

The Relationship of Online Brand Community, Value Creation Practices, Brand Trust, and Brand Loyalty

*Dien Mardhiyah¹, Ali Imaduddin Futuwah², **Mohd Faiz Hilmi³, Dinda Oktaviona Rosidi¹, Nur Habiba Zain¹

¹Department of Management, Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia

²Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Surabaya, Surabaya, Indonesia

³Universiti Sains Malaysia, Minden, Malaysia

Correspondence:

*Address: Jl Airlangga 4, Surabaya, Indonesia, 60268 | e-mail: dienmardhiyah@feb.unair.ac.id

** Address: Universiti Sains Malaysia, 11800 USM, Penang, Malaysia | e-mail: faiz@usm.my

Abstract

Objective: Companies are realizing the potential of the online brand community to increase consumer relationships. Online Brand community keeps customers using the company's products through all community activities. This study investigates the effect of the activity in the online brand community on value co-creation practices to create brand trust and brand loyalty.

Design/Methods/Approach: An online survey was conducted by distributing a questionnaire among 319 members of an online brand community. The collected data was analyzed using Structural Equation Modeling (PLS-SEM).

Findings: Online brand communities influence value co-creation practices (social networking, community engagement, impression management, and brand use). In this study, social networking and impression management influence brand trust and brand loyalty. However, community engagement and brand use do not affect brand trust. The role of brand trust affects the creation of brand loyalty in online brand community members.

Originality/Value: This study examines the effect of value co-creation practices in online brand communities on brand trust and brand loyalty in brand communities found in one country with a high collectivity level. Not all community value co-creation activities have the effect of creating brand trust due to conditions within the community.

Practical/Policy implication: The practical implication is to guide marketers to pay attention to some value co-creation activities in online brand communities that can create brand trust in brand communities with a high culture of collectivity. Companies understand the dynamics of online brand communities and relevant strategies in high collectivity cultures, as well as leveraging the potential of social networks while overcoming the challenges posed by the abundance of information on the internet.

Keywords: Brand community, Brand loyalty, Brand trust, Value co-creation practices

JEL Classification: M31

I. Introduction

The world's internet users show an increase of 5 billion users, with Asia as the continent with the largest number of users (54.9%) among other continents (Internet World Stat, 2022). The growth of the internet is linear with the development of digitalization in various elements of society (Paruthi et al., 2023). The popularity of social media is growing as people use friendship networking sites in their daily lives (Hoang et al., 2020; Novianti & Balqiah, 2023). Social media also affects how products, brands, and companies communicate with consumers (Beck et al., 2020; Cambier & Poncin, 2020). Many current social media applications, such as Instagram and TikTok, enable users to communicate online (Sohail, 2023). Therefore, the company needs to establish intensive communication with consumers through online communication media so that users and brands can form an emotional bond (Pansari & Kumar, 2017; Xu et al., 2021). Considering the above conditions, companies must invest in online brand communities (OBC) to build strong relationships between customers and brands.

Today's marketers are interested in learning about, organizing, and facilitating online brand communities (Schau et al., 2009; Laroche et al., 2012; Luo et al., 2015; Ha, 2018b, 2018a; Shukla et al., 2023). The reason is that a brand community provides business executives and marketers with long-term benefits in building relationships and intimacy with consumers (Coelho et al., 2018; Luo et al., 2016; Wang et al., 2019). In addition, a brand community also affects building brand loyalty (McAlexander et al., 2002; Novianti & Balqiah, 2023; Schouten et al., 2007; Shukla et al., 2023). Major brands have committed to paying attention to building their brand communities online, such as Harley Davidson, Starbucks, Apple, L'Oréal, Lego, P&G, and Sony Playstation, which focus on how to use and manage their brand communities through online media (Chavadi et al., 2023)

The brand community members' activities on social media include opening brand sites to find information related to products, making comments, sharing photos or experiences, interacting with marketers and other community members, and asking or answering comments from other members (Lin & Wang, 2023). This interaction is not visible directly, but community members can feel the benefits (Novianti & Balqiah, 2023). It makes their interaction more intensive and reciprocal (Jang et al., 2008; Kuo & Feng, 2013; Luo et al., 2016; Zhang & Luo, 2016; Jiang et al., 2023). The existence of a product community on social media that contains posts in the form of pictures and information from community members further strengthens existing interactions and encourages the continuation of their interactions in the community (Hidayanti et al., 2018; Novianti & Balqiah, 2023; Shukla et al., 2023; Ha, 2023). Online brand communities have a vital role in building long-term and positive relationships between companies and their customers (Jiang et al., 2023; Lee et al., 2011; Luo et al., 2016; Wang et al., 2019). Creating long-term relationships requires activities focused on developing shared value within the community, involving community members and brands (Laroche et al., 2012; Liao et al., 2023; Luo et al., 2015; Prahalad & Ramaswamy, 2004; Schau et al., 2009).

Value co-creation practice (VCCP) refers to the collaboration between community members and company/brand representatives to create shared value (Ha, 2018d; Jiang et al., 2023; Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). Several previous studies highlight the critical role of VCCP in building strong bonds and creating brand value within the online brand community (Ha, 2018d; Jiang et al., 2023; Laroche et al., 2012; Luo et al., 2015; Skálén et al., 2015). The high brand value and strong bonds between members can create brand commitment and loyalty (Ha, 2018d; Jiang et al., 2023; Liao et al., 2023; Skálén et al., 2015). The concept of Value Co-Creation Practice evolved from the Service-Dominant Logic introduced by Lusch & Vargo (2006) and Prahalad & Ramaswamy (2004), which emphasizes the role of consumers who are actively involved in creating added value with the company. Consumer involvement is critical because, previously, companies only actively provided product information while consumers passively received the information (Prahalad & Ramaswamy, 2004). Ardley et al. (2020) described that brand communities are not just transactional activities but require interaction and engagement to build community members' satisfaction and comfort, creating brand loyalty. Therefore, Value Co-Creation Practice becomes very important in brand communities.

