of Mouth. This descriptive data is summarized in [table 2](#):

Table 2. Descriptive of Respondents Based on Gender

No.	Gender	Frequency	Percentage (%)
1.	Male	77	58.3
2.	Women	55	41.7
Total		132	100

[Table 2](#) suggests that Samsung's marketing strategy targeting men may yield more significant results. However, content that appeals to women is equally important, especially considering that women often have a large influence in purchase decision-making. Consumers who are active on social media often interact with Samsung brand content through comments, likes, and shares. This shows that consumers are not only consuming information, but also actively engaging with the content presented. Research shows that women are the most frequent respondents compared to men. This shows that female consumers interact more often with Samsung brand content in the form of likes and shares. High engagement on social media has the potential to drive increased WOM. Visual appeal and well-presented product information can increase brand satisfaction, which in turn encourages consumers to recommend Samsung products to others. In addition to gender, age is also an important factor analyzed. Most respondents were in the 26-30 age range (38.6%), followed by the 20-25 age group (34.1%). This shows that the majority of respondents come from the millennial generation, which is known to be active on social media and responsive to digital-based marketing strategies. Details of respondents' ages can be seen in [table 3](#):

Table 3. Descriptive of Respondents by Age

No.	Age	Frequency	Percentage (%)
1.	< 20 years	12	9.1
2.	20-25 years	45	34.1
3.	26-30 years	51	38.6
4.	> 30 years	24	18.2
Total		132	100

[Table 3](#) shows that the 26-30 age group dominates the study population, which is a potential market segment for Samsung. This age group is known as the millennial generation who are very active on social media and tend to be more responsive to digital-based marketing strategies. Millennials and also Gen Z are more likely to use visual platforms such as Instagram and TikTok, which allows them to engage with visually appealing content. This creates an opportunity for brands like Samsung to leverage visual elements in their marketing campaigns. This generation has strong purchasing power and tends to share positive experiences through social media, which can influence Word of Mouth. The duration of social media usage per day is also an important indicator to measure the respondents' level of exposure to promotional content. Most respondents use social media for 4-6 hours per day (41.7%), while 28.8% spend

more than 6 hours. This duration of use reflects the high intensity of respondents in accessing social media, as summarized in [table 4](#):

Table 4. Descriptive of Respondents Based on Duration of Social Media Use per Day

No.	Duration	Frequency	Percentage (%)
1.	< 1 hour	9	6.8
2.	1-3 hour	30	22.7
3.	4-6 hour	55	41.7
4.	> 6 hours	38	28.8
Total		132	100

This high duration of social media usage opens up opportunities for Samsung to make the most of digital platforms, especially by presenting engaging visual content and product information during peak hours of respondents' digital activity. In terms of social media platforms used, TikTok is the most popular platform (27.3%), followed by Instagram (19.7%) and Facebook (17.4%). TikTok's popularity suggests that the platform has a strong appeal for delivering visual content that can capture consumers' attention. The full data is summarized in [table 5](#).

Table 5. Descriptive of Respondents Based on the Most Frequently Used Social Media Platforms

No.	Social Media	Frequency	Percentage (%)
1.	Tiktok	36	27.3
2.	Instagram	26	19.7
3.	Facebook	23	17.4
4.	Youtube	21	16.7
5.	Twitter (X)	16	12.1
6.	WhatsApp	10	7.6
Total		132	100

Based on the analysis of frequently used platforms, Samsung's marketing strategy prioritizes TikTok and Instagram due to their large user bases and design optimized for maximizing visual appeal. These platforms allow Samsung to reach a broader audience and foster stronger engagement by aligning with user preferences and platform characteristics. On Instagram, Samsung capitalizes on visual aesthetics by sharing high-quality images and videos of their products, creating emotional connections with users. Features like Stories and Reels further enhance interactivity, showcasing products dynamically. On Facebook, Samsung builds communities through official groups and pages, fostering discussions, feedback, and shared experiences, while targeted paid ads expand reach based on demographics and interests. TikTok is leveraged for creative and entertaining content, including challenges and influencer collaborations, utilizing popular music and visual effects to capture attention and boost engagement. YouTube serves as a platform for detailed product tutorials, unboxings, and reviews, helping consumers understand product features and benefits. WhatsApp facilitates direct customer service by allowing consumers to ask questions, receive support, and access product information in a personalized manner. Lastly, Twitter is used to interact with consumers in real-time, addressing questions and feedback promptly, while hashtag campaigns encourage users to share their experiences and increase overall engagement.

