

The Influence Community Experience to Brand Community Commitment In Sampoerna Retail Community Medan 2

Pengaruh Pengalaman Komunitas terhadap Komitmen Komunitas Merek pada komunitas Sampoerna Retail Community Medan 2

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ABSTRACT

This research aims to explore the relationship between community experience and brand community commitment within the context of offline brand communities. Employing a quantitative approach with a survey method, the study investigates the mediating effect of community experience on brand community commitment. The sample using 80 members of the Sampoerna Retail Community in Area Medan 2, Preliminary analysis indicates a moderate positive correlation between community experience and brand community commitment, with community experience explaining approximately 57.9% of the variability in brand community commitment. This research provides valuable insights into the relationship between community experience and brand community commitment in offline settings. The findings have implications for businesses aiming to strengthen brand community commitment and foster brand loyalty within offline brand communities.

Keywords : Community Experience, Brand Community Commitment, Offline Brand Communities

1. Introduction

Brand communities play a crucial role in nurturing brand commitment among consumers. As defined by Muñiz and O'Guinn (2001), a brand community comprises individuals who share a deep admiration for a particular brand, irrespective of geographical boundaries. Algesheimer et al. (2005) further elaborate on how identification with a brand community can yield both positive outcomes, such as heightened engagement, and negative consequences like normative pressures. Jeong et al. (2016) underscore the significant impact of community commitment on brand equity, showcasing how it enhances consumer responses like brand awareness and loyalty. Additionally, Lu et al. (2021) discovered that online brand community characteristics significantly shape brand commitment by fostering customer trust. Tang & Yan (2018) also emphasize how online brand community experiences directly influence brand loyalty, with community commitment serving as a mediator in this relationship.

In the domain of brand communities, understanding the transition from community experience to brand community commitment in offline contexts is pivotal. It's essential for businesses seeking to foster brand loyalty and advocacy. Several key concepts and theories underpin this research area, drawing from studies exploring the dynamics of brand community commitment, trust, affect, and loyalty behaviors (Hur et al., 2011). Differentiating between consumer-run and company-managed communities sheds light on the diverse impacts of community structures on member engagement (Pedeliento et al., 2020). Moreover, the interplay between offline and online channels, customer perceptions, brand trust, and

commitment underscores the interconnectedness of these elements in driving customer engagement (Bravo et al., 2019).

Research has delved into the drivers and outcomes of brand communities, highlighting the importance of offline events and online marketing tools in bolstering brand communities through shared customer experiences and interactions (Stokburger-Sauer, 2010). Additionally, studies have explored the antecedents of online brand community commitment, shedding light on the role of online self-congruity, engagement, and their influence on offline purchase intentions (Wong & Chung, 2022). The concept of brand coolness and its impact on communal brand connection, commitment, trust, and loyalty underscore the significance of brand image in fostering customer relationships and loyalty (Amenuvor, 2023).

Examining group heterogeneity within online brand communities reveals its positive relationship with brand commitment, mediated by perceived visible and value heterogeneity (Liao et al., 2019). Furthermore, the impact of brand co-creation and virtual brand communities on brand commitment emphasizes the role of customer trust in driving community member commitment to the brand (Lu et al., 2021). Studies on consumer identity and loyalty in offline brand operations highlight the influence of experiential marketing dimensions on brand identity and customer interactions with offline brand stores (Chen et al., 2021). Moreover, exploring the benefits of online game product engagement and brand community interactions from online and offline perspectives illuminates the diverse outcomes for firms and customers (Chang & Hsu, 2022).

The role of brand familiarity in online and offline media synergy highlights how brand trust in offline contexts can lead to positive outcomes and cross-channel spillover effects (Pauwels et al., 2016; Kim & 이윤희, 2020). Understanding different types of community commitment and their influence on brand commitment through brand attachment provides insights into the mechanisms driving customer engagement and loyalty (Zhang et al., 2013). Analyzing the generation mechanism of consumer flow experience in brand communities elucidates the factors stimulating consumer engagement and flow experiences within these communities (Han, 2021). Moreover, the effects of brand trust and brand community commitment on online brand evangelism behavior underscore the importance of trust and commitment in driving customer advocacy and engagement (Shaari & Ahmad, 2020).

In conclusion, synthesizing these key concepts, theories, and studies provides a robust foundation for exploring the transition from community experience to brand community commitment in offline contexts. By delving into the dynamics of brand communities, customer engagement, trust, loyalty, and the interplay between offline and online brand interactions, businesses can gain valuable insights into fostering strong brand community commitment and driving brand loyalty in offline settings.

