THE INFLUNCE OF BRAND COMMUNITY AND COMMUNITY ENGAGEMENT IN BUILDING BRAND TRUST: EMPIRICAL AT YESZY.MFG

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Abstract

A brand community is now not only a marketing tool for manufacturers but also a long-term business strategy to maintain the existence of a brand. The success of the brand community is shown through indicators of customer loyalty and also the willingness of customers to become brand advocates for brands promoted by the community. This study aims to determine the effect of brand community and community engagement in building brand trust at Yeszy.Mfg. This research method uses quantitative methods by taking samples using purposive sampling method, amounting to 100 respondents. Data analysis using SmartPls software. The results of this study state that there is an influence of brand community on brand trust, there is an influence of community engagement on brand trust, and community engagement is able to moderate community engagement on brand trust. Overall, the research findings emphasize the significance of brand community and community engagement in building brand trust within the Yeszy.Mfg brand community. By creating a supportive and engaging environment, the brand can enhance customer loyalty, advocacy, and long-term success.

Keywords: *Brand Community, Brand Trust, Community Engagement.*

A. INTRODUCTION

The existence of a brand is very important because a brand is a representation of the value offered by a product to customers. A brand is a contract of trust between a company and a customer because it guarantees consistency that a product will always be able to convey the value that customers expect from it. Interestingly, apart from being an identity for a product, a brand allows marketers to develop close relationships with customers. Customers often form emotional bonds with their favorite brands. This shows the importance of building an emotional bond between brands and their customers

One way to build this emotional bond is to form a brand community. According to a number of empirical studies on brand communities, which define brand communities as geographically constrained communities with a social structure that governs relationships between brand aficionados, brand communities are one of the tools used to strengthen the relationship between consumers and brands. Stokburger-Sauer (2010), adds that brand communities can draw attention from specific customers as social groups, which helps businesses build lasting, mutually beneficial relationships with their clients.

Today, a brand community serves as both a long-term business strategy and a marketing tool for manufacturers to promote their products. The success of the brand community is demonstrated by indications of customer loyalty as well as by consumers' readiness to act as brand evangelists for the brands that the community supports. One brand that is considered successful in building a good brand community is Harley-Davidson. Harley-Davidson has a brand community known as the HOG (Harley Owners Group) which was initiated by the company and also other Harley-Davidson communities which were initiated independently by Harley-Davidson customers spread across various regions and are also fully supported by the

company. added that Harley-Davidson offers a unique lifestyle and has a strong character in the minds of Harley-Davidson customers. This shows Harley-Davidson's success in building and developing its brand community which results in the creation of strong customer advocates and brand equity (Oktora, 2020).

Building an effective brand community is not easy. Many companies are able to form a community for their customers but fail to make this community effective as an instrument for companies to get closer to and increase customer loyalty to the brand they carry.

Based on this background, this study analyzes the role of the YESZY.MFG community, is a fashion brand that has been established in Solo and Yogyakarta and has been proven to be able to build an effective community in increasing customer loyalty. In accordance with this presentation, this study refers to the findings made in previous research conducted by Gummerus et al. (2012)and Wirtz et al., (2015) regarding important factors that need to be focused on by a brand community. Both studies suggest that customer engagement is an important indicator in measuring the success of brand community development. High customer engagement in a brand community will have positive implications for customer satisfaction and loyalty in the long term. Gummerus et al. (2012) suggest that there are 3 (three) important factors that motivate customer engagement with the brand community, including; social factors, entertainment factors, and economic factors. Social factors are the most important factors that influence the intrinsic motivation of customers toward the brand community. Another study conducted by Wirtz et al., (2015) added that there are other factors besides social factors that have a significant effect on customer engagement in the brand community, namely the bond factor to the brand, and functional factors. However, the influence of these five factors is still moderated by several other factors, namely product factors, situational factors, brand communities, and customer factors. From the background above, the researcher is interested in conducting research with the title The Influnce of Brand Community and Community Engagement in Building Brand Trust (Empirical at Yeszy.Mfg).

