

DAFTAR ISI

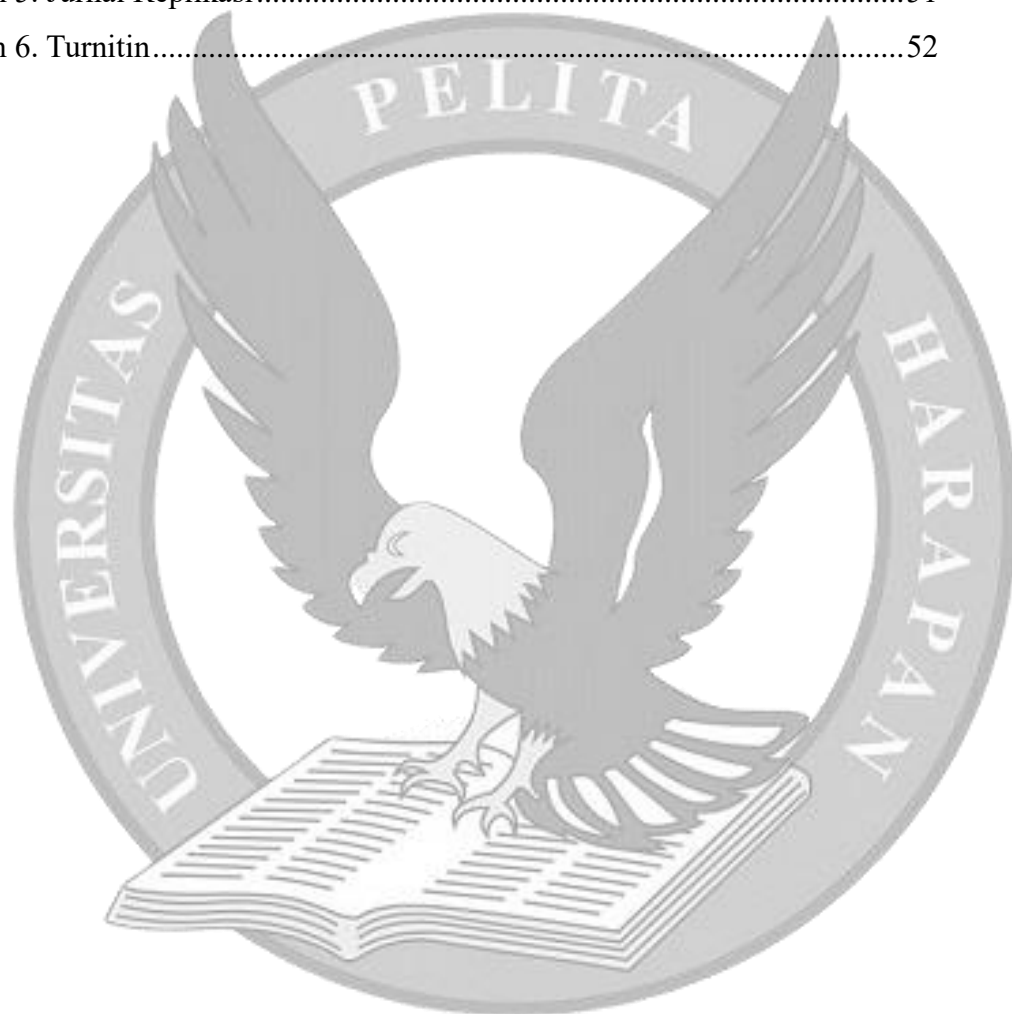
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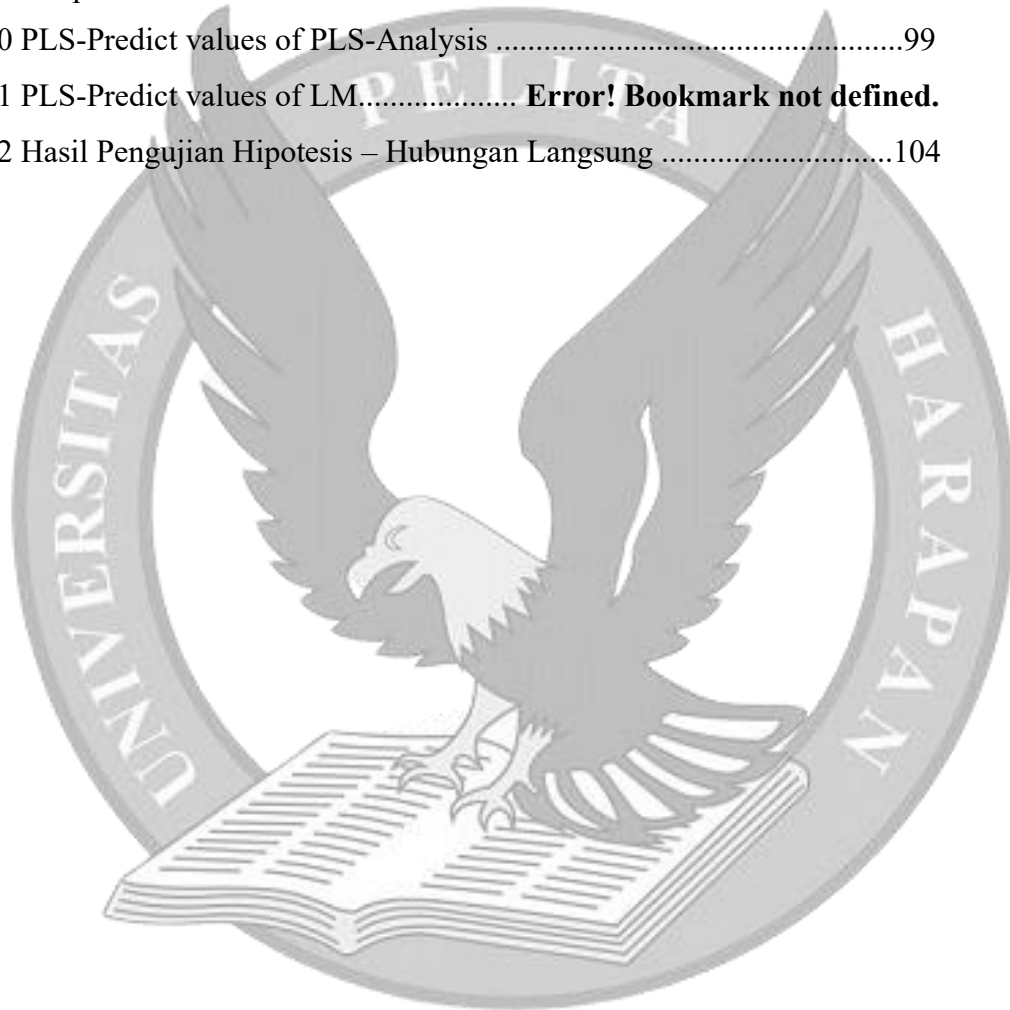
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LAMPIRAN

