

The Role Of Brand Communities And Community Engagement In Building Brand Trust In Social Media

Peran Komunitas Merek Dan Keterlibatan Komunitas Dalam Membangun Kepercayaan Merek Di Media Sosial

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ABSTRACT

Reviewing the history of marketing in recent years can be divided into two distinct parts, namely marketing in the pre-social media era and marketing after the emergence of social media. With the development of social media, it is easy for information to spread to remote areas, so that brand communities emerge as online communities or places for people with certain similarities or connections to meet. In addition, the brand community is a community that is not bound geographically and has a social order. The aim of this study was to analyze the relationship between brand community and community participation in building brand trust in social media. The subject of this research is PT AVO Innovation Technology (AVO), which is engaged in the cosmetics industry. This company has released several beauty products including Avoskin, Looke, and Lacoco. PT AVO Innovation Technology has a community of women. Whereas, the sample was based on the completeness of the data and the criteria determined by the researcher. The type of data used was primary data. The data collection method used a questionnaire with a sample size of 153 respondents. The results of the study indicated that a positive and significant affected on the brand community on brand trust, a positive and significant affected the participation of brand community members on product consumer trust and brand community has an effect on brand sales and brand community members affected consumer trust outside of brand community members, this can be seen by the reviews on social media.

Keywords: Brand Community, Brand Trust, Social Media

ABSTRAK

Mengulas sejarah pemasaran dalam beberapa tahun terakhir dapat dibagi menjadi dua bagian yang berbeda, yaitu pemasaran pada era sebelum adanya media sosial dan pemasaran setelah munculnya media sosial. Dengan berkembangnya media sosial, memudahkan informasi menyebar hingga ke pelosok daerah, sehingga muncullah brand community sebagai komunitas online atau tempat bertemunya orang-orang yang memiliki kesamaan atau koneksi tertentu. Selain itu, komunitas merek merupakan komunitas yang tidak terikat secara geografis dan memiliki tatanan sosial. Tujuan dari penelitian ini adalah untuk menganalisis hubungan antara komunitas merek dan partisipasi komunitas dalam membangun kepercayaan merek di media sosial. Subjek penelitian ini adalah PT AVO Innovation Technology (AVO) yang bergerak di bidang industri kosmetik. Perusahaan ini telah mengeluarkan beberapa produk kecantikan antara lain Avoskin, Looke, dan Lacoco. PT AVO Innovation Technology memiliki komunitas yang beranggotakan para wanita. Sedangkan, sampel didasarkan pada kelengkapan data dan kriteria yang telah ditentukan oleh peneliti. Jenis data yang digunakan adalah data primer. Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 153 responden. Hasil penelitian menunjukkan bahwa berpengaruh positif dan signifikan pada brand community terhadap brand trust, berpengaruh positif dan signifikan pada partisipasi anggota brand community terhadap kepercayaan konsumen produk dan brand community berpengaruh terhadap penjualan merek dan brand community berpengaruh terhadap kepercayaan konsumen diluar anggota brand community, hal ini dapat dilihat dari review di media sosial.

Kata kunci: Komunitas Merek, Kepercayaan Merek, Media Sosial.

1. Introduction

Reviewing the history of marketing in recent years can be divided into two distinct parts namely marketing in the era before social media and marketing after the advent of social media. The emergence of social media has dramatically influenced the marketing practices that are part of the communication media.

Social media is online media where users can easily participate, share and create content (Cahyono, 2016). Before social media existed, people usually received news and information through newspapers, television, radio and magazines, so that the interactions that occurred were massive. Social media is present as a technological development that facilitates the dissemination of information and news from one place to another quickly. From year to year the development and use of the internet in today's world is increasing globally, this cannot be separated from internet access which is getting easier and more affordable. The development of social media facilitates the dissemination of information to remote areas in a relatively short time. However, there are also many problems that arise when using social media, such as the integration of private space with public space for users (Anwar, 2017).

Nowadays, the social factor of increasing social media is because of the convenience it offers to its users, where users can create their own sites for free and personal. It is because of this factor that social media is growing rapidly, followed by other networks inspired by Blogger. The existence of social media and communities has been widely used by various industries as a potential alternative means in the field of marketing. The development of social media well from year to year makes social media currently the main component that is needed by the community.

