

The Effect of Communication and Brand Trust on Sustainable Commitment

Communication and
Brand Trust

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ABSTRACT

In the modern era, cycling communities have become a means for people to interact and share experiences, as well as to build trust in certain bicycle brands. This study aims to analyze the influence of community and brand trust on the commitment of cycling community members in Bandar Lampung. This research uses a quantitative method with data collected through questionnaires distributed to members of the cycling community in Bandar Lampung. The number of samples used was 50 samples. The collected data were analyzed using linear regression techniques to determine the extent of the influence of community and brand trust on member commitment. The results of the study show that the community has a positive and significant impact on member commitment. Members who feel connected and supported by the community are more likely to show a high commitment to cycling activities and the brands they use. Additionally, brand trust has also been shown to have a significant effect on commitment. Community members who have high trust in the quality and reputation of the brand are more likely to exhibit sustained commitment. These findings underline the importance of building a strong community and enhancing brand trust as strategies to increase customer commitment in the bicycle industry. This research provides significant contributions for marketers and bicycle manufacturers in formulating effective marketing strategies by leveraging community aspects and brand trust.

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Keywords: Marketing Strategy, Communication, Brand Trust, Sustained Commitment

ABSTRAK

Dalam era modern, komunitas sepeda menjadi salah satu sarana bagi masyarakat untuk berinteraksi dan berbagi pengalaman, serta membangun kepercayaan terhadap merek-merek sepeda tertentu. Penelitian ini bertujuan untuk menganalisis pengaruh komunitas dan kepercayaan merek terhadap komitmen anggota komunitas sepeda di Bandar Lampung. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner yang dibagikan kepada anggota komunitas sepeda di Bandar Lampung. Jumlah sampel yang digunakan adalah sebanyak 50 sampel. Data yang terkumpul dianalisis menggunakan teknik regresi linier untuk melihat seberapa besar pengaruh komunitas dan kepercayaan merek terhadap komitmen anggota. Hasil penelitian menunjukkan bahwa komunitas memiliki pengaruh positif dan signifikan terhadap komitmen anggota. Anggota yang merasa terhubung dan mendapatkan dukungan dari komunitas lebih cenderung menunjukkan komitmen tinggi terhadap aktivitas bersepeda dan merek yang mereka gunakan. Selain itu, kepercayaan merek juga terbukti memiliki pengaruh signifikan terhadap komitmen. Anggota komunitas yang memiliki kepercayaan tinggi terhadap kualitas dan reputasi merek lebih cenderung menunjukkan komitmen berkelanjutan. Temuan ini menggarisbawahi pentingnya membangun komunitas yang kuat dan meningkatkan kepercayaan merek sebagai strategi untuk meningkatkan komitmen pelanggan dalam industri sepeda. Penelitian ini memberikan kontribusi penting bagi pemasar dan produsen sepeda dalam merumuskan strategi pemasaran yang efektif dengan memanfaatkan aspek komunitas dan kepercayaan merek.

Kata kunci: Strategi Pemasaran, Komunikasi, Kepercayaan Merek, Komitmen Berkelanjutan

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INTRODUCTION

Companies to meet changing consumer tastes, create new innovations to win market competition for the products they market. Currently, industrial conditions with very high competition are also experienced by the automotive industry, such as. The industry must follow consumer developments according to developing trends. At the beginning of 2020, the world was hit by the corona virus pandemic (Covid 19) and it continues to this day. These pandemic changes consumers' lifestyles to adapt so that they do not catch or become infected with the virus (Ratten, 2021; Hartono et al., 2021). During the pandemic, several regions in Indonesia implemented large-scale activity restrictions by limiting community activities outside the home. As Covid 19 cases decline, the government is starting to allow its citizens to carry out activities outside the home by observing health protocols, including maintaining distance, washing hands frequently and using masks. These pandemic changes people's lifestyle to adapt to this virus and increase the body's immunity to prevent infection. One way to do this is by exercising and one of them is by cycling. Preventing contracting Covid 19 by maintaining the body's immunity includes eating with good nutrition and getting enough exercise. One sport that many people do during Covid 19 is cycling. People who cycle regularly form communities based on similarities, including bicycle communities based on places of work, communities based on places of education or communities formed based on the type of bicycle, such as mountain bike, folding bike and road bike communities. The large number of people who exercise by cycling causes an increase in bicycle prices and this is exploited by companies that produce bicycles to meet market demand (Gossling et al., 2019). The company also uses consumers who have made purchases to become a liaison between the company and consumers.

