Determining Factors of Community Commitment in Automotive and Sneaker Communities

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ABSTRACT
This study to examine the effect of brand community integration and perceived benefits on community commitment as moderated by type of community. This study uses a quantitative approach with a hypothesis testing approach. The sample of this research is the automotive and sneaker communities. The data analysis used was SEM analysis using PLS software. Variable Brand Community Integration (x1) does not have the effect of significantly at variable community commitment (Y) and the perceived benefit (X2) effect is significant to the variable community commitment (Y). The study explains how importance of brand community integration and perceived benefits have a contribution to building brand community commitment. Companies can pay attention to community involvement in increasing their commitment to continue using the product. Besides, Members of communities will tend to pay attention to the benefits that they get to follow the community, It is can be used by companies to improve the provision of benefits to the members, and will give benefits for the company to increase the commitment of the customers.

Keywords: Keywords: Brand Community Integration, Perceived Benefits, Community Commitment, Sneaker Community

INTRODUCTION

The product brand is currently a factor that must be considered by companies. The role of the brand can serve as an intangible asset for the company. Brand strength can provide a positive perspective on consumers. It also can be used as a competitive advantage for the company. Consumers who already have committed to the product will provide information positively on the other, do purchase again, even willing to pay more expensive products and services (wood, 2000). This shows that brands can be used in building long-term relationships between consumers and companies (Carlson et al., 2019; Kang, Tang, & Fiore; 2014; Kim et al., 2008).

Other researchers Berry (1995), Kuo and Feng (2013) state that build a relationship with the customer and increase loyalty is a thing that is important for researchers and practitioners. Relationships created through relationships with enterprise customers by

establishing a community of brands (Brand Community). Brand Community is a community formed by a group of consumers with a common interest in a brand. Muniz & O'Guinn (2001) stated that the mechanism underlying the brand community building is illustrated by the community triangle. The scheme in the community triangle connects brands with customers, customers with other customers, and customers with other people who are not yet customers (Kuo & Feng, 2013).

Research on the brand community (Brand Community) is always interesting to discuss. Brand Community can help companies to attract and strengthen relationships with customers. This relationship can last for a long time (Stokburger & Sauer, 2010; Hur, Ahn, & Kim, 2011). It is undoubtedly going to make the company more competitive. Besides, Brand Community will help increase marketing productivity (Webster, 1992; Hur, Ahn, & Kim, 2011).

Brand development community that includes an introduction, growth and spread of the community market modern is one of the influencing management brands 20 years (Veloutsou & Guzman, 2017; Pedeliento, Andreini, & Veloutsou 2019). The Brand Community will play an active role in creating meaning in the brand and facilitating interactions between customers and companies (Cova, Pace, Skalen, 2015; Black & Velotsou, 2015). Many studies reveal that consumer membership from the Brand Community provides benefits to companies including loyalty, trust, increased purchases, increased sales volume, product innovation, to company advocacy (Kuo & Feng, 2013; Gruner, Homburg, & Lukas, 2014; Manchanda, Packard, & Pattabhiramaiah, 2015; Cheng, Wu, & Chen, 2018; Pedeliento, Andreini, & Veloutsou 2019).

An essential role in the company's brand community resulted in a brand community becomes prioritized by marketers (Velotsou & Guzman, 2017). The process of shaping the brand community can be built from the company or the consumer. Brand Community can run with or without accompanied by the involvement of companies in moderating communications, organize activities, or other active roles in community life (Dholakia & Vianello, 2011; Pedeliento, Andreini, & Veloutsou 2020).

Dholakia & Vianello (2011) and Lee, Kim, Kim (2012) in their research, stated that the management of Brand Community by companies is different from the management carried out by consumers. Brand communities that are managed by the company will be established directly by the company's marketers and used to build relationships with potential customers and consumers on the brand (Sung et al., 2010; Pedeliento, Andreini, & Veloutsou 2020). Brands were used as a suitable tool for building marketing relationships and are driven for profit. The level of involvement of corporate managers in brands can vary (Manchanda et al., 2015; Fournier & Lee, 2009; Pedeliento, Andreini, & Veloutsou, 2020). The visible difference is that companies can prevent individual participation. This is due to the individual's need to protect themselves and is related to the commercial privacy of companies (Pasternak, Veloutsou, & Morgan, 2017; Pedeliento, Andreini, & Veloutsou 2020).

