Social Media User Perception on Communication Types: Comparing One-Two Way of Communicating Brand

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ABSTRACT:

Social media is a communication medium expected to create brand satisfaction and trust. If we attempt to classify communication patterns and intensity on Instagram media, there are one- and two-way communication patterns. Some posts do not require confirmation, and the goal is not to create a conversation between the messenger and the audience. This condition creates a knowledge gap in marketing communications that need to be known empirically. This research was conducted with a quantitative approach - descriptive statistics. Research data was collected by distributing questionnaires through communication and sending messages to Instagram accounts. 249 data are obtained and analyzed using Warp-PLS. The research findings show that one-way communication patterns are more effective in creating brand trust. The audience considers information conveyed in this pattern more effective and valid because they are not distracted by multi-respondent conversations, which often extend from information topics. This study has implications for theoretical contributions to creating brand satisfaction and trust and for the company's communication strategy to deliver brand communications to the audience. Also, companies can vary their communication patterns on social media, especially Instagram, from the audience that continues to respond (further conversations occur).

1. INTRODUCTION

Customers are currently faced with the dominance of social media as an open source of information and easy to access. Consumers currently consider social media the most widely accessed and used media (Databoks, 2017). Social media development was triggered by internet technology, which can be accessed easily and quickly. Social media has a very dense communication character, changing quickly from one to another and on different topics (Tajvidi & Karami, 2021). Communication in dense social media is also due to open-source media, which allows collaboration to spread information openly to anyone (Gunawan et al., 2020). One of the communications made on social media is brand communication carried out by the company to its customers. Various communications and information about brands alternately meet customer needs. One and another brand seeks to convey communication through various ways of packaging information to bring brands closer to customers (Belch & Belch, 2018).

The brand is a crucial subject that forms a positive image in customers' views that needs to be continuously communicated to customers to make the brand different from competitors (Kotler & Keller, 2013). Many brands are offered on social media in various ways, such as by posting feeds, stories, direct messages, or paid promotions with a broad reach. The mixing of products and brands in the digital market makes the conditions of competition even more competitive. Companies must always improve the quality of their products/services and the forms of communication they do (Gómez et al., 2019). Companies that mix their brand communication methods with creative advertising promotions will build relationships with their consumers, creating brand trust (Gómez et al., 2019; Zehir et al., 2011).

Some research has been done on communication on social media before, but it tends to analyze the elements and impacts of communication, such as the effect of social media on consumer perceptions (Balakrishnan et al., 2014; Shephard et al., 2016), the type of content from the company (Garrido-Moreno et al., 2020; Schivinski et al., 2022), type of user origin content (Hutter et al., 2013; Knoll, 2016), element of message packaging (Cheung et al., 2019; Kusumasondjaja, 2018), the factor of the source of endorser's messenger -influencers (Shan et al., 2020; Xu (Rinka) & Pratt, 2018) and several other factors. The research still leaves a gap in marketing communications knowledge, especially in social media. It has yet to be discovered empirically how effective one- and two-way communication patterns are in social media.

Specifically, in this study, social media communication is categorized into one and two-way based on communication patterns and intensity of communication from the communicator to the receiver by the source posting the information (Cade, 2018; Hogan & Quan-Haase, 2010). This form of communication has a very different impact on audience perception. Audience involvement will be a consideration because it depends on the cognitive and emotional audience want to form. Companies need to gain this knowledge because iteration and creativity regarding brand content on social media are massive and growing rapidly. It requires ongoing research to monitor how audiences associate it. This is very important because companies need to adjust the type of communication on social media and the social media strategy they want to do.

This research has a genuine urgency, mainly when communication on social media is increasingly active. Products and brands communicate without a structured pattern and even do both without considering the purpose of the communication being carried out and without

paying close attention to the audience. This study aims to conduct further tests on the effect of brand communication on brand satisfaction and the effect of brand satisfaction on brand trust. The primary focus of this research is brand communication activities carried out on social media, with the research setting being carried out on communication activities carried out by businesspeople who carry out brand communication on Instagram social media. Instagram is chosen because it is the social media with the most users and provides unique features, namely Instagram business.

