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Analysis Of The Influence Of Brand Community Identification, Rewards And Brand Involvement On Brand Loyalty Among Vespa Motorcycle Users In Yogyakarta

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Abstract

This research aims to determine the relationship research and the influence of brand community identification, appreciation and brand involvement on brand loyalty among Vespa users in Yogyakarta. The data that will be presented in this research was obtained from the results of distributing questionnaires from 160 samples. Meanwhile, the data collection technique used in this research is non-probability sampling with a purposive sampling method. This research uses purposive sampling because special criteria are needed for the sample to be taken so that it can answer research problems and also provide representative values. Hypothesis testing in this research uses Structural Equation Modeling (SEM) analysis with the help of AMOS 24 software. The results of this research show that there is an influence between the variables of brand community identification, appreciation, brand involvement and brand loyalty.

Keywords:Brand Community Identification, Rewards, Brand Engagement, Brand Loyalty.

INTRODUCTION

Increasingly tight market competition has an impact on companies to maintain market share. To survive in this competition, producers must pay attention to consumer needs and desires as well as strategies to maintain consumer loyalty. Loyal consumers tend not to look for alternative products. Therefore, companies try to create loyal consumers. Brand loyalty is a benchmark for the condition and productivity of a brand in marketing. Brands that are known to a community of buyers stimulate repeat purchases.

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Customer loyalty is a barometer of company continuity. Brand community identification and rewards can also influence brand loyalty. This research is interested in examining the influence of brand community identification, appreciation and brand involvement on brand loyalty among Vespa users in Yogyakarta, referring to previous research by Harsandaldeep et al. (2020) who tested these variables on virtual brand community objects.

LITERATURE REVIEW AND HYPOTHESIS

Brand Loyalty

According to Schiffman & Kanuk (2004)Brand loyalty is the most expected result from research on consumer behavior. There are many definitions of brand loyalty viewed from various points of view.

Identify Brand Communities

*Brand Community*or brand communityis a group of customers who really like a brand, and they are more than just buyers. Recent developments in marketing and consumer behavior research as a result of the relationship between brands, individual identity and culture (Ferrinadewi, 2008).

Previous research supports that brand community identification has a positive effect on brand loyalty (Algesheimer et al., 2005; Chou, 2013). Considering brand communities as a group-based phenomenon, the creation of brand communities that benefit brands is likely to attract user connectivity, support, and proactive community and brand contributions. Therefore, companies form brands to build, maintain and strengthen customer loyalty. Furthermore, Harsandaldeep et al. (2020) in their research obtained positive and significant results between brand community identification and brand loyalty. Thus, a hypothesis is formed, namely:

H1. Brand community identification has a positive effect on brand loyalty.

Brand community identification offers an important indicator of the strength or quality of relationships within a product (Chang et al., 2013). Furthermore, consumers who identify with a community develop an emotional sense of belonging to the brand and community (Carlson et al., 2008). Thus, brand communities represent users' feelings as part of a product's brand (Algesheimer et al., 2005; Zhou et al., 2012. In addition, Muniz and Schau (2005) report that consumers who have high identification tend to more actively participate in community-based discussions. In the context of automotive clubs,

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Algesheimer et al. (2005) found that community identification had a positive effect on brand involvement (Wirtz et al., 2013; Dessart et al., 2015). Thus, the following hypothesis was formed:
H2. Brand community identification has a positive effect on brand engagement.

Prizes

Prizes are rewards and rewards for an action that is profitable for banking. Behavioral science has divided rewards into two broad categories, namely intrinsic rewards and extrinsic rewards. Giving gifts is important because the purpose of giving gifts is basically to motivate (Sudarmo & Sudita, 1998).

Rewards are designed to motivate consumers to participate in product purchases and enhance their brand relationships, thereby contributing to brand loyalty and community sustainability (Jahn & Kunz, 2012; Jang et al., 2008; Meyer Waarden, 2013). creative, interactive, and fun brands can offer utilitarian, hedonic, and social benefits, thereby encouraging user interactivity and participation regarding the brand and community, and in turn encouraging brand loyalty (Chan et al., 2014). So, the hypothesis is stated as follows:
H3. Prizes have a positive effect on brand loyalty.

