

**UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF E-CUSTOMER  
SERVICE QUALITY AND EXTRINSIC  
BRAND ATTRIBUTES ON BRAND  
EVANGELISM AMONG TOP FIVE  
MALAYSIAN TELECOMMUNICATION  
BRANDS: THE MODERATING ROLE OF  
INTERACTIVE SERVICES AND THE  
MEDIATING ROLE OF BRAND  
PREFERENCE AND REPURCHASE  
INTENTION**

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## ABSTRACT

Brand evangelism is a new strategy for Malaysian telecommunication brand turn consumers into brand evangelists who passionately embrace their favourite brands by enthusiastically sharing their positive brand experiences with others, encouraging others to experience the brand, and discouraging others from purchasing competing brands. This marketing strategy signifies more proactive and devoted referrals behaviour and more aggressive persuasion of others to consume the same brand. Based on the behavioral decision theory, this study investigates the impact of e-customer service execution on consumer decision journey with the dimension of e-customer service quality and extrinsic brand attributes towards positive brand referrals as well as oppositional brand referrals with the moderating role of interactive services and the mediating role of brand preference and repurchase intention. The subjects for this study were the consumers of top five Malaysian telecommunication brands; Celcom, Digi, Maxis, U Mobile and Unifi who have the experience of using e-customer service (chatbot). The proposed theoretical model was tested using Statistical Package in Social Science Software (SPSS) version 26.0. The findings revealed that the dimensions of e-customer service quality did not completely influence brand preference and positive brand referrals. However, the dimension of extrinsic brand attributes almost completely influences brand preference and completely influences positive brand referrals. However, both variables e-customer service quality and extrinsic brand attributes are not able to enhance oppositional brand referrals. Meanwhile, brand preference and repurchase intention have shown a significant mediation impact but it cannot completely mediate the relationships and the moderating effect only occurred on the relationship of user imagery and brand preference. This study can conclude that Malaysian telecommunication able to influence consumers decision to refer their positive experience, unfortunately, consumers not yet to have a strong behaviourally attached to the telecommunication brands. This relationship brings a new perspective into the current understanding of consumers' behavioral decision towards the development of brand evangelism after perceiving the experience from the e-customer service.

**Keywords:** E-customer service, interactive services, brand preference, repurchase intention, positive brand referrals, oppositional brand referrals, brand evangelism, brand evangelist, Malaysian telecommunication

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