VCCP has several dimensions, such as social networking, community engagement, impression management, and brand usage (Ha, 2018d; Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). These dimensions explain improving social relationships, brand impression management, members' attachment to the brand and community, and increased knowledge of products and brands. The importance of VCCP in building collaboration between consumers (community members) and companies to create brand value and build strong trust in the brand (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009) is illustrated through members' participation and intensive interaction in the brand community.

Some previous research suggests that VCCP is influenced by online brand community, community loyalty (Ha, 2018d), perceived user benefits (Kuo & Feng, 2013; Nambisan & Baron, 2009), and community characteristics (Chen et al., 2021). Another view is that VCCP creates brand trust (Laroche et al., 2012) and brand loyalty in the brand community (Ha, 2018b). Although the effect of VCCP on brand trust has not been widely tested, previous research showed that VCCP dimensions can create brand trust in online brand communities, except for social networking and community engagement. (Laroche et al., 2012). Brand trust is essential in shaping a brand (Chaudhuri & Hoibrook, 2001; Lau & Lee, 1999; Matzler et al., 2008; Novianti & Balqiah, 2023). Customers who trust a brand are more likely to build positive relationships with the company and remain loyal. Trust in a product will encourage someone to use and recommend the product. That is what creates loyalty. So, a company must create trust in its products. Loyalty is a goal for the

company because loyalty is very profitable. Thus, this research presents novel discoveries on the impact of VCCP on brand trust and brand loyalty, in contrast to preceding studies. These findings bear significance for businesses/marketing, as they help develop effective strategies for managing value co-creation practices in online brand communities.

Therefore, this study aims to investigate the antecedents and consequences of value co-creation practices (VCCP). In this case, the antecedent of value co-creation practice is an online brand community, and the consequences are brand trust and brand loyalty. The main objective is to uncover new insights that can enhance understanding of value creation practices that influence brand trust and loyalty in online brand communities. This study contributes to the theory of value co-creation practices (VCCP) in online brand communities, referencing its potential to generate brand trust and brand loyalty. These concepts are not fully explained in previous research. Value co-creation practices use the concept of SDL (service-dominant logic) as a foundation, whereby practices within online brand communities generate consumer contributions to actively create value for themselves that previously did not occur in manufacturing products. Furthermore, this research provides strategic advice for businesses and marketers on managing online brand communities, emphasizing VCCP as a fundamental element to raising brand trust and brand loyalty.

The following section explains a literature review of the constructs used for each variable, which forms the basis of the hypothesis. Next, the methods used in this study will be explained in detail. Moreover, the results and discussion section will explain the outcomes of the hypothesis testing. Finally, the conclusions section summarizes the study's findings, including the benefits, limitations, and recommendations for future research.

2. Literature Review and Hypotheses Development

2.1. Online Brand Community and Value Co-Creation Practice

A brand community is a group of brand lovers not limited by geographical boundaries and has a social structure for managing relationships among brand fans (Muniz & O'Guinn, 2001). Brand community members identify similarities in feelings, thoughts, and behaviors and bond with each other (Algesheimer et al., 2005). Brand community members come together to share and obtain information about their brand. The development of the internet has made brand communities that were initially face-to-face (traditional) begin to shift to virtual (Li, 2021). The ease and speed of interacting and sharing information encourages consumers to be active in online brand communities (Sicilia & Palazón, 2008). Brand communities that use online media to interact, share brand-related information, and share valuable brand-related moments with fellow members are called online brand communities (Ha, 2018d; Habibi et al., 2014; Laroche et al., 2012, 2013).

In this study, the online brand community is based on social media, where brand community interactions use social media groups such as Facebook, WhatsApp groups, or Telegram groups. Social media is a web-based social networking platform founded on Web 2.0 principles and technologies, which facilitates the creation and sharing of information and content among its users (Kaplan & Haenlein, 2010). Combining social media and brand communities forms a social media brand community. In contrast to conventional media, where people consume information passively, social media allows community members to generate and disseminate content with greater freedom actively (Chavadi et al., 2023; Habibi et al., 2014; Laroche et al., 2012; Rialti et al., 2017). The content will shape the brand community's character and influence other members (Algesheimer et al., 2005; Bagozzi & Dholakia, 2006; Rapp & Beitelspacher, 2013).

In the Service-Dominant Logic (SDL) concept, there needs to be joint participation between companies and consumers in creating strong brand value and supporting product development and improvement (Lusch & Vargo, 2006). In this case, an online brand community must have co-creation activities that involve members, which is very important to foster strong brand value in brand communities on social media platforms. VCCP involves community members to create brand value within the community (Chen et al., 2021; Ha, 2018d; Kuo & Feng, 2013; Laroche et al., 2012; Schau et al., 2009).

Schau et al. (2009) break down the VCCP into four dimensions: social networking, impression management, community engagement, and brand use. Social networking builds emotional and empathetic relationships between community members, promoting homogeneity in the community (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009; Sukoco & Teko, 2013). Impression management creates a positive brand impression or shows brand enthusiasm to people outside the community (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009; Sukoco & Teko, 2013). Community engagement is a practice within the community that strengthens member engagement and bonds with the brand community. Community engagement focuses on managing heterogeneity or differences among community members, where creating brand meaning is related to the journey of using the brand by members (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009; Sukoco & Teko, 2013). Brand use is a practice of improving or enhancing the use of the focal brand. This practice offers value by maintaining brand use and solutions for brand use (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009; Sukoco & Teko, 2013).