Lampiran 1. Preliminary Test

1. Apakah Anda menyukai *fashion* ?
 - a. Ya
 - b. Tidak
2. Apakah Anda mengikuti tren *fashion* ?
 - a. Ya
 - b. Tidak
3. Apakah Anda menyukai Merek dari negara Barat ?

a. Ya b. Tidak

4. Apakah Anda pernah membeli *fashion* Merek H&M ?

a. Ya (lanjut ke pertanyaan berikutnya) b. Tidak

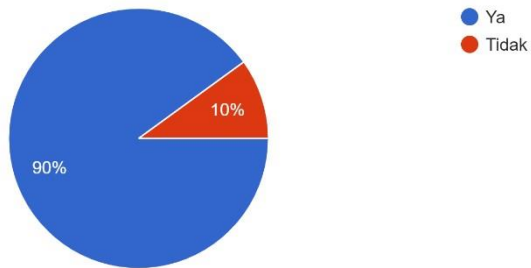
5. Apakah Anda akan membeli kembali *fashion* Merek H&M ?

a. Ya b. Tidak

Lampiran 2. Hasil Preliminary Test

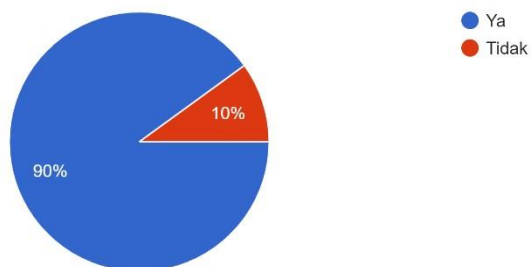
1. Apakah Anda menyukai *fashion* ?

10 jawaban



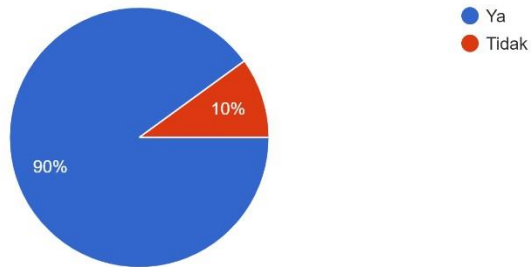
2. Apakah Anda mengikuti tren *fashion* ?

10 jawaban



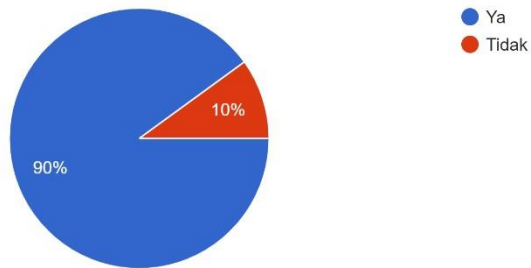
3. Apakah Anda menyukai merk dari negara Barat ?

10 jawaban



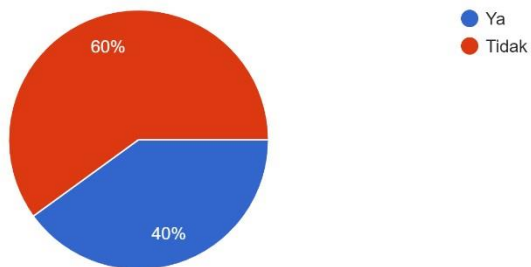
4. Apakah Anda pernah membeli fashion merk H&M ?

10 jawaban



5. Apakah Anda akan membeli kembali fashion merk H&M ?

10 jawaban



Lampiran 2. Kuesioner

KUESIONER PENELITIAN

ANALISIS PENGARUH *PERCEIVED INTERACTIVITY, SENSE OF MEMBERSHIP, SOCIAL INFLUENCE, SPECIAL TREATMENT, COMMUNITY SATISFACTION* TERHADAP *BRAND LOYALTY*

Responden yang saya hormati,

Saya Novia Krusita dengan NIM 01011180366 selaku mahasiswa Universitas Pelita Harapan dari Program Studi Manajemen sedang melakukan penelitian tugas akhir untuk dapat memperoleh gelar Sarjana Ekonomi Strata Satu mengenai **ANALISIS PENGARUH *PERCEIVED INTERACTIVITY, SENSE OF MEMBERSHIP, SOCIAL INFLUENCE, SPECIAL TREATMENT, COMMUNITY SATISFACTION* TERHADAP *BRAND LOYALTY***. Untuk itu, saya memohon kesediaan dan partisipasi Anda untuk mengisi kuesioner ini dengan sungguh-sungguh. Segala data yang terkumpul dalam kuesioner ini bersifat rahasia dan hanya digunakan untuk penelitian akademis.

