

# PREDICTING SOCIAL MEDIA USAGE MOTIVES TOWARD BRAND PERFORMANCE: COMMUNITY RELATIONSHIP AND COMMUNITY IDENTIFICATION AS MEDIATING VARIABLES

Angelica Wijaya<sup>1</sup>, Sabrina O. Sihombing<sup>2\*</sup>

<sup>1</sup>Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Tangerang  
Email: [angelicaw0312@yahoo.com](mailto:angelicaw0312@yahoo.com)

<sup>2</sup>Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Tangerang  
Email: [sabrina.sihombing@uph.edu](mailto:sabrina.sihombing@uph.edu)

\*penulis korespondensi

Masuk : 10-02-2022, revisi: 04-04-2022, diterima untuk diterbitkan : 04-04-2022

---

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh motif penggunaan media sosial terhadap kinerja merek dengan hubungan komunitas dan identifikasi komunitas sebagai variabel mediasi. Pendekatan metode kuantitatif digunakan dalam penelitian ini. Data dikumpulkan dengan menyebarkan kuesioner elektronik menggunakan metode purposive sampling dengan jumlah sampel 215 responden. Sebelum data dianalisis menggunakan PLS-Structural Equation Modelling, terlebih dahulu dilakukan uji reliabilitas dan validitas indikator penelitian. Hasil penelitian menunjukkan bahwa dari 15 hipotesis penelitian terdapat 12 hipotesis penelitian yang didukung.

**Kata Kunci:** kinerja merek, hubungan komunitas, identifikasi komunitas, media sosial

## ABSTRACT

*This study aims to determine the effect of brand social media usage motives with community relations and to determine performance as a mediating variable. The quantitative approach used in this study. Data were collected by distributing electronic questionnaires using purposive sampling method with a total sample of 215 respondents. Before the data was analyzed using PLS-Structural Equation Modeling, the reliability and validity of the research indicators were tested first. The results showed that from the 15 research hypotheses there were 12 research hypotheses that were supported.*

**Keywords:** brand performance, community relationship, community identification, social media

## 1. INTRODUCTION

Fashion evolution continues to grow, as well as current shoe trends. Many people think that following the latest fashion trends is important, including shoe trends. Many shoes appear with unique trends, such as in either formal or informal style shoes being. Types of shoes with trends that follow the times are used by men and women to attend formal and semi-formal events. Shoes are also often used for everyday or casual events. The more casual and sporty models are made to create shoes that are comfortable in all conditions. The athletic shoe industry is one of the fastest growing industries today and has competitive competition between manufacturers. Every sports shoe company has good product quality (Siahaan, 2018).

Problems arise from getting the index results for the top brands of Nike brand footwear, which decreased from 2018 to 2020. The decline in 2018 from 44.0% to 12.2% in 2019. In 2020 also decreased from 12.2% to 9.3% (Table 1). The problem of this decline shows that a good quality product is not necessarily capable of leading the market though, Nike Inc. known for its quality and undoubted shoe materials. This intense business competition has always allowed Nike to develop the right strategy to involve consumers in purchasing decisions. Nike Inc. believes that product design development and marketing are key success factors (Top Brand Awards, 2020).

Table 1. Branded Shoes Sales 2018-2020

No	Brand	2018	2019	2020
1.	Nike	44%	12.2%	9.3%
2.	Adidas	11.5%	38.2%	37.6%
3.	Puma	2.6%	19.3%	16.9%
4.	Reebok	6.1%	6.5%	11.7%

The table shows Nike's sales have decreased. The problem of this decline shows that a good quality product is not necessarily capable of leading the market though, Nike Inc. known for its quality and undoubted shoe materials. Technical innovation in design and manufacturing processes for footwear, apparel and athletic equipment continues to be emphasized. In addition to technical innovation, the Nike company must also carry out promotions so that Nike products are increasingly recognized by consumers.

Promotional activities are an influential marketing system for the company. Promotion acts as a successful marketing strategy has the advantage of increasing the most important factor being an increase in sales volume. Promotion can stimulate consumer demand for products manufactured by the company. Through sales promotion, companies can attract new consumers, influence consumers to try new products, encourage consumers to buy more, attack competitors' promotional activities, increase the level of unplanned purchases, and seek closer cooperation with retailers.