The four value co-creation practices above can occur if the existence of an online brand community is considered positive in the eyes of its members. If an online brand community makes it easy for its members to post, share information, and build a network of friends within the brand community, then members will be more involved in activities within the brand community. (Futuwwah & Mardhiyah, 2019; Kang & Shin, 2016; Kuo & Feng, 2013; Novianti

& Balqiah, 2023; Zhang & Luo, 2016). Previous research has explained that online brand communities influence participation in VCCPs (Ha, 2018d; Laroche et al., 2012; Liao et al., 2023; Sukoco & Teko, 2013). Online brand communities are a forum for members to interact and share experiences about brands so that members can benefit from the existence of these online brand communities.

Online brand communities increase interaction between product users in social networking practices within the community because brand communities provide opportunities and convenience for social networking and building friendships (Futuwwah & Mardiyah, 2019; Ha, 2018d; Su et al., 2015; S. Yang et al., 2016). People like to interact, especially in societies that have high collectivism. This explains that in this research, the thing most influenced by the existence of a brand community is social networking. Social networking practices emphasize increasing friendships within the community because online brand communities provide opportunities to build friendships.

Brand communities also encourage impression management practices, emphasizing spreading positive impressions about products and communities to parties outside the community. Community members are encouraged to spread positive impressions about the community and products because they feel a need for information about the product and confidence in the product through confidence in the community (Ha, 2018d; Laroche et al., 2012; Pancer, 2013; Pounders et al., 2015). In other words, he is strongly motivated to spread information about the product because he feels he has useful information and needs to share it with people outside the community.

The existence of an online brand community can also increase the creation of community engagement within the community. Brand communities are considered to provide benefits in the form of values that are useful to members personally so that members feel connected to the community and want to be involved in community engagement activities (Brodie et al., 2013; Časas et al., 2016; Kumar & Kumar, 2020; Niedermeier et al., 2018)

An online brand community can also increase brand use within the community. The community is a discussion forum to increase product and brand knowledge (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009). People will not use products they do not know or understand the benefits and how to use them. The more someone understands about a product, the more likely it is to increase the use of that product. According to Ha (2023b), one of the reasons someone joins a brand community is that it provides useful additional information that is unavailable outside the community.

H1a: The online brand community positively influences social networking,

H1b: The online brand community positively influences impression management,

H1c: The online brand community positively influences community engagement,

H1d: The online brand community positively influences brand use.

2.2. Value Co-Creation Practice and Brand Trust

The existence of an online brand community can increase its members' trust in the brand (Chavadi et al., 2023; Habibi et al., 2014; Kananukul et al., 2015; Laroche et al., 2012). Brand trust is the willingness of consumers to rely on the brand's ability to demonstrate its functions and benefits (Chaudhuri & Hoibrook, 2001; Chavadi et al., 2023; Chiu et al., 2010; Novianti & Balqiah, 2023). Customers trust brands because uncertainty and asymmetry of information about brands do not occur (Chiu et al., 2010). Social media groups facilitate the dissemination of brand-related information that generates brand value in the minds of community members. Mc Repeated interactions and strong relationships within the brand community will build brand trust (Ardyan et al., 2018; Habibi et al., 2014, 2016; Laroche et al., 2012; Wang & Emurian, 2005).

In this case, value co-creation practices can increase interactions between consumers and products (brands), consumers and other consumers, and between consumers and companies (Ha, 2018b; Habibi et al., 2016; Laroche et al., 2012; McAlexander et al., 2002; Schau et al., 2009). Strong and long-term relationships through interaction in value co-creation make consumers trust and love brands (Alves & Wagner Mainardes, 2017; Laroche et al., 2012; Stokburger-Sauer, 2010). There are four variables in value co-creation practices: social networking, impression management, community engagement, and brand use.

Social networking emphasizes creating and enhancing friendships and relationships between brand community members (Laroche et al., 2012; Schau et al., 2009). Strong friendship interactions make members feel comfortable in the community and make the community a place to build friendships. The friendship function itself is very important in brand communities. Marketers agree that building customer relationships can create strong community friendships (Su et al., 2015; Yang et al., 2016). Strong friendships among community members will make sharing information about the brand easier because the information brought by friends is more credible (Su et al., 2015; Yang et al., 2016). Therefore, strong social networking encourages brand trust due to solid relationships among members.

H2: Social Networking positively influences Brand Trust.

Impression management practices aim to project a favorable image of the brand and its community to external parties (Laroche et al., 2012; Schau et al., 2009). This is an unpaid form of promotion, which generates advantages for the company. Biddle (1986) explained that everyone has a social perspective that sees their daily activities as having a social impact, so people take on specific roles. Members play a crucial role in creating a favorable impression of the brand as they have immense trust.

H3: Impression Management positively influences Brand Trust.

Community engagement practices aim to foster community attachment through symbolic activities and rituals that enhance communal bonds (Ha, 2018c; Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). Individuals engage in such practices due to personal attachment to the brand and the community (Kumar & Kumar, 2020). Community members feel that they can express themselves and engage in community activities. These activities maintain Community members as heterogeneous (Schau et al., 2009). The opportunity for individuals to express themselves within the community motivates them to remain in the brand community (Balduş et al., 2015; Brodie et al., 2013; Časas et al., 2016; Kumar & Kumar, 2020). Community members who feel involved and bonded in the community will positively evaluate brands marketed (Martínez-López et al., 2017).

H4: Community Engagement positively influences Brand Trust.