4. Results and Discussion

Based on the results of the analysis using the Partial Least Squares method with the help of SmartPLS 3.3 software, the measurement model (outer model) has been checked to ensure construct validity and reliability. Validity testing is done through convergent validity and discriminant validity, while reliability is measured through Composite Reliability and Cronbach's Alpha values. The results of the measurement model testing are shown in [table 6](#):

Table 6. Construct Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Satisfaction	0.936	0.946	0.948	0.724
Product Information	0.925	0.926	0.940	0.692
Visual Appeal	0.960	0.961	0.967	0.808
Word of Mouth (WOM)	0.918	0.919	0.934	0.671

Table 6 shows that all constructs have AVE values above 0.50, indicating good convergent validity. Composite Reliability and Cronbach's Alpha values also exceed 0.70, indicating high reliability for all constructs. With these results, it can be concluded that all constructs in the model are suitable for use in further analysis. Convergent validity results are also checked through the loading factor value, with the criterion of loading value > 0.70 to declare the item reliable. The results of outer loadings for all indicators are shown in table 7 and figure 2:

Table 7. Result for Outer Loadings

Visual Appeal		Product Information		Brand Satisfaction		WOM	
Item	Loading	Item	Loading	Item	Loading	Item	Loading
DT1	0.891	KK1	0.884	KP1	0.938	PWM1	0.814
DT2	0.919	KK2	0.772	KP2	0.938	PWM2	0.725
DT3	0.917	KK3	0.888	KP3	0.856	PWM3	0.780
DT4	0.814	KK4	0.807	KP4	0.849	PWM4	0.830
DT5	0.893	KK5	0.782	KP5	0.830	PWM5	0.863
DT6	0.921	KK6	0.802	KP6	0.733	PWM6	0.856
DT7	0.934	KK7	0.879	KP7	0.929	PWM7	0.853

Table 7 and figure 2 shows that all indicators have loading values above 0.70, which indicates that each indicator has good convergent validity and is able to adequately represent the construct being measured. The model is checked by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value of the path coefficient test. The greater the r-square value, the better the predictive model of the proposed research model. The significant value in hypothesis testing is the path coefficient value.

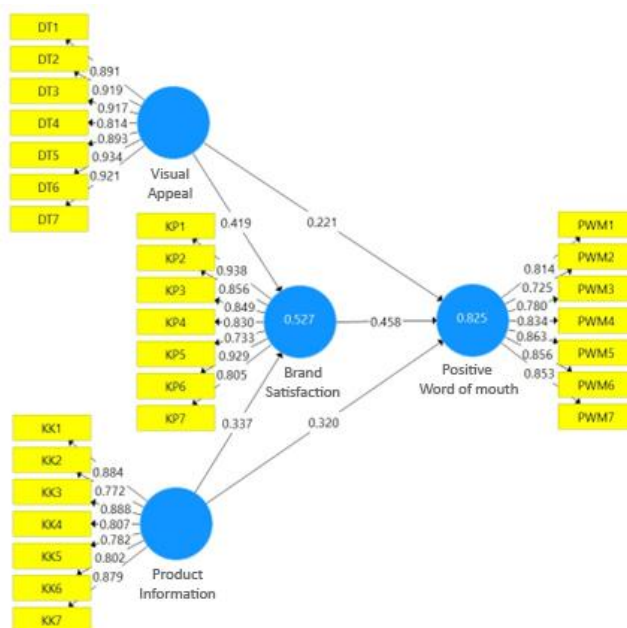


Figure 2. Results of inner loading

Based on the Structural Model Evaluation (Inner Model), Analysis of Variance (R^2) or Determination Test to determine the effect of independent variables on the dependent variable, the coefficient of determination is shown in [table 8](#) below.