Survei ini hanya membutuhkan waktu 10-12 menit saja, atas kesediaan dan partisipasi Anda saya ucapkan terima kasih.

Jika ada pertanyaan apapun, harap melakukan e-mail ke claranoviakrusita30@gmail.com

Pertanyaan Filtering :

1. Apakah Anda pernah membeli produk merk H&M ?
 - a. Ya (Lanjut ke pertanyaan berikutnya)
 - b. Tidak

2. Apakah Anda mengikuti media sosial Instagram H&M ?
 - a. Ya (Lanjut ke pertanyaan berikutnya)
 - b. Tidak

Identitas Responden :

1. Usia
 - a. 17 – 25 tahun
 - b. 26 – 35 tahun
 - c. 36 – 45 tahun
 - d. 46 – 55 tahun
 - e. Di atas 55 tahun
2. Jenis Kelamin
 - a. Laki-laki
 - b. Perempuan
3. Pekerjaan
 - a. Pelajar
 - b. Mahasiswa
 - c. Karyawan
 - d. Wiraswasta
 - e. Ibu Rumah Tangga
 - f. Lainnya
4. Penghasilan
 - a. Kurang dari Rp 3.000.000
 - b. Rp 3.000.001 - Rp 5.000.000
 - c. Rp 5.000.001 - Rp 10.000.000
 - d. Di atas Rp 10.000.000
5. Domisili
 - a. Jakarta
 - b. Bali
 - c. Surabaya
 - d. Lainnya...



Pertanyaan Kuesioner

Isilah setiap pernyataan berikut sesuai dengan pilihan yang ada

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju



	Pernyataan	STS	TS	N	S	SS
	<i>Perceived interactivity</i>					
1.	Instagram H&M memfasilitasi komunikasi dua arah					
2.	Instagram H&M memberi saya kesempatan untuk merespons					
3.	Instagram H&M ini memfasilitasi konsumen untuk komunikasi					
4.	Instagram H&M memberikan pembahasan konten					
5.	Instagram H&M ini efektif dalam mengumpulkan umpan balik anggota					
6.	Instagram H&M saya memperhatikan akun saya					
7.	Di instagram H&M, saya tahu tujuan saya					
8.	Di instagram H&M ini, saya bisa mengetahui produk yang saya suka					
9.	Saya senang dengan instagram H&M yang memberikan tautan sehingga mudah untuk mengklik					
10.	Saya memiliki kendali untuk mengunjungi situs H&M					
11.	Di instagram H&M saya bisa bebas memilih apa yang ingin saya lihat					
12.	Di instagram H&M saya mendapatkan pengalaman.					
13.	Instagram H&M memproses permintaan dengan cepat					
14.	Saya mendapatkan informasi dari instagram H&M.					
15.	Saya memperoleh informasi yang saya inginkan dari instagram H&M					
16.	Instagram H&M menjawab pertanyaan saya dengan memberikan informasi					
17.	Halaman instagram H&M dengan cepat menjawab pertanyaan saya					
	<i>Sense of membership</i>					
1.	Saya mengikuti instagram H&M.					
2.	Saya mengidentifikasi diri saya di instagram H&M					
3.	Saya cocok dengan instagram H&M					
4.	Saya melihat diri saya sebagai bagian dari instagram H&M					
5.	Saya aktif mengomentari instagram H&M					
6.	Saya mendapatkan informasi di instagram H&M					
	<i>Social influence</i>					

1.	Anggota komunitas berkomunikasi di Instagram					
2.	Anggota komunitas menyatakan Instagram ini bermanfaat.					
3.	Saya menelusuri Instagram H&M setiap hari					
4.	Postingan Instagram H&M dibagikan setiap hari					
5.	Anggota komunitas cenderung bertukar pikiran di Instagram H&M					
6.	Sebagian besar postingan H&M Instagram disukai oleh anggota komunitas					
<i>Special treatment</i>						
1.	Saya mendapatkan harga khusus daripada konsumen lain melalui Instagram.					
2.	Saya masuk dalam daftar prioritas melalui Instagram H&M					
3.	Saya mendapatkan diskon atau penawaran khusus yang tidak didapatkan oleh pengguna lain					
4.	Instagram mempromosikan produknya					
5.	Instagram ini membantu saya mengenali ketentuan produk					
6.	Instagram ini meningkatkan kemampuan saya					
7.	Instagram ini membantu untuk menambah pengalaman saya					
<i>Community satisfaction</i>						
1.	Pilihan saya untuk mengikuti Instagram H&M adalah pilihan yang bijak					
2.	Saya selalu senang dengan halaman Instagram H&M					
3.	Secara keseluruhan, saya puas dengan halaman Instagram H&M.					
4.	Saya pikir saya melakukan hal yang benar ketika saya memutuskan untuk bergabung dengan Instagram H&M					
5.	Saya merasa senang menjadi anggota Instagram H&M					
6.	Saya melakukan hal yang benar saat membeli H&M					
7.	Saya puas dengan produk H&M					
8.	H&M memenuhi ekspektasi saya					
9.	H&M menjadi pilihan saya yang bijaksana					
<i>Brand loyalty</i>						
1.	Saya mengatakan hal positif tentang H&M kepada orang lain					
2.	Saya merekomendasikan H&M kepada siapa saja yang meminta saran saya					
3.	Saya mendorong teman dan kerabat untuk memakai H&M					

4.	Saya menganggap tim ini pilihan pertama saya ketika saya memilih Instagram H&M					
5.	Saya akan terus membeli H&M.					
6.	Saya akan menggunakan produk H&M untuk beberapa tahun ke depan					
7.	Saya setia dengan merek H&M					

Terimakasih atas partisipasinya mengisi kuesioner.

