Original Research

The Role of Community Benefits on Brand Loyalty in Automotive Social Media Brand Community

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Abstract

Objective: This study examines the benefits of online brand community interactivity in social media in the Indonesian automotive sector.

Design/Methods/Approach: The proposed model was empirically assessed using survey data from 332 Indonesian-based automobile online brand community members on social media. In addition, the link between the constructs in the research model was examined using SEM PLS.

Findings: The findings strongly link perceived interactivity and community benefits. In addition, the results also demonstrate that community members' trust in a brand strongly and positively impacts brand loyalty. Special treatment and a sense of membership increase members' trust in the brand and community satisfaction. However, social influence has negligible effects on community satisfaction.

Originality: This study combines value, trust, and satisfaction as the mediating variables in the relationship between interactivity in the online community and loyalty.

Practical/Policy implication: Given the results, brands should provide flexibility to access information or content by optimizing the usage of social media features that members can easily access anytime, such as adding links to the Instagram bio or description on Facebook or WhatsApp groups. Enhancing these community benefits can be done by ensuring that the information circulated within the community is accurate and informative.

Keywords: Brand loyalty, Customer trust, Online brand community, Perceived interactivity, Satisfaction.

1. Introduction

Indonesia has up to 25 different automotive brands (Gaikindo, 2022). Along with the increasing number of brands, the competition in this sector has also grown. A business's long-term advantage can be achieved through the development of customer loyalty (Mohamad, 2020). Therefore, companies must raise the likelihood that customers will commit and buy a product from the same brand. According to earlier research, satisfaction (Cuong et al., 2020; Papista & Dimitriadis, 2019; Hollebeek et al., 2014) and trust (Samarah et al., 2021; Li et al., 2020) positively influenced by interaction and led to their brand loyalty.

Customers' perception of brand interactivity and social media involvement positively correlates with brand engagement (Samarah et al., 2021). When customers perceive a brand as highly engaging on social media, they will be more willing to purchase, recommend, share their experience, and provide feedback for its improvement idea (Bozkurt et al., 2020). With social media, brands' interactiveness can be observed through their online community. As a result, the number of brand communities on social networking sites is predicted to increase as social media grows (Huang et al., 2021).

A group where users support a specific brand online is defined as an online brand community (OBC) (Martínez-López et al., 2021). In this community, customers can communicate with others who share their interests through social media sites (Lee et al., 2015; Manning, 2014). Knowing that they have the same interest will motivate online brand community members to actively participate and build interactions with other community members (Huang et al., 2021).

Based on the thought process and time spent considering a purchase, automotive products are classified as high-involvement goods (Niemand et al., 2020). Customers frequently want to educate themselves, share knowledge and the brand, and offer support. Consequently, they signed up for a brand community on social media (Dessart et al., 2019). Members can benefit from their interaction with customers and the brand by signing up (Wang et al., 2021; Martinéz-Lopez et al., 2021; Huang et al., 2021; Bozkurt et al., 2020).

Building and maintaining face-to-face online relationships with the entire network, especially customers should be considered a function of online brand management (Oncioiu et al., 2021). Social media brand sites have become crucial for enabling customers to voluntarily participate in offering feedback and suggestions for development and to cooperate with others who support brand innovation (Carlson et al., 2018). In addition, participating in brand communities on social networks can help users form favorable brand perceptions like loyalty and trust (Coelho et al., 2018).

In the context of brand communities on social networking sites, relationships between customer-brand and customer-customer connections have relational benefits (Huang et al., 2021). Customers are more likely to support a brand through purchases and suggestions when they perceive it to be highly interactive on social networking sites and the company website (Bozkurt et al., 2020). The importance of community benefits has a favorable impact on customers' trust in social media brand communities (Wang et al., 2021).

Due to the increase in competitiveness among automotive brands in Indonesia, it became necessary for a brand to strengthen its relationship with customers. With the advancement of technology, especially in social networking platforms, this objective can be achieved with the help of social media through interacting with customers, which eventually can build brand loyalty. However, to build a successful online community, a brand needs its customers' active and voluntary participation (Liao et al., 2017; Choi & Kim, 2020; Trivedi et al., 2020). Thus, efficiently managing customers' voluntary participation is one of the challenges that brands currently face in managing online brand communities (Sarmah et al., 2018; Matute et al., 2019; Saleem & Hawkins, 2021). In the context of online brand community in social media, prior research demonstrates links between community benefits and the value customers offer as feedback, such as brand loyalty (Huang et al., 2021; Wang et al., 2021). The study by Huang et al. (2021), Bozkurt et al. (2020), Ting et al. (2020), and Wang et al. (2020) found that when members believe a community is highly interactive, it makes them more eager to engage and obtain community benefits which eventually influences their brand loyalty. A few researchers have focused on investigating the connection between interactivity and brand loyalty. However, there is a research gap in the study of the value of members' benefits from interacting in the online brand community (Martínez-López et al., 2021; Bozkurt et al., 2020; Ting et al., 2020; Wang et al., 2020).

Furthermore, limited literature discusses the relationship between the interaction of the online brand community in social media and trust in a brand. Therefore, this study aims to fill those research gaps on relationship facilitation by investigating the effects of perceived interactivity and identifying several forms of receivable community benefits in the setting of social media platforms. Thus, this study will pinpoint how community members' perceived interactivity impacts the community benefits, satisfaction, trust, and, ultimately, brand loyalty of community members.

This study adds several new ideas to the field of customer relationship management in the context of the online brand community. First, regarding the theory of perceived interactivity and brand loyalty in the community, it gives additional information on the influence of interactivity on brand loyalty in the setting of online brand communities (Huang et al., 2021; Bozkurt et al., 2020; Ting et al., 2020; Choi & Kim, 2019). The preceding study by Huang et al. (2021) investigated the dual concept of customer value, which was anteceded by perceived interactivity; the current study expands on that literature by incorporating the trust transfer theory. Second, several research has examined the online brand community on Facebook pages (Huang et al., 2021; Wang et al., 2021; Ting et al., 2020; Wang et al., 2020), while

the study on other social media platforms remains limited. The growing number of car brands in the Indonesian market increases the pressure on brands to retain customers and prevent drops in sales. Therefore, brands must develop their customer relationship management strategy to maintain a sustainable relationship with their customers. The community is the most suitable target to achieve its goal. With the development of social networking sites, customers are better able to create and join brand communities on social media platforms since they are not restricted by geography and have a wider reach. Third, this study contributes to the theoretical generalization and application of community relationship management in the industry because there is limited empirical research on the online brand community in the automotive industry. Current research investigates the influence of perceived interactivity on brand loyalty in the context of online brand communities for automobile brands on different social media platforms and the mediating effects of community benefits, community satisfaction, and customer trust.