Rewards refer to the benefits desired by community members through their participation in purchases related to a product brand. While utilitarian benefits reflect consumers' desire for functional rewards (e.g., brand-related learning, offers, and incentives), hedonic benefits are more experiential in nature (Baldus et al., 2015). Rewards are a key driver of engagement in product purchases. Furthermore, Harsandaldeep (2020) found a positive and significant relationship regarding gifts to brands. Additionally, Islam et al. (2018) advise marketers to offer personalized rewards to their community members to encourage engagement. Overall, previous research establishes the importance of hedonic and utilitarian rewards, which are seen to positively influence brand involvement in the product being sold (Wirtz et al., 2013). Therefore, the following hypothesis is proposed:
H4. Rewards have a positive effect on brand engagement.

Brand Engagement

Aaker (2011) stated that a brand is a name or symbol that aims to differentiate and identify goods or services from one seller or a group of sellers who are their competitors.

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Apart from that, a brand can also be a signal to customers about a product, and protect both customers and producers from competitors who will try to provide identical products that will appear.

Previous research supports that brand community identification has a positive effect on brand loyalty (Algesheimer et al., 2005; Chou, 2013). Given the nature of brand engagement as a group-based phenomenon, the creation of brands that benefit sales products is likely to attract user connectivity, support, and proactive community and brand contributions. Therefore, companies establish products with brands to build, maintain and strengthen customer loyalty. Harsandaldeep (2020) found a positive and significant relationship between brand identification and brand loyalty. Thus, a hypothesis is formed that:

H5. Brand identification has a positive effect on brand loyalty

Research Framework

Based on the literature review that has been presented, the research framework in this study can be described as follows:

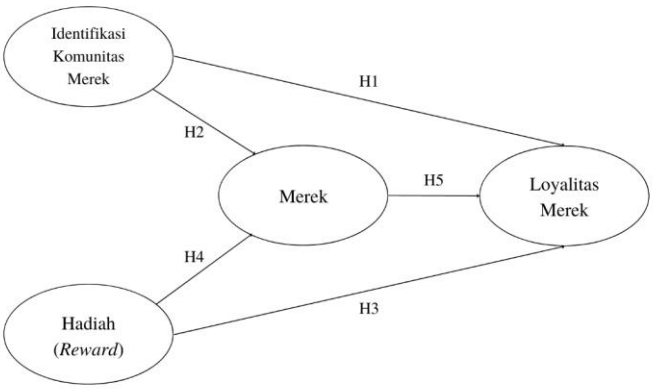


Figure 1 Research Framework

RESEARCH METHODS

The method used in this research is a quantitative method using primary data, where data is collected directly from the object of study based on the results of a questionnaire distributed via Google Form to a sample of all Vespa brand vehicle users in

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Yogyakarta. The sampling technique was taken using a non-probability sampling method using purposive sampling with a sample calculation of 160 samples. Furthermore, the measuring instrument for this research variable uses 5 Likert scales. Meanwhile, the data was analyzed using descriptive analysis and statistical analysis using the Structural Equation Model (SEM) approach with the AMOS 24 data processing tool.

RESULTS AND DISCUSSION

Descriptive Analysis

The following are the results of the description of the characteristics of respondents obtained from distributing research questionnaires which can be seen in Table 1, namely:

Table 1. Descriptive Analysis of Respondents

Information	N	%
Gender		
Man	90	34.6%
Woman	70	26.9%
Last education		
Elementary - Middle School	3	1.2%
High School/Equivalent	86	33.1%
Diploma/Bachelor	62	23.8%
Masters	6	2.3%
Other	3	1.2%
Work		
Student/Students	89	34.2%
PNS/TNI/POLRI	7	2.7%
Self-employed	21	8.1%
Private employees	34	13.1%
Not yet working/	9	3.5%
Average Expenditures per Month		
Less than IDR 2,000,000 per month	60	23.1
IDR 2,000,000,- IDR 5,000,000,-	61	23.5

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IDR 5,000,000,- IDR 10,000,000,	30	11.5
More than IDR 10,000,000,-	9	3.5

Confirmatory Analysis

Table 2. Validity and Reliability Test

Variable	Indicator	*Factor Loading*	*Construct Reliability*	*Variance Extracted*
Identify Brand Communities	SMEs1	0.805	0.883	0.824
	SMEs2	0.813		
	IKM3	0.749		
Present	H1	0.696	0.906	0.861
	H2	0.840		
	H3	0.849		
	H4	0.802		
Brand	M1	0.675	0.908	0.857
	M2	0.786		
	M3	0.814		
	M4	0.817		
Brand Loyalty	LM1	0.905	0.916	0.883
	LM2	0.856		
	LM3	0.788		
	LM4	0.752		

From Table 2, it can be concluded that all indicators in this study have a loading factor value greater than 0.5, indicating that all indicators are valid. Apart from that, Table 4.9 also shows that the construct reliability of all variables has reached a value of ≥ 0.7. Furthermore, the variance extracted value of each variable in this research has also reached a value of ≥ 0.5.