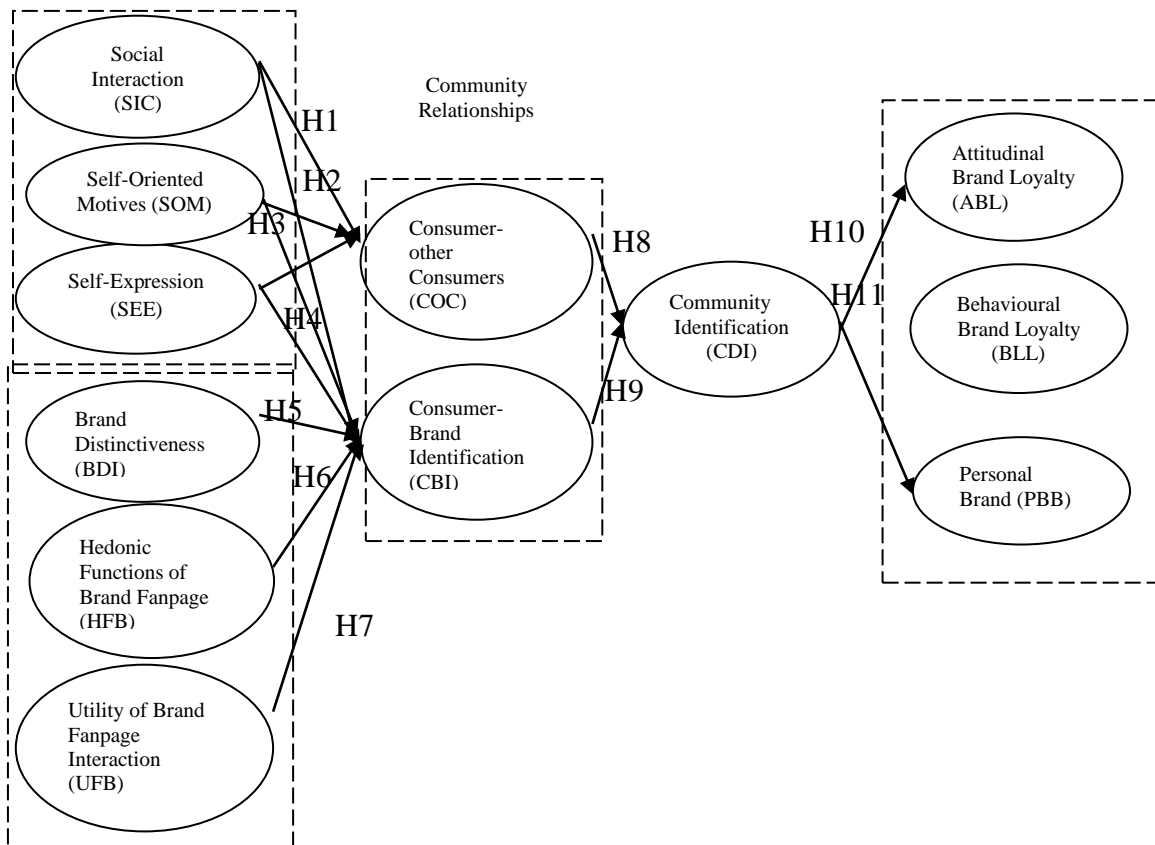
Promotional activities also have an impact on product identification on consumers' self-image. One theory that can be used to understand the relationship between individuals (consumer self image) and use media is the uses and gratifications theory (UGT). Based on this theory, it can be conveyed the complex relationship between individuals, brands, and social network communities. This theory also explains the motives of a person in using social media. From various studies on UGT, it can at least be concluded that there are several motives in the use of social media. First, the relationship-oriented motives are closely related to the motive for being able to do something social interactions. Second, self-related motives that emphasize self-expression. Third, brand content-oriented motives that emphasize brand motives distinctiveness, hedonic and utility functions.