The following sections of this article provide a detailed explanation of the hypothesis's development and conceptual framework, followed by describing the methodology used to test the hypotheses. Finally, conclusions, managerial implications, limitations, and future research direction are discussed in the article's conclusion section.

2. Literature Review and Hypotheses Development

2.1 Perceived Interactivity

Interactivity is defined by Pavlik (1998) as two-way communication between the source and receiver. In a larger context, it may also represent communication between several sources and receivers. Assessing perceived interactivity examines customers' experience and how they perceive it (McMillan & Hwang, 2002). In this study, perceived interactivity measures the interactivity experience of an automotive online brand community and how community members perceive it. Interactions between customers or customers and brands have become important in customer engagement studies (Lawrence et al., 2013; De Vries & Carlson, 2014; Merrilees, 2016; France et al., 2018). Interactivity can enhance people's views and feelings about a brand (Merrilees, 2022; Ou et al., 2014). An interactive brand will make customers feel welcome and encourage them to build relationships by participating in the interaction (Adhikari & Panda, 2019). There are three elements of interaction in the context of human-to-human and human-to-computer interaction: interactive features, the actual information exchange mechanism, and user perception (Kim et al., 2012). Based on prior studies, the three dimensions we used to quantify perceived interactivity are communication, responsiveness, and control. Those three elements significantly reflect perceived interactivity (Huang et al., 2021).

Respect, sharing, and understanding are the guiding principles of communication between the parties involved in the interaction (Taylor & Kent, 2014). Dialogue and symmetrical modes of communication are closely related. Understanding and equality between the parties involved in the interaction are prerequisites for developing this type of activity (Ayman et al., 2020). This idea significantly impacts customer trust, ultimately affecting brand loyalty (Lwin et al., 2016).

Individuals or organizations are said to be responsive when they want to respond to other people (Avidar, 2013). Increased responsiveness makes interaction more appealing (Wang et al., 2013). Additionally, it significantly impacts the longevity of interactions, and failing to respond might result in a lack of responsiveness (Avidar, 2013).

Control is the final dimension utilized to quantify perceived interactivity. Customers' freedom to select the types of information and the timing to read is called control (Park et al., 2015). According to Wang et al. (2020), control influences community member's relationships with the business, brand, product, and other customers in a good way. The result of a prior study by Huang et al. (2021) also supports the notion that control has a favorable indirect impact on customers' brand loyalty. These assertions suggest that perceived interactivity has a favorable influence on community benefits.

2.2 Community Benefits

Virtual communities allow customers to engage with the brand and one another (Luo et al., 2019; Dessart & Duclou, 2019). Relational benefits, whether through customer-brand relationships (Trudeau & Shobeiri, 2016) or customer interactions, considerably impact community members' satisfaction (Choi et al., 2019; Hajli et al., 2017). According to Huang et al. (2021), the community offers three relationship benefits: special treatment, social influence, and a sense of membership.

Relational advantages, such as social, functional, and hedonic benefits, are classified as special treatment (Hsu, 2020). Customers who receive special treatment do so through tacit or explicit knowledge (Huang et al., 2021). Discounts or personalized service for members are two examples of special treatment for customers (Zhang & Luo, 2016). Special treatment negatively impacts community satisfaction (Huang et al., 2021). However, Söderlund et al. (2014) 's research demonstrate that special treatment benefits customer satisfaction. This study also backed Tsimonis et al. (2019) 's findings, which demonstrate that special treatment, whether financial or non-financial, encourages engagement and positively impacts customer satisfaction.

In this study, the benefits of confidence were described as a decrease in anxiety following the development of cooperative relationships with other community members (Zhang & Luo, 2016). Obtained social influence results from

the accessibility of customer interaction which can enhance their confidence. The less worried customers are about interaction in the brand community, the greater their social influence (Huang et al., 2021). The more social impact a product or service has, the more satisfied its customers are (Beyari & Abareshi, 2019).

A person's sense of membership is their identification with a group in that they perceive themselves as a part of the community (Hsu & Liao, 2014). A person's sense of membership indicates how closely they are connected to the community (Zhao et al., 2012). Customer's satisfaction with the brand will be significantly influenced by how much they feel they belong with the community (Söderlund, 2019). When customers can connect with other individuals who share their interest in the online environment, brands can strengthen their relationships with members and satisfy the individual urge to belong (Black & Veloutsou, 2017).

2.3 Perceived Interactivity and Community Benefits

The quality of interactions with friends, acquaintances, and other customers in an online platform can influence their affection towards the business (Choi & Kim, 2019). Customer satisfaction, which results from receiving special treatment, information, and networking with other customers, significantly impacts customers' participation in an online brand community in social media (Kamboj, 2020). The quality level of content significantly influences members' perceived interactivity in an online brand community. Members will perceive higher interactivity when the community offers high-quality, tailored, and relevant information on social media (Song & Zinkhan, 2008; Huang et al., 2021). This will eventually result in more members' knowledge-exchange behavior online (Ma & Chan, 2014). When the interaction between members of an online brand community increases, its social influence develops. Based on their interactivity experience in an online brand community, members' anxiety towards other members' responses can reduce as more regular interactions are established. According to a study by Yoshida et al. (2018), interactivity in social media can favor community identification. Community identification benefits customers' desire to be a member of a group that shares their interests and values (Black & Veloutsou, 2017). Analysis of social media engagement based on participants' usage patterns reveals that interactivity influences users' perceptions of a brand or company in a positive manner (Hudson et al., 2015).

Hypothesis 1a: The higher the perceived interactivity, the higher the level of special treatment.
Hypothesis 1b: The higher the perceived interactivity, the higher the level of social influence.
Hypothesis 1c: The higher the perceived interactivity, the higher the level of sense of membership.

2.4 Community Benefits and Satisfaction

A peaceful online brand community can increase the community's benefits and satisfaction (Zhang & Luo, 2016). Customers' opinions of the psychological advantages, special treatment, and social factors influence members' satisfaction in a good way (Lee et al., 2014). Additionally, confidence-boosting factors like social influence might predict customers' happiness even when they have a minimal impact (Gremler & Gwinner, 2015; Soni, 2019). Social benefits represent the emotional aspects of a relationship. Like the concept of a sense of membership, most members can receive support from their community (Teng, 2019). In the context of online brand community in social media, a sense of membership positively influences community members' satisfaction (Zhang & Luo, 2016). Accordingly, this study suggests that community benefits help the development of relationships between members of the online brand community and their customers. This justification leads to the following expressed hypothesis regarding the benefits to and satisfaction of the community:

Hypothesis 2a: The higher the special treatment, the higher the level of community satisfaction.
Hypothesis 2b: The higher the social influence, the higher the level of community satisfaction.
Hypothesis 2c: The higher the sense of membership, the higher the level of community satisfaction.