B.   LITERATURE REVIEW
1. Brand Community

The concept of "brand community" was first offered by Muniz and O'Guin (2001) "Brand Community is a specialized, non-geographically bound community, based on a structure set of social relations among admirers of a brand" which means that the Community a brand is a specialized form of community, having ties that are not based on geographical ties, but rather based on a structured set of social relationships among fans of a particular brand.

Previously, Schouten & McAlexander defined a brand community is defined as "a distinct social group that has been personally chosen based on a shared commitment to certain product classes, brands, and consumption activities" (Ferrinadewi, 2008). However, this concept is not just a club consisting of brand users, because the concept of brand community is created by companies, designed, and controlled to be an effective word-of-mouth tool.

The effectiveness of this concept stems from the ability of this concept to create brand trust (Ferrinadewi, 2008). So, it can be concluded that a brand community is a community that is structured based on closeness to a product or brand that has the same thoughts and commitments about a particular brand that is not based on geography, but rather on the social structure of the community. brand community departs from its essence, namely the brand itself, and then functions in building relationships for each member who is a user or who is interested in the brand.

Customers will join the brand community is an important thing to understand, because the community basically helps consumers to achieve the goals expected by customers. According to Ouwersloot and Schoder (2007) there are several factors that motivate customers to join or form a brand community or brand community, namely as follows product quality

assurance with trust attributes (customer company relationship), high engagement with branded product categories (customer product relationship), opportunities for shared consumption (customer-customer relationship), and the symbolic function of the brand (customer-brand relationship).

2. Brand Trust

The desire of a customer to rely on a brand despite the dangers involved because they anticipate that the brand will provide favorable outcomes is known as brand trust (Lau and lee in Rizan, 2012). Brand trust has an important role in products, Firmansyah (2019) state that "Brand trust is the expectation of the brand's dependability and good intentions". The first is consumer confidence that the product can deliver on the value promised, or the perception that the brand can live up to consumer expectations by keeping its promises, which ultimately results in consumer satisfaction. The second is consumer confidence that the brand can put the needs of customers fir st when issues with product consumption arise unexpectedly. According to Lau and lee in Rizan (2012), there are so many unidentified consumers in the consumer market that it is challenging for businesses to develop individualized interactions with each client. Another strategy used by marketers to build close bonds with consumers is through the use of a symbol, or brand. In this scenario, the brand serves as a stand-in for the direct communication between the business and its clients, and trust can be developed through the brand. According to Dooney and Connon in Carissa (2014) brand trust can be measured by several factors, including providing correct information, feeling confident in fulfilling promises, and feeling confident that the products offered are safe or not at risk.

3. Community Engagement

In a brand community, there will be an attachment between one member and another member. This community engangement is a process of cooperation as a collective action that refers to public participation in the decision-making process (Veriasa, 2017). The high frequency of meetings and sharing information at any time will make one member and another member have an attachment to building a stronger network of friends. One member and another will pay attention to each other and share to maintain a stronger bond in the community.

Wicaksono (2019) based on his research stated that community engangement in development makes the resulting decisions more acceptable. In addition, community involvement also makes the work carried out more purposeful, integrated, and systematic. Thus, an approach involving the community can provide space for the community to be involved in the development process and have greater opportunities to participate in making decisions about their collective choices.

There are three indicators that serve as a measure of success in engaging the community (Veriasa, 2017), namely the formation of relationships with targeted community groups, the creation of trust from the community, and the development of common issues accompanied by collective action from the community.

To achieve these three things, there is a strategy that must be carried out, including taking an approach through the mentoring process to build relationships with the community as well as an effort to understand the problems experienced by the community. The success of this effort can be seen in the acceptance of the community.