Brands can be a tool used to interact with other people, establish relationships, and meet people with the same interests where consumers interact with each other (Basamalah, 2010). Thus, a Brand Community emerged as an online community where people with certain similarities and interests met (alex maulana muqarrabin, S.E, 2017). Brand Community is a community that is formed or gathered based on a person's closeness to a product or brand, so that they have the same thoughts and commitment to that brand, not based on geography, but on the social order in that community. Apart from that, the brand community is also an important tool in building a brand image and also has a big impact on the brand, if the brand owner or company can make good use of this resource. Brand communities can be physical (offline) and virtual (online), in the real world, community members usually gather or interact at locations which has been determined under the auspices of the brand owner. At the same time, the virtual community shares interactions and experiences about the brand in cyberspace.

In accordance with (Mabkhot, H. A., Shaari, H., & Md Salleh, 2017) that brand trust has an impact on brand loyalty. In addition, there are views according to (Darajarti et al., 2020), (Novitasari & Suryani, 2019), (Omanga, 2013), (Widodo & Tresna, 2018), (Arief et al., 2017), and (Pamungkas, 2019) that brand trust has a good impact on brand loyalty. However, according to (Alfiyatun Ni'mah, Tri Palupi Robustin, 2019), brand trust has a significant effect. The study shows that the greater consumer trust in a brand, the greater consumer loyalty by the brand and has a relationship between brand trust and brand loyalty (KOÇAK ALAN & KABADAYI, 2012).

2. Literature Review

Brand Community And Community Engagement

Brand Community (Brand Community) is a tool used to strengthen the relationship between customers and brands used. The term Brand Community was first used by Muniz & O'Guinn at the Association for Consumer Research Annual Conference in Minneapolis (Munis & O'Guinn, 2001).

The involvement of the brand community can be seen from the functions and benefits of the brand community for the company. According to (Resnick, 2001), the role of the brand community is to respond to consumer needs in several areas, including:

- a. Information
Consumers are given the freedom to share information about their experiences with the products they are selling and can help consumers decide which product to buy.
- b. Communication
Real evidence of the existence of a community is the interaction of each member
- c. . Entertainment
The community provides entertainment to consumers who are members of it.
- d. Productivity
Through the community, consumers can increase their productivity by contributing to product or business development.
- e. feedback
Consumers use various information services in the community to provide feedback to companies about how they like or dislike the products they have used,

H1 : Influence of brand community with community involvement.

Brand Community and Brand Trust

Dealing with previous research, the concepts of brand community and social media meet at a critical point: community or social. A brand community is essentially a place (physical or virtual) for people who admire a particular brand to socialize within the context provided, at least in part, by the brand (Mcalexander et al., 2021; Munis & O'Guinn, 2001). Brand community practices are gradually receiving more and more attention from researchers and marketing practitioners. At the same time Internet technology was developing to the very social form they are today. Today, brand communities and their online platforms are more compatible than ever; the social aspect of brand community is strongly supported by social nature and social media networks. Not only is social media a natural place for brand communities, but there are recent empirical studies that demonstrate the existence of qualities and unique aspects of brand communities embedded in social media platforms (Habibi et al., 2014). Trust in the brand can be interpreted as a perception or experience from the consumer's point of view or interaction based on fulfilling expectations in terms of product performance or satisfaction (Ferrianadewi, 2008). H2: Brand community can positively influence brand trust so that it can also affect sales.

Community Engagement and Brand Trust

Looking at the role of engagement in the brand community as it is a very relevant variable on social media. Perhaps one of the main goals of being present on social media is to get a higher share of consumers' attention and engagement (Hanna et al., 2011). Based on social identity theory, it is also explained that consumers join brand communities to fulfill identification needs with symbols and groups. This gives them the ability to improve their self-concept. According to (Melanie E. Zaglia, 2013), consumers also share their passion and receive pleasure from participating in brand communities. Brand community involvement makes it easy for brands to interact with consumers and gain trust. Brand community is a community that is built based on a person's closeness to a product or brand have the same thoughts and commitment to a brand, which is not based on geography, but on its social structure or Society.

H3: The involvement of brand community members has a positive effect on consumer trust in the brand, which can be seen from the reviews of each individual user.

3. Research Method

This study used a quantitative research design in which the resulting data is in the form of numbers. The method used is a questionnaire method to obtain information directly from respondents. The sampling technique used was purposive method with predetermined criteria and the measurement scale used was 1 to 5 (strongly disagree, disagree, neutral, agree, and strongly agree).

There are 6 variables in this study, namely: brand trust, consumer relations with products, consumer relations with brands, consumer relations with companies, consumer relations with other customers, and community involvement.