2.5 Community Benefits and Trust in The Online Brand Community

Customers will believe that the community is useful and appropriate for their interests if they highly value special treatment in the online brand community. Because through special treatment, members can receive useful information regarding the brand (Jung et al., 2014; Hsu et al., 2015). This may encourage the development of community trust.

Members will assess which content has a greater impact on them or other community members through feedback. Virtual community members may feel more secure in their response to the same topic if they can see the number of clicks, likes, or retweets made of it (Huang et al., 2021). Customers can therefore have more trust in an online brand community that places a high value on social influence.

The social media page's interaction favors members' sense of membership (Yoshida et al., 2018). Building customer relationships might increase their desire to be a part of a community of people who share their interests (Black and Veloutsou, 2017). Therefore, creating social benefits within an online brand community is crucial to assisting and interacting with other community members (Wang & Li, 2017).

Customers can assess whether the online brand community can meet their needs and grow their confidence in the community through friendly and educational social contact (Zhang & Luo, 2016). As a result, customer trust in the community is valued more, along with growth in the sense of membership (Hu et al., 2015). The value that community

members receive can affect their trust in the community. The transfer of trust will affect members' trust in the brand (Wang et al., 2021). Consequently, the premise about community benefits and trust is:

Hypothesis 3a: The higher the special treatment, the higher the level of trust in the online brand community.

Hypothesis 3b: The higher the social influence, the higher the level of trust in the online brand community.

Hypothesis 3c: The higher the sense of membership, the higher the level of trust in the online brand community.

2.6 Customer Trust

According to the marketing relationship theory, various benefits, including security, credibility, safety, and sustainability, impact the long-term relationship between businesses and their customer. These components can foster customer loyalty and boost their trust in the brand (Ravald & Grönroos, 1996). Because each side must disclose information and keep their promises to one other in order to forge a long-term connection, trust is a crucial component of marketing (Islam et al., 2020).

In the context of a social media brand community, communication takes place in a virtual setting, and customers are the ones who grant. These trusts are developed through their participation in the virtual community. They can later be transferred to another object, like a brand (Wang et al., 2021). Stewart (2003) 's trust transfer theory is utilized to examine how customer brand loyalty grows. Several studies. Ng (2013) finds that trust in friends can be transferred to trust in social media, which supports the idea of trust transfer. This shows that trust in friends can be transferred into the trust in social media. Additionally, Shi & Chow's (2015) study demonstrates that trust in e-commerce can translate into trust in corporate entities.

The level of customer evaluation of a trustworthy community is represented by trust in the online brand community on social media. The relationship between the brand and the online brand community depends on the circumstance. This is because the community serves as a venue for customer interaction (Wang et al., 2021). Customers can transfer trust by determining whether a brand is contextually tied to an online brand community (Liu et al., 2018). Previous studies have demonstrated a positive correlation between online brand community and brand trust (Shi & Chow, 2015). This justification leads to the formulation of the following hypothesis:

Hypothesis 4: The higher members' trust in an online brand community, the higher the level of trust in a brand.

2.7 Community Satisfaction

According to social exchange, when a brand gives different benefits, customers respond by continuing their relationship with the brand or corporate entity (Ku et al., 2018; Coelho et al., 2019). Customers will create brand loyalty and retain it as feedback for the brand when they are more satisfied with it (Cuong et al., 2020). Increased brand loyalty among customers is possible with the help of brand communities (Laroche et al., 2013; Habibi et al., 2014; Liu et al., 2019; Kwon et al., 2021). According to prior research, there is a correlation between community relationships and brand loyalty by boosting member participation (Coelho et al., 2019) and identifying customer-brand relationships (Wilk et al., 2021). In other words, brand loyalty is linked to customer satisfaction in the online brand community on social media. A prior study by Balinado et al. (2021) indicates that offline and online after-sales service plays an important role in customer satisfaction and loyalty, eventually affecting a company's profit and competitive advantage. This justification leads to the following hypothesis on community satisfaction and brand loyalty in this study:

Hypothesis 5: The higher community satisfaction, the higher brand loyalty.

2.8 Customer Trust and Brand Loyalty

Previous research has shown that brand trust is a crucial aspect that directly affects loyalty in the online environment (He et al., 2012; Marzocchi et al., 2013). Brand trust can become a key idea to comprehending long-term relationships and loyalty, particularly when customers are unsure about the engagement they build. According to a previous study by Samarah et al. (2021), brand trust in social media environments increases with community members' trust. Like other industries, in automotive sector, customer loyalty toward the company can be attained by building customer trust. Customer trust can be created by delivering high-quality after-sales service (Balinado et al., 2021), which is not only based on offline services but also online. This justification leads to the following hypothesis regarding brand loyalty and brand trust:

Hypothesis 6: The higher community members trust a brand, the higher their brand loyalty.

2.9 Brand Loyalty

Referring to the customers' devotion to a brand is loyalty (Cuong et al., 2020). It is a positive attitude and behavior towards a brand that cannot be traded (Watson et al., 2015). Loyal customers sense a connection or affection for a product or business (Jain et al., 2018; Ibrahim, 2021). Therefore, they are more likely to buy higher-quality products (Evanschitzky et al, 2012) and respond better to promotions (Thompkins & Tam, 2013). As a result, building brand loyalty is a top priority for marketers. It has evolved into a key component of their competitive strategy (Jin et al., 2013). With the current level of competitiveness in the automobile industry in Indonesia, a brand needs to maintain a relationship with the customer and develop or maintain brand loyalty. Brand loyalty can prevent customers from

churning to other brands. In the automotive sector, a prior study shows that customers' trust toward brand community influences brand loyalty (Susila et al, 2020) and satisfaction with received services (Hong et al., 2020).