The purpose of brand use is to disseminate product information and improve the use of the main product (Ha, 2018c, 2018b, 2023; Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). Laroche et al. (2012) showed that the results of their study indicated that brand usage positively affects brand trust as it allows for sharing information opportunities and increases brand and product knowledge. The greater the usefulness and informativeness of product-related information, the more members will trust the brand (Ha, 2018c; Laroche et al., 2012; Liao et al., 2023; Marchi et al., 2011; Pool et al., 2018).

H5: Brand Use positively influences Brand Trust.

2.3. Brand Trust and Brand Loyalty

Brand loyalty is a strong assurance that consumers consistently repurchase the brand and desire to stick with it (Oliver, 1999). Brand loyalty, regarding a person's attachment to a particular brand, is an important dimension affecting brand equity. Consumer brand loyalty is very important for every company (Kaur et al., 2020; Laroche et al., 2012; Luo et al., 2015). According to (McAlexander et al., 2002), customers gain hedonic and social benefits while increasing brand loyalty by participating in brand communities. Consumers who believe in a brand will continue to use it, will not switch to another brand, and recommend it to other consumers (Braunstein et al., 2011; Luo et al., 2015; Shukla et al., 2023). The possibility of consumers using products that are trusted is greater than products that are not trusted. Trust is a person's belief that other parties or trusted products will provide performance as expected (Ardyan et al., 2018). Brand Trust is an antecedent to brand loyalty (Chavadi et al., 2023; Laroche et al., 2012; Luo et al., 2016; Shukla et al., 2023). Brand trust positively influences brand loyalty (Chavadi et al., 2023; Laroche et al., 2012; Luo et al., 2016; Shukla et al., 2023). Thus, the following hypothesis is formed:

H6: Brand trust positively affects brand loyalty.

There are six main hypotheses in this study. As for H1, there are four hypotheses. All hypotheses are depicted in Figure 1.

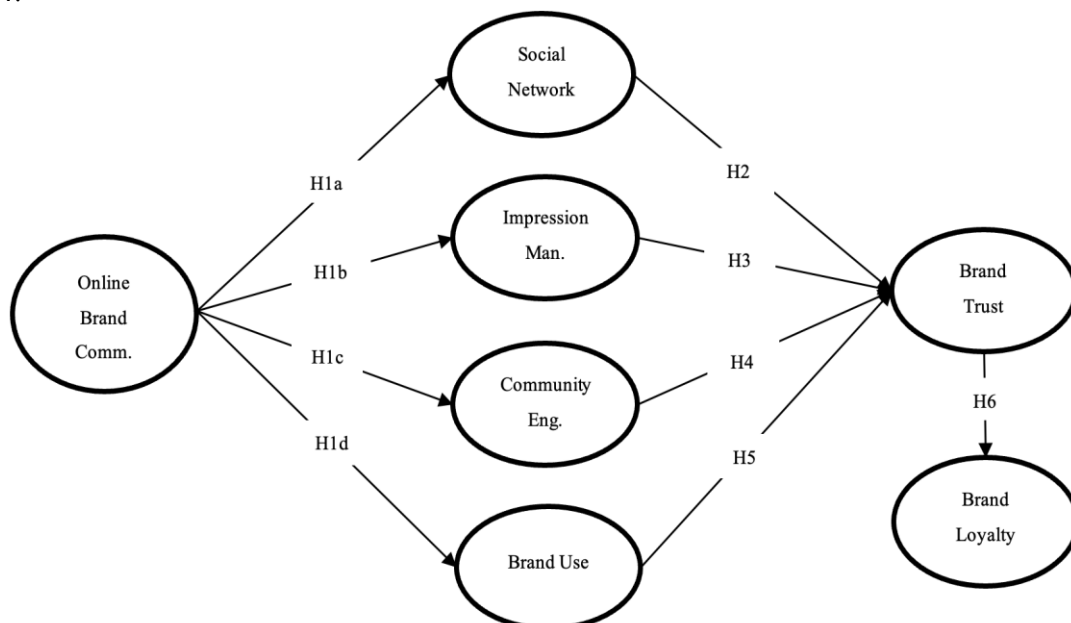


Figure 1. Conceptual Framework and Hypothesis

3. Method

This research employs a quantitative approach involving surveys, explicitly aiming to test hypotheses using measurable data. The intention is to derive generalized conclusions. The population in this study are members of online-based brand communities in Indonesia. Indonesia has the third largest number of Internet users in Asia (Internet World Stat, 2022), and it has the potential to build offline and online communities. This population has a collective culture that values caring for others (Hofstede, 2022; Minkov & Kaasa, 2022). The culture of Indonesia is strongly influenced by the relationships between community members (Kuo & Feng, 2013). According to OOSGA (2023), the primary reasons for Indonesians to use social media are to stay connected with others and to build relationships by sharing information and interacting with each other. This suggests that Indonesians use social media mostly to connect with others and engage in social activities, which is also the main purpose of online brand communities. The detail respondents characteristics are presented in Table 1.

Table 1. Respondent characteristics

	Frequently	
Gender		
Male	243	76%
Female	76	24%
Total	319	100%
Age		
16-20 years old	83	26%
20-25 years old	50	16%
26-30 years old	32	10%
31-35 years old	51	16%
35-40 years old	38	12%
41-45 years old	35	11%
46-50 years old	18	6%
> 50 years old	12	4%
Total	319	100%
How long have you been a member of the community		
< 6 months	90	28%
6-12 months	77	24%
1-2 months	82	26%
> 2 months	70	22%
Total	319	100%
Last active in an online community group		
Currently- 1 month ago	258	81%
2-3 month ago	61	19%
Total	319	100%
Occupation		
Student (Bachelor)	138	43%
Entrepreneur	56	18%
Employee State-owned enterprises (BUMN)	11	3%
others	114	36%
Total	319	100%

This research utilized a non-probability sampling approach employing random sampling methods. The criteria are members who are already members of social media-based brand community groups. The number of samples was determined based on arrows pointing to the variable (construct) and its significant level (Hair et al., 2022). In this study, the minimum sample required was 181, based on ten times the number of arrows pointing to the latent variable (Hair et al., 2022). Primary data was obtained from online questionnaires distributed through several online brand community groups in Indonesia. Online questionnaires were distributed to obtain data using a multi-item scale from previous literature that was adapted to the research context and had gone through a back translation process to obtain valid measurements. All measurement items use a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The indicators of all variables in this study are reflective. All the construct measurements are shown in Table 2.