Table 8. R-Square Value

	R Square
Brand Satisfaction	0.527
Word of Mouth (WOM)	0.825

The R-Square value for the Brand Satisfaction variable of 0.527 indicates that 52.7% of the variability in brand satisfaction can be explained by visual appeal and product information, while the remaining 47.3% is influenced by other factors outside the model studied. Furthermore, the R-Square value for the WOM variable of 0.825 indicates that 82.5% of the variability in WOM can be explained by the influence of visual appeal, product information, and brand satisfaction. The remaining 17.5% is influenced by other factors outside this research model. Furthermore, to see the path coefficient value, it is necessary to carry out a hypothesis testing procedure by carrying out the bootstrapping process. The hypothesis testing value of this research can be seen in [table 9](#):

Table 9. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Satisfaction → WOM	0.458	0.456	0.064	7.191	0.000
Product Information → Brand Satisfaction	0.337	0.348	0.108	3.126	0.001
Product Information → WOM	0.320	0.313	0.084	3.795	0.000
Visual Appeal → Brand Satisfaction	0.419	0.412	0.111	3.765	0.000
Visual Appeal → WOM	0.221	0.229	0.090	2.437	0.015

The first hypothesis examines the effect of visual appeal on brand satisfaction. The path coefficient obtained is 0.419, with a T-Statistic of 3.765 and a P-Value of 0.000, which means this hypothesis is accepted. These results indicate that product visual appeal has a significant effect on brand satisfaction. In line with research from [\[49\]](#), attractive visual content increases consumers' positive perceptions of the brand. In this study, the visual appeal of Samsung's promotional content on social media is proven to increase the level of consumer satisfaction with the brand.

The second hypothesis investigates the impact of product information on brand satisfaction. The path coefficient obtained is 0.337, with a T-Statistic of 3.126 and a P-Value of 0.002. With $P < 0.05$, this hypothesis is accepted, which indicates that quality product information can increase brand satisfaction. This finding is in line with [\[50\]](#) research, which states that clear, reliable, and relevant product information can build positive perceptions of the brand. In the context of this study, consumers who are exposed to interesting Samsung product information feel more satisfied with the brand.

The third hypothesis examines the impact of visual appeal on word of mouth. The test results show a path coefficient of 0.221, a T-Statistic of 2.437, and a P-Value of 0.015, so this hypothesis is accepted. This finding shows that visual appeal has a direct influence on Word of Mouth. Consumers who are attracted to the visuals of Samsung products are more likely to talk about or recommend the product to others. These results support research from [\[51\]](#), which found that attractive visual elements significantly increase the likelihood of consumers sharing their experiences on social media. The influence of visual appeal on WOM is considered smaller when compared to product information because consumers prioritize product information first compared to visual appeal. This means that consumers tend to pay more attention to details about the quality, features, and benefits of a product before recommending it to others. If product information is inadequate, consumers may hesitate to share positive experiences. In addition, consumers also prioritize

trust in information based on real experiences and verifiable data. Visual appeal, although important for attracting attention, does not always guarantee that the product is of good quality. Strong product information can build greater trust, which in turn drives positive WOM.

The fourth hypothesis examines the effect of brand satisfaction on word of mouth. The hypothesis test results show that the path coefficient is 0.458, T-Statistic 7.191, and P-Value 0.000. With a P value <0.05 , the fourth hypothesis is accepted, which indicates that brand satisfaction has a positive and significant effect on Word of Mouth. These results support the findings of [52], which state that consumers who are satisfied with a product or brand tend to talk about it positively to others. This study also confirms that consumers who are satisfied with Samsung are more likely to recommend products to others through WOM, especially on social media.

The fifth hypothesis examines the effect of product information on word of mouth. The analysis results show a path coefficient of 0.320, a T-Statistic of 3.795, and a P-Value of 0.000, so this hypothesis is accepted. Good product information not only affects brand satisfaction, but also directly encourages consumers to share their experiences through WOM. This result is consistent with previous research by [53], which shows that accurate product information can motivate consumers to recommend products to others. However, to gain a deeper understanding of how different types of product information affect WOM, it is important to explore the differences in impact between different types of information, such as Clear and easy-to-understand information can increase consumer trust and make it easier for them to share positive experiences. Clarity of information is often the basis for consumers to recommend products. In addition, if consumers understand the features of a product well, consumers are more likely to be satisfied and recommend it to others. A good understanding of the features can also increase trust in Samsung products, which easily increases WOM.