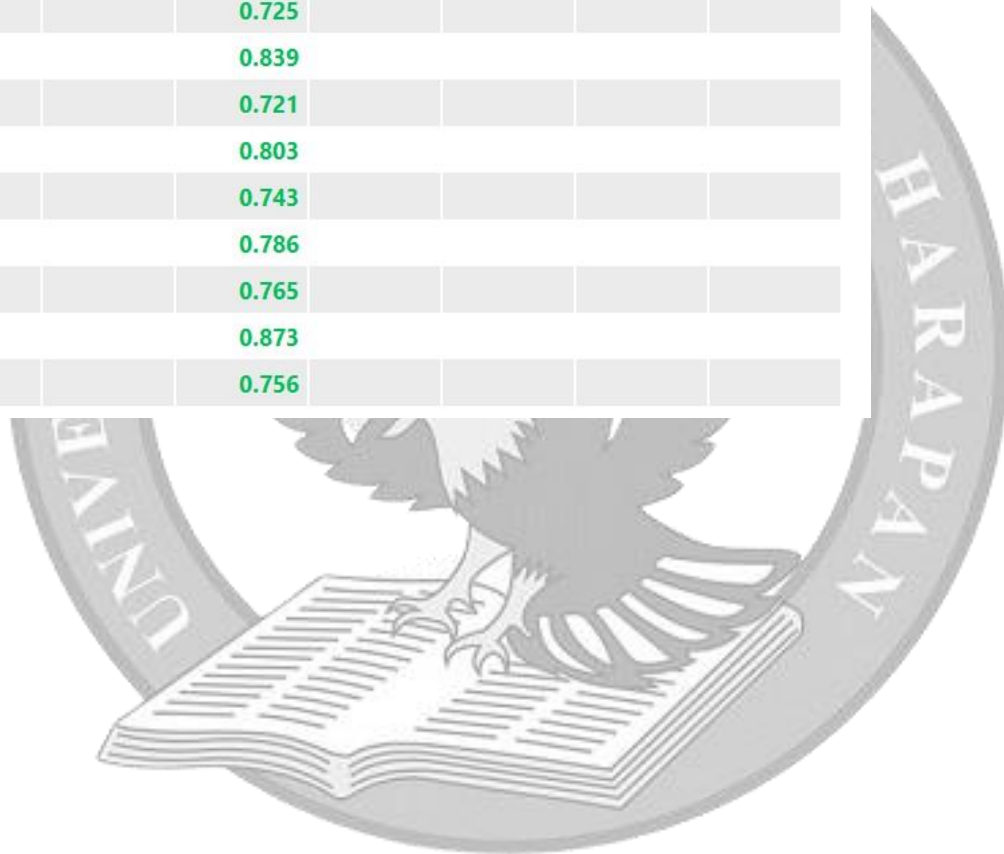


Hormat saya,

Novia Krusita

Outer Loadings

Matrix	BL	CS	PI	SI	SOM	ST
BL1	0.868					
BL2	0.846					
BL3	0.839					
BL4	0.746					
BL5	0.844					
BL6	0.722					
BL7	0.850					
CS1		0.725				
CS2		0.839				
CS3		0.721				
CS4		0.803				
CS5		0.743				
CS6		0.786				
CS7		0.765				
CS8		0.873				
CS9		0.756				



Outer Loadings

Matrix

	BL	CS	PI	SI	SOM	ST
PI1			0.839			
PI10			0.854			
PI11			0.746			
PI12			0.918			
PI13			0.969			
PI14			0.892			
PI15			0.764			
PI16			0.919			
PI17			0.898			
PI2			0.745			
PI3			0.711			
PI4			0.857			
PI5			0.814			
PI6			0.843			
PI7			0.714			
PI8			0.981			
PI9			0.783			



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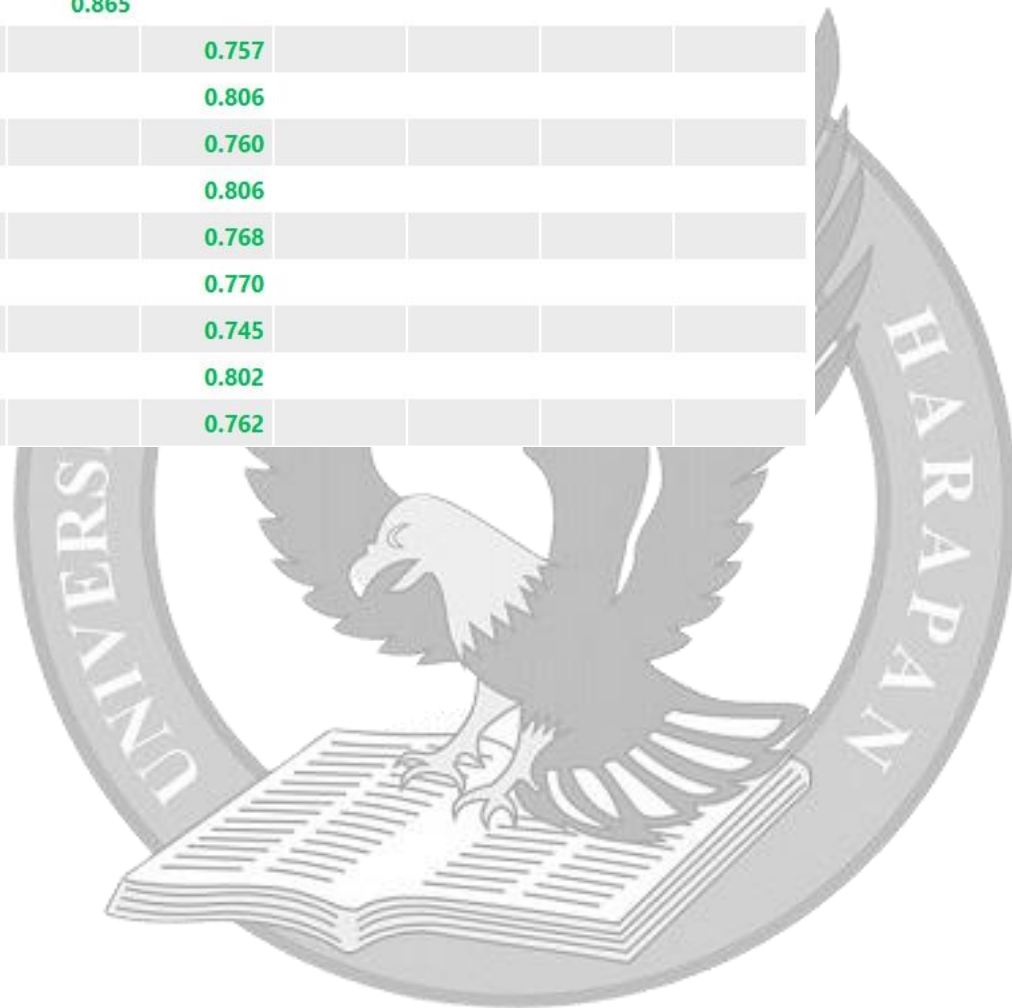
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	BL	CS	PI	SI	SOM	ST
BL1	0.813					
BL2	0.818					
BL3	0.834					
BL4	0.747					
BL5	0.851					
BL6	0.782					
BL7	0.865					
CS1		0.757				
CS2		0.806				
CS3		0.760				
CS4		0.806				
CS5		0.768				
CS6		0.770				
CS7		0.745				
CS8		0.802				
CS9		0.762				