2. LITERATURE REVIEW

2.1 Brand Communication in Social Media

Marketing communication in some literature is mentioned as a business-driving activity because conducting marketing communications will create demand for customers. Several entities need to be conveyed in marketing communications, one of which is communicating the brand (Kotler & Amstrong, 2008). The usual form of brand communication delivered on social media is in the form of posting information in the form of photos, videos, and other forms of information about brands, values, and forms of promotion. Brand communication is carried out to realize the relationship between brands and customers. From a customer perspective, brand communication is essential because customers need information regarding alternatives to fulfilling their needs and desires through the available brands (Cheung et al., 2019). Brand communication is a way to maintain closeness between a brand and its customers. This is important so that a brand remains the primary preference for customers (Shimp & Andrews, 2014).

Social media is currently a medium of interaction that is very dominantly used by marketers and customers alike. This media provides benefits for the company as well as customers. The interactions that occur in social media are said to be very intense because they have a more flexible communication design that can direct brand communication which results in a relationship (Sutrisno et al., 2020). For companies, this platform provides an advantage because brand communication can be carried out in various ways, and the audience reach is broad through text messages, photos, videos, or a combination thereof (Kusumasondjaja, 2018). Then in another aspect, social media has also become a facility for companies to carry out business intelligence because they can observe competitors' activities in the market, and information about any brand is available on social media. Marketing information is abundant and easily accessible to consumers, users, including competitors (Guha et al., 2018).

Companies use social media as a medium of communication through different treatments. For example, some companies effectively use it as a center of interaction (two-way communication occurs), while other companies use social media as a complementary tool only (one-way communication occurs) (Cade, 2018). Brand communication made to customers can be done through one-way or two-way communication (Zehir et al., 2011). Both have the same function and goal of creating associations and building trust in brands. Some of the previous research literature revealed the advantages of each brand communication pattern through separate research. Some research has been successfully reviewed so that the characteristics of each communication pattern are known. Communication patterns in a one-

way process can reach a wider audience and provide flexible time to be approached anytime, anywhere (Hashim et al., 2018; Shaltoni, 2017). While two-way communication patterns are known to provide advantages in terms of a more vital closeness and personalization process with customers, it has an impact on more effort and time that needs to be spent by a brand (Cheung et al., 2019; Gunawan et al., 2021; Valos et al., 2017)

Restrictions on communication patterns were carried out in this study; one-way communication patterns in social media are perceived in the form of brand product posts, story posts, and videos that aim to provide general information to the audience without the need for additional interaction by the information provider. Meanwhile, two-way communication patterns on social media can be perceived by posting information that deliberately forms responsive efforts from the audience, such as posting questions, surveys, quizzes, direct messages, and direct tags, which generally aim to get responses, feedback, and requests directly. These two types of communication patterns in social media have emotional consequences that are very volatile, especially communication with one-way goals can easily lead in two directions if there is an interaction between the audience and the company or the audience with other audiences. This distinction in the form of communication will undoubtedly lead to the form of response that is associated with the audience.

2.2 Brand Satisfaction and Brand Trust

The trend of communication-related to brands in social media continues to grow, and the forms of action and interaction that are carried out are increasingly massive to create trust in brands. Some companies develop content users can generalize through channels that the audience likes (Paquette, 2013). Meanwhile, other companies use endorsers, influencers, and celebrities as brand icons (De Veirman et al., 2017). Various variations of communication interactions in social media created by companies and customers make social media platforms optimal for brand value creation because of their reach and interactivity (Schivinski et al., 2022). Various ways of communication in social media are carried out collaboratively to create customer trust in the brand.

The purpose of brand communication can be conveyed to consumers that the audience knows information, ideas, ideas, or images of a product, and many consumers recognize the brand's unique characteristics (Belch & Belch, 2018). Brand communication aims to familiarize the audience with the brand, maximize awareness and recall, enable consumers to buy the brand with the strongest memory, and maximize customer satisfaction. Any brand communication will affect consumer response, which can be measured by analyzing variables such as brand awareness, memory, and recognition of brand associations in the minds of consumers, preferences, strengths, and uniqueness. This parameter influences other characteristics of the conformity mark and the relationship between brand associations in the minds of consumers to create a positive image (Shan et al., 2020). Companies that can concoct ways of communicating their brand with creative advertising promotions will build relationships with their consumers to create brand trust (Cuong, 2020; Khasanah et al., 2021).

Brand satisfaction is an actual response based on the experience of consumers who have consumed a product on its quality. Brand satisfaction is a form of performance obtained from a product that meets consumer expectations (Kotler & Amstrong, 2008). In the previous studies, there were opinions about brand satisfaction factors that had a significant effect.