In addition, to build trust in the community, the strategy that can be used is through opening up space for the exchange of information and interaction which will accelerate common views and understanding of the direction of development to be carried out. Communities are also encouraged to understand that community involvement is intended to help them find solutions to the problems they face. Then, as an effort to build common issues and collective action from the community, it is necessary to encourage wider discussion and development of various

community needs to create community awareness. When community awareness has been formed and issues regarding development have been mutually agreed upon, collective community action can easily be carried out. This collective action is finally seen as a necessity by the community in order to achieve the desired change.

Maharani and Purnamasari (2015) state that "the brand engagement variable consists of 5 indicators 1) Consumers will not switch brands, 2) Consumers will feel lost if the brand is no longer there, 3) Consumers always try new products offered by this brand, 4) Consumers will still buy this brand's products even though there are unfavorable news about this brand, 5) Consumers feel incomplete if they do not buy or use this brand".
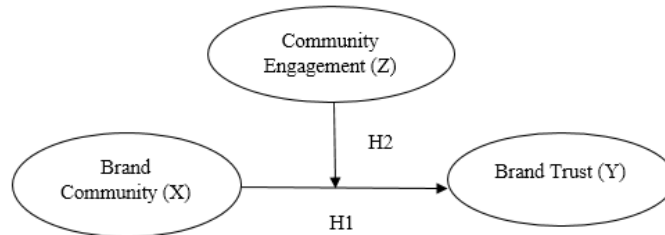

Figure 1. Research Framework

4. Hypothesis

H_1: Brand community has a significant and positive effect on brand trust.
H_2: Brand community has a significant and positive effect on brand trust which is moderated by Community engagement
H_3: Community engagement has a significant and positive effect on brand trust.

C. RESEARCH METHOD

Table 1. Operational Definition

Variable		Indicator
Brand Community (X)	"Consumers' view of a brand as a reflection of the associations they have in their thoughts is known as brand image"	1. Strength of brand association
		2. Favorability of brand association
		3. Uniqueness of brand association
Brand Trust (Y)	"Brand trust is defined as the customer's desire to rely on a brand with the risks that will be faced because the expectation of the brand will lead to positive results"	Providing correct information
		Feeling confident in fulfilling promises
		Feeling confident that the products offered are safe or not at risk
Community Engangement (Z)	"The formation of relationships with targeted community groups, the creation of trust from the community, and the development of common issues accompanied by collective action from the community"	Consumer will not switch brands.
		Consumer will lost if the brand is no longer there.
		Consumer always try new product offered by this brand.
		Consumer will still buy this brands product even through there are unfavorable news about this brand.
		Consumer feel incomplete if they do not buy or use this brand.

Consumers that belonging to the YESZY.MFG community and already having minimal 1 product from YESZY.MFG the study's demographic. Because the population used in this study could not be determined with confidence, the Rao in Kanisa (2017) was applied as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$
$$n = \frac{1,96^2}{4(0,1)^2}$$
$$n = 94,04$$

Based on the formula above, the total number of samples in this study was 94.04, which was rounded up to 100 respondents.

Purposive sampling is the non-probability sampling strategy utilized in this investigation. The sampling method known as purposeful sampling has some limitations (Sugiyono, 2019). 100 respondents make up the 100 samples that were used. The following are the purposive sampling criteria used in this study:

a. Respondents aged 17 years and over
b. Respondents have brand from YESZY.MFG Min 1 product
c. Respondents as a mamber in YESZY. MFG

D. RESULTS AND DISCUSSION

1. Description of gender characteristics

The traits of the gender description listed in the table are as follows:

Table 1 Description of gender characteristics

No.	Gender	Amount	Percentage
1.	Male	61	61%
2.	Female	39	39%
	Total	**100**	**100%**

Source: Primary Data 2023

The collected sample of 100 respondents was divided into two genders, as shown in table 1. above. Male respondents made up 61 respondents (61%) and female respondents made up 39 respondents (39%) in total.