	BL	CS	PI	SI	SOM	ST
PI1			0.785			
PI10			0.770			
PI11			0.776			
PI12			0.798			
PI13			0.822			
PI14			0.819			
PI15			0.758			
PI16			0.809			
PI17			0.785			
PI2			0.792			
PI3			0.730			
PI4			0.818			
PI5			0.775			
PI6			0.773			
PI7			0.787			
PI8			0.842			
PI9			0.732			

	BL	CS	PI	SI	SOM	ST
SI1				0.719		
SI2				0.796		
SI3				0.802		
SI4				0.741		
SI5				0.816		
SI6				0.810		
SOM1					0.803	
SOM2					0.827	
SOM3					0.846	
SOM4					0.758	
SOM5					0.812	
SOM6					0.805	



ST1						0.800
ST2						0.798
ST3						0.861
ST4						0.706
ST5						0.795
ST6						0.765
ST7						0.828

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance
^	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BL	0.916	0.917	0.933	0.667
CS	0.917	0.918	0.931	0.601
PI	0.961	0.962	0.965	0.619
SI	0.872	0.875	0.904	0.611
SOM	0.894	0.895	0.919	0.654
ST	0.902	0.905	0.923	0.631

	BL	CS	PI	SI	SOM	ST
BL1	0.813	0.614	0.640	0.645	0.598	0.633
BL2	0.818	0.674	0.643	0.682	0.634	0.674
BL3	0.834	0.688	0.646	0.653	0.663	0.731
BL4	0.747	0.608	0.609	0.614	0.615	0.591
BL5	0.851	0.666	0.637	0.651	0.625	0.665
BL6	0.782	0.660	0.612	0.658	0.641	0.637
BL7	0.865	0.685	0.676	0.675	0.663	0.680
CS1	0.599	0.757	0.610	0.549	0.583	0.512
CS2	0.664	0.806	0.650	0.494	0.643	0.580
CS3	0.606	0.760	0.647	0.599	0.641	0.527
CS4	0.670	0.806	0.681	0.529	0.655	0.561
CS5	0.633	0.768	0.623	0.556	0.641	0.532
CS6	0.615	0.770	0.660	0.493	0.625	0.568
CS7	0.568	0.745	0.574	0.510	0.567	0.523
CS8	0.643	0.802	0.668	0.531	0.659	0.597
CS9	0.610	0.762	0.602	0.529	0.590	0.536

	BL	CS	PI	SI	SOM	ST
PI1	0.605	0.631	0.785	0.565	0.648	0.497
PI10	0.626	0.617	0.770	0.499	0.626	0.515
PI11	0.606	0.648	0.776	0.531	0.643	0.524
PI12	0.647	0.667	0.798	0.523	0.654	0.602
PI13	0.630	0.666	0.822	0.601	0.667	0.531
PI14	0.637	0.658	0.819	0.552	0.683	0.556
PI15	0.565	0.641	0.758	0.526	0.628	0.518
PI16	0.688	0.655	0.809	0.551	0.693	0.565
PI17	0.592	0.667	0.785	0.553	0.641	0.539
PI2	0.647	0.665	0.792	0.537	0.649	0.555
PI3	0.538	0.616	0.730	0.528	0.605	0.463
PI4	0.671	0.643	0.818	0.538	0.679	0.552
PI5	0.575	0.626	0.775	0.524	0.634	0.480
PI6	0.624	0.661	0.773	0.510	0.669	0.550
PI7	0.606	0.615	0.787	0.557	0.645	0.489
PI8	0.641	0.678	0.842	0.551	0.696	0.588
PI9	0.538	0.618	0.732	0.535	0.605	0.516
	BL	CS	PI	SI	SOM	ST
SI1	0.548	0.474	0.468	0.719	0.456	0.493
SI2	0.669	0.582	0.576	0.796	0.559	0.517
SI3	0.655	0.538	0.530	0.802	0.513	0.532
SI4	0.594	0.521	0.510	0.741	0.479	0.520
SI5	0.639	0.517	0.540	0.816	0.527	0.518
SI6	0.643	0.573	0.582	0.810	0.554	0.542
SOM1	0.635	0.652	0.704	0.539	0.803	0.536
SOM2	0.637	0.658	0.696	0.554	0.827	0.508
SOM3	0.657	0.665	0.700	0.532	0.846	0.548
SOM4	0.557	0.649	0.606	0.518	0.758	0.448
SOM5	0.650	0.621	0.649	0.494	0.812	0.497
SOM6	0.633	0.657	0.656	0.568	0.805	0.517
ST1	0.610	0.546	0.515	0.503	0.498	0.800
ST2	0.671	0.595	0.593	0.579	0.544	0.798
ST3	0.707	0.607	0.575	0.555	0.539	0.861
ST4	0.552	0.498	0.467	0.524	0.438	0.706
ST5	0.649	0.572	0.548	0.518	0.488	0.795