1. Brand Trust

- a. PT. AVO Innovation Technology (AVO) is honest
- b. I believe all products from PT. AVO Innovation Technology (AVO) is safe

2. Consumer Relations with Products

- a. I am proud to use products from PT. AVO Innovation Technology (AVO)
- b. Products from PT. AVO Innovation Technology (AVO) is one of my favorite things

3. Consumer Relations with Brands

- a. If I want to change a product, I will replace it with another product under PT. AVO Innovation Technology (AVO)
- b. I would recommend products from PT. AVO Innovation Technology (AVO) this to my friend

4. Consumer Relations with the Company

- a. PT. AVO Innovation Technology (AVO) understands my needs
- b. I feel PT. AVO Innovation Technology (AVO) shared information with me

5. Consumer Relations with Other Customers

- a. I have met great people because PT. AVO Innovation Technology (AVO) and RUBI Community
- b. I have a feeling of kinship with the other RUBI Community members

6. Community Engagement

- a. I benefit from following and complying with the rules of the RUBI Community by PT. AVO Innovation Technology (AVO)
- b. I am motivated to participate in RUBI Community activities because I feel better afterwards
- c. I am motivated to participate in RUBI Community activities because I can support other members
- d. I am motivated to participate in RUBI Community activities because I am able to achieve personal goals

4. Results And Discussion

Description of Respondents

The description of this respondent aims to strengthen the results of the study because it reflects whether the sample taken is correct or not. The demographic profile of the respondents in this study includes gender, age, domicile and occupation.

a. Results Characteristics of Sex

Table 1. Gender Criteria

No.	Description	Total
1	Male	25
2	Female	128
Total Samples		153

Table 1 shows that of the 153 respondents, 25 are male and 128 are female..

b. Age Characteristic Results

Table 2. Age Criteria

NO	Description	Total
1	15 – 20 Years Old	84
2	21 – 25 Years Old	67
3	26 – 30 Years Old	2
Total Samples		153

Table 2 shows that the number of respondents in this study were 15-20 years old 84 people, 21-25 years old 67 people, and 26-30 years old 2 people. So, the total number is 153 people, which already meet the criteria that have been set.

c. Domicile Characteristics Results

Table 3. Domicile Criteria

NO	Description	Total
1	Boyolali	4
2	Jabodetabek	9
3	Yogyakarta	6
4	Karanganyar	8
5	Klaten	2
6	Magelang	1
7	Malang	2
8	Ngawi	2
9	Pacitan	1
10	Pati	2
11	Purwodadi	22
12	Semarang	4
13	Solo	72
14	Sragen	3
15	Surabaya	2
16	Tuban	1
17	Wonogiri	3
Total Samples		153

Table 3 shows that the number of respondents in this study was 4 people living in Boyolali, 9 people living in Greater Jakarta, 6 people living in Yogyakarta, 8 people living in Karanganyar, 2 people living in Klaten, 1 person living in Magelang, 2 people living in Malang, 2 people living in Ngawi, 1 person domiciled in Pacitan, 2 people live in Pati, 22 people live in Purwodadi, 4 people live in Semarang, 72 people live in Solo, 3 people are domiciled in Sragen, 2 people are domiciled in Surabaya, 1 person is domiciled in Tuban, and 3 people are domiciled in Wonogiri. So, the total number is 154 people, which already meet the criteria that have been set.

d. Job Characteristics Results

Table 4. Job Criteria

NO	Criteria	Total
1	Student/College Student	136
2	Private Employee	17
Total Samples		153

Table 4 shows that the number of student/student respondents is 136 people, while the private worker respondents are 17. So from this, the total number of respondents is 153 people, which already meet the criteria that have been set.

Validity test

The method used to test the validity is a multiple regression test with the SPSS application to process the data.

Tabel 5. Validity Test Result

	Component		
	1	2	3
pcy1	.980		
pcy2	.892		
km1			
km2			.878
km3			.673
km4	.640		
km5	.672		
km6	.648		
km7		-.779	
km8		-.926	
kk1		-.949	
kk2		-.894	
kk3		-.886	
kk4		-.872	
pcy	.984		
km			
kk		-.970	

CORRELATION VALUE : .50

Dealing with the results of the analysis and discussion in the pattern matrix table, it can be seen from the 14 questionnaire questions for the indicator variables "brand trust, brand community, and brand involvement". related to existing theory, all questionnaire questions are considered LESS VALID or unable to distinguish concepts between other variables so that they are not suitable for use in research data collection.