Previous studies have primarily focused on the impact of community commitment on attitudinal loyalty and repurchase intentions (Hur et al., 2011). However, there is a notable gap in comprehensively exploring the mechanisms linking community experience to brand community commitment in offline settings. Most studies have concentrated on brand communities initiated and managed by marketers, neglecting the dynamics of consumer-run communities and their influence on commitment levels (Pedeliento et al., 2020). This gap underscores the need for research that delves into the nuances of different community structures.

Moreover, there is a lack of in-depth research on how antecedents of online brand community commitment translate into offline purchase intentions (Wong & Chung, 2022). This gap highlights the importance of understanding the interplay between online and offline brand interactions in shaping customer commitment to brand communities. Additionally, while studies have assessed the relevance of offline and online marketing tools in strengthening brand communities, there is a need to explore the specific mechanisms through which these tools influence community experiences and commitment levels (Stokburger-Sauer, 2010).

Addressing these gaps can advance our understanding of the factors driving brand community commitment in offline contexts. By exploring different community structures, the temporal aspects of community experience, emotional branding elements like brand coolness, and the mechanisms linking offline and online interactions, businesses can gain valuable insights into enhancing brand loyalty and advocacy within their brand communities.

The purpose of this study is to comprehensively explore the transition from community experience to brand community commitment in offline contexts within the realm of brand communities. By synthesizing key concepts, theories, and studies, this research aims to understand how individuals engage with brand communities and the factors influencing their commitment to these communities. The study delves into the dynamics of brand communities, customer engagement, trust, loyalty, and the interconnectedness of offline and online brand interactions to provide insights for businesses seeking to foster strong brand community commitment and drive brand loyalty in offline settings.

The existing literature highlights several gaps that warrant further investigation. Firstly, while previous studies have focused on the impact of community commitment on attitudinal loyalty and repurchase intentions, there is a need for a more comprehensive exploration of the mechanisms linking community experience to brand community commitment in offline settings (Hur et al., 2011). Additionally, the dynamics of consumer-run communities and their influence on commitment levels have been understudied, emphasizing the necessity to delve into the nuances of different community structures (Pedeliento et al., 2020).

Moreover, there is a lack of in-depth research on how antecedents of online brand community commitment translate into offline purchase intentions, highlighting the importance of understanding the interplay between online and offline brand interactions (Wong & Chung, 2022). The literature also calls for empirical investigations into the effects of brand coolness on communal brand connection and brand commitment to substantiate the behavioral and attitudinal consequences of brand coolness (Amenuvor, 2023). Furthermore, while studies have assessed the relevance of offline and online marketing tools in strengthening brand communities, there is a need to explore the specific mechanisms through which these tools influence community experiences and commitment levels (Stokburger-Sauer, 2010).

Addressing these gaps can advance our understanding of the factors driving brand community commitment in offline contexts. By exploring different community structures, the temporal aspects of community experience, emotional branding elements like brand coolness, and the mechanisms linking offline and online interactions, businesses can gain valuable insights into enhancing brand loyalty and advocacy within their brand communities.

This research will analyze affect community experience on brand community commitment in the Sampoerna Retail Community in area Medan 2. The remainder of this paper will encompass a comprehensive literature review, research methodology, results, discussion, and conclusion. Drawing on a range of scholarly articles, the literature review will synthesize

existing knowledge on brand communities. Finally, the conclusion will summarize the key findings, contributions to the field, and suggest avenues for future research to advance our understanding of brand community commitment in offline settings.

2. Literature Review

Community experience significantly shapes brand community commitment by fostering trust, emotional bonds, and engagement among members. Hur et al. (2011) highlight the intricate relationships among trust, affect, brand community commitment, and brand loyalty behaviors. Huangfu et al. (2022) explore the impact of various aspects of community experience, such as information, entertainment, and interactive experiences, on brand loyalty, underscoring the mediating role of community identity. Wong & Hung (2022) emphasize the importance of horizontal relationships within brand communities, where members integrate the community into their lifestyle, thus emphasizing brand community commitment.

Additionally, Kimpakorn & Tocquer (2008) shed light on the underestimated role of employees in fostering brand commitment through customer interactions, stressing the significance of internal brand advocates. Shukla et al. (2023) demonstrate how engagement in brand activities nurtures emotional connections among customers, ultimately enhancing brand loyalty through community commitment. Amenuvor (2023) underscores the effectiveness of brand coolness in cultivating commitment and communal brand connections, essential for building robust consumer-brand relationships.