Social media platforms are a place for self-expression and can show a form of one's self-affirmation (Orehek & Human, 2017). Not only that, but it is also understood that self-concept is fundamental to initial customers as well as relationships with brands and other customers (Hwang & Kandampully, 2012). Understanding these dynamics is important not only for the viability and success of social networks, but also for determining the intensity with which consumers identify with brands (Millan & Díaz, 2014). The identification that is built will then survive in the relationship between its members (Jang et al., 2008). This study uses two variables of consumer brand identification and identification of other consumers as variables that mediate between the motives that cause consumers to join online communities with brand loyalty both in attitude and behavior as well as personal brand.

Community identification considers the strength of the consumer's relationship with the brand community (Demiray & Burnaz, 2019). Community identification is influenced by internalization i.e., alignment of goals with those of group members and identification i.e., one's self-conception in terms of defining group features (Bagozzi & Dholakia, 2002). There are three main motives for using social media, socialization, and social support. Those motives are

relationship-oriented motives such as social interaction, self-related motives such as self-expression, and self-oriented motives (Bae, 2018). Furthermore, brand content can be influenced by three drivers such as brand distinctiveness, hedonicity, and utility functions (Saboo et al., 2016). Thus, this study aims to predict the effect of relationship-base motives on brand performance with community relationships and community identification as mediating variables.

Research model in this research was replicated from Confente and Kucharska (2020) and used variables and hypotheses in that study. Research replication conducted to advance the model by confronting existing understanding with new evidence (Nosek & Errington, 2020).



Source: Confente and Kucharska (2020)

Based on the research of Confente and Kucharska (2020), there are 12 hypotheses in the study (H1-H12). However, the study added three hypotheses (H13-15) to test the role of mediating variables in this research model.

- H1: There is a positive relationship between SIM and COC.
- H2: There is a positive relationship between SIM and CBI.
- H3: There is a positive relationship between SOM and COC.
- H4: There is a positive relationship between SOM and CBI.
- H5: There is a positive relationship between BDI and CBI.
- H6: There is a positive relationship between HFB and CBI.
- H7: There is a positive relationship between UFB and CBI.
- H8: There is a positive relationship between COC and CDI.
- H9: There is a positive relationship between CBI and CDI.
- H10: There is a positive relationship between CDI and ABL.
- H11: There is a positive relationship between CDI and BLL.

- H12: There is a positive relationship between CDI PBB.  
 H13: CDI mediates the relationship between COC with ABL.  
 H14: CDI mediates the relationship between COC with BLL.  
 H15: CDI mediates the relationship between CBI and PBB.

## 2. RESEARCH METHOD

This research is a quantitative research. Primary data collection was done by purposive sampling with the main criteria of respondents having Nike shoes in the last 1 year. The use of one year as a time that can be considered shows that the Nike brand is a brand that is familiar to the respondents. The number of research samples set was 200 in accordance with the recommendation given by Hair et al. (2017). Questionnaires were distributed via google form and the questionnaire was built from indicators borrowed from previous research. These indicators have been checked for reliability and validity in a previous pilot study (i.e., Confente & Kucharska, 2020). The data was then analyzed using SEM-PLS.

## 3. RESULTS AND DISCUSSION

From 215 data that can be used in research, the respondent's profile can be described as follows. More than half of the respondents were female, namely 120 respondents (55.8%). Then, 120 respondents were students (55.8%). Nearly two thirds of respondents live in the Greater Jakarta area (136 respondents, 63.3%). More than half of the respondents (46.6%) bought Nike products more than 1 year. However, almost half of the respondents (47.9%) have used Nike products for more than 6 years. Table 2 shows the profile of the respondents in this study.

Table 2. Profile respondent

Characteristics	Category	Amount	Percentage
Gender	Male	95	44.2
	Female	120	55.8
Education	High School	120	55.8
	Diploma	11	5.1
	Undergraduate (S1)	80	37.2
	Postgraduate (S2)	4	1.9
Domicile	Jabodetabek	136	63.3
	Bandung	12	5.6
	Makasar	48	22.3
	Lain-lain	19	8.8
Last purchase of Nike products	< 1 month	10	4.7
	1- 6 months	35	16.3
	7-12 months	55	25.6
	>1 year	115	53.5
Been using Nike products since (year)	< 1 year	2	9
	1-3 year	26	12.1
	4-6 year	84	39.1
	>6 year	103	47.9

Before testing the hypothesis, the reliability and validity of each indicator is checked first. Reliability testing was carried out using Cronbach's Alpha and Corrected Item-total Correlation and Composite Reliability (CR). The threshold used for Cronbach's alpha was 0.7, corrected item-total correlation was 0.4 and composite reliability was 0.7 (Table 3).