Reliability Test

Table 6. PCY Variable Reability Test Results (X1)

Reliability statistics	
Cronbach's Alpa	N of items
.896	2

Interpretation:

Pcy variable (X1)

Cronbach's Alpha = 0.896

Test conditions > 0.70 variables can be said to be reliable

Dealing with the statistical reliability table, it can be seen that the reliability test of the 2 question items from the "trust" variable or construct (X1) gets a result of 0.896 > 0.70.

Which means the variable in the "trust" construct is PROVEN RELIABLE.

Table 7. KM Variable Reliability Test Results (X2)

Reliability statistics	
Cronbach's Alpa	N of items
.914	8

Interpretation:

Variable km (X2) N = 8

Cronbach's Alpha = 0.914

Test conditions > 0.70 variables can be said to be reliable

Based on the statistical reliability table, it can be seen that the reliability test of the 8 question items from the "brand involvement" variable or construct (X2) gets a result of $0.914 > 0.70$. Which means the variables in the "brand engagement" construct are PROVEN RELIABLE.

Table 8. KK Variable Reliability Test Results (X3)

Reliability statistics	
Cronbach's Alpha	N of items
,947	4

Interpretation: Variable kk (X3) N = 4

Cronbach's Alpha = 0.947

Test conditions > 0.70 variables can be said to be reliable

Based on the statistical reliability table, it can be seen that the reliability test of the 4 question items from the variable or construct "community involvement" (X3) gets the results $0.947 > 0.70$. Which means the variables in the "brand engagement" construct are PROVEN RELIABLE.

4. Assumption Test

Table 9. Results of the Summary Model Assumptions Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,821 ^a	,674	,670	,46538

In accordance with on the results above it is known that R Square which is called the coefficient of determination of the influence of community involvement and brand community is applied to Brand Trust from the table above it is known that the value of R Square (R2) is $0.674 \times 100\% = 67.4\%$, which means the percentage of contribution to the influence of variable X1 (Engagement Community) and X2 (Brand Community) to variable Y (Brand Trust) is 67.4% and the remaining 32.6% were influenced by several other factors which were not used as variables in this study.

Table 10. Results of the Anova Model Assumption Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	67,278	2	33,639	155,320	,000 ^b
Residual	32,487	150	,217		
Total	99,765	152			

In accordance with the results of the F test, it can be seen that the independent variable (X) and the dependent variable (Y) give an F value of 155.320 with a significance of 0.000. The results of this F test indicate that the brand community and brand community involvement can transmit trust in the brand.

Therefore, when users receive brand community and brand community engagement, the usage is positive for Brand Trust. Conversely, if the brand community and brand community engagement offered to Avoskin users are not optimal or deemed not useful, Avoskin users will no longer want to use them. Seeing the high impact of brand community and brand community involvement on trust in the Avoskin brand, further analysis was carried out

done by looking at the value of R2 or R-squared. The coefficient of determination (R2) is used to calculate how well the model is able to interpret the dependent variable. The value of the coefficient of determination varies from 0 to 1. A small value (R2) means that the ability of the independent variable to interpret variations in the variable is very limited. A value reaching one means that the independent variable provides most of the information needed to estimate the variation in the dependent variable

Tabel 10. T test Results

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
(Constant)	,516	,200	2,585	,011
Km	1,161	,087	13,343	,000
Kk	-,271	,073	-,289	,000

Dealing with the results contained in the table coefficients, it can be seen that the significance of brand involvement and community involvement is $0.00 < 0.05$. It can be concluded that the brand involvement variable has a regression coefficient of 0.87 which has a positive effect on brand trust, which means that the higher the influence of brand involvement, the greater the influence on brand trust, and the community involvement variable has a regression coefficient of 0.073 which has a negative effect, which means the higher community involvement then trust becomes low

5. Conclusion

Dealing with the description, discussion, and results of the analysis, it can be concluded that:

1. The brand community has a good and significant impact on brand trust, thus the first hypothesis is accepted.
2. The participation of brand community members has a good and significant impact on consumer trust in the product, thus, the second hypothesis is accepted.
3. The brand community affects the brand sales of each product
4. Brand community members affect consumer trust outside of brand community members, this can be seen from reviews on social media.

Further the suggestion that we can give to the marketer is reviewed from the present condition and supported by the era and technology development, to make hospitality as the brand is important. They need the people who are loyal towards them where one of efforts to support it is through the brand community.

Therefore they must treat their brand community member well by making an interesting agenda or event which make them comfortable and believe in the benefit when the consumers use their product which is not only seen physically but also through the brand community itself. The consumers feel the benefit from their inner such as softskill experiences. Thus they need the brand community itself for their long term importance.

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