5. Conclusion

The findings from hypothesis testing on 132 social media user respondents reveal that positive Word of Mouth (WOM) is influenced both directly and indirectly by various factors. Visual Appeal and Product Information have direct effects on positive WOM and also exert indirect influence through Brand Satisfaction. Notably, Visual Appeal significantly impacts Brand Satisfaction, as does Product Information. Furthermore, Brand Satisfaction strongly drives positive WOM, emphasizing its central role in connecting Visual Appeal and Product Information with positive WOM outcomes. This study provides a novel contribution by demonstrating how visual elements and product information jointly influence WOM via Brand Satisfaction, particularly within the Indonesian context, which is characterized by an active culture of information sharing on social media. These insights suggest that marketing strategies emphasizing attractive visuals and relevant product information on social media can enhance consumers' positive perceptions of a brand, ultimately motivating them to share their experiences through WOM. Indonesia has a collectivist culture, where social and community relationships are highly valued. This encourages individuals to share information and product recommendations with friends and family, making WOM an effective promotional tool. In the context of Indonesian culture, purchasing decisions are often influenced by the opinions of family and friends. Recommendations from close people are considered more credible, so WOM plays an important role in influencing consumer behavior. When viewed locally, especially in the Gili area of West Nusa Tenggara, there are several cultural factors that influence the use of social media and WOM, including strong local traditions and wisdom, such as Sasak and Sumbawa customs. This local wisdom influences the way people interact and share information on social media, where they tend to highlight cultural values and traditions in the content they share. In addition, the NTB community highly values social and community relationships. Recommendations from friends, family, and neighbors are highly valued, making WOM an effective tool in influencing purchasing decisions.

5.1. Research Implications

This research offers valuable insights for various stakeholders. For Samsung as a technology company, the findings serve as a reference for strengthening digital marketing strategies. Optimizing social media content with attractive visuals and comprehensive product information can enhance consumer satisfaction, which in turn fosters positive WOM, crucial for improving brand image and consumer loyalty. For social media and digital marketing managers, the study highlights the importance of engaging visual elements and informative content in driving consumer interaction. Marketing teams are encouraged to develop creative and engaging content that inspires voluntary information sharing

through WOM on social media. It is expected that Samsung can tailor each marketing content to meet the needs and preferences of different demographic groups, thereby increasing customer engagement and loyalty and helping consumers understand the needs and wants of each segment. Samsung should tailor each of their marketing messages to speak directly to the target consumers, for the younger generation using more casual language and attractive visuals, while for the older audience, Samsung emphasizes the technical features and reliability of the product. In addition, Samsung should create campaigns that target men and women separately, highlighting product features that are relevant to each group. For example, emphasizing the camera features for women who like to share photos on social media. For academics, this research contributes to the literature by exploring the roles of Visual Appeal, Product Information, and Brand Satisfaction in shaping positive WOM. Future studies could explore additional factors such as cultural values, brand loyalty, or service quality to further enrich the theoretical framework.

In different market contexts, cultural values can influence consumers' perceptions of visual appeal and product information. Brand trust can serve as a significant mediator between visual appeal, product information, and WOM. When consumers feel trust in a brand, they are more likely to share positive experiences with others. Brand loyalty can also be an important mediator. Loyal consumers tend to be more active in recommending products to others. Also, the quality of service provided by a brand can affect consumer satisfaction and trust.

5.2. Research Limitations and Suggestions

This study has several limitations that warrant further exploration. First, it focuses solely on 132 social media user respondents in Indonesia, limiting its generalizability to Samsung consumers worldwide. This study only used social media as a platform to collect data. This may limit the type of respondents involved, as not all Samsung product users are active on social media or exposed to the brand's content. In addition, users' behavior on social media may not reflect their behavior in the real world, which may affect the validity of the findings. Cultural differences may significantly affect preferences for Visual Appeal and Product Information. Future research should expand the scope to include respondents from diverse cultural and market settings to provide a more comprehensive understanding of these relationships. Second, this study does not use Brand Satisfaction as a mediating variable between Visual Appeal, Product Information, and WOM. Therefore, future research should consider the role of satisfaction as a mediator, as well as other potential mediators, such as brand trust or brand loyalty, which also play a significant role. Including additional mediating variables in future studies will enhance the conceptual model and provide deeper insights into this complex relationship.

6. Declarations

6.1. Author Contributions

Conceptualization: D.I., G.C.P., S., and S.S.S.; Methodology: G.C.P.; Software: D.I.; Validation: D.I., G.C.P., S., and S.S.S.; Formal Analysis: D.I., G.C.P., S., and S.S.S.; Investigation: D.I.; Resources: G.C.P.; Data Curation: G.C.P.; Writing Original Draft Preparation: D.I., G.C.P., S., and S.S.S.; Writing Review and Editing: G.C.P., D.I., S., and S.S.S.; Visualization: D.I.; All authors have read and agreed to the published version of the manuscript.

6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

6.3. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

6.4. Institutional Review Board Statement

Not applicable.

6.5. Informed Consent Statement

Not applicable.

6.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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