Table 2. Definition and measurement

Variable	Operational Definition	Variable Measurement	Resource
Online Brand Community	Online brand communities give benefit to support users/members to engage, build connections, get brand-related information within the community	OBC 1: Communities permit users to input or post directly on the online group. OBC 2: Consumers share their product experiences on the online group with other buyers. OBC 3: Communities are valuable for gathering diverse information about products or brands. OBC 4: Members of this community reap benefits from their involvement. OBC 5: Members share a common connection with other community members. OBC 6: Members hold strong affiliations with other members	(Ha, 2018c; Laroche et al., 2012)
Social Networking	Value co-creation practices to enhance and create friendships and closeness among community members	SN 1: The brand community contacts me through notifications. SN2: Some community members are familiar with my identity. SN 3: I got special treatment after joining as a member.	(Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009)
Community Engagement	value co creation practices that emphasize increased engagement with the brand community	CE 1: I am driven to get along in activities due to the ensuing joy or personal preference. CE 2: I am driven to engage in community activities to support fellow members. CE 3: My involvement in community activities is motivated by my achievements.	(Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009)
Impression Management	value co-creation practices that focus on making a positive impression of the brand, brand enthusiasm, and brand community to people outside the community.	IM 1: Communities promote discussions regarding a product, company, or brand. IM 2: Members actively participate in discussions to justify their interest in the brand. IM 3: Members actively defend or refute the actions of company management.	(Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009)
Brand Use	Value co-creation practices to enhance better use of focal products	BU 1: My community members exchange beneficial tips for effectively using a product or brand. BU 2: Community members given their experiences of both successful and failed attempts at customizing the product. BU 3: Community members oversee and encourage activities that contribute to community	(Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009)

Variable	Operational Definition	Variable Measurement	Resource
		development.	
Brand Trust	the willingness of consumers to rely on the brand's ability to demonstrate its functions and benefits	BT 1: My brand consistently meets my product expectations. BT 2: I have confidence in my brand. BT 3: My brand has never disappointed me.	(Alves & Wagner Mainardes, 2017; Chaudhuri & Hoibrook, 2001; Laroche et al., 2012)
Brand Loyalty	Consumers rate a product/brand positively by making repeat purchases and recommending it to others	BL 1: I am dedicated to the brand. BL 2: If the brand is unavailable in one store, I will seek it in another. BL 3: I will pay a premium for my preferred brand.	(Chavadi et al., 2023; Laroche et al., 2012; Luo et al., 2015)

4. Result and Discussion

4.1 Result

4.1.1. Outer Model

Before testing the hypothesis, the outer model is evaluated by testing its validity and reliability (Henseler et al., 2012). Validity and reliability tests are carried out so that the model's accuracy and validity are known; if the model is accurate, then further tests can be carried out. For variables with reflective indicators, the validity test is seen from the variance extracted (AVE) value, which must be above 0.5, and the outer loading must be above 0.5. The reliability test is seen from the composite reliability value, which must be > 0.7 (Hair et al., 2022). Table 3 shows that the Average Variance Extracted (AVE) numbers for all variables are above 0.5 (0.601-0.702), and the outer loading of each indicator is also above 0.5. All indicators are valid. In addition, all composite reliability scores are above 0.7 (0.899-0.876). This shows that the model is accepted and has consistent internal reliability.

Table 3. Validity and reliability test

Variable		Outer Loading	AVE	Composite Reliability
Online Brand Community	OBC 1	0.654	0.601	0.899
	OBC 2	0.699		
	OBC 3	0.809		
	OBC 4	0.842		
	OBC 5	0.840		
	OBC 6	0.786		
Social Networking	SN 1	0.834	0.634	0.838
	SN2	0.771		
	SN 3	0.783		
Community Engagement	CE 1	0.794	0.697	0.873
	CE 2	0.865		
	CE 3	0.844		
Impression Management	IM 1	0.834	0.633	0.837
	IM 2	0.838		
	IM 3	0.708		
Brand Use	BU 1	0.840	0.695	0.872
	BU 2	0.851		
	BU 3	0.808		
Brand Trust	BT 1	0.845	0.732	0.891
	BT 2	0.887		
	BT 3	0.834		

Variable		Outer Loading	AVE	Composite Reliability
Brand Loyalty	BL 1	0.874	0.702	0.876
	BL 2	0.823		
	BL 3	0.816		

Discriminant Validity

Measuring discriminant validity, Hair et al. (2022:131) recommend HTMT as a test of discriminant validity in reflective measurement models. The HTMT value in the Table 4 shows a number <0.9 so that it can be stated that all constructs in the study are discriminant valid.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	BC	BL	BT	BU	CE	IM	SN
BC							
BL	0.623						
BT	0.610	0.820					
BU	0.575	0.552	0.518				
CE	0.790	0.495	0.503	0.694			
IM	0.672	0.722	0.698	0.717	0.680		
SN	0.801	0.797	0.799	0.653	0.860	0.831	

Inner Model

In evaluating the inner model, the important thing to include is the value of R² and Q² (Hair et al., 2022). R-Square (R²) is useful for measuring the accuracy of predictive models. R² in this study describes a substantial level of prediction accuracy. According to the Table 5, The R² value in this study ranges from 0.572 to 0.219. Second, we will test the structural model of predictive relevance, or Q-Square (Q²); if Q² is above 0, it can be concluded that the endogenous construction shows a relevant model for this construct (Hair et al., 2022). The Q² values consistently meet the standards and show satisfactory support for the quality and suitability criteria of the proposed model.