Meanwhile, a brand community managed by consumers is a grouping of people interested in exchanging information and maintaining relationships with people who have the same interest in a brand (Lee, Kim, & Kim, 2012; Pedeliento, Andreini, & Veloutsou 2020). Brand communities that are built by consumers can pose a risk to the company. Members can report or share brand information in ways that companies don't expect (Pedeliento, Andreini, & Veloutsou 2020). However, the reality is that some brands have communities that are managed directly by the company and one or more consumers, such as Harley Davidson, Lego, Nikon, and many more.

Indonesia has many brand communities. One of the most easily found and quite numerous brand communities is automotive. Almost all automotive brands have their brands, one of which is Yamaha. Yamaha has more than one product brand community. Some examples of Yamaha product brand communities include YVCI, YNCI, YVCI, and many other Yamaha products that have a Community Brand. (Yamaha Owner Club, 2020). This proves that the strength of the brand community can affect the perceptions of not only members but also other people who are not members of the brand community (Priambodo, 2019).

Besides that, a product that has many fans and community members are sneakers. Most of the sneakers that have a brand community come from well-known brands, such as Adidas and Nike. However, the community sneakers brand was generally managed by consumers and generally focus on one big brand, not based on the brand on each product (Purba, 2019).

The loyalty of consumers to use the product the company is continuously kept certainly will strengthen the position of the company. Most of the members were even willing to expend more to modify the car output of the old order still looks attractive. Motives and motivations of consumers to remain committed to the brand product in term length into hope for the entire company. In this study, the automotive and sneakers communities were used as research objects to test the brand community. Research is going to use the answers from each brand community to measure commitment to the community and products as well as differences in the perception of the respondents also will be used to identify the character of the automotive and sneakers.

THEORETICAL REVIEW

Brand Community

Muniz & O'Guinn (2001) defines brand community as a community in a particular brand that is not geographically bound; it is based on structured social relationships between admirers of a brand. The brand community has three components, including awareness, type, tradition, and moral responsibility. Consciousness and tradition refer to the deep relationship between members. Rituals in the brand community will refer to the history of the brand and community awareness. Repeatedly this will shape the culture of the

community and will increase awareness and value for sharing among members. Product selection will be influenced by members of the brand community (Muniz & O'Guinn, 2001; Carlson et al., 2008; Kuo & Feng 2013).

The concept of brand community was developed in response to the difficulties faced by marketers. Marketers have to maintain personal relationships with customers one by one. The closeness that the term length will bring benefits were high for the company. However, developing and maintaining customer relationships takes time and money. This, of course, becomes inefficient for the company in its business activities (Sheth & Partiyar, 1995; Muniz & O'guinn, 2001).

Brand Integration

Community Brand integration is defined as ownership of the brand community which is determined by members of the community brand, the brand 's products, and the company that owns the brand (McAlexander et al., 2003; Padeliento, Andreini, & Veloutsou, 2020). Components that will create a relationship that is centred on the customer, the customer to the product, the customer to the brand, the customers of the company, and the customer to the customer. The complexity of the interactions that occur in the community (Black & Veloutsou, 2017) creates conditions for members to play different roles according to varying levels of active contribution to the life of the brand community. Such interactions include intentional or actual engagement with the brand community; participation in traditions, rituals, community activities; frequency of members taking part in community life and time spent in the community; exchange information; to help others; an active role in shared value creation activities or - more generally - the willingness of community members to engage in pro-brand community civic behavior (Padeliento, Andreini, & Veloutsou, 2020).

Interactions that are created between members in the long term will create a brand community commitment. Brand community commitment refers to the desire of community members to maintain the relationships that are formed in the brand community (Shen et al., 2018). Commitment implies a sense of loss when the community ceases to exist, a sense of community protection, a desire to stay in the community and to maintain relationships with others, or a more general sense of being loyal to the community through continued participation (Padeliento, Andreini, & Veloutsou, 2020). The relationship between brand community integration is rarely disclosed by researchers.
H1: Brand Community Integration has a positive and significant effect on brand community commitment.