Purnomo & Oktaria (2018) stated that the characteristics of brand customers, one of which consisted of brand satisfaction, had a simultaneous or partial effect on brand loyalty (Khasanah et al., 2021). Then in other research, it was found that customer satisfaction significantly affects loyalty (Diputra & Yasa, 2021). In these studies, satisfaction greatly influences consumer loyalty to the brand. The more satisfied consumers are, the more loyal they will be to a particular brand.

Making consumers feel satisfied will be difficult if their trust has not been earned. In other words, trust here will affect consumer satisfaction. Brand trust can be interpreted as the confidence or availability of consumers to rely on their trust in a brand in carrying out the functions that have been described and fulfilling them (Portal et al., 2018). In the marketing literature, trust itself has been considered a key tool in developing engagement and improving the performance of a brand (Cuong, 2020; Portal et al., 2018; Zehir et al., 2011), the results of the study noted that repeated interactions with a brand and brand experience are key in building trust, with increasing levels of interaction between a brand and consumers is a value creation practice that can make them trust and will like a product (Kwan et al., 2019).

The level of satisfaction related to a product or service can be determined by the level of satisfaction of a consumer (Cuong, 2020). Consumer satisfaction can be interpreted as an evaluation given by consumers on the performance of an offer. The satisfaction obtained by consumers can occur when the benefits of a brand meet consumer expectations. If the benefits expected by the consumer cannot be fulfilled, then it is certain that the consumer will feel dissatisfied (Kotler & Armstrong, 2011). Various literature and research results state that brand satisfaction can influence brand trust. Brand trust is a cumulative satisfaction in the form of overall consumer evaluation based on purchases and experiences when using products or services (Khasanah et al., 2021; Kim & Koo, 2018; Portal et al., 2018). Based on the review of the literature conducted, the proposed research hypothesis is in the form of the following:

H1: One-way brand communication has a positive effect on brand trust.
H2: Two-way brand communication has a positive influence on brand trust.
H3: Brand satisfaction has a positive influence on brand trust.
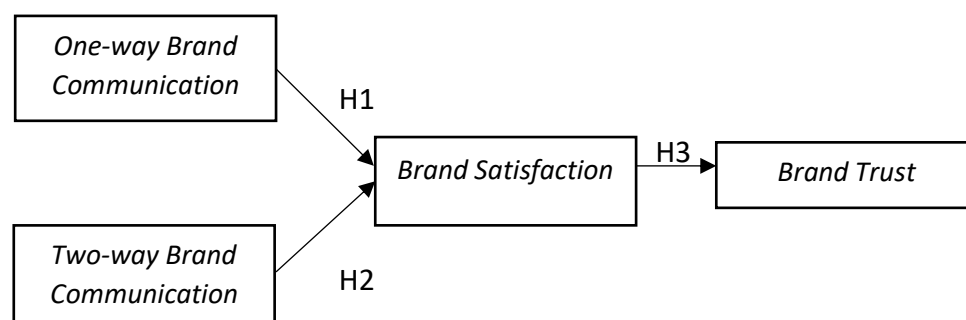
Figures 1. Research Conceptual Framework

3. METHODS

An exploratory study with a sequential design was carried out in this study to address gaps and explore research questions. A quantitative approach through statistical tools is carried out to process data which is then interpreted based on statistical figures. The stages of the research were carried out sequentially (figure 2), starting with conducting a review of previous studies to gain insight into the research position and obtain gap theory. The second step is to develop a questionnaire by determining the research construct and the size of the research variables. After the study, the conceptual framework of the research model was measured through a questionnaire adapted from the study of Azize et al. (2012), the reason is that the questionnaire is very appropriate and shows that the variables are valid and reliable. The next stage is data collection through a survey, after which the collected data is then analyzed statistically. The last step is to interpret the research results which are reaffirmed qualitatively to obtain findings and answer research questions.
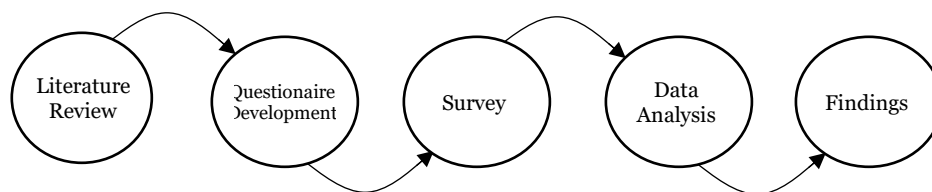