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SEM analysis

Theory Based Model Development

The model development in this research is based on the concept of data analysis. In general, this research model consists of 2 exogenous variables and 2 endogenous variables. The exogenous variables in this research are Brand Community Identification and Rewards. The endogenous variables in this research are Brand and Brand Loyalty.

Compile Path Diagrams and Structural Equations

The next step is to determine the model by connecting the endogenous and exogenous latent constructs with indicator or manifest variables as shown in 2.

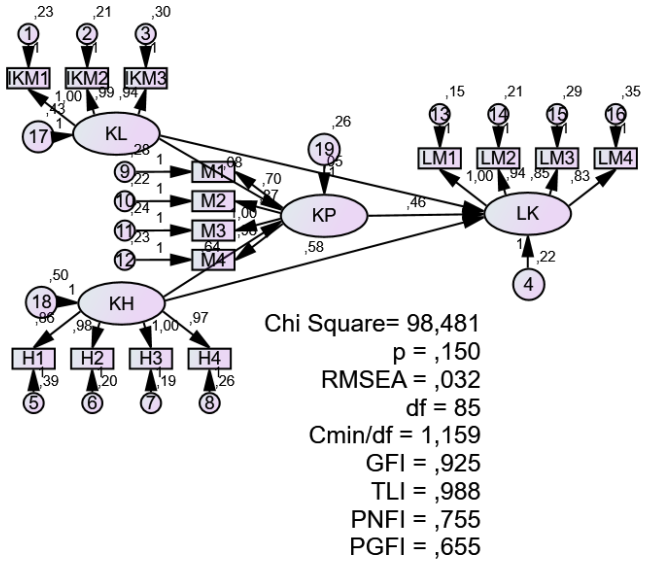


Figure 2. Structural Equation Model

Normality test

Table 3. Assessment of normality

Variables	min	max	skew	cr	kurtosis	cr
H4	2,000	5,000	-,270	-1,393	-,702	-1,812
M4	2,000	5,000	-,547	-2,827	-,421	-1,087
LM4	2,000	5,000	-,558	-2,879	-,506	-1,307

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Variables	min	max	skew	cr	kurtosis	cr
LM3	1,000	5,000	-,842	-4,346	,405	1,045
LM2	1,000	5,000	-,814	-4,205	,221	,570
LM1	2,000	5,000	-,680	-3,513	-,435	-1.124
M1	2,000	5,000	-,168	-,869	-,502	-1,297
M2	2,000	5,000	-,313	-1,616	-,286	-,738
M3	2,000	5,000	-,372	-1,923	-,649	-1,676
H1	2,000	5,000	-,614	-3,170	-,755	-1,950
H2	2,000	5,000	-,260	-1,340	-,697	-1,801
H3	2,000	5,000	-,231	-1,193	-,684	-1,767
IKM3	2,000	5,000	-,406	-2,095	-,531	-1,371
SMEs2	2,000	5,000	-,319	-1,647	-,526	-1,359
SMEs1	2,000	5,000	-,317	-1,636	-,485	-1,254
Multivariate					-5,305	-1,486

Based on Table 3, it shows that the multivariate CR value is -1.486, of which the values obtained are + 2.58 and – 2.58. So the data in this study can be said to be normally distributed.

Ourliers Test

Table 4. Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
47	30,027	,012	,851
140	29,399	,014	,668
23	29,195	,015	,439
58	29,085	,016	,244
61	25,137	,048	,888
142	24,904	,051	,833
141	24,664	,055	,776
62	23,371	,077	,929
103	22,828	,088	,948
97	22,367	,099	,959

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Observation number	Mahalanobis d-squared	p1	p2
115	21,614	,118	,986
128	21,583	,119	,974
12	21,531	,121	,957

From Table 4, it can be seen that the highest Mahalanobis d Square value is 30.027, which does not exceed the c-square value of 37.697. Thus, it can be concluded that there is no data that is an outlier based on these results.