Perceived Benefit

Perceived Benefits are the benefits obtained from the brand community. Some researchers say there are four benefits in perceived benefits including cognitive or

learning benefits, namely that members can get information about brands and products and understand developments about related products, social benefits, namely members have interpersonal networks, personal benefits, namely members can share information or personal experiences related to certain products to increase status, and finally the hedonic benefit that is, members, feel comfortable and are willing to spend time (Dholakia & Vianello, 2004). Then Nambisan and Baron (2009) as a basis for collecting brand community benefits from the research before classifying the perceived benefit to the four categories, including the benefits of learning, social, price themselves, and hedonists.

Affective connections between these individuals based on their shared interest in brands make their social relationships more meaningful (Muniz & O'Guinn, 2001). These members also usually actively offer help to other members with questions about the brand's product as this is an opportunity for them to demonstrate their unique knowledge and breadth of product expertise. (Nambisan & Baron, 2009; Yen et al., 2011). Members of the brand community interested in the activities of other members in the use of their products and would like to obtain information about each other's experience in using the product.

According to social exchange theory, perceived benefits are important. Factors that ensure a sustainable supportive exchange, for individuals who understand the moral obligation to provide benefits to the other (Jin, Park, & Kim, 2010; Kuo & Feng 2013). In the context of brand community commitment, it can be realized through increasing intrinsic benefits (self-esteem benefits and social benefits) and pleasure (hedonic benefits), community commitment. Gupta and Kim (2007) suggest that functional benefits (learning benefits) and enjoyment (i.e. hedonic benefits) influence community commitment positively. Members show increased commitment to society and positive behavior if the community provides them with more useful information (Kim et al., 2008).

Information and social benefits are more likely to bind brand communities to maintain long-term relationships (Mathwick, Wiertz, & de Ruyter, 2008). The results of Kuo & Feng (2013) study state that perceived benefits have a significant relationship. Thus this study proposes a hypothesis.
H2: There is a significant influence between the perceived benefits of the brand community commitment.

Community Commitment

Commitment research originates from the concept of organizational behavior research, which has a meaning as the strength that binds a person to the organization, which also has a positive meaning with various pro-social work outcomes, such as attendance, welfare, and organizational citizenship behavior (Shen et al, 2018). By thus, commitment refers to the intention of the individual to exert efforts to maintain relationships

(Garbarino & Johnson, 1999; Kuo & Feng, 2013). Consumers with a commitment to a business or organization hope to maintain a relationship term long with a business or organization that (Moorman, Zaltman, and Deshpande, 1992; Kuo & Feng, 2013). Meanwhile, Brand Community Commitment refers to the desire of members to maintain their relationship with the brand community (Shen et al, 2018). Kou and Feng (2013) find that the commitment of consumers to the brand community influences the attachment brand is positive. In research marketing, commitment is considered as a factor key to marketing relationships, and it reflects the desire of the individual to maintain a relationship that is valued by others (Shen et al., 2018).

METHODOLOGY

This research uses a quantitative approach with a hypothesis testing approach. Hypothesis testing is used to test the relationship between the variables studied (Hussain & Bahami, 2012; Sekaran, 2006). The population that is used in research this is respondents enrolled in a community of automotive and sneaker in all over Indonesia, has several unknowns. Technics taking samples which are used to condition the number of the population that is not known, the technique of taking a sample refers to the theories expressed Roscoe in Sekaran & Bougie (2017) put the number of respondents in the unknown population or the population is in large measure the number of respondents at least 10 times the amount item researched. Measurement scale of respondents using a Likert scale ranging scale of 1-5, with n use values 1 (very not agree) and n use values 5 (strongly agree). Indicators used in the preparation of the questionnaire is a bell community commitment and perceived benefits refer to the research Kuo & Feng (2013). The indicator for the Brand Community Integration variable refers to the research of Padeliento, Andreini, and Veloutsou (2020).

The analysis tool uses the PLS (Partial Least Square) 3.2.8. The data processing process was carried out in 3 stages, namely testing the validity and reliability of each variable, by eliminating indicators whose values were below 0.6. Having found an appropriate model, then do test the hypothesis proposed conceptual model with the analysis of SEM. With structural model analysis, this study uses confirmatory factor analysis and the T-value of the path coefficient to determine the path strength and significance level of the latent variables (Hussein, 2015; Chin, 1998). The next step after the SEM analysis is to test the difference using the MGA (Multigroup Analysis) method. Multigroup Analysis (MGA) in PLS-SEM is used to see whether the study sample is divided into certain segments according to demographic characteristics by comparing the significance of the path coefficients between these segments.