Figure 2. Research Flow

This research was conducted by measuring the form of brand communication on brand satisfaction and brand trust. The research objective was set to determine the effect of the form of brand communication on brand satisfaction that occurs within the scope of Instagram social media. Instagram was chosen because this media is representative enough to represent one- and two-way communication. Forms of one-two-way communication are described at the beginning of the data collection questionnaire. One-way communication is mass communication via business Instagram account posts that are not confirmed by the audience (no further conversation takes place). On the other hand, the two-way is communication-confirmation from the account owner and comments and questions from the audience that continues to respond (further conversations occur).

The population in this study is the audience of Instagram users who follow business Instagram accounts from various business brands and have had one-way and two-way interactions on Instagram. There is no specialization in just one or two brands on Instagram to get a broader perspective of communication within the industry. Based on this criterion, the population cannot be determined, so the sample is taken randomly with a minimum limit of 200 respondents, which refers to the research provisions to improve the estimation accuracy of social research measurements (Malhotra et al., 2017).

Research data was collected for 30 days by distributing questionnaires online via Instagram social media direct messages. The Likert scale in the questionnaire is used for measurements ranging from 1 to 5, where each increase in the number indicates an increase in the level of positive effect felt by the respondent. A total of 249 data were obtained for further data

processing. PLS-SEM was used to test the validity with the condition that factor loading > 0.7 for each item, while for reliability, it used AVE > 0.5 and Composite Reliability > 0.7. Meanwhile, a significance test was carried out for testing between variables with a statistical t-value > 1.96 (Hair et al., 2016). The research model was measured with the help of WarpPLS 8.0. This statistical tool was chosen because, based on several WarpPLS literature, it can be used to minimize model structural errors. WarpPLS is a measuring tool with excellent indications (Kock, 2019). Based on the results of the validity test of the Variable, one-way brand communication was measured through 5 questions. Two-way brand communication was measured through six questions, brand satisfaction was measured through seven questions, and brand trust was confirmed through seven questions. Two items were removed from the research model because they had a factor loading <0.7, namely TWC 7 and BS 8.

4. RESULTS AND DISCUSSION

Most of the demographic respondents are women aged 25-35 years, with an average duration of using social media less than 2 hours a day. The condition of most of these demographics indicates that respondents are of productive age and have income from their work. They access social media for their needs and information. In more detail, the respondents in this study are presented in table 2.

Table 2. Demographic Respondents

Demographics	Description	Respondents
Gender	Man	112
	Woman	137
Age	<25 years	86
	25-35 years	102
	36-45 years	40
	>45 years	21
Education	< SMA Equivalent	14
	Equivalent High School	32
	College	203
Use of Social Media	< 2 hours/day	76
	2-3 hours/day	59
	3-4 hours/day	62
	> 4 hours/day	52

The results of the statistical tests in this study are summarized in table 3. The research measurements were carried out in two stages: the outer model test and the inner model test. The outer model test is carried out to ensure the validity and reliability of the indicators and constructs suggested using the PLS Algorithm, the provisions for this outer model test are that the factor loadings value must be above 0.7 and have an AVE value greater than 0.5 (Hair et al., 2017). Based on the study results, several items were dropped from the study because they had loading values below 0.7, namely TWC-7 and BS-8 items, while other items were considered safe for data processing. Other statistical values of the research construct have

also met the requirements, namely Cronbach Alpha is above the cutoff value of 0.60 for all proposed constructs. The value of construct validity (CR) and average variance extracts (AVE) of this study is also above 0.70 and 0.50. These results indicate that all indicators and variables are valid and reliable.