Moreover, community experience has been shown to enhance customer voice and co-creation value, impacting commitment and trust within the community (Yang et al., 2021). Erkmen (2018) accentuates the positive influence of employee experiences with the brand on brand commitment, highlighting the interconnectedness of internal and external brand communications. Furthermore, Lu et al. (2021) discuss how optimizing online brand community characteristics can bolster customer trust and elevate commitment levels within the community.

In conclusion, understanding the diverse facets of community experience and leveraging them to create meaningful interactions can boost brand loyalty and advocacy within brand communities. By prioritizing community engagement, brand coolness, and employee brand advocacy, organizations can cultivate strong brand community commitment, ultimately leading to increased brand loyalty and positive brand outcomes.

In offline settings, community experience remains a significant factor in shaping brand community commitment. Dessart et al. (2017) highlight the importance of community engagement in offline brand communities. Hur et al. (2011) emphasize the impact of trust and affect on brand commitment within a brand community. Huangfu et al. (2022) explore the influence of various community experiences, such as information, entertainment, and interactive experiences, on brand loyalty within a community. Bravo et al. (2019) found that offline experiences have a more substantial impact on trust and commitment, key factors in customer engagement. Additionally, Pedeliento et al. (2020) discuss differences in brand community integration, participation, and commitment between consumer-run and company-managed communities, shedding light on the dynamics affecting commitment levels.

Moreover, Yang et al. (2021) and Lu et al. (2021) investigate how community experience, both online and offline, influences customer voice and brand commitment, highlighting the role of community engagement in fostering commitment. Li & Zhang (2019) point out that functional

and hedonic benefits positively influence community commitment, underscoring the importance of meeting consumer needs to enhance commitment. Furthermore, Erkmen (2018) underscores the role of internal and external communication in cultivating brand commitment among employees, showcasing the broader impact of brand experience on commitment within an organization.

In conclusion, the synthesis of these references underscores the complex relationship between community experience and brand community commitment in offline settings. Factors such as trust, affect, different types of community experiences, and the dynamics of consumer-run versus company-managed communities all contribute to shaping commitment levels within brand communities. Understanding and leveraging these aspects are essential for businesses aiming to foster strong brand community commitment offline.

H1 : Community Experiences affect on Brand Community Commitment

3. Research Methods

3.1 Research Design & Sample

The research design for this study is a quantitative approach using a survey method to investigate the mediating effect of community experience on brand community commitment in the context of offline brand community. The population for this study consists of members of Sampoerna retail community in Area Medan 2 who have engaged with the brand through various offline channels such as events, sponsorships, and in-store promotion experiences which had 2294 populations in Medan, Deli Serdang and Tebing Tinggi Districts. Hair et al., (2010) said that minimum sample using was (Total indicators x 5) and the maximum sample (Total Indicators x 10) which means The sample size is determined to be 80 respondents (8 indicators x 10), selected using a stratified sampling technique divide 3 districts approximately to 20,30,30 sample to Medan, Deli Serdang and Tebing Tinggi Districts to ensure a diverse representation of the population.

3.2 Research Constructs and Measurement Items

The questionnaire was designed using variable items adopted from Nambisan, (2005) for community experience and Hur et al., (2011) for brand community commitmen. The scale used for measuring the variables tested is a Likert scale (5 is strongly agree and 1 is strongly disagree). There are 8 questionnaire items, with 4 items for community experience and 4 items for brand community commitment,

Table 1. Statement to measure the constructs

Construct	Number	Statements	Source
Community Experience	1	I am satisfied with the practical experience I gain within the community	Nambisan (2005
	2	I experience pleasure or enjoyment by interacting within the community.	
	3	I feel ease within the community	

	4	I perceive strong interpersonal relationships with fellow community members.	
Brand Community Commitment	1	I feel a sense of belonging in this community	Hur et al, (2011)
	2	I will continue to come to this community regularly	
	3	I will exchange information and opinions with other members in the community	
	4	I will gather information about the community.	

3.3 Data Analysis

The hypothesized relationship in this study was analyzed through simple regression modeling using SPSS 26 for Windows. The analysis aimed to determine the demographics of the respondents, followed by an evaluation of the relationship between two variables, which were then presented and discussed by the researcher.

4. Results and Discussion

4.1 Demographic details of respondents

Due to all respondents being grocery store traders who are already members of the Sampoerna Retail Community located in Area Medan 2 (Medan, Deli Serdang, and Tebing Tinggi), the community formed is one created by the brand itself.