Table 3. Reliability Tests

Variable	Indicator	Cronbach's Alpha	Corrected Item-Total Correlation	Composite Reliability
SIM	SIM1	0.896	0.803	0.831
	SIM2		0.819	
	SIM3		0.687	
	SIM4		0.839	
SOM	SOM1	0.855	0.897	0.903
	SOM2		0.935	
	SOM3		0.901	
	SOM4		0.880	
BDI	BDI1	0.836	0.757	0.943
	BDI2		0.841	
	BDI3		0.839	
	BDI4		0.781	
HFB	HFB1	0.862	0.473	0.886
	HFB2		0.794	
	HFB3		0.852	
	HFB4		0.805	
UFB	UFB1	0.871	0.872	0.973
	UFB2		0.945	
	UFB3		0.889	
	UFB4		0.889	
COC	COC1	0.868	0.889	0.965
	COC2		0.869	
	COC3		0.908	
	COC4		0.903	
CBI	CBI1	0.896	0.922	0.981
	CBI2		0.914	
	CBI3		0.945	
	CBI4		0.933	
CDI	CDI1	0.855	0.935	0.98
	CDI2		0.925	
	CDI3		0.939	
	CDI4		0.901	
ABL	ABL1		0.897	0.966
	ABL2		0.872	

	ABL3	0.836	0.848	
	ABL4		0.889	
BBL	BBL1		0.848	
	BBL2	0.862	0.736	0.840
	BBL3		0.870	
	BBL4		0.488	
PBB	PBB1		0.776	
	PBB2		0.870	0.928
	PBB3		0.861	
	PBB4	0.871	0.545	

Testing the validity of the indicator is done using Average Variance Extracted (AVE). AVE value above 0.5 means it is valid (Table 4). Table 5 of the results of the HTMT test showing discriminant validity was achieved.

Table 4. Convergent Validity Test

Variable	Indicators	Standardized Loading Estimate	Average Variance Extracted
SIM	SIM1	0.896	
	SIM2	0.905	
	SIM3	0.829	
	SIM4	0.916	0.831
SOM	SOM1	0.947	
	SOM2	0.967	
	SOM3	0.949	
	SOM4	0.938	0.903
BDI	BD1	0.870	
	BD2	0.917	
	BD3	0.916	
	BD4	0.884	0.805
HFB	HFB1	0.688	
	HFB2	0.891	
	HFB3	0.923	
	HFB4	0.897	0.672
UFB	UFB1	0.934	
	UFB2	0.972	
	UFB3	0.943	
	UFB4	0.943	0.899
COC	COC1	0.905	
	COC2	0.932	
	COC3	0.953	
	COC4	0.950	0.874
CBI	CBI1	0.960	
	CBI2	0.956	
	CBI3	0.972	
	CBI4	0.966	0.928
CDI	CDI1	0.967	
	CDI2	0.962	
	CDI3	0.969	
	CDI4	0.949	0.925
ABL	ABL1	0.947	
	ABL2	0.934	0.877

	ABL3	0.921	
	ABL4	0.943	
BBL	BBL1	0.921	
	BBL2	0.858	
	BBL3	0.933	
	BBL4	0.723	0.617
PBB	PBB1	0.881	
	PBB2	0.933	
	PBB3	0.928	
	PBB4	0.738	0.764