RESEARCH RESULTS

Respondent Characteristics

The characteristics of the respondents were obtained from the data written by the respondents to support the results of data analysis. In this study, the respondents used were people who were members of the automotive community (all types of brands) and sneakers (all types of brands). In this study, respondents obtained as many as 64 people, which were carried out in all sneakers and automotive communities throughout Indonesia. The low number of respondents was due to the distribution done online and limited through social media. However, this obstacle is also overcome by offline deployment. However, the number of respondents obtained is still low due to a pandemic condition, thus reducing public interest in filling out the questionnaire.

Table 1. Characteristics of Respondents

Characteristics	Category	Percentage	Frequency
Gender	Male	96,88	62
	Female	3,13	2
Age	18 - 27	67,19	43
	>27 - 37	17,19	11
	>37 - 47	7,81	5
	>47 - 57	4,69	3
	>57	3,13	2
Education	Elementary	3,13	2
	Junior High School	3,13	2
	Senior High School	40,63	36
	Bachelor/Diploma	46,88	30
	Postgraduate	6,25	4
Community	Automotive	42,19	27
	Sneaker	57,81	37
Working Status	Student	40,63	26
	Civil Servants	0,00	0
	TNI/POLRI	0,00	0
	Private Employee	32,81	21
	BUMN Employee	4,69	3
	Entrepreneur	9,38	6
	Pension	6,25	4
	Etc.	6,25	4

Table 1 shows that 64 respondents communities automotive and sneaker, respondents manifold sex male as many as 62 people with a percentage of 96.88% of the total respondents. Respondents manifold sex women as much as 2 people with the percentage of 3:13% of the total respondents. In research, it is known that most large members of the community of automotive and sneaker -type sex is male, respect is due

to the community of automotive and sneaker is a community with activities that are identical to the characteristics of the male. Some of the activities that favored men - men such as driving distance away, sport climbing cliffs, run a marathon, gym, race car or motorcycle, and some activities other that triggers adrenalin and associated with sport weight. Besides, men tend to gather with colleagues who have the same hobby to share information about their community brands, collections they have, and their vehicle modification abilities. Because it is, most big member community of automotive and sneaker based on gender is male.

Referring to the Table 1 which shows that the characteristics of respondents by education past high comes from the level of education bachelor/diploma with a percentage of 46.88% or as many as 30 of the total respondents. Position highest second is the respondents who have educational latter Schools K- SMA as many as 26 people or as many as 40.63% of the total percentage of respondents. Respondents with education last graduate as many as 4 or equivalent with 6:25%, while respondents with education last school Secondary Over and Schools Elementary each have a percentage 3:13% or as much as 2 respondents. Conditions are showing that the community of automotive and sneakers are very popular with the respondents with the level of education bachelor/diploma.

Respondents with the level of education bachelor/diploma and high school, the most major status of student or youth who recently entered the world of work. Members of the community who was nominated by the students and the youth not be separated from the personality of the respondents who liked the event to show off among friends her age. In among the respondents did not hesitate to spend money pocket or earnings to buy the product brand favorites or modifying the vehicle to obtain the praise and support of the hobby that is owned. The low percentage of the level of education that others also reinforce the results of research that communities automotive and sneaker more interested consumers with the level of education that is higher than the consumer with the level of education are low.

Based on Table 1 can be concluded that the community sneaker has enthusiasts are more than a community of automotive, which amounted to 58% or 37 of the total respondents. Respondents with a percentage of the highest derived from the student/learner, which amounted to 41% or 26 of the total respondents. Furthermore, the position of the second coming of the employees of private (33%) or 21 of the total respondents. The position of the third comes from the entrepreneur, which amounted to 9% or 6 of the total respondents. The position of the four came from the pension and the type of work l ain etc., which amounted to 6% or a person of total respondents. While the employees of state-owned companies are the respondents with the percentage low, namely (5%) or 3 of the total respondents. Respondents of the student/learner are respondent with the percentage of the highest, things are due to the characteristics of the student/learner who likes to try things just to fill the time to spare in addition to the activities of learning. Besides that, supported by the personality of the

students who have a hobby of collecting a product of brand favorites or modifying a vehicle that is owned.