Based on the above theoretical and empirical explanation, we argue that from the interactive perspective in the settings of the online brand community in social media, the development of customers' brand loyalty starts from their perceived brands' interactivity on social media (Huang et al., 2021). From a relationship marketing point of view, to build customers' brand loyalty, the interaction between customers or customers and the brand can boost customers' trust in a brand (Merrilees & Fry, 2003). Thus, in the current study, we investigated the mediating effect of community members' trust between perceived interactivity and brand loyalty. Additionally, we incorporate trust transfer theory to understand further the mechanism of trust created in the context of online brand communities in social media. Trust transfer theory emphasizes that individual trust toward an object can be transferred toward another associating object (Stewart, 2003). Creating a research model enables the researcher to integrate concepts from various theories and research questions (Adams et al., 2014). Therefore, this study hypothesized research model is developed based on the previous theoretical findings.
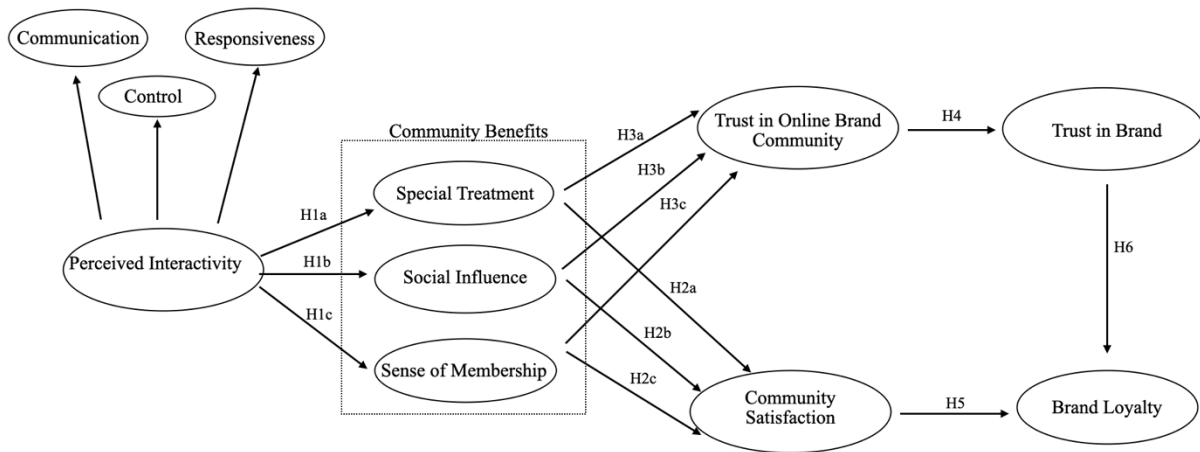

Figure 1. Conceptual Research Model

3. Method

Subjects

Users and members of online communities for automotive brands acted as the study's subjects. Participants in the data collection process are asked to complete an online survey through Google Forms, distributed from September 27 until October 6, 2022. Active users of the brand-related product who follow the vehicle brand community site domicile in Indonesia are encouraged to complete the online survey. Indonesia's infrastructure has been developed in the past 5 years, particularly highways. This development has eased citizens' mobility and boosted their interest in purchasing automobiles, particularly personal cars. There were 633.257 vehicle units sold in Indonesia in October 2022. This figure indicates an increase of 133.115 units compared to the prior year's data (Gaikindo, 2022; 2021). The rise in customer demand draws brands into the market and intensifies the sector's competitiveness. In response to this phenomenon, the current study concentrated on participants who used products from automobile brands related to the community they participated in. The link to the online survey was extensively distributed via direct messages on Facebook, Instagram, and WhatsApp. A valid questionnaire rate of 95.4% was attained from 332 of the 348 online community members for the automotive brand on social media who participated in the online survey.

Measurement

The theory from past research on perceived interactivity, community benefits, community satisfaction, customer trust, and brand loyalty was used to build the online survey that functioned as the study's assessment method. Table 1 lists the measuring device for each variable utilized in this investigation. Each participant's responses on a seven-point Likert scale, where 7 is equal to "strongly agree," and 1 is "strongly disagree," are used to determine the content validity of each assessment question.

Table 1. Research Instrument

Variable	Lable	Items	Source
Perceived Interactivity – Communication	PI – Comm 1	Two-way contact is facilitated through the online brand community.	Huang et al., 2021
	PI – Comm 2	I have the chance to respond to the brand community online.	

Variable	Lable	Items	Source
	PI – Comm 3	Online brand communities facilitate dialogue.	
	PI – Comm 4	The members of this online brand community can provide useful comments.	
Perceived Interactivity – Responsiveness	PI – R 1	The online brand community responds to my inquiries promptly	Huang et al., 2021
	PI – R 2	It is incredibly quick to get information from this online brand community.	
	PI – R 3	I have immediate access to the information I need.	
	PI – R 4	I feel like I get instant knowledge when I click on a link published in the online brand community.	
	PI – R 5	The online brand community promptly answers my inquiries.	
Perceived Interactivity – Control	PI – C 1	I always have a plan when I am on the brand community page online.	Huang et al., 2021
	PI – C 2	I know where to go when visiting the online brand community page to get what I want.	
	PI – C 3	I like that I can select which link I want to view.	
	PI – C 4	I like that I can decide when to click the link.	
	PI – C 5	I believe I have a significant deal of influence over how visitors interact with this website.	
	PI – C 6	I completely control what I want to view in the online brand community.	
	PI – C 7	My behavior while browsing this online brand community determines the kind of experience I have.	
Sense of Membership	SOM 1	I am a part of this brand community online.	Huang et al., 2021
	SOM 2	I am a member of this online community for brands.	
	SOM 3	This online brand community is where I belong.	
	SOM 4	I consider myself a member of this internet community for brands.	
	SOM 5	I consider the individuals who make up this online brand community to be close friends.	
	SOM 6	I like the people in this online brand community.	
Social Influence	SI 1	In this online brand community, the majority of participants converse often.	Huang et al., 2021
	SI 2	The majority of participants have praised the value of this online brand community.	
	SI 3	Some users visit the online brand community page every day	
	SI 4	Others frequently share most posts in this online brand community.	
	SI 5	Members of this online brand community page frequently swap ideas.	
	SI 6	Most posts in this online brand community received a lot of "like" clicks.	
Special Treatment	ST 1	I receive better discounts through this online brand community than most fans.	Huang et al, 2021; Luo et al, 2015
	ST 2	I frequently receive priority treatment as an online brand community member.	
	ST 3	Through this online brand community, I receive special offers that the majority of fans do not receive.	
	ST 4	I learned more about the brand by joining this online brand community.	
	ST 5	This online brand community has improved my experience buying from the brand.	
Trust in Online Brand Community	OBCT 1	The responsiveness of this online brand community consistently meets my expectations.	Wang et al., 2021
	OBCT 2	My expectations are always met by the information I receive from this online brand community.	
	OBCT 3	Online brand communities are a valuable complement to my experience.	

Variable	Lable	Items	Source
	OBCT 4	The information shared in the online brand community is trustworthy.	
Community Satisfaction	CS 1	I made a great decision by joining this online brand community.	Huang et al., 2021
	CS 2	I enjoy this online brand community very much.	
	CS 3	I am generally satisfied with this online brand community.	
	CS 4	I believe my decision to join this online brand community was right.	
	CS 5	I am pleased to have joined the online brand community.	
Trust in Brand	BT 1	I believe this brand.	Wang et al., 2021
	BT 2	I have great trust in this company.	
	BT 3	I feel confident when I purchase anything from this company since they will never let me down.	
Brand Loyalty	BL 1	I recommend this company to others in a positive light.	Huang et al., 2021.
	BL 2	I recommend the product to anyone who asks my opinion.	
	BL 3	I advise family and friends to purchase this brand's goods.	
	BL 4	When I need to purchase an automotive product, I think of buying this brand as my first option.	
	BL 5	I will be supporting this company for the foreseeable future.	
	BL 6	I am willing to continue my relationship with this company.	
	BL 7	This brand has my loyalty.	