Brands have an important role and are the biggest asset for a company. Consumers see brands as an important part of the product and brands can add value to the product. Consumers will have their own views on one brand even though there are many alternative brands available. The existence of brand superiority on a product compared to competing product brands is very necessary because it can be the first and main attraction that is easily embedded in the minds of consumers and can increase the sales value of a brand (Lim et al., 2020; Khayru & Issalillah, 2021; Malicha, 2022). One important factor that can increase sales value is through the existence of a brand community. A brand community is a community that uses products from one brand and model which is believed to be a very potential market in the future (Carvalho & Fernandes, 2018; Kumar, 2020; Santos et al., 2022). For this reason, companies must be able to establish close relationships with the brand community, this is done to increase customer loyalty to the brands they sell. Consumer commitment to brands is really needed by a company to be able to maintain its market share and with the existence of a brand community it is hoped that it can maintain the commitment to use of the brand of members of the community. As according to Muniz & O'Guin (2001) and Essamri et al. (2019) brand community is a form of specialized community, a community that has ties that are not based on geographical ties, but are based more on a set of social relationship structures among fans of a particular brand. Muniz & O'Guin (2001) explain that brand communities have three components, namely, First, Shared awareness, which consists of: legitimacy and opposition brand loyalty. Second, rituals and traditions, which consist of: celebrating brand history and sharing brand stories. Third, a sense of moral responsibility, which consists of: integrating and retaining members, and assisting in the use of the brand.

The brand community is proof that consumers pay attention to the brand. This attention is an important asset for forming loyalty. Brands gain other benefits from brand communities through member activities in sharing knowledge, experiences and expectations regarding the brands they use. All the benefits offered by the brand will be easier to know and believe in. All the expectations expressed by consumers will become an important source of innovation for brands. The first target of their community is to create a loyal market of product users, even at a certain stage the use of the product is not only limited to loyalty but has entered the way of life stage, so that the dependence of the

consumer's lifestyle on the product will be very high (Park et al., 2018; Zhang et al., 2018). Many bicycle communities in Bandar Lampung have also been formed in line with the trend of riding bicycles during the Covid-19 pandemic. The bicycle association in Bandar Lampung was not formed based on a certain brand of bicycle or a certain type of bicycle, but rather based on factors such as the same place of school, the same place of study and the same place of work. Bicycle associations in Bandar Lampung include the NFC (Notary Family Cycling) Lampung bicycle association whose members are notaries in Bandar Lampung, Gowes_Asyik is a bicycle group for students in Bandar Lampung and Kosella is a group of employees in Bandar Lampung who use bicycles as a means of transportation to work.

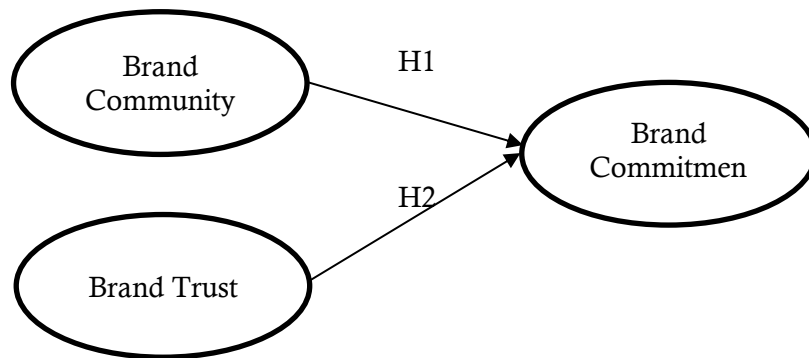
LITERATURE REVIEW

The existence of a brand community, especially one formed by a company, does not automatically guarantee increased consumer loyalty to the brand. Brand community members must demonstrate their commitment to the community (Coelho et al., 2019). Commitment to a brand community refers to consumers' attitudes towards the community and more specifically to sustainable behavior within the community, such as the active participation of individuals in community activities (Hur et al., 2011). Committed brand community members will play an active role in every activity held by the community, maintain the community's good reputation, and continue to strive to develop the community to make it stronger. To build commitment to a brand community among its members, various processes are needed that are able to obtain that commitment. Research conducted by Hur et al. (2011) show that commitment to a brand community is formed from the level of trust and affect towards the brand community.