In the second position, namely respondents from among private employees. Following a community of certain lots followed by employees of private to release tired after work. The amount of time off which briefly led to the employees of the private search for things alternative else besides a vacation to relieve fatigue. This condition is also supported by the lowest respondents who come from BUMN circles. Besides that, one of the ways to follow the development of the products of the brand a favorite of respondents, the employees both from the private and state-owned companies follow a community of brand favorites.

Data Analysis

Path Diagram Development

The model study is comprised of three constructs that Brand Community Integration (X1), the Perceived Benefit (X2), and Community Commitment (Y). The step in evaluating the validity and reliability of a construct is done by evaluating the measurement model. The model results of measurement are known that some of the items have value in under 0,6. The items that include: items X1.6 and X1.12. According to Hussein (2015) items that have a value below 0,6 must be removed from the model under study. So the steps that do is remove items that are worth at above 0.6 from the lows.

Measurement Model Evaluation

Having done the testing diagram lane, then proceed with the evaluation model of measurement. Model measurements (Outer Model) performed by analysis of factors confirmatory or Confirmatory Factor Analysis (CFA) to test the validity and reliability of the construct latent. To see the valid whether or not a construct then to see the validity of the convergent (Convergent Validity) and the validity of the discriminant (Discriminant Validity) of the construct such. In measuring convergent validity, all research items have an outer model value above 0.6. However, despite so the whole item that should be compared with the value of inter- variable or cross-loading. Rated loading factor of each item is examined in the study have had a value that is large compared to the value of cross-loading. It is showing the whole item are examined in research is feasible or valid either by testing the value of outer loading and testing of cross-loading. The next process is to measure the reliability of each variable under study. Reliability is measured using the Cronbach alpha value and reliability composites. Based on the results of measurement is known that the value of Cronbach's alpha model of above 0,7 and a value AVE of 0,63 above the standard that is determined is 0,5.

The coefficient of determination (R^2)

The coefficient of determination determines variable Brand Community Integration (X1) and variable Perceived Benefit (X2) can explain the variable Community Commitment (Y) 0,811 or 81,1%. The rest of 18,9% is explained by variables other were not examined in the study of this.

Hypothesis Testing

This study aims to determine the effect of the variable Brand Community Integration (X1) and Perceived Benefit (X2) on Community Commitment (Y). Based on the results of testing the hypothesis in mind the value of t count X1 (0,197)<1,96, and the value of P-values (0,844)>0,05 then H1 is rejected. It shows variable Brand Community Integration (x1) does not have the effect of significantly at variable community commitment (Y). Results are opposed to research beforehand, namely, Padeliento, Andreini, & Veloutsou, (2020). While the influence of variables perceived benefit (X2) showed results that opposite of variable Brand Community Integration (X1). The results of testing the perceived benefit (X2) support research previously were done by (Kuo & Feng, 2013; Padeliento, Andreini, & Veloutsou, 2020; Shen et al; 2018). T-count X2>Y by 8,409>1,96 and a probability of 0,000 <0,05, with so there is influence significantly between X2 on the YI, the H2 can be accepted. With such a variable perceived benefit affects that significant to the variable brand community commitment (Y).

Multi-Group Analysis Testing

Based on the parametric test using multi-group analysis. The results of the testing showed that the value of t count X1 to Y by comparing respondents who follow the community of automotive and respondents who follow community sneakers less than 1,96 with a standard error which is set to 5% and the value of the probability is more than 0,05. Besides the value, T calculated X2 -> Y at 0,699 and the value of the probability is 0.487. The results of the show are not able to differences in the perception and behavior of people who follow the community of automotive and community sneakers. With such members of the community have the perception that each of the community commitment.

DISCUSSION

The existence of a community which is based on the brands of products increasingly growing and increasingly many. In the research that has been done previously (Kuo & Feng, 2013; Padeliento, Andreini, & Veloutsou, 2020; Shen et al, 2018; Yen et al., 2011). The community will help to increase confidence in the products that are used. In some conditions, members of each community will defend the company producing the products that they use. The results found in this study indicate several new results that support and contradict previous research.