Table 5. HTMT

	SIM	SOM	BDI	HFB	UFB	COC	CBI	CDI	ABL	BBL	PBB
SIM											
SOM	0.813										
BDI	0.803	0.770									
HFB	0.805	0.755	0.804								
UFB	0.850	0.709	0.742	0.860							
COC	0.851	0.764	0.758	0.839	0.854						
CBI	0.762	0.705	0.700	0.757	0.763	0.621					
CDI	0.870	0.771	0.808	0.821	0.857	0.812	0.752				
ABL	0.861	0.776	0.757	0.800	0.802	0.806	0.793	0.801			
BBL	0.801	0.765	0.805	0.815	0.818	0.825	0.737	0.770	0.811		
PBB	0.804	0.785	0.703	0.879	0.708	0.803	0.705	0.608	0.810	0.803	

Table 6 shows the results of hypothesis testing using structural equation modeling. Specifically, to test the structural model, R<sup>2</sup>, path coefficient, critical value and p value are used. In this study, the R<sup>2</sup> value and path coefficient to assess the inner model as shown in Figure 4.1, R<sup>2</sup> to assess the size of the endogenous construct can be agreed upon by the exogenous construct, and the R<sup>2</sup> value is expected to be between 0 and 1. The R<sup>2</sup> value is 0.75. indicates that the model is strong, 0.50 indicates that the model is moderate and 0.25 indicates that the model is weak (Table 7).

Table 6. Hypotheses testing results

H	Variable Relationship	Original sample	T-statistic	P-value	Conclusion
H1	SIM → COC	0.760	3.337	0.001	Supported
H2	SIM → CBI	0.651	3.126	0.002	Supported
H3	SOM → COC	0.107	0.447	0.655	Not Supported
H4	SOM → CBI	0.299	2.273	0.023	Supported

H5	BDI → CBI	0.008	0.058	0.953	Not Supported
H6	HFB → CBI	0.065	0.506	0.613	Not Supported
H7	UFB → CBI	0.597	3.507	0.000	Supported
H8	COC → CDI	0.278	2.131	0.048	Supported
H9	CBI → CDI	0.694	4.854	0.000	Supported
H10	CDI → ABL	0.871	22.150	0.000	Supported
H11	CDI → BBL	0.827	16.778	0.000	Supported
H12	CDI → PBB	0.817	17.913	0.000	Supported

Table 7. R2 results

Variable	R2	R2 adjusted
ABL	0.758	0.756
BBL	0.683	0.680
CDI	0.919	0.918
CBI	0.828	0.821
COC	0.735	0.729
PBB	0.668	0.664

This study adds three additional hypotheses from the replicated articles. These additional hypotheses focus on predicting the role of mediating variables. From the results of the mediation test, it is known that the value of the mediation test obtains a p-value <0.05, meaning that consumer relationships with other consumers, consumer identification with a brand, and community identification, can mediate the influence between social interaction and self-expression, brand uniqueness, function, and interaction. hedonic, utility on behavioral brand



loyalty and attitude brand loyalty, as well as personal brand on Nike shoe users. Based on the table below, there are three mediation tests, namely, community identification mediates the influence between consumer and other consumer relationships with attitudinal brand loyalty to Nike shoe users. The first stage measures the X-to-Y relationship with a value of 2.882, the second stage measures the X-to-M relationship with a value of 8.358, the third stage measures the M-to-Y relationship with a value of 3.225, and the fourth stage measures the X-to-M-Y relationship with a value of 2.215. It can be seen from the results that all critical values have a value above 1.65 which indicates the existence of partial mediation. This means that perceived community identification mediates the influence between consumer and other consumer relationships and attitudinal brand loyalty to Nike shoe users (Table 8).

Table 8. Mediation Test

Hypothesis	Mediating Variables	X → Y	X → M	M → Y	X → M → Y	Description
H13	COC → CDI → ABB	2.882**	8.358**	3.225**	2.215**	Complementary Partial Mediation
H14	COC → CDI → BLL	3.544**	8.812**	3.398**	2.768**	Complementary Partial Mediation
H15	CBI → CDI → PBB	2.797**	7.941**	3.180**	2.176**	Complementary Partial Mediation

## Discussion

The first hypothesis states that there is a significant positive effect between social interaction and consumer relationships with other consumers on Nike shoe users. The results of the analysis support the hypothesis. Social interaction is a reciprocal or reciprocal influence, which results in behavior modification, which is carried out through social contact and communication which in turn, is shaped by inter-stimulus and response. The results of this study are also like those of Confente and Kucharska (2021), Popp and Woratschek (2017), Dimitriu and Guesalaga (2017), Luo et al. (2016), and Corrada et al. (2020).