Goodness of Fit Test

Table 5. Goodness of Fit Test Results

Fit Index	Goodness of Fit	Criteria	Cut-off value	Information
Absolute Fit	RMSEA	≤ 0.08	0.032	Good Fit
	CMIN/DF	≤ 2.00	1,159	Good Fit
Incremental Fit	TLI	≥ 0.90	0.988	Good Fit
	GFI	≥ 0.90	0.925	Good Fit
Parsimony Fit	PGFI	≥ 0.60	0.655	Good Fit
	PNFI	≥ 0.60	0.755	Good Fit

Based on Table 5, it can be explained that the GOFI test in this study found that the PGFI, RMSEA, CMIN/DF, GFI, TLI, and PNFI are stated*good fit*because all the values obtained have met the specified cut of value. Thus, the analysis model in this research is declared fit, which can be continued in further research.

Hypothesis testing

Next, a full model Structural Equation Model (SEM) analysis will be carried out to be able to test the hypothesis developed in this research.

Table 6. Hypothesis Testing

Hypothesis			Estimate	S.E	CR	P	Information
L.M	<---	SMEs	,049	,078	,634	,526	Not significant
m	<---	SMEs	,084	,082	1,026	,305	Not significant

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Hypothesis			Estimate	S.E	CR	P	Information
L.M	<---	H	,580	,105	5,527	***	Significant
m	<---	H	,640	,086	7,449	***	Significant
L.M	<---	M	,456	,107	4,252	***	Significant

The Effect of Brand Community Identification on Brand Loyalty

Based on the results of the analysis that has been tested previously, it can be concluded that brand community identification does not have a significant influence on brand loyalty. This result contradicts Chou's (2013) research. However, in the context of Vespa products, brand community identification does not have a significant influence on brand loyalty. This may be caused by several factors. First, brand loyalty to Vespa may be more influenced by other factors such as product quality, price, consumer satisfaction, and psychological factors such as social identity or lifestyle. There may be other aspects that influence consumer loyalty decisions towards the Vespa brand more than just identification with the brand community.

Overall, brand community identification does not directly influence brand loyalty to Vespa products. There are other factors that are more dominant in influencing brand loyalty, such as product quality, price, consumer satisfaction and psychological factors. So, it is important for the Vespa brand to understand these factors and take appropriate action to build and maintain consumer loyalty.

The Effect of Brand Community Identification on Brand Satisfaction

In this research, it is proven that the hypothesis of Brand Community Identification on Brand Satisfaction with Vespa products implies that there is no significant relationship between brand community identification and brand satisfaction with Vespa products. These results contradict previous research byMuniz and Schau (2005) found that consumers who have high identification tend to be more active in participating in community-based discussions. In this context, brand community identification refers to the extent to which consumers feel connected to a community or group that has a preference and loyalty to the Vespa brand, while "brand satisfaction" refers to the consumer's level of satisfaction and desire to continue using or purchasing Vespa products.

These results mean that the level of consumer identification with the Vespa brand community does not have a significant impact on brand satisfaction. This may indicate that consumers focus more on the attributes of the Vespa product itself rather than social

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ties with the brand community. Other factors that influence brand satisfaction are that there are other factors that are more dominant in influencing consumer brand satisfaction with Vespa products. These factors may include product quality, performance, price, after-sales service, or other attributes that consumers consider important. Furthermore, although brand community identification does not have a significant influence on brand satisfaction, this does not mean that brand identity is not important. A strong and clear Vespa brand identity can still make an important contribution in shaping consumer perceptions and differentiating the Vespa brand from its competitors.

The Effect of Rewards on Brand Loyalty

This hypothesis states that giving gifts has a positive and significant influence on brand loyalty for Vespa products. In this context, rewards refer to incentives, bonuses or additional benefits given to customers who purchase or use Vespa products. Brand loyalty refers to the tendency of customers to remain loyal and continue to choose the Vespa brand compared to other motorbike brands. These results are in line with previous research byChan et al., (2014) stated that creative, interactive and fun brands can offer utilitarian, hedonic and social benefits, thereby encouraging user interactivity and participation regarding the brand and community, and in turn encouraging brand loyalty.