Table 3. Factor Loading

Constructs/Items	Loadings	Cronbach Alpha	CR	AVE
One-Way Brand Communication (OWC)		0.866	0.903	0.652
OWC-1 reacted positively to brand communication on Instagram	0.799			
OWC-2 feels positive about advertising and brand promotion on Instagram	0.827			
OWC-3 brand communication on Instagram is good and no doubt	0.852			
OWC-4 brand communication works fine, needs no confirmation	0.770			
The OWC-5 delights in one-way brand communication	0.787			
Two-Way Brand Communication (TWC)		0.706	0.803	0.410
TWC-1 brand seeks to know its customers through Instagram posts	0.734			
TWC-2 brand communication on Instagram creates a dialogue with the audience	0.740			
TWC-3 brand asks about customer satisfaction	0.718			
TWC-4 creates interesting posts to confirm or comment	0.779			
TWC-5 brands interact through interesting direct messages to confirm or comment	0.766			
TWC-6 brands weave information through hashtags to confirm or comment on	0.768			
Brand Satisfaction (BS)		0937	0.950	0.731
BS-1 is satisfied with the service the brand provides	0879			
BS-2 is satisfied with the brand	0.899			
THE BS-3 is brand happy	0896			
THE BS-4 brand did a great job meeting my needs	0.902			
BS-5 products/services from satisfactory brands	0.883			
BS-6 I believe using this brand has been a satisfying experience	0.715			
BS-7 the right decision when choosing this brand	0.792			
Brand Trust (BT)		0.899	0921	0.625
The BT-1 brand on social media can live up to its promises	0.735			
The BT-2 brand on social media can be trusted	0.796			
BT-3 provides me with products with a constant level of quality	0.800			
BT-4 helped me to solve the problem	0.876			
The BT-5 offers a new product that I might need	0.750			
BT-6 interested to my satisfaction	0.786			
BT-7 values me as a consumer of its products	0.783			

Table 4 presents the result of model fit and quality indices. The measurement results of the structural model for this study follow the statistical criteria determined by the experts. These statistical criteria are met by obtaining a probability value (p-value) from the research model with a value of less than 0.001. The average R-square's probability value (p-value) is less than 0.001; the average adjusted R-square's probability value (p-value) is less than 0.001.

Then the acquisition of AVIF and AFVIF is less than 5, which means the proposed model is fit (Kock & Lynn, 2012). Based on the statistical test results, the research model is included in the fit category and has a good quality level to describe the actual conditions.

Table 4. Model Fit and Quality Indices

|	Fit Indices models	Values
Average Path Coefficient (APC)	0.523	P < 0.001
Average R-square (ARS)	0.549	P < 0.001
Average adjusted R-squared (AARS)	0.544	P < 0.001
Average block VIF (AVIF)	1.237	Acceptable
Average Full Collinearity VIF (AFVIF)	2.362	Acceptable
Tenenhaus GoF	0.576	

Source: WarpPLS 8.0

The data processing results show a figure of 0.576 for the goodness of fit, which means that the fit model is acceptable. Another indicator that can be used to evaluate the performance of the research model is the R2 number. Based on calculations, it shows that 54.1% of Brand Satisfaction is created by one-way Communication Patterns and two-way communication patterns. Then by 21.7%, Brand trust is created by brand satisfaction.

Table 5. Hypothesis Test Result

Hypothesis	B	p-values
(H1) OWC – BS	0.540	<0.001**
(H2) TWC – BS	0.217	0.003*
(H3) BS-BT	0.811	<0.001**

**significant at p<0.001; *significant at p<0.05

Based on the calculation results of the structural model, it can also be seen that the results of hypothesis testing (table 5) all hypothesis tests have significant values at the 0.001 level (p <0.001) and the 0.05 level (p <0.05). H_1: The effect of Way Communication on brand satisfaction (ß = 0.540), H2: The effect of two-way communication on brand satisfaction (ß = 0.217), H_3: The effect of brand satisfaction on Brand trust (ß = 0.811). The summary of the results of testing the relationship between variables is detailed in Figure 2.
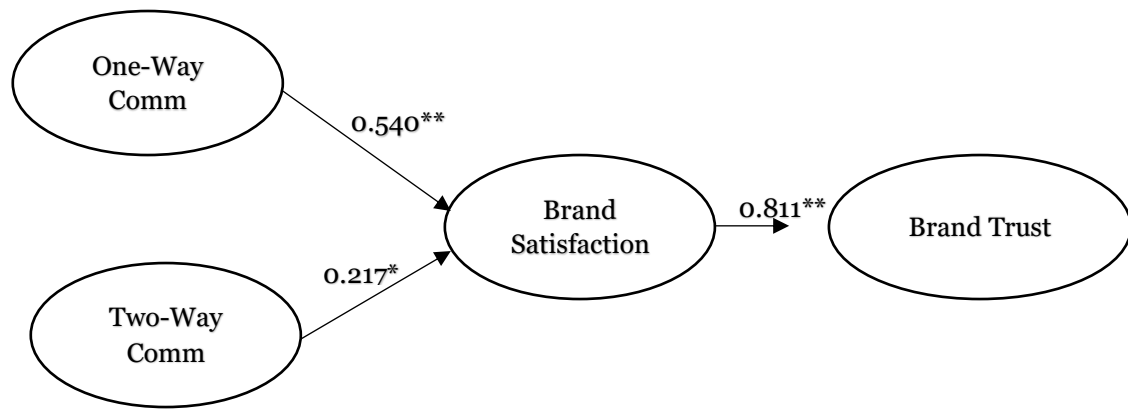
**Significant at p<0.001, *Significant at p<0.05
Figure 3. *Model Test Results*