ST6	0.638	0.541	0.542	0.537	0.506	0.765
ST7	0.653	0.569	0.511	0.484	0.481	0.828

Discriminant Validity

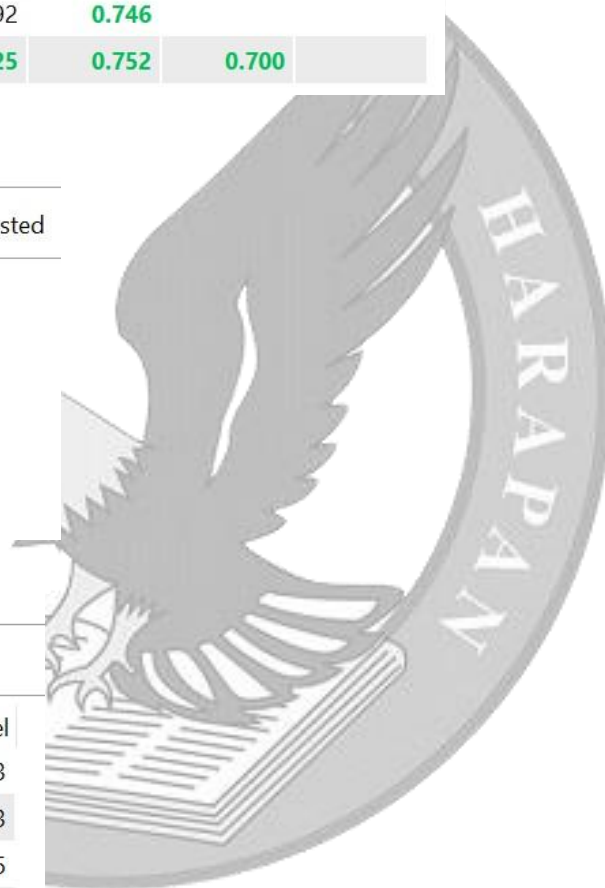
	BL	CS	PI	SI	SOM	ST
BL						
CS	0.877					
PI	0.832	0.873				
SI	0.895	0.766	0.748			
SOM	0.859	0.888	0.892	0.746		
ST	0.887	0.777	0.725	0.752	0.700	

R Square

Matrix	R Square	R Square Adjusted
^	R Square	R Square Adjusted
BL	0.693	0.691
CS	0.757	0.755
SI	0.471	0.470
SOM	0.685	0.685
ST	0.458	0.457

Model Fit

	Saturated Model	Estimated Model
SRMR	0.081	0.093
d_ULS	8.959	12.013
d_G	2.497	2.705
Chi-Square	8780.461	9101.797
NFI	0.679	0.667



Outer VIF Values

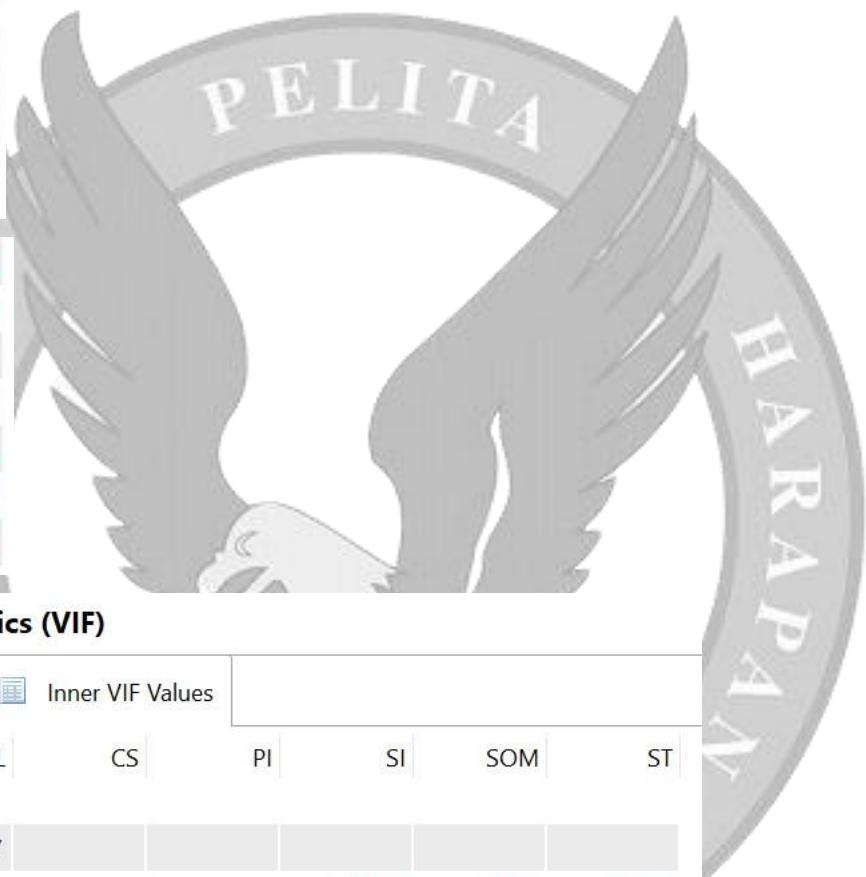
	VIF
BL1	3.339
BL2	3.019
BL3	2.515
BL4	1.822
BL5	3.429
BL6	2.795
BL7	3.297
CS1	2.216
CS2	3.216
CS3	2.318
CS4	2.797
CS5	2.348
CS6	2.514
CS7	2.173
CS8	2.706
CS9	2.532