Brand community integration and perceived benefits on research previously affect that significance to the brand community commitment. This is also reinforced in this study. Brand community integration and perceived benefits were able to present or explain the brand community commitment of 81%. It is shown in the study is in the overall brand and perceived benefits of community integration influence brand community commitment.

However, the influence of brand community integration does not show a significant value. The statistical t value generated by the brand community integration variable is less than 1,96 or below the specified standard. brand integration community does not give effect was significant on brand community commitment. It is showing results that contradict the research that is carried out by Padeliento, Andreini, & Veloutsou (2020). However, the opposite result is shown by the variable perceived benefits. Variable perceived benefits affect that significant to the brand community commitment. It the support of previous research (Kuo & Feng, 2013; Padeliento, Andreini, & Veloutsou, 2020; Shen et al, 2018). Perceived benefits have the effect that a very large against the brand community commitment. It is shown on through the value of the t statistic is quite high with a level of significance below 0,05.

The results obtained in the study of this can show members who sign in or involved in the community will be very attentive to the benefits that can they get. It is reflected in the effect of which is generated by the perceived benefits of the brand community commitment shows the positive value. Every person who follows the community of products will seek the benefits that are useful to him. The benefits that they get as the benefits of the social, the benefits of the increase in the development of self and the benefits of learning will lead to an increase in the commitment to the community of the products that followed.

In the study, it was also revealed differences in the perception of the communities in the industry are different. The industries that serve as the population of this study are the communities in the automotive and sneakers industry. The results shown through parametric test testing showed that there was no difference in the perceptions of the two communities from different industries on brand community integration to brand community commitment and perceived benefits to brand community commitment. But measurement is a separate, perceptions are caused by separately have differences. This is shown through a statistical t-test from the multi-group analysis.

T-count communities Automotive in perceiving the perceived benefits to the community commitment is small compared with the community sneakers. While the value of t values for the variables of brand community integration of the brand commitment, members of the community Automotive is high compared with members of the community sneakers. With such people belonging to the members of the community Automotive tends to pay attention to the product as a whole compared with the benefits that they get. It can lead to the characteristics of members of the community sneakers. The average Community sneakers dominated almost throughout the ages.

Age may be one of the factors that cause members of the community more attention to the community based on the components of the product as a whole as the company and the products it alone.

Another case with members of the community who are members of the community sneakers. members of the community sneaker are more concerned with the benefits that they get to join in the community. The tendency of community sneakers was followed by the young cause they tend to think of the benefits that can provide advantages to them. The benefits of social which is obtained by following the community of the product can improve the network and expand the information they are about hobbies or preferences that are owned. Community sneakers will tend to pay attention to the benefits that are offered to them to increase the commitment that they have.

CONCLUSION

This study found several research results. First, Brand community integration and perceived benefits have a contribution to building brand community commitment. Companies can pay attention to community involvement in increasing their commitment to continue using the product. Although such Brand community integration does not have influence is significant in the brand community commitment. Second, Members of communities sneakers will tend to pay attention to the benefits that they get to follow the community. Following the community will be able to provide benefits on them, such as the benefits of the social, the benefits of learning, and they can be a lot to explore related to pleasure. It is can be used by companies sneakers to improve the provision of benefits to the members of the community. So the things that can provide benefits for the company to increase the commitment of the customers that they have.

Third, members of the automotive community will tend to pay attention to the components of the product brand as a whole. The more attention to related products, companies, and consumers the company. In case these companies automotive should pay attention to the image that they have. The image that has a connection with the products, companies, and consumers who owned will be made by members of the community to increase its commitment. Though so, studies have had some drawbacks that can be developed in a research study further, such as brand community commitment is influenced by many things, not just related to the brand community integrity and perceived benefits, so the researchers next can be in and discuss the variables other or combine variable community commitment with other variables.

Research also has some respondents were small and p Collecting the data is done at the time of a pandemic. If the sample is enlarged and the process of collection of data carried out in conditions of normal will allow for an increase in the number of respondents who researched. It's allowing the results are different because the possibility of variants of answers respondents can be changed and more high. Besides,

this research was conducted limited to brands in the automotive and sneakers community. Researchers subsequently can develop in a community that is different or can be more specific in brand communities are addressed. Besides, the results of research that have differences with previous studies can be explored more deeply and developed in further research.

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