By providing rewards to customers, Vespa can increase the likelihood of customers remaining loyal and continuing to choose the Vespa brand in the long term. Prizes can be an additional incentive that makes customers feel valued and emotionally attached to the Vespa brand. In addition, gifts given to Vespa customers can increase their satisfaction. Customers will feel that they are getting additional value from their purchase, which can improve their perception of the Vespa brand as a whole. This can lead to better positive experiences and increased brand loyalty. Furthermore, by providing rewards to customers, Vespa can encourage repeat purchases. Rewards can be an additional incentive for customers to purchase Vespa products again in the future, thereby increasing the brand's sales and revenue levels.

The Impact of Rewards on Brands

This hypothesis states that gifts have a positive and significant influence on the brand in the context of Vespa products. In this context, the prize variable refers to providing gifts or incentives to consumers who buy or use Vespa products. These results

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are in line with research byHarsandaldeep (2020) found a positive and significant relationship between gifts and brands.

So, based on the results obtained, it can be concluded that by giving gifts to consumers, Vespa can improve their brand image. Relevant and high-quality gifts can increase consumers' perception of Vespa products as a valuable brand and provide a positive experience. In addition, prizes can act as a motivating factor to increase Vespa brand loyalty. By giving gifts to consumers after purchasing or using Vespa products, companies can build stronger relationships with customers and encourage them to remain loyal to the Vespa brand.

Brand Influence on Brand Loyalty

The hypothesis results show that brands have a positive and significant effect on brand loyalty. These results are in line with researchHarsandaldeep (2020) found a positive and significant relationship between brand identification and brand loyalty. Given the nature of brand engagement as a group-based phenomenon, the creation of brands that benefit sales products is likely to attract user connectivity, support, and proactive community and brand contributions. Therefore, companies establish products with brands to build, maintain and strengthen customer loyalty.

Consumers who have a high level of brand loyalty towards Vespa will most likely choose this brand when making a decision to purchase a motorbike. The Vespa brand can be a strong determining factor in consumer purchasing decisions, regardless of other variables such as price, features or other product attributes. Apart from that, high brand loyalty also shows that consumers tend to become loyal Vespa users. They are likely to recommend the brand to others, participate in Vespa community activities, and have a positive attitude towards the brand as a whole. This could create an environment where the Vespa brand becomes more popular and has a strong user base.

CONCLUSIONS AND RECOMMENDATIONS

After carrying out the analysis, the conclusion that can be drawn from the results of this research is that based on the results of the analysis that has been tested previously, it can be concluded that brand community identification does not have a significant influence on brand loyalty. In this research, it is proven that the hypothesis of Brand Community Identification on Brand Satisfaction with Vespa products implies that there is no significant relationship between brand community identification and brand satisfaction with Vespa products. The third hypothesis states that giving gifts has a

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positive and significant influence on brand loyalty for Vespa products. The fourth hypothesis states that gifts have a positive and significant influence on the brand in the context of Vespa products. The results of the fifth hypothesis show that brands have a positive and significant effect on brand loyalty.

Furthermore,After carrying out the analysis, a suggestion can be drawn from this research, namely as follows. It is hoped that future research will carry out research involving a larger sample and covering a wider geographical area, which will increase the generalization of the research results. For example, involving Vespa users from various cities in Indonesia or even internationally to gain a more holistic understanding of the influence of brand community identification, appreciation and brand involvement on brand loyalty. Consider including additional variables that might influence brand loyalty. Variables such as customer satisfaction and perceived product quality can also provide valuable insight into the factors that influence brand loyalty. In addition to questionnaires or interviews, consider using other research methods such as direct observation or experiments. These methods can provide a different and in-depth perspective in understanding the relationship between the variables studied.

RESEARCH LIMITATIONS

After conducting the analysis, a limitation was found in this research, namely the limited population of Vespa users in Yogyakarta. Therefore, the results of this study may not be directly applicable to populations of Vespa users in other areas or users of other motorbike brands. Wider generalizations require research involving broader populations. This research relies on variable measurements carried out through questionnaires. There is the possibility of subjective measurement errors or inaccuracies in variable measurements, which can affect the research results. Additionally, individual interpretations of the questions in the questionnaire may vary, which may affect the validity of the data. This research was conducted at a certain time and describes the situation that existed at that time. However, consumer preferences and behavior may change over time, and the factors that influence brand loyalty may also change. Therefore, the results of this study may not fully reflect the behavior or preferences of future Vespa users in Yogyakarta.

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