PI1	3.063
PI10	3.746
PI11	3.380
PI12	3.516
PI13	3.434
PI14	4.268
PI15	3.627
PI16	4.133
PI17	2.948
PI2	3.998
PI3	3.184
PI4	4.081
PI5	2.924
PI6	3.368
PI7	3.857
PI8	4.138
PI9	2.966



SI1	1.648
SI2	1.998
SI3	2.100
SI4	1.678
SI5	2.276
SI6	2.113
SOM1	2.289
SOM2	2.727
SOM3	2.602
SOM4	1.805
SOM5	2.437
SOM6	2.517

ST1	2.515
ST2	2.422
ST3	2.999
ST4	1.691
ST5	2.265
ST6	2.318
ST7	2.686

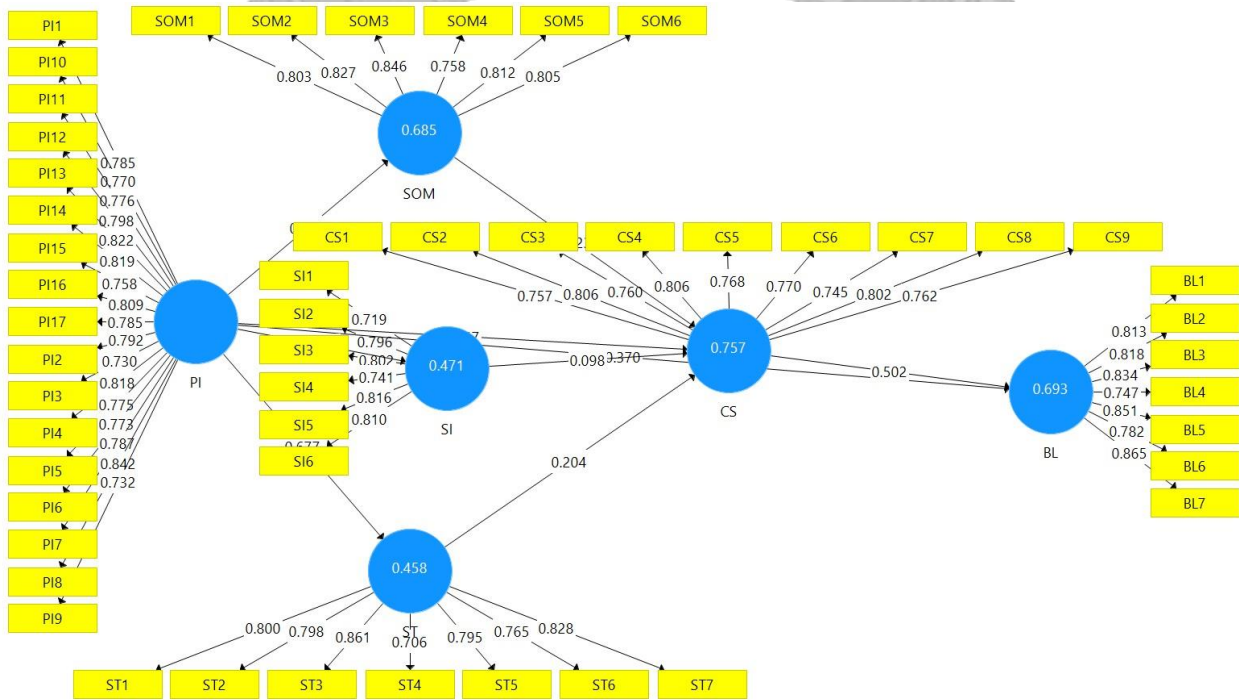


Collinearity Statistics (VIF)

Outer VIF Values		Inner VIF Values				
	BL	CS	PI	SI	SOM	ST
BL						
CS	3.057					
PI	3.057	3.808		1.000	1.000	1.000
SI		2.275				
SOM		3.379				
ST		2.169				

Construct Crossvalidated Redundancy

	Total	Case1	Case2	Case3	Case4
^		SSO	SSE	Q ² (=1-SSE/SSO)	
BL	3640.000	1980.892	0.456		
CS	4680.000	2595.476	0.445		
PI	8840.000	8840.000			
SI	3120.000	2234.720	0.284		
SOM	3120.000	1739.771	0.442		
ST	3640.000	2612.734	0.282		



f Square

Matrix	f Square					
	BL	CS	PI	SI	SOM	ST
BL						
CS	0.268					
PI	0.145	0.130		0.890	2.177	0.846
SI		0.017				
SOM		0.127				
ST		0.079				

Path Coefficients

	Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	San	
^	Original Sample (O)	Sample ...	Standard Deviation (STDEV)	T Statistic...	P Values
CS -> BL	0.502	0.496	0.114	4.403	0.000
PI -> BL	0.370	0.376	0.119	3.097	0.001
PI -> CS	0.347	0.346	0.101	3.434	0.000
PI -> SI	0.686	0.688	0.052	13.229	0.000
PI -> SOM	0.828	0.829	0.044	18.870	0.000
PI -> ST	0.677	0.678	0.055	12.295	0.000
SI -> CS	0.098	0.100	0.057	1.716	0.043
SOM -> CS	0.323	0.321	0.088	3.690	0.000
ST -> CS	0.204	0.203	0.057	3.563	0.000

Total Effects

	Constructs, standar...	Constructs, unstanda...	Indicators, standar...	Inc		
	BL	CS	PI	SI	SOM	ST
BL						
CS	0.502					
PI	0.781	0.820		0.686	0.828	0.677
SI	0.049	0.098				
SOM	0.162	0.323				
ST	0.102	0.204				