Structural Equation Modelling

The software SmartPLS version 3 is used to measure the structural equation modeling of this study. SEM is a causal decision-making process, and the outcome depends on the validity of the researcher's hypothesis. As a result, the goal of applying this method is to evaluate theory using a specific study model that represents theory prediction (Kline, 2015). Measurement and structural models are the two models used in the SEM approach.

The validity and reliability of the model are assessed using the measurement model. The construct is measured using the loading factors of the indicators. The results show how much variance is explained by the construct. The average variance extracted (AVE) > 0.50 determined the convergent validity. Heterotrait – Monotrait (HTMT) ratio was used in the discriminant validity test. The accepted HTMT value, as Hanseler et al. (2015) advised, is less than 0.85. The internal consistency of the measuring device is examined using a reliability test. Cronbach's alpha (Alpha) and Composite reliability (CR) dependability must be better than 0.70. Nevertheless, scores as low as 0.60 are acceptable (Hair et al., 2019; 2017). In addition, the measurement model quantifies goodness of fit. The overall PLS model is validated (Tenenheus, 2005). Standardized root mean square residual (SRMR) and normed fit index (NFI) are among the variables in this test. Hu & Bentler (1999) state that the SRMR cut-off point is below 0.08. NFI stands for the incremental measurement that illustrates the applicability of the model. NFI should be between 0 and 1. The model is suitable if it is closer to 1 (Hair et al., 2019).

A structural model is used to predict the causal connection between latent variables. The structural model can be evaluated using various metrics, such as the coefficient of determination (R^2) and predictive relevance (Q^2).

The Hypothesis Test

Because the one-tailed test used in this study's hypothesis testing, with a significance level of 5%, a t-statistic value above 0.65 is advised (Hair et al., 2017). P value is the probability that the null hypothesis is. The cut-off p-value for this research's relationship between constructs is below 0.05.

4. Result and Discussion

4.1. Respondent Characteristics

The respondents' characteristics in this study are shown in Table 2. The table of respondent characteristics indicates that most of the automotive online brand community participants are men. 30% of the 332 respondents are between the ages of 21 and 25 and predominantly belong to the Honda online brand community on social media. Additionally, the majority joined Instagram's social media brand community.

Table 2. Respondent Characteristics

	Category	Sample (N=332)
Gender	Male	70.18%
	Female	29.82%

	Category	Sample (N=332)
	17 - 20	1.20%
	21 - 25	30.12%
	26 - 30	24.70%
Age	31 - 45	21.20%
	46 – 50	16.87%
	51 – 55	4.52%
	> 55	0.60%
	Jabodetabek	37.65%
	Other Java City	29.22%
	Bali	4.82%
Domicile	Kalimantan	9.94%
	Sulawesi	3.91%
	Sumatera	14.16%
	Papua	0.30%
	Facebook	21.08%
	Instagram	34.64%
Social Media Platform	Telegram	29.82%
	Twitter	9.34%
	WhatsApp	5.12%
	Audi	0.30%
	Bajaj	0.30%
	Benelli	0.3%
	BMW	4.52%
	Chevrolet	0.30%
	Daihatsu	4.82%
	Ducati	0.30%
	Geely	0.30%
	Honda	33.2%
	Hyundai	0.60%
Members of the social media brand community	Jeep	3.0%
	Kawasaki	0.90%
	Mazda	0.60%
	Mercedes Benz	4.8%
	Mitsubishi	5.1%
	Morris	.30%
	Nissan	5.73%
	Piaggio	0.30%
	Royal Enfield	0.30%
	Suzuki	6.0%
	Toyota	25.6%
	Volvo	0.30%
	Yamaha	0.90%

4.2. Measurement Model

The measurement model is a path model element comprising indicators and their relationship with the construct. Values measured in this model include factor loading of the items used to assess the construct, composite reliability, discriminant validity, and goodness of fit.

Composite Reliability and Convergence Validity

Partial least square (PLS) was used to test the study's model. The importance of the pathways was assessed using bootstrap resampling with SmartPLS version 3 and using 5000 resamples (Hair et al., 2017). Due to our data's non-normal distribution and responders' special requirements, we choose to apply the PLS method. This method Is appropriate for non-normally distributed data and small populations (Hair et al., 2019).

We started by assessing the measurement model. The measurements' loading on their respective items exceeds the 0.50 suggested cut-off value (Hulland, 1999). This outcome shows that each item is heavily loaded on its corresponding construct. The composite reliability (CRs) exceeded the suggested cut-off limit of 0.70. However, the average variance extracted (AVE) results reveal that the value of several variables is below the suggested cut-off value

of 0.05. Fornell & Larcker (1981) claim that the AVE is a conservative and stringent measurement. The convergent validity of a concept is, therefore, acceptable even when the AVE value is below the suggested value if a high CR score accompanies it. Besides, the results of alpha scores show that all variables used in this study are reliable since each value from each variable is above the advised score of 0.6 (Malhotra et al., 2017). Table 3 displays the model's values for the loading factor, composite reliability, and convergent validity:

Table 3. Composite Reliability and Convergent Validity Test Result

Variable	Item	Loading	CR	Alpha	AVE
Perceived Interactivity – Communication	PI – Comm 1	0.68			
	PI – Comm 2	0.55	0.72	0.71	0.39
	PI – Comm 3	0.55			
	PI – Comm 4	0.67			
Perceived Interactivity – Responsiveness	PI – R 1	0.72			
	PI – R 2	0.71			
	PI – R 3	0.51	0.79	0.78	0.43
	PI – R 4	0.68			
	PI – R 5	0.69			
Perceived Interactivity – Control	PI – C 1	0.65			
	PI – C 2	0.67			
	PI – C 3	0.60			
	PI – C 4	0.75	0.86	0.82	0.48
	PI – C 5	0.74			
	PI – C 6	0.68			
	PI – C 7	0.75			
Sense of Membership	SOM 1	0.60			
	SOM 2	0.73			
	SOM 3	0.64	0.86	0.80	0.54
	SOM 4	0.74			
	SOM 5	0.81			
	SOM 6	0.70			
Social Influence	SI 1	0.68			
	SI 2	0.61			
	SI 3	0.52	0.83	0.74	0.45
	SI 4	0.74			
	SI 5	0.73			
	SI 6	0.75			
Special Treatment	ST 1	0.65			
	ST 2	0.61			
	ST 3	0.81	0.83	0.74	0.53
	ST 4	0.73			
	ST 5	0.69			
Trust in Online Brand Community	OBCT 1	0.67			
	OBCT 2	0.72	0.79	0.72	0.54
	OBCT 3	0.75			
	OBCT 4	0.66			
Community Satisfaction	CS 1	0.62			
	CS 2	0.61			
	CS 3	0.66	0.78	0.73	0.41
	CS 4	0.64			
	CS 5	0.69			
Trust in Brand	BT 1	0.70			
	BT 2	0.72	0.76	0.74	0.53
	BT 3	0.74			
Brand Loyalty	BL 1	0.61			
	BL 2	0.63	0.81	0.73	0.44
	BL 3	0.52			
	BL 4	0.67			