Table 5. Q² and R²

	SSO	SSE	Q ² (=1-SSE/SSO)	R Square
OBC	1,914.00	1,914.00		
BL	957	597.875	0.375	0.572
BT	957	678.719	0.291	0.430
BU	957	823.971	0.139	0.219
CE	957	685.764	0.283	0.429
IM	957	803.446	0.160	0.273
SN	957	726.209	0.241	0.401

Model Fit

According to Hair et al. (2022), the assessment for model fit criteria is seen from the SMSR value, which must be <0.05. However, other criteria include looking at the RMS Theta or Root Mean Square Theta value < 0.102 and the NFI value > 0.9. According to the Tables 6, the SMRS (0.118), rms Theta (0.167), and NFI (0.694) criteria values do not meet the standards, so they do not meet the model fit criteria.

Table 6. Model fit summary

	Saturated Model	Estimated Model
SRMR	0.071	0.118
d_ ULS	1.495	4.160
d_ G1	0.782	0.938
d_ G2	0.651	0.782
Chi-Square	1,187.244	1,309.462
NFI	0.723	0.694

4.1.2. Hypothesis Test

Table 7 presents the path coefficient and significant level. The path coefficient explains the strength of the relationship between variables. The rule of thumb is that the p-value with a significance of 5% is below 0.05, and the t-statistic is above 1.96 (two-tailed) (Hair et al., 2022). In testing the influence of online brand community on social networking ($t=15.742$, p value= 0.000 & $\beta=0.633$), impression management ($t=9.161$, p value= 0.000 & $\beta=0.522$), community engagement ($t=16.249$, p value= 0.000 & $\beta=0.655$), and brand use ($t=6.498$, p value= 0.000 & $\beta=0.468$), show all criteria are fulfilled so that it can be said that H1a-H1d is statistically supported. The same thing can be seen in H2 and H3 regarding social networking ($t=7.038$ p value= 0.000 & $\beta=0.475$) and impression management ($t=3.505$, p value= 0.000 & $\beta=0.235$) having a positive effect on brand trust, where the t statistic value is >1.96 and p -value < 0.05 . Things are different in testing the effect of community engagement ($t=1.083$, p values= 0.279 & $\beta=-0.077$) and brand use ($t=1.448$, p values= 0.148 & $\beta=-0.104$) on brand trust. The t-statistic value <1.96 show that community engagement and brand use do not positively affect brand trust (H4 and H5 are not supported). Likewise, in H6, brand trust positively affects brand loyalty ($t=30.056$, p values= 0.000 & $\beta=0.756$).

Table 7. Path coefficient and significant level

H	Relationship	Original Sample (β)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Supported
H1a	OBC -> SN	0.633	0.04	15.742	0.000	Yes
H1b	OBC -> IM	0.522	0.057	9.161	0.000	Yes
H1c	OBC -> CE	0.655	0.04	16.249	0.000	Yes
H1d	OBC -> BU	0.468	0.072	6.498	0.000	Yes
H2	SN -> BT	0.475	0.068	7.038	0.000	Yes
H3	IM -> BT	0.235	0.067	3.505	0.000	Yes
H4	CE -> BT	-0.077	0.071	1.083	0.279	No
H5	BU -> BT	0.104	0.072	1.448	0.148	No
H6	BT -> BL	0.756	0.025	30.056	0.000	Yes

4.2. Discussion

Online brand communities encourage their members to engage in value-creation practices. Previous research (Ha, 2018d; Laroche et al., 2012; Liao et al., 2023) supports the idea that online brand communities encourage participation in value-creation practices. This study found the same results (H1a-H1d supported). Online brand communities facilitate consumer interaction and allow the sharing of brand-related experiences and information (Novianti & Balqiah, 2023; Sicilia & Palazón, 2008). Members' active participation in community activities will occur if the online brand community can benefit its members (Kang & Shin, 2016; Kuo & Feng, 2013; Nambisan & Baron, 2009). Online brand communities foster member participation by offering easy access to product/brand information, social connections, and entertainment (Futuwwah & Mardiyah, 2019; Kang & Shin, 2016; Kuo & Feng, 2013; Novianti & Balqiah, 2023; Zhang & Luo, 2016).

This study looked at the fast-growing phenomenon of brand communities established on social media. Drawing on the literature on brand community, we proposed a model of the effects of brand community on value-creation practices and how they convert to brand loyalty through brand trust. We found support for the model and most of our hypotheses using PLS. We found that online brand communities greatly influence social networking (1a supported). The strong influence is caused by the collective culture that dominates Indonesian society (Hofstede, 2022; Minkov & Kaasa, 2022). Consumers want to be involved in the community because it is more about fulfilling social needs than needs related to product use issues. Minkov & Kaasa, (2022) stated that Indonesians have low individualism and tend to be collectivist and form social groups. Values that are considered good are agreed upon by the social group. Therefore, it is natural that many communities/social groups are created from the initiative of individuals interested in certain products and not from companies. As a society with a short-term orientation and more uncertainty avoidance (Hofstede, 2022), community members can directly feel short-term collective relationships within brand communities that emphasize togetherness. According to Futuwwah & Mardiyah (2019) ; Ha (2018d) and Luo et al. (2015) in value co-creation, interpersonal interaction (personal communication between community members and members and community group admins) is an important part of social networking activities. This goes a long way in building a pleasant experience with the brand community.