Total Effects

	BL	CS	PI	SI	SOM	ST
BL						
CS	0.502					
PI	0.781	0.820		0.686	0.828	0.677
SI	0.049	0.098				
SOM	0.162	0.323				
ST	0.102	0.204				

MV Prediction Summary

	RMSE	MAE	MAPE	Q ² _predict
BL1	0.645	0.505	14.546	0.403
BL2	0.554	0.364	10.760	0.407
BL3	0.666	0.517	15.852	0.412
BL4	0.591	0.392	11.654	0.364
BL5	0.629	0.490	14.009	0.399
BL6	0.604	0.443	12.446	0.368
BL7	0.649	0.516	14.746	0.450
CS1	0.585	0.383	11.220	0.367
CS2	0.598	0.478	12.680	0.416
CS3	0.606	0.467	13.077	0.412
CS4	0.642	0.522	14.760	0.459
CS5	0.549	0.377	10.758	0.382
CS6	0.612	0.515	13.730	0.431
CS7	0.640	0.462	12.842	0.324
CS8	0.606	0.503	13.644	0.440
CS9	0.597	0.392	11.587	0.355
SI1	0.781	0.600	17.965	0.212
SI2	0.591	0.369	11.761	0.324

^	RMSE	MAE	MAPE	Q ² _predict
SI3	0.747	0.565	17.676	0.274
SI4	0.695	0.502	15.731	0.255
SI5	0.780	0.597	18.282	0.285
SI6	0.636	0.399	13.284	0.332
SOM1	0.573	0.488	13.113	0.490
SOM2	0.550	0.360	10.758	0.480
SOM3	0.592	0.464	13.355	0.487
SOM4	0.617	0.438	12.632	0.363
SOM5	0.661	0.505	14.498	0.417
SOM6	0.586	0.411	11.933	0.424
ST1	0.721	0.566	16.687	0.259
ST2	0.621	0.409	12.666	0.343
ST3	0.725	0.554	17.240	0.324
ST4	0.638	0.434	12.399	0.211
ST5	0.679	0.534	14.923	0.295
ST6	0.614	0.434	11.979	0.286
ST7	0.728	0.571	16.450	0.253

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Enhancing brand loyalty through online brand communities: the role of community benefits

Travis K. Huang

Department of Information Management, Ling Tung University, Taichung, Taiwan

Yi-Ting Wang

Department of Applied Foreign Languages, Ling Tung University, Taichung, Taiwan, and

Kuan-Yu Lin

Department of Information Technology, Ling Tung University, Taichung, Taiwan

Abstract

Purpose – This study aims to examine members' perceptions of interactivity in brand communities on social networking sites in the Super Basketball League (SBL) context in Taiwan.

Design/methodology/approach – The proposed model was empirically evaluated using survey data collected from 332 followers of the SBL teams' Facebook pages on their perceptions of brand communities. Structural equation modeling was used to examine the relationships in the research model.

Findings – The results suggest significant relationships between perceived interactivity and community benefits, including special treatment, social influence, sense of membership and the notion that community satisfaction has a strong and positive effect on brand loyalty. Both social influence and a sense of membership positively affect community satisfaction. However, special treatment negatively affects community satisfaction. Perceived interactivity positively affects a sense of membership and social influence, which, in turn, positively affect community satisfaction.

Originality/value – This study examines the effects of members' perceived interactivity and community benefits. The results significantly advance the understanding of the antecedents of members' loyalty to specific brands. The study offers insights into practical ways of improving community satisfaction and brand loyalty by running brand communities on social networking sites. The findings also augment the theory of brand management.

Keywords Brand loyalty, Brand community, Social media, Satisfaction, Customer relationship management

Paper type Research paper

Introduction

Social networking has become the most notable form of internet activity. In the USA, the number of social network users is expected to exceed 257 million by 2023 (Statista, 2020). Undoubtedly, sharing experiences is easier on social media, which becomes an online extension of brand experiences (Munar and Jacobsen, 2014; Kamboj, 2020; Kwon *et al.*, 2021). As branded websites are still the most popular sites for online brand interactions, the number of brand communities on social networking sites is expected to increase. Such communities enable internet users to discuss and share their experiences through various social media platforms, including Facebook, Twitter and Instagram (Seraj, 2012; Laroche *et al.*, 2013; Habibi *et al.*, 2014; Simon *et al.*, 2016; Dessart and Ducloux, 2019; Huang, 2019; Fetscherin *et al.*, 2021). A successful online community relies on customers' active and voluntary participation (Liao *et al.*, 2017; Choi and Kim, 2020; Trivedi *et al.*, 2020). An emerging challenge for companies is exploiting customers' potential in value co-creation by managing their participation in

online brand communities (Sammah *et al.*, 2018; Manute *et al.*, 2019; Saleem and Hawkins, 2021).

Brand communities provide members with several benefits (Algesheimer *et al.*, 2005; Luo *et al.*, 2015; Chen *et al.*, 2019; Kamboj, 2020). Members' perceptions of benefits are significantly influenced by their interpersonal and customer-brand relationships in brand communities (Muniz and O'Guinn, 2001; Schau *et al.*, 2009). The literature on relationship marketing reveals that such benefits positively affect satisfaction (Gwinner *et al.*, 1998; Herzig-Thurau *et al.*, 2002; Dagger and O'Brien, 2010; Hult *et al.*, 2017; Fernandes and Moreira, 2019). In the context of brand communities on social networking sites, relational benefits are derived from customer-brand and customer-customer relationships. Notably, summarizing the existing relational benefits from brand communities in social media settings Lee *et al.* (2014), Kamboj and Rahman (2017), Chen *et al.* (2019), Kamboj (2020) adds very little to our understanding. Hence, this study identifies specifically how



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