The second hypothesis states that social interaction motives have a positive effect on relationships with other consumers in Nike shoe users. The results of the analysis support the hypothesis. Social media allows people to create and manage a network where members can collaborate and interact with everyone at the same time. Users can benefit from connecting with consumers others, celebrities, and businesses. Social relationships grow community building and a sense of belonging and bonding, not only with community members who can be friends but also with the brand itself through their community. The results of this study are also like those of Confente and Kucharska (2021), Kaur et al. (2020), Ilicic and Webster (2016), Saboo et al. (2016), Pedeliento et al. (2020).

The third hypothesis states that there is an influence between self-expression with consumer relations and other consumers on Nike shoe users. The results of the analysis do not support this hypothesis. This means that the level of self-expression has no effect on other consumer relationships. There are three reasons why this hypothesis is not supported. The first reason is because an individual's self-expression is different from others so it will not affect the relationship with other consumers. The relationship that is built between one consumer and another is built on a sense of security and not on how someone expresses himself (Latifa, 2015). The second reason, judging from the profile of the respondents, more than half of the

respondents in this study were women. Women tend to use emotions or feelings; however, this affects their purchasing decisions for a product and has no effect on their relationship to other consumers (Wolter et al., 2016). The third reason, during the COVID-19 pandemic, there is no opportunity to express oneself through direct interaction between consumers (Kurniawan & Sutan, 2020) so that relationships between consumers will be increasingly difficult to establish and make the hypothesis unsupported. The results of this study are also the same as those of Fadhilah (2019) and Wolter et al. (2016) which states that self-expression has no effect on relationships with other consumers.

The fourth hypothesis states that there is an influence between self-expression and consumer brand Identification on Nike shoe users. The results of the analysis support the hypothesis. Self-expression can help people others with feedback and suggestions. The satisfaction of self-orientation is not only be an incentive to understand why users join and use social media but can explain one potential outcome that stems from this satisfaction motive, namely identification with the online brand community in which the user actively has a strong relationship with the users its members. Dynamics is very important not only for survival and the success of social networks but also to determine the intensity of consumers who identify themselves with a particular brand. This is also supported by the research of Wolter et al. (2016). The same thing was also stated by Kucharska (2019) which stated that the higher the motive for self-expression, the higher the brand identification.

The fifth hypothesis states that there is an influence between brand distinctiveness and consumer brand Identification on Nike shoe users. The results of the analysis do not support this hypothesis. This means that the distinctiveness of the brand has no effect on consumer identification. There are four reasons why this hypothesis is not supported. The first reason, to identify with them, the brand must be a basic self-concept (Luo et al., 2016). Consumers cannot use their distinctive Nike identity to become their self-concept. Second, consumer tastes that can change as the fashion world develops will make Nike the only attribute of itself even though it has a unique design (Aguiar et al., 2021). Third, certain brands do not necessarily have distinctive characteristics (Simon et al., 2016). Characteristics also sometimes do not give a more impression so that the brand does not stick in the minds of consumers and does not affect consumer identification. The fourth reason is that more than half of the respondents in this study are those who have bought Nike for more than 1 year, so it is possible that they have forgotten the characteristics of the brand so that it has no effect on consumer identification (Sari & Asad, 2019). The results of this study are also the same as research by Demiray and Burnaz (2019) and, Simon et al. (2016), which states that brand distinctiveness has no effect on consumer identification.