Variable	Item	Loading	CR	Alpha	AVE
	BL 5	0.64			
	BL 6	0.73			
	BL 7	0.67			

Perceived interactivity in this study is a second-order construct reflectively measured by three dimensions: communication, responsiveness, and control. The result demonstrates that all dimensions are reliable in expressing perceived interactivity based on their CR and Cronbach's alpha score. The obtained AVE score falls short of the threshold, which is 0.50. However, the previous score of CR supports it. A construct convergent validity can be accepted with a CR score above 0.70 (Hair et al., 2019). According to the loading scores, control more accurately captures perceived interactivity than the other two dimensions.

Table 4. 2nd Order Reliability and Convergent Validity Test Result

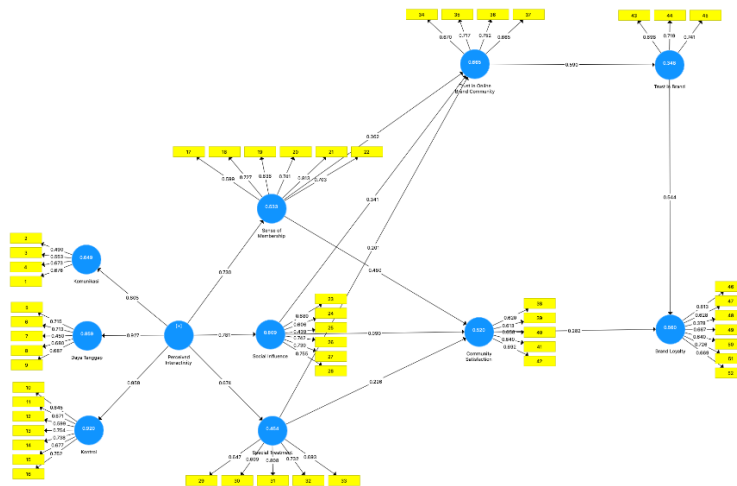| Items	Original Sample	CR	Alpha	AVE
Communication	0.80			
Responsiveness	0.93	0.90	0.88	0.37
Control	0.96			

Figure 2. Structural Equation Model

Discriminant Validity

The square root of each construct's AVE was greater than all correlations between that factor and every other construct. Assuring the constructs' correlations were less than or close to 0.85 further supported the discriminant validity (Hair et al., 2019). Consequently, it can be said that our measurements showed acceptable qualities.

Table 5. Discriminant Validity

	BL	CS	R	Comm	C	SOM	SI	ST	BT	OBCT
BL	0.66									
CS	0.61	0.69								
R	0.61	0.61	0.65							
Comm	0.51	0.54	0.65	0.63						
C	0.62	0.68	0.59	0.67	0.69					
PI	0.61	0.60	0.63	0.50	0.56					
SOM	0.62	0.59	0.63	0.51	0.62	0.73				
SI	0.57	0.60	0.61	0.57	0.64	0.57	0.67			
ST	0.48	0.54	0.57	0.57	0.66	0.59	0.66	0.72		
BT	0.60	0.59	0.62	0.51	0.60	0.56	0.49	0.36	0.71	
OBCT	0.65	0.64	0.65	0.55	0.57	0.55	0.67	0.63	0.56	0.74

Note: BL – Brand Loyalty; CS – Community Satisfaction; R – Responsiveness; Comm – Communication; SOM – Sense of Membership; SI – Social Influence; ST – Special Treatment; BT – Trust in Brand; OBCT – Trust in Online Brand Community

Goodness-of-Fit

The research model's SRMR values are below the threshold of 0.08, as determined by the score of goodness-of-fit findings (Hu & Bentler, 1999). This study's obtained SRMR value is 0.035, below the threshold score. Additionally, the obtained NFI value is 0.94, which indicates that the study model's goodness of fit is 94% (Bentler & Bonnet, 1980). These values demonstrate that the model research is appropriate and possibly used for hypothesis testing.

4.3. Structural Model

A structural model analyzes the relationships between study variables to evaluate hypotheses. This measurement represents a path model's theoretical components or notion. Latent variables and the measurement of the path between variables are also included in structural models' measurement in this study (hair et al., 2017)

Coefficient of Determination R-square (R^2)

R^2 is a measure of the model's explanatory power because it calculates the variance explained by each endogenous construct (Shmueli & Koppius, 2011). Higher values of the R^2 indicate a larger explanatory power, which goes from 0 to 1 (Hair et al., 2019).

Table 6. Coefficient Determination (R^2)

Construct	R^2	R Square Adjusted
Brand Loyalty	0.56	0.56
Community Satisfaction	0.52	0.52
Responsiveness	0.86	0.86
Communication	0.65	0.65
Control	0.92	0.92
Sense of Membership	0.53	0.53
Social Influence	0.61	0.61
Special Treatment	0.45	0.45
Trust in Brand	0.35	0.35
Trust in Online Brand Community	0.66	0.66

The R square value for Control is the highest among the constructs in this study. In contrast, brand trust has the lowest R^2 value. The r-square value of 0.35 is still moderate (Henseler et al., 2009; Hair et al., 2011).

Predictive Relevance (Q^2)

Q^2 value is a metric used to determine the predictive power of a model (Geisser, 1974; Stone, 1974). A blindfolding technique removes individual data points from the data matrix, substitutes the removed points for the mean, and calculates model parameters (Rigdon, 2014; Sarstedt et al., 2014). The blindfolding technique forecasts the missing data points for all variables. Higher Q^2 values reflect greater prediction accuracy, resulting from small variations between the original and forecasted values. As a general rule, Q^2 values around 0.02 - 0.15, 0.15 - 0.35, and above 0.35 are understood as the path models into small, medium, and large predictive importance (Hair et al., 2011).