Online brand communities also encourage community members to build positive brand impressions on people outside the community (1b supported). This condition benefits the company because it builds and disseminates a positive

brand image to people outside the community (Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). Members participate in impression management activities because online brand communities can provide good and useful information for themselves so that the information is worth conveying to others outside the community (Ha, 2018d). Community members feel the benefits of information about products they get from community activities. This makes them share their information with consumers outside the community (Ha, 2018d; Laroche et al., 2012; Luo et al., 2015). They also share the positive impression that community members get regarding activities within the community when interacting with the company (representatives) and people outside the community, especially people who use the product. This forms a positive impression of the product or company.

Online brand communities encourage members to participate in community activities. These activities create members' attachment to the brand community, strengthening this activity (H1c supported). This aligns with previous research results (Ha, 2018d; Hongsuchon et al., 2023; Laroche et al., 2012; Schau et al., 2009). Activities carried out in communities often involve community members, which makes relationships between members stronger. They can also easily get product information when they meet community members. Members are motivated to bond with other members by sharing brand-related issues (Algesheimer et al., 2005; Sukoco et al., 2016; Wu & Sukoco, 2010). This encourages member involvement in product discussion forums (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009). Product discussion forums, such as good product use, new things about the product, and how to use it (Ha, 2018d; Laroche et al., 2012; Schau et al., 2009). The easiest and quickest interaction between members is felt as a benefit. This could be because members feel they have something in common, namely, using the same product brand. Other members must recognize these similarities so that attachment to the community arises and they feel part of the online brand community (Brodie et al., 2013; Časas et al., 2016; Kumar & Kumar, 2020; Niedermeier et al., 2018). These activities and interactions also encourage brand use (H1d supported). This will be useful information for members to improve the quality of their product use. One of the reasons people join brand communities is the presence of useful additional information that is not available outside the community (Ha, 2023b)).

Contrary to expectations, only two of the four value creation practices (social networking and impressions management) contribute to brand trust (H2-H3 supported). This result differs from the research of Laroche et al. (2012), which shows that social networking does not affect brand trust. In this research, social networking has a more dominant influence on brand trust because brand communities are formed on the initiative of consumers and not by companies. This results in greater emphasis on involvement in activities related to building member relationships (Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). The focus is on encouraging joint activities such as social gatherings, outings, or informal conversations that foster stronger bonds among group members (Ha, 2023b; Laroche et al., 2012; Luo et al., 2015). Strong social network interactions make members feel comfortable in the community and make the community a medium for building friendships. The function of friendship itself is very important in marketing. Marketers agree that building customer relationships can build strong friendships (S. Yang et al., 2016; S.-B. Yang et al., 2017). Strong friendships between community members will make it easier to share information about brands because the information brought by friends is more credible (S. Yang et al., 2016; S.-B. Yang et al., 2017). Therefore, a strong social network encourages brand trust due to the strong relationships between members (H2 supported). Research by Yang et al. (2016) and Yang et al. (2017) confirm that the function of friendship relationships combined with business relationships in the community builds trust in products, which in turn encourages consumers to buy products.

This study shows that impression management positively affects brand trust (H3 supported). These results align with research by Laroche et al. (2012); impression management is a form of a member's role or contribution by conveying a positive impression about the brand and community to others. This free promotion benefits the Company (Laroche et al., 2012; Schau et al., 2009). Based on role theory (Biddle, 1986), a person's behavior is by their role. People who convey positive information/impressions must acknowledge what they convey (positive information/impression of a particular brand). His role as a source of information will strengthen what he conveys. The more positive the information/impression he conveys, the more confident he will be in what he conveys. Brand trust is a calculative process that relates to the brand value consumers receive. If consumers are aware of the benefits in their brand, consumers will increasingly trust the brand (Carroll & Ahuvia, 2006; Zhou et al., 2012)

Community engagement does not have a significant positive effect on brand trust (H4 not supported). These findings align with the research results by (Laroche et al., 2012). Community engagement focuses on building ties with the community through symbolic activities and certain rituals that strengthen the community (Ha, 2018d; Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). Community members who participate in activities within the community can be caused by an attachment between themselves and the brand community (Kumar & Kumar, 2020). Community members are involved and bound to the community because it is in harmony with their identity and goals. Each member has different experiences and personalities in responding to stimuli from the brand community, which can shape perceptions of the brand (product) so that they cannot be the same. Because community members have different personal conditions in responding to brand community stimuli, this does not necessarily build brand trust. Activities in brand communities that focus more on social interaction may not be related to increasing understanding and knowledge about the brand (product). This can result in that even though community members have ties to the community, it does not cause them to trust the brand (product). Because brand trust is an accumulation of brand trust that is based on strong knowledge of the performance of a brand, it is necessary to have brand knowledge acquired by consumers in

order to have high brand trust (Ardyan et al., 2018; Chaudhuri & Hoibrook, 2001; Kananukul et al., 2015; Pournaris & Lee, 2016).