2. Age Description

The following are the characteristics that emerged from the table's age description:

Table 2 Description of age characteristics

No.	Age	Amount	Percentage
1.	17-20	4	4%
2.	21-23	35	35%
3.	24-26	32	32%
4.	> 27	29	29%
	Total	**100**	**100%**

Source: Primary Data, 2023

Table 2 above shows how the 100 respondents who participated in the survey were divided into 4 age groups. A total of 4 respondents (4%), 35 respondents (35%), 32 respondents (32%) and 29 respondents (29%) were among the respondents between the ages of 17 and 20.

3. Member decsription

The following are the outcomes of the member attributes listed in the table:

Table 3. Member description

No.	Member	Amount	Percentage
1.	< 1 Years	45	45%

2.	> 1 Years	55	55%
	Total	**100**	**100%**

Source: Primary Data, 2023

From table 3. We can conclude that from collected sample of 100 respondents was divided into 2 groups. Member < 1 years were 45 (45%) and respondents as a member > 1 years were 55 respondents (55%).

4. Product owned description

The findings of the attributes of the Product owned description presented in the table are as follows:

Table 4. Product owned description

No.	Product Owned	Amount	Percentage
1.	1	21	21%
2.	2	40	40%
3.	3	13	13%
4.	>3	26	26%
	Total	**100**	**100%**

Source: Primary Data, 2023

From table 4. We can conclude that from collected sample of 100 respondents was divided into 4 groups. Higher product owner was 2 products with total 40 respondents (40%) and the lowest were 3 products with total 13 respondents (13%).

5. Occupation description

The outcomes of the qualities of the job description listed in the table are as follows:

Table 3. Occupation Description

No.	Occupation	Amount	Percentage
1.	Admin	2	2%
2.	Banker	1	1%
3.	Barista	1	1%
4.	Brand Owner YESZY.MFG	2	2%
5.	Content Creator	5	5%
6.	CS	1	1%
7.	Entrepreneur	7	7%
8.	Freelance	9	9%
9.	Teacher	3	3%
10.	Employee	24	24%
11.	College Student	35	35%
12.	Marketers	4	4%
13.	Shoe Technician	1	1%
14.	Store Manager	1	1%
15.	Waiters	3	3%
	Total	**100**	**100%**

Source: Primary Data, 2023

The collected sample of 100 respondents was sorted into 15 occupational groups, as can be seen in table 5 above. It is clear from the aforementioned 15 types of labor that students hold the majority of jobs.

6. Salary Description

The characteristics that emerged from the table's wage description are as follows:

Table 6. Salary Descriptions

No.	Salary	Amount	Percentage
1.	1.000.000-2.000.000	43	45%
2.	2.000.001-3.000.000	41	41%
3.	3.000.001-4.000.000	11	11%
4.	>4.000.000	5	5%
	Total	**100**	**100%**

Source: Primary Data, 2023

From table 6 above it can be seen that the collected sample of 100 respondents was divided into 4 salary groups. Respondents with a salary of 1.000.000-2.000.000 totaled 43 espondents (43%), 2.000.001-3.000.000 respondents 41 respondents (41%), 3.000.001-4.000.000 respondents 11 respondents (11%), and > 4.000.000 totaling 5 respondents (5%).

7. Inner Model
Validity Test

A validity test is a type of assessment or evaluation designed to measure the extent to which a test or instrument accurately measures what it intends to measure. It assesses the validity of the results obtained from the test and ensures that the test is measuring what it claims to measure.

Table 7. Outer Loading

Item	Outer Loading
BC * CE	0.887
X1	0.728
X2	0.717
X3	0.683
X4	0.715
X5	0.885
X6	0.890
X7	0.947
X8	0.887
X9	0.908
X10	0.685
X11	0.859
X12	0.910
X13	0.826
X14	0.684
X15	0.712
Y1	0.848
Y2	0.895
Y3	0.689
Z1	0.957
Z2	0.986
Z3	0.993
Z4	0.886

Source: Primary Data, 2023

From table 7. It can be concluded that the outer loading value is > 0.05, this indicates that each statement item in the questionnaire is declared valid for dissemination.