Hur et al. (2011) and Poturak & Softic (2019) state that companies need media that can act as a link between the company and consumers who have made purchases. Relationships between companies and consumers can be built through the formation of brand communities by companies. The existence of a brand community is considered capable of helping companies share information, demonstrate brand values and culture, and provide assistance to consumers, which ultimately greatly influences loyalty. Malicha (2016) defines a brand community as a group of people who have an interest in the same brand and come together to share that interest actively, both through online and offline media. Trust is the most important thing for individuals in building commitment and loyalty to a brand. Trust, commitment and loyalty are interconnected and lead to long-term relationships between companies and consumers. Brand trust is a condition where consumers are willing to believe that a brand will perform functions (Bob et al., 2020; Malicha, 2022).

Hur et al. (2011) in their research identified the influence of brand community variables and brand trust on commitment to mobile phone brand communities in Shanghai and Beijing. The research results show that the influence of brand community on brand commitment is relatively small, only 39%. Meanwhile, the influence of brand trust on brand commitment is almost the same, namely 32%. This relatively small influence is interesting to re-examine with a different object, namely the bicycle community in Bandar Lampung. Hur et al. (2011) also stated that brand communication that occurs between brand community members helps companies increase community members' commitment to the brand. This opinion is strengthened by research conducted by Ndubisi (2007) and Kim et al. (2018), which states that communities formed due to shared awareness of a brand can increase commitment to that brand.

Trust is an important element for maintaining long-term relationships. This is because relationships formed on the basis of trust are very valuable for parties who want to commit to a brand (Ndubisi, 2007; Tabrani et al., 2018; Brown et al., 2019). Ndubisi's (2007) opinion is strengthened by research by Hur et al. (2011) which states that the higher the level of trust in a brand, the higher the commitment to that brand. Based on previous research, this research model is in Figure 1.



H1: Brand community has a positive effect on brand commitment
 H2: Brand trust has a positive effect on brand commitment

METHOD

This research uses quantitative methods with members of bicycle associations in Bandar Lampung as samples. The sample was not limited to brand-based associations or specific types of bicycles. The number of samples used was 50, calculated based on sample adequacy which was 5 times the 10 existing research indicators. The sampling technique chosen was non-probability sampling with a purposive sampling method, considering the limited time and costs of research. Respondents who meet the requirements are members of the bicycle community in Bandar Lampung. For data analysis, multiple regression was used, which aims to measure the influence of the independent variable on the dependent variable. There is one binding variable and more than one independent variable in this research. Multiple regression is an effective statistical analysis method for determining the relationship and influence between several independent variables on one dependent variable, as explained (Kalnins, 2018). This approach allows researchers to understand the complexity and dynamics of relationships between variables in the context of the bicycle community in Bandar Lampung. Through this analysis, it is hoped that an in-depth understanding of the factors influencing the participation and involvement of members of the cycling community will be obtained.

RESULT

The results of multiple regression calculations show that the F value is 17.908 with a significance value of 0.000 which is smaller than 0.05. Based on these results, it can be concluded that the variables of brand trust and brand communication jointly influence brand commitment (Tiep et al., 2023). Next, an analysis is carried out to determine the influence of each variable.

Table 1. R Square Calculation Results

Model	R	R Square	Adj. R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.559a	.312	.301	7692043	.292	17.908	2	47	.000

a. Predictors: (Constant), Brand Trust, Brand Community

b. Dependent Variable: Brand Commitment

The results of the R Square calculation show that the brand community and brand trust variables together influence the commitment of bicycle associations in Bandar Lampung by 31.2%. The remaining 68.8% was influenced by other factors such as consumer tastes and competitor factors which were not calculated in this research. This is known from the significance probability value F which is smaller than 0.05. This not too big influence indicates that the formation of brand commitment is not dominated by community and brand trust, but rather by other factors not measured in this research.

Hypothesis testing is carried out to determine whether the independent variable has a significant influence on the dependent variable (Meyer et al., 2020; Ilham et al., 2022).