Logically, brand use will influence brand trust. This study shows different results; brand use does not significantly influence brand trust (H5 not supported). The use of focal brands to share product information and increase the use of key products (Ha, 2018d, 2018a, 2023b; Laroche et al., 2012; Luo et al., 2015; Schau et al., 2009). Brand use with limited interaction within the community can make members uncomfortable using the brand due to limited knowledge regarding brand use (Liao et al., 2023). Consumers' difficulty getting the product knowledge they need creates a lack of trust in brands. Limited product explanation sessions in chats between community members, product promotions outside the main brand, and current topics related to increasing focused product knowledge (Kuo & Feng, 2013; Liao et al., 2020; Tseng et al., 2017; Wu & Sukoco, 2010) explains that product information sharing sessions will run well if they are managed professionally. Unprofessional management will create opinions far from the topic, such as gossip or hoaxes on promotional topics outside the product. Based on the researcher's observations when looking at community social media, some posts were not related to products, such as selling other camera brand products in certain camera brand communities. However, this depends on the rules in the community regarding sharing activities; if you express your opinion (comments) in the community group too freely, it could also be possible to recommend other products unrelated to the brand in the community. From the perspective of logic and previous research, brand usage is very important for increasing brand trust because it shows the usage and product information associated with the brand (Ha, 2018d; Laroche et al., 2012; Liao et al., 2023; Pool et al., 2018). If supported by clear rules in the community, sharing optimal product use will build brand credibility. Apart from that, according to news from The Jakarta Post (2021) and Valina Zahra (2023), Indonesian consumers' culture of buying imitation/KW products is very large. Indonesian consumers include consumers who are sensitive to price, lack understanding of copyright in products, and weak law enforcement regulations related to copyright. This encourages the number of imitation products and other substitutes to replace original products. This also has the potential to happen in the brand community in Indonesia in sharing information related to non-original brand products.

Brand trust has a positive effect on brand loyalty. This study and many previous studies have confirmed the influence of brand trust on brand loyalty (Kamboj & Rahman, 2016; Laroche et al., 2012; Pournaris & Lee, 2016), as well as online brand communities (H6 supported). Brand trust is a consumer's belief in the benefits and functions of a brand, which is linear from the information that consumers have (Ardyan et al., 2018; Chaudhuri & Hoibrook, 2001; Kananukul et al., 2015; Laroche et al., 2012; Pournaris & Lee, 2016). If community members trust the brand, then the potential to make repeat purchases and recommend the brand to others is very high; this indicator is a picture of consumers with high brand loyalty.

5. Conclusion

This study contributes to the addition of theoretical information regarding the activity of value co-creation practices on brand trust in online brand communities. This study found that social networking and impression management affected brand trust. Previous research by Laroche et al. (2012) that investigated in Canada that Canadians had more individualistic values and showed brand use and impression management created brand trust, while community engagement and social networking did not. This study found that social networking and impression management earn brand trust in collectivist people (Indonesia). Brand trust influences social networking and impression management. Brand trust is due to interactions with people in the community and the role of community members as informants about products and companies as well for people outside the community, not because of product use or community engagement. This can be caused by community collectivism. Based on this, we can conclude that not all value co-creation practices work. It depends on the cultural conditions in the community.

This study also found that the online brand community influences value co-creation practices. Active participation of community members occurs if they feel the benefits of the brand community's online existence. Online brand community foster member participation by offering easy access to product/brand information, social connections, and entertainment. Practically, research results provide knowledge for marketers and companies to manage brand communities and create programs related to social networking to close the members, such as gatherings, celebrations of the important day, information sharing, touring, or talking. The more members feel close to others, the more they are willing to be involved in value co-creation practices.

Furthermore, we also find that social networking and impression management influence brand trust. Companies consider the brand community to provide product information and create positive exposure from members that tend to persuade others (non-members) to make purchases and give a positive impression of the company. In Indonesia, with a highly collectivistic culture, consumers mostly form brand communities. Closeness, friendship, and building relationships between members will be important and cannot be abandoned. Companies must think about using social networking activities that are appropriate and not tendentious. Moreover, the increase in the Internet supported the existence of brand communities. The more accessible and free information in the era of the internet and social media,

the easier it is to convey things counterproductive to brands, so brand communities must create appropriate and soft filters to fortify their members from counterproductive information.

Furthermore, we also find that social networking and impression management have a positive impact on brand trust. Companies believe brand communities can give product information and generate positive exposure through their members. They convince others to make purchases and create a positive impression of the company. In Indonesia, with highly collectivist values, consumers mainly form brand communities through mutual agreement. Social networking prioritizes proximity, friendship, and cultivating relationships among members, which is crucial and should not be overlooked. Companies must consider the appropriate implementation of social networking activities, such as gatherings, celebrations of important days, information sharing, touring, or talk shows, as mentioned before. Additionally, the growing use of the internet further facilitates the establishment of brand communities. The ubiquity of the internet and social media has enabled the effortless spread of information. As a result, conveying favorable impressions of a brand both within and beyond the community has become simpler (termed "impression management"). Therefore, brand communities must implement effective and delicate filters to protect their members from detrimental information. Communities need to encourage members to share positive information about the brand and company on their social media by providing rewards.

5.1. Limitation and Future Research

To obtain a broad level of result generalization, further research can be conducted in other countries with a high collective culture, similar to Indonesia, to see whether there is consistency. Previous research (Laroche et al., 2012) conducted in Canada had a different result. Researchers suspect differences in community patterns in Canada and Indonesia. Canada has a highly individualized culture. The cultural factor in these things can be material for conducting comparative research with countries outside Indonesia. Future research should find out why specific value co-creation practices dominate in influencing brand trust, whether cultural or other factors, because more evidence still needs to be discussed (Heydari & Laroche, 2018; Kietzmann et al., 2011).

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Author Contribution

Author 1: conceptualization, formal analysis, method, supervision
 Author 2: conceptualization, investigation, method, writing original draft
 Author 3: supervision, review, and editing.
 Author 4: reviewing, editing, and visualizing.
 Author 5: reviewing, editing, visualizing, and submitting

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Conflict of Interest

The authors have no financial or non-financial conflicts of interest to disclose to this study.

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