Reliability Test

A reliability test is a type of assessment or evaluation that measures the consistency or stability of a test or instrument over time, across different raters or observers, or within different sections of the test. It assesses the reliability or consistency of the results obtained from the test and ensures that the test produces consistent and dependable measurements.

Table 8. Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Note
BC	0.961	0.965	0.653	Reliability
BC*CE	1.000	1.000	1.000	Reliability
BT	0.763	0.855	0.665	Reliability
CE	0.968	0.977	0.915	Reliability

Source: Primary Data, 2023

From table 8. It can be seen that the reliability test value is > 0.05. It can be concluded that the data is reliable and trustworthy.

R^2

R-squared, or the coefficient of determination, is a statistical measure used in regression analysis to assess the goodness of fit of a regression model. It provides an indication of how well the independent variables in a regression model explain the variability of the dependent variable.

Tabel 9. R Square

	R Square	R Square Adjusted
BT	0.583	0.570

Source: Primary Data, 2023

From table 9. It can be concluded that the value of R square in the Brand trust variable is 0.583. This shows that the brand community and community engagement variables have an effect on brand trust by 58.3% and the remaining 41.7% is influenced by other variables not examined.

Goodness of Fit

Goodness of fit is a statistical concept that assesses how well a model or distribution fits the observed data. It is used to determine whether the observed data matches the expected values predicted by a particular model or distribution (Ghozali, 2015). Following are the results of the Q-square analysis:

$Q2 = 1-(1-R^2)$
$Q2 = 1-(1-0.583)$
$\quad = 1-(0,417)$
$\quad = 0,583$

a. Inner Model

In SmartPLS, the term "inner model" refers to the structural model that is constructed and analyzed using partial least squares path modeling (PLS-PM). The inner model represents the relationships between latent constructs or variables within a theoretical framework.
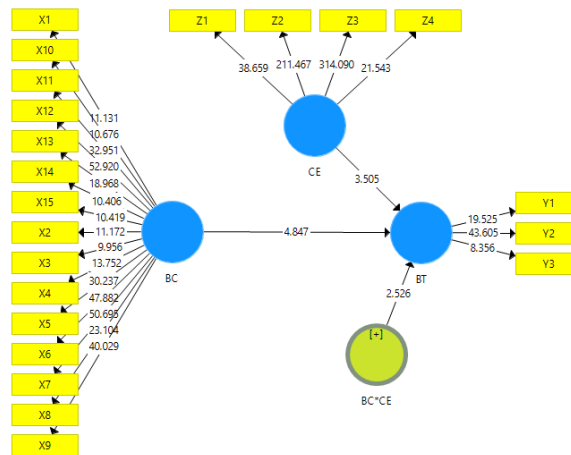
Figure 2. Inner Model

Direct Effect

Table 10. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Note
BC -> BT	0.464	0.472	0.096	4.847	0.000	Significant
BC*CE -> BT	0.367	0.373	0.145	2.526	0.012	Significant
CE -> BT	0.556	0.559	0.159	3.505	0.000	Significant

Source: Primary Data, 2023

The Effect of Brand Community on Brand Trust

The first hypothesis was tested via path analysis utilizing the smartPLS software, and the results demonstrate that brand communities have a positive and significant impact on brand trust. Based on the results obtained, the P-values are $0.000 < 0.05$, this proves that brand image has positive and significant effect on brand trust, so this hypothesis is accepted.

The results of this study are in line with research conducted by (Damayanti, 2022) which stated that brand community has a positive and significant effect on brand trust. In addition, this research was also strengthened by research conducted by Prastowo et al., (2018); Tasrida et al., (2016) which states that the four relationships in the brand community have a positive and significant effect on brand trust. shows the fact that brand community has a positive effect on brand trust. The results of this study also show that the better a brand community is for its members, the brand trust of its users will increase.