This test was carried out to determine the effect of each independent variable on the dependent variable. Statistical testing of the t test in this study was carried out with a confidence level of 95% or with $\alpha = 5\%$. The test criteria. Ho is accepted and Ha is rejected if $t_{count} \leq t_{table}$ at $\alpha = 5\%$. Ho is rejected and Ha is accepted if $t_{count} \geq t_{table}$ at $\alpha = 5\%$. $df = nk-1 = 50 - 2 - 1 = 47$ (n = number of respondents, k = number of independent variables). The results of the t table calculation and the calculation using t count are in Table 2.

Table 2. Regression Coefficient Results

Model	Unst. Coef. B	Unst. Coef. Std. Error	Std. Coef. Beta	t	Sig.
(Constant)	5.739	1.911		3.003	.000
Brand Community	.683	.139	.568	4.914	.000
Brand Trust	.304	.102	.271	2.980	.004

a. Dependent Variable: Brand Commitment

Ho: Partially there is no significant influence between the independent variables on variable Y.

Ha: Partially there is a significant influence between the independent variables on variable Y.

Hypothesis test results based on Table 2, Hypothesis testing results H1 (Brand community has a positive effect on brand commitment) has a value with a significance of 0.000. Based on the results of hypothesis testing, it is concluded that H0 is rejected and Ha is accepted. The conclusion obtained is Brand community has a positive effect on brand commitment. This means that if the brand community increases by one unit, brand commitment will increase by 0.568 units. Hypothesis testing results H2 (brand trust has a positive effect on brand commitment) has a value with a significance of 0.004. Based on the results of hypothesis testing, it is concluded that H0 is rejected and Ha is accepted. The conclusion obtained is Brand trust has a positive effect on brand commitment. This means that if brand trust increases by one unit, brand commitment will increase by 0.271.

The brand community variable is the dominant variable that influences community members' commitment to a particular bicycle brand, with a regression coefficient of 0.304. Statistically, this figure shows that if the brand community variable increases by one unit, commitment will increase by 0.586 (Akrouf & Nagy, 2018; Shen et al., 2018; Wang et al., 2019). This relatively large regression coefficient is consistent with the qualitative answers which show that this bicycle community is a place for exchanging information about bicycle brands. This means that this community is used by its members to exchange information and knowledge about bicycles. Apart from that, this community also respects each other, making community members feel happy. The results of this study are in accordance with the results of research conducted by Hur et al. (2011) and Boateng (2018), who state that brand community influences commitment. The difference in the results of this research only lies in the magnitude of the regression coefficient value, which is caused by differences in research objects and sample size. The results of this study also indicate that the research model and indicators used by Hur et al. (2011) can be a good measuring tool for determining commitment to a brand. Malicha (2022) also states that a brand community will have an effect on commitment if the community provides benefits and there is an exchange of information between members, and each member feels happy being in the community.

The brand trust variable only has an influence of 0.271 on commitment. This means that if brand trust increases by one unit, commitment will only increase by 0.271. The results of this study are in accordance with research by Hur et al. (2011), which states that brand trust does not dominantly influence brand commitment. This happens because the bicycle community in Bandar Lampung is not based on the same bicycle brand, but rather

on other factors such as fun and exchanging information. Apart from that, the bicycle community in Bandar Lampung is not formed by a particular brand, unlike the motorbike or car community which is often formed by a particular brand. Therefore, brand factors do not have a dominant influence on commitment. The results of this research answer the research objective, namely that brand community and brand trust variables influence brand commitment.

CONCLUSION

The research, can be concluded the brand community variable is the dominant variable in forming brand commitment. These results are consistent with qualitative answers which state that brand community members exchange information and respect each other, thereby making community members feel happy and ultimately forming brand commitment. Research also shows that the bicycle brand community in Bandar Lampung is not formed based on the similarity of the bicycle brands they own. Commitment is formed more because of the similarity of other factors such as pleasure and the means of exchanging information. Second, the brand trust variable is not dominant in influencing brand commitment. This happens because the commitment of the bicycle community in Bandar Lampung is not formed based on a particular brand. The existing bicycle community is not limited by certain brands, but is informal as a means of exchanging information and fun for members of the bicycle community. The suggestion in this research is that the Bicycle Association in Bandar Lampung should hold regular meetings to build a strong commitment within the bicycle community. Activities that can be done include cycling together on certain days, carrying out charity activities such as raising funds for disasters, or cleaning the beach together. These positive activities can strengthen relationships between members and ultimately form a strong commitment in society.

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