5. DISCUSSION

Based on the results of hypothesis testing, it is known that there is a positive and significant effect of One-Way Communication on Brand Satisfaction. The results of this study strengthen the results of previous research by Maltz (2000) and Koukomelis et al. (2009), who examined forms of communication and found that one-way communication proved effective. The results of this study indicate that the audience has a positive attitude towards one-way brand communication patterns carried out through posts on social media. Social media posts made one-way from a company account are considered valid information to be liked by the audience, and the audience can absorb this information well without information distraction. Koukomelis et al. (2009) conducted experiments on one-way communication and found that when communication is done once, the effect on contribution rates persists over time. Moreover, one-way communication is effective even in the absence of strategic attention. One-way communication tends to be more formal because the party giving the message in one-way communication has complete control over the content. This can reduce the risk of misunderstanding or confusion because the message is more structured and clearer. One-way communication can be very effective for specific purposes, such as public announcements or highly technical information. The message may not require a response or further questions in these situations.

The second hypothesis test also shows a significant effect between two-way communication and brand satisfaction and the significance level occurs at 0.05. Brand communication through two-way social media posts by brands positively impacts brand satisfaction. The results of this study also strengthen research findings on social media that communication patterns on social media can create brand satisfaction. Jakic et al. (2017) proved that communication styles in social media could form brand trust in the audience's minds. Two-way communication flows naturally more interactive and dynamic. There is feedback or responses from the party receiving the message. In two-way communication, both parties can exchange information, ask questions, provide feedback, and seek clarification.

The results of other studies indicate a significantly positive effect of brand satisfaction on brand trust. The coefficient between variables indicates that brand satisfaction is dominant

in generating trust. The influence received by the brand trust from one way and two-way through brand satisfaction in this study has a dominant value. Brand trust is a process that takes time to happen. Through a communication process that is considered valid, satisfaction with the brand will be created because of the experience association that has been felt; From this brand satisfaction, a construct of trust in the brand will be formed. Trust in a brand can be created through social media communication; the audience states that brands can provide satisfaction and create trust by keeping their promises according to the information conveyed on social media.

6. CONCLUSION

This study provides an overview and findings within the scope of marketing communications on social media. By limiting communication patterns, the type of communication on social media can be perceived by audiences as a form of one-way and two-way communication. The perception of a one-way communication pattern is when the posting of information is carried out by one source account and does not demand a response from the audience; even though there are comments or conversations from the audience with other audiences, the source account does not respond. While the perception of two-way communication patterns is posting or information intended for the center of interaction, there is reciprocity between the informant and the audience with a multi-respondent format commenting and responding to each other. The findings of this study are that the one-way communication pattern has a higher coefficient and significance level than the two-way communication pattern on social media. One-way communication carried out on social media can create more significant opportunities for brand satisfaction and trust. This can happen because audiences consider the information conveyed in this pattern more effective and valid. Information is not interrupted by multi-respondent conversations that often extend beyond the topic of information.

The results of this study have implications for theoretical contributions in the form of strengthening the relationship of communication patterns in creating brand satisfaction and trust. Based on the research findings, companies can vary their communication patterns on social media, especially Instagram. In general, audiences can receive information conveyed through a one-way or two-way pattern. However, informational focal points created on social media must be highly validated without being unduly distracted by multiple conversations from multiple audiences, which often expand information topics. The results of the study show that in terms of brand communication patterns on Instagram media, the audience has more potency to feel brand satisfaction from one-way communication patterns because it is judged that the information obtained is easier to digest without being disturbed by conversations that occur between the source and the audience, as well as the audience with the audience.

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