This is supported by factors from the brand community which includes customer company relationships where the company cares about what members of the community feel and the company is also able to provide good feedback to its members. Not only that, the company is also active in providing information needed by the community. In addition, the consumer/product relationship factor, the members are proud of what they wear from the yeszy.mfg brand, community members are also proud to use the brand. The next factor is other consumer relationships, namely the members of the yeszy.mfg community feel that their fellow members are family and the members of this community are the wonderfull people they meet. The last factor is brand relationship, the members feel that the brand from yeszy.mfg is a good quality product, they know the history of the brand. In addition, members of the yeszy.mfg community will not change brands, but they will buy different products with the same brand. Implementing brand communities online will encourage brand trust in creating brand loyalty to community members (Damayanti, 2022)

Therefore, the brand community towards brand trust shows that forming a brand community requires benefits that can be obtained in the community and good management to increase brand trust for each member of the Yeszy.mfg brand community.

The effect of community engangement which moderate the Brand community on brand trust

The analysis of this study's findings demonstrates that community engangnent which moderate has positive and significant effect to brand community on brand trust. Based on the results obtained, the P-values are 0.012 < 0.05, this proves community engangnent which moderate has positive and significant effect to brand community on brand trust, so this hypothesis is accepted.

The results of this study are in line with research conducted by Prastowo et al., (2018) which states that "there is a moderation effect of community engagement and community in brand trust. This is reinforced by research from Tasrida et al., (2016) that "there is a moderating effect of community engagement and community types in customer-centric relationships on brand trust". Community engagement refers to the process of involving individuals, groups, or organizations within a community in activities, decision-making processes, and initiatives that aim to address local issues, improve quality of life, and foster a sense of belonging and participation. It is a collaborative approach that encourages community members to actively contribute their perspectives, knowledge, and skills to shape and influence the development and implementation of projects or policies that affect them. Participation in the yeszy.mfg brand in this instance is community participation. The more a community is engaged, the more a brand is trusted. This is supported in the indicators of this research, namely the community feels that the brand community has benefits, besides that they are also able to support each other and can achieve their respective goals. With good community engagement, it will affect the brand community and feel confident in the brand they use. Community involvement is the practice of cooperating with and through groups of people connected by proximity to one another, shared interests, or comparable circumstances to address issues affecting those groups' well-being. Participation in the yeszy.mfg brand in this instance is community participation. The more a community is engaged, the more a brand is trusted. (Sukmadewi & Prihatsanti, 2018).

The effect of community engangement on brand trust

The first hypothesis was tested via path analysis utilizing the smartPLS software, and the results demonstrate that community engangement has positive and signifivant effect on brand trust. Based on the results obtained, the P-values are 0.000 < 0.05, this proves that has positive and significant effect on brand trust, so this hypothesis is accepted.

According to Schmitt (2012) community relations with brands are formed through experiencing processes which refer to sensory, affective, and participatory experiences, so that brands become part of consumer identity when consumers are members of brand communities. As a result, when consumers are members of a brand community, the members' emotional bond with the brand is also stronger (Muniz and O'Guinn, 2001). Furthermore, consumers' interactive involvement with other consumers or companies in a brand community can also increase their trust and loyalty to the brand (Brodie & Hollebeek, 2011; Gumerus et al., 2012; Laroche et al., 2012; Chan et al., 2014). The constancy of the relationship between brand awareness, brand choice, and brand trust is impacted by the presence of a stronger emotional bond. It may be summed up by saying that customers who are more familiar with a brand will be better able to assess feelings of like or disliking compared to other brands, and when they are in need of a product, they will select the brand of their choice.

E.   CONCLUSION

The purpose of this study is to ascertain the influence of brand community and community egagement in building brand trust at Yeszy.Mfg. The following are the research's conclusions, which are based on the findings of the work that has been done and the data analysis mentioned in the preceding chapter.

1. Brand community has a positif and sifnificant effect to brand trust on brand Yeszy.Mfg
2. Community engangement has a posive and significant effect as a moderate the brand community on brand trust at brand Yeszy.Mfg
3. Comunity engangement has a positive and sifnificant effect on brand trust at brand Yeszy.Mfg.

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