Respondents in this study are predominantly female, comprising 61 respondents (76%), with males accounting for 19 respondents (24%). Among the respondents, the dominant level of education is Senior High School, with 48 respondents (60%), followed by Junior High School with 19 respondents (24%), and Bachelor's Degree with 13 respondents (16%). Regarding monthly income, 50 respondents (62%) have incomes ranging from Rp. 10,000,000 to Rp. 29,000,000, while 20 respondents (25%) have incomes ranging from Rp. 30,000,000 to Rp. 59,000,000, and 10 respondents (13%) have incomes exceeding Rp. 59,000,000. As for the duration of membership in years, 35 respondents (44%) have been members for 1 to 3 years, while 23 respondents (29%) have been members for 4 to 6 years, and 22 respondents (27%) have been members for more than 6 years.

Table 2. The Respondents Demographic information

	Items	Total	Percentage
Gender	Female	61	76%
	Male	19	24%

Education	Junior High School	19	24%
	Senior High School	48	60%
	College	13	16%
Income (Per Month)	Rp. 10.000.0000 - Rp. 29.000.000	50	62%
	Rp. 30.000.000 - Rp. 59.000.000	20	25%
	> Rp. 59.000.000	10	13%
Join Duration (Per Year)	1 - 3 Years	35	44%
	4 - 6 Years	23	29%
	> 6 Years	22	27%

4.2 Analysis Measurements

Table 3. R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761 ^a	,579	,0574	0,0834919

a. Predictors: (Constant), Community Experience

The model summary provided depicts the performance of a regression model, with "Community Experience" serving as the predictor variable.

1. R (Pearson Correlation Coefficient): With an R value of 0.761, there exists a robust positive correlation between community experience and brand community commitment. This signifies that as community experience improves, there is a corresponding increase in brand community commitment. An R value nearing 1 indicates a stronger correlation.
2. R Square (Coefficient of Determination) : At 0.579, the R Square value indicates that approximately 57.9% of the variability in brand community commitment can be elucidated by community experience. This suggests that a substantial portion of the variance in brand community commitment can be explained by community experience. It serves as a measure of how well the model fits the actual data.
3. Adjusted R Square : The Adjusted R Square value, at 0.574, represents the adjusted version of R Square, accounting for the number of predictors in the model. It indicates that, after

adjusting for the existing predictors, the model is capable of explaining around 57.4% of the variability in brand community commitment.

4. Standard Error of the Estimate: The Standard Error of the Estimate (0.0834919) delineates the extent to which actual data points deviate from the regression line. A lower standard error signifies better predictive capability of the model, indicating how closely the predicted values match the actual ones.

Overall, this model highlights a strong correlation between community experience and brand community commitment, with a significant portion of the variability in brand community commitment being explicable by community experience. However, it's imperative to note that not all variability in brand community commitment can be accounted for by this model, and there may be additional factors influencing brand community commitment.

This statement suggests that the findings of the current study align with previous research conducted by Hur et al. (2011), Khan et al. (2019), Huangfu et al., (2022); Wong & Hung (2022); Pedeliento et al. (2020). It implies that the relationship between community experience and brand community commitment observed in this study is in accordance with findings from other studies in the field.

5. Conclusion

In conclusion, the research aims to explore the transition from community experience to brand community commitment within offline brand communities, specifically focusing on the Sampoerna Retail Community in Area Medan 2. The literature review provided a comprehensive overview of key concepts and theories related to brand communities, community experience, trust, loyalty, and the interplay between offline and online brand interactions.

The literature highlighted several gaps in existing research, including the need for a deeper understanding of the mechanisms linking community experience to brand community commitment in offline settings, the dynamics of consumer-run versus company-managed communities, and the translation of online brand community antecedents into offline purchase intentions. Additionally, the literature emphasized the importance of exploring the specific mechanisms through which offline and online marketing tools influence community experiences and commitment levels.

The research methodology outlined a quantitative approach using a survey method to investigate the relationship between community experience and brand community commitment. The sample consists of members of the Sampoerna Retail Community in Area Medan 2, selected using a stratified sampling technique to ensure diverse representation.

Preliminary analysis of the data indicated a moderate positive correlation between community experience and brand community commitment, with community experience explaining approximately 57.9% of the variance in brand community commitment. However, the adjusted R Square value suggests that the model's ability to explain the variance in brand community commitment remains limited.

In summary, while the research provides valuable insights into the relationship between community experience and brand community commitment in offline settings, further refinement of the model and the inclusion of additional predictors may be necessary to

enhance its explanatory power. The findings of this research have implications for businesses seeking to foster strong brand community commitment and drive brand loyalty within offline brand communities.

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