Table 7. Predictive Relevance (Q^2)

Construct	Q^2	Remarks
Brand Loyalty	0.21	Medium
Community Satisfaction	0.24	Medium
Responsiveness	0.38	Large
Communication	0.24	Medium
Control	0.46	Large
Sense of Membership	0.27	Medium
Social Influence	0.29	Medium
Special Treatment	0.23	Medium
Trust in Brand	0.18	Medium
Trust in Online Brand Community	0.35	Medium

The Q^2 value result demonstrates the Control and Responsiveness constructs; predictive power is labeled as large. The predictive power of the remaining eight constructs is medium.

Results of Hypothesis Testing

This section explains the interactions between constructs and provides answers regarding the correlation between the variables. The values in Table 8 were obtained using the bootstrapping approach with 5000 resamplings, as Hair et al. (2017) advised. The threshold of the t-stat value in this study, using a one-tailed measurement approach, is 1.65, with a significance level of 5% (Malhotra et al., 2017). Results of the hypothesis test indicate that all, except hypothesis 2b, are supported. The t-statistics value of 0.824 indicates that the relationship between social influence and community satisfaction is insignificant. The p-value between the two variables is above the threshold value of 0.05 (p-value = 0.205).

Table 8. Hypothesis Testing Results

| Hypothesis	ß	T-Stat	P value	Remarks
H1a: The higher the perceived interactivity, the higher the level of special treatment	0.674	10.641	0.000	Supported
H1b: The higher the perceived interactivity, the higher the level of social influence	0.781	18.462	0.000	Supported
H1c: The higher the perceived interactivity, the higher the level of sensitivity of membership	0.730	13.922	0.000	Supported
H2a: The higher the special treatment, the higher the level of community satisfaction	0.226	2.325	0.010	Supported
H2b: The higher the social influence, the higher the level of community satisfaction	0.090	0.824	0.205	Not Supported
H2c: The higher the sense of membership, the higher the level of community satisfaction	0.480	5.097	0.000	Supported
H3a: The higher the special treatment, the higher the level of trust in the community	0.201	2.384	0.009	Supported
H3b: The higher the social influence, the higher the level of trust in the community	0.341	3.031	0.001	Supported
H3c: The higher the sense of membership, the higher the level of trust in the online brand community	0.362	3.593	0.000	Supported
H4: The higher members' trust in an online brand community, the higher the level of trust in a brand	0.590	8.752	0.000	Supported
H5: The higher community satisfaction, the higher brand loyalty	0.282	3.508	0.000	Supported
H6: The higher community members' trust in a brand, the higher their brand loyalty	0.544	5.706	0.000	Supported

Note: *** - p < 0.05
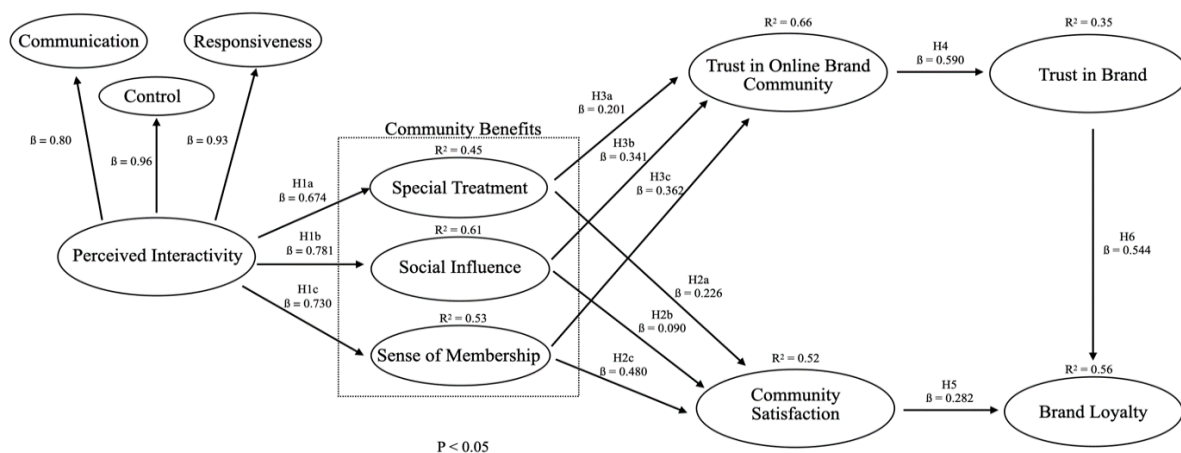
Figure 3. Model Results

4.3. Path Analysis

Table 9 displays both direct and indirect effects on the research's variables. This report provides information on managing brand communities on social media.

Table 9. Path Analysis

	Direct effects	Indirect effects	Total effects
Community satisfaction → Brand Loyalty	0.28		0.28
Trust in a brand → Brand Loyalty	0.54		0.54
Trus in an online brand community → Brand Loyalty		0.32	0.32
Sense of Membership → Brand Loyalty		0.25	0.25
Social influence → Brand Loyalty		0.13	0.13
Special Treatment → Brand Loyalty		0.13	0.12
Perceived Interactivity → Brand Loyalty		0.37	0.37
Trust in an online brand community → Trust in a brand	0.59		0.59
Sense of Membership → Trust in a brand		0.21	0.21
Social influence → Trust in a brand		0.20	0.20
Special Treatment → Trust in a brand		0.12	0.12
Perceived Interactivity → Trust in brand		0.39	0.39
Sense of Membership → Community satisfaction	0.48		0.48
Social influence → Community satisfaction	0.09		0.09
Special Treatment → Community satisfaction	0.23		0.23
Perceived Interactivity → Community satisfaction		0.57	0.57
Sense of Membership → Trust in an online brand community	0.36		0.36
Social influence → Trust in an online brand community	0.34		0.34
Special Treatment → Trust in an online brand community	0.20		0.20
Perceived Interactivity → Trust in an online brand community		0.66	0.66
Perceived Interactivity → Sense of Membership	0.73		0.73
Perceived Interactivity → Social influence	0.78		0.78
Perceived Interactivity → Special Treatment	0.67		0.67

Overall, the findings indicate that community satisfaction and trust in the brand benefit brand loyalty among online automotive brand community members. However, brand loyalty and trust in a brand have a greater direct correlation than community satisfaction. This finding demonstrates that brand loyalty is more driven by brand trust than community satisfaction.

4.3. Discussion

This study examines the effects of social media use on perceived interactivity, community benefits, customer trust, community satisfaction, and brand loyalty in the Indonesian automotive social media brand community. According to the findings from the analysis of the data, eleven of the twelve hypotheses were accepted. The findings demonstrate that perceived interactivity benefits all three components of community benefits: special treatment, social influence, and sense of membership. This finding suggests that customers' perceived interactivity toward online brand communities fosters information sharing among members, the development of confidence and comfort in interacting with other community members, and the strengthening of members' emotional attachment toward the communities. This result is consistent with prior studies that investigated the positive influence of interactivity toward special treatment (Kamboj, 2020; Hsu et al., 2015; Jung et al., 2014), social influence (Huang et al., 2021; Cheung et al., 2021), and sense of membership (Choi & Kim, 2019; Cheung et al., 2018; Zhao et al., 2012).

According to research on community benefits and satisfaction, members' satisfaction with the community is positively and significantly impacted by special treatment and a sense of membership. This result demonstrates that community members' information exchange positively impacts their satisfaction, promoting brand loyalty. This finding contradicts the previous study by Huang et al. (2021), who demonstrated that special treatment has negative and insignificant effects on community satisfaction. However, obtained results in a current study supported prior studies by Sharma & Saini (2021) and Hong et al (2020), who show that special treatment positively affects satisfaction. Findings also indicate that developing an attachment to the community and relationships with other members might positively influence members' satisfaction with the community. This result supports previous studies such as Çevik & Sevilmis (2022), Clair et al. (2021), Chen & Lin (2018), and Hahm et al. (2013), who demonstrate a similar relationship between

the concept of sense of membership and satisfaction. The current research result, however, refutes the hypotheses that social influence and community satisfaction are related. Social influence in this study represents community members' anxiety when building relationships with other community members (Zhang & Luo, 2016). Therefore, the acquired results show that members' anxiety regarding the community does not affect their satisfaction. The low influence and lack of substantial relationship between social influence and satisfaction obtained in the current study show a contrasting result from a prior study by Huang et al (2021) and Beyari & Abareshi (2019), who demonstrate that social influence does have a positive and significant influence on satisfaction. However, this result supports prior research by Hossain et al. (2021), which shows that social influence has an insignificant effect on customer satisfaction with provided service.

While a prior study by Huang et al. (2021) did not investigate the influence of perceived interactivity on community members' trust. Findings from current research prove that community benefits, such as special treatment, social influence, and sense of membership, positively affect community members' trust in the related community. This result is in line with prior research, which demonstrates that the active information exchange significantly influences a member's trust in an online brand community (Wang et al., 2021; Molina-Castillo et al., 2012), the member's level of anxiety about other members responses (Wang et al., 2021; Villena & Craighead et al., 2017; Smith, 2005), and the member's emotional attachment to the online brand community (Wang et al., 2021; Kanagaretnam et al., 2009).

The study's findings show that trust in the online brand community significantly and positively influences trust in a brand. It demonstrates how customers can transfer their trust from the online brand community to its associated brand. This result is consistent with a prior study by Leung et al. (2021), Wang et al. (2021), and Liu et al. (2018), who the phenomenon of trust transfer in online settings. Also, this finding supports and provides additional evidence for Stewart's (2003) explanation of the trust transfer theory.

The results show that brand loyalty is positively influenced by member satisfaction with the community. Members' satisfaction will increase by receiving community benefits, eventually improving their brand loyalty. The correlation between community satisfaction and brand loyalty demonstrates that when customers feel strongly satisfied with the community, they will become loyal to and stick with the brand. These findings are aligned with prior studies by Cheng et al. (2020), Cuong et al. (2020), and Ercis et al. (2012), who investigated the relationship between two constructs.

Brand loyalty and customer trust in a brand are correlated, and their relationship is significant. The impact of brand trust is larger than the influence of community satisfaction on customer brand loyalty. It demonstrates that in this study, community members' trust in the brand had a greater impact on brand loyalty than their satisfaction with the community. This finding is consistent with the prior study by Wongsansukcharoen (2022), Wang et al. (2021), and Ercis et al. (2012), who investigated the effect of customer trust on customer-generated values, especially loyalty or commitment.

5. Conclusion

Nowadays, businesses rely significantly on social media platforms like Facebook and Instagram to engage with their customers. Therefore, it is critical to comprehend how this channel might support the development of customer satisfaction, trust, and loyalty in online brand communities. We developed a theoretical framework to describe how various benefits might result in customer satisfaction and trust, leading to favorable brand loyalty. This framework was based on perceived interactivity, relationship benefits, and the trust transfer theory. Eleven out of twelve of our hypotheses are fully validated by survey data from Indonesian automotive social media brand community members, which was used to test the model. The other, meanwhile, is partially supported.

The result of this study shows that interactivity is positively reflected by communication, responsiveness, and especially control. Therefore, to enhance community members' interactivity, brands should provide flexibility to access information or content by optimizing the usage of social media features that members can easily access anytime, such as adding links to the Instagram bio or description on Facebook or WhatsApp groups.

This study's findings demonstrated that most receivable community benefits, such as special treatment and a sense of membership, positively and significantly influence community satisfaction. It shows that brands can enhance their community satisfaction by increasing community benefits, especially on membership and special treatment. Enhancing these community benefits can be done by ensuring that the information circulated within the community is accurate and informative. The result from the research also shows that the automotive online brand community can generate customer trust toward the brand, according to the previous study by Wang et al. (2021). Therefore, brands need to maximize their effort to enhance community benefits to motivate the formation of consumers' trust. Special treatment can be increased through an activity related to finances, such as discounts, special offers, and exclusive rewards for online brand community members.

Additionally, sharing information can widen their understanding regarding brand and product, affecting members' satisfaction through special treatment. Motivating members to like and share posts uploaded to the online brand

community can be done by giving feedback or a reward, such as a car, motorcycle accessory, or promotion voucher. Automotive online brand community members' sense of membership can be enhanced by creating slogans or hashtags that members can use when sharing content related to the online brand community. Through this method, people outside the community can identify which brand community the members belong to and search for information regarding the brand through those elements. This can increase members' trust in the community because there is transparency in the community environment.

This study has several limitations. The primary limitation is that this study focused on automotive brands from Asia and did not consider the existence of segmentation of other automotive brands, especially from upper-class brands. In a distributed survey, we did not explain or define the concept of an online brand community, and cause several respondents filled in community names with the dealer community instead of the brand community. In addition, this research did not limit the social media platforms of the community. Lastly, this study did not fixate on one type of automotive product. However, most respondents are members of a car brand community on social media.

Future studies can extend our studies in several ways. First, studies can be conducted by adding hedonic benefits to test and understand the enjoyment which members receive through interaction in a social media brand community. Second, research can also be conducted to test our model in other online brand communities, such as the beauty and sports industry. Third, future studies can also add community members on social media to understand whether their trust and brand loyalty are influenced by external factors, which are the social media platforms used by the community.

Author Contribution
Author 1: conceptualization, writing original draft, data curation, formal analysis, investigation, methodology.
Author 2: review and editing, writing review and editing, supervision, validation, visualization.

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Conflict of Interest
The authors declare that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

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