The sixth hypothesis states that there is an influence between the hedonic function and consumer brand Identification on Nike shoe users. The results of the analysis do not support this hypothesis. That is, there is no influence between the hedonic function on consumer identification. There are two reasons why this hypothesis is not supported. The first reason is that lately hedonism is not a determinant of identity so that there is no influence between the hedonic function on consumer identification (Chang et al, 2020). The second reason is because in the last year with the COVID-19 pandemic the need for luxury clothing has decreased drastically so that hedonism does not affect consumer identification. This is due to the establishment of strict health protocols where people are not allowed to move if it is not an urgent matter. When customers' identification with the brand community becomes prominent, they strengthen their emotional attachment to the brand and this enhances their quality of being which explains the centrality in

the network (Chang et al., 2020). The results of this study are also like the research conducted by Tuškej and Podnar (2018), Black and Veloutsou (2017) which states that there is no effect of hedonism on consumer identification.

The seventh hypothesis states that there is an influence between the utilitarian function and consumer brand Identification on Nike shoe users. The results of the analysis support the hypothesis. The results of this study are also like those of Carlson et al. (2018), and Demiray and Burnaz (2019). The eighth hypothesis states that there is an influence between consumers and other consumers with community identification on Nike shoe users. The results of the analysis support the hypothesis. The results of this study are also the same as those of Schivinski et al. (2019), Khan et al. (2019), Zhang and Luo (2016), Pedeliento et al. (2020).

The ninth hypothesis states that there is an influence between consumer brand identification and community identification of Nike shoe users. The results of the analysis support the hypothesis. The results of this study are also the same as research conducted by Vegasha (2018), Simon et al. (2016), Chang et al. (2020). The tenth hypothesis states that there is an influence between community identification and attitudinal brand loyalty to Nike shoe users. The results of the analysis support the hypothesis. The results of this study are also the same as those of Fatma et al. (2016). Popp and Woratschek (2017), Kim and Lee (2019), Corrada et al. (2020).

The eleventh hypothesis states that there is an influence between community identification and behavioral brand loyalty in Nike shoe users. The results of the analysis support the hypothesis. The results of this study are also the same as those of Corrada et al. (2020), Lopez et al. (2017), Popp et al. (2016), Confente and Kucharska (2020), Berrozpe, Campo, and Yagüe (2018). The twelfth hypothesis states that there is an influence between community identification and personal brand on Nike shoe users. The results of the analysis support the hypothesis. The results of this study are also the same as those of Mandl and Hogueve (2020), Luo et al. (2016), Confente and Kucharska (2020). The thirteenth hypothesis states that community identification mediates the influence between consumer and other consumer relationships with attitudinal brand loyalty to Nike shoe users. The results of the analysis support the hypothesis. The results of this study support research conducted by Zhang and Luo (2016), Pedeliento et al. (2020), Vegasha (2018), Confente and Kucharska (2020) which state that community identification mediates the influence between consumer relationships and other consumers with attitudinal brand loyalty.

The fourteenth hypothesis states that community identification mediates the influence between consumer and other consumer relationships with behavioral brand loyalty in Nike shoe users. The results of the analysis support the hypothesis. The results of this study support research conducted by Vegasha (2018), Confente and Kucharska (2020) which states that community identification mediates the influence between consumer and other consumer relationships with behavioral brand loyalty. The fifteenth hypothesis states that community identification mediates the effect between consumer brand identification and personal brand of Nike shoe users. The results of the analysis support the hypothesis. The results of this study support research conducted by Orehek and Human (2017) which states that community identification mediates the influence between consumer brand identification and personal brand.

#### 4. CONCLUSION AND SUGGESTION

This study aims to predict social media usage motives on brand performance with community relationships and community identification as mediating variables. The results of the analysis show that 12 of the 15 hypotheses are supported. This research is not free from limitations. The main limitation is the selection of the object used in this study, namely Nike. Of the many popular shoe brands in Indonesia, the researcher chose the Nike brand because it is included in the Top Brand Index and is one of the market leaders in its segment. Therefore, this study cannot represent or generalize to other segments with different levels in Indonesia. However, by using one object of research, the research is focused on making respondents answer more specific questions. In future research, it is expected to use other objects other than Nike. This aims to be able to compare the results of research that will produce new knowledge in science.

#### REFERENCES

- Bae, M. (2018). Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention. *Computers in Human Behavior*, 79, 137–153.
- Bagozzi & Dholakia (2002). Intentional Social Action in Virtual Communities. *Journal of Interactive Marketing*, 16(2), 2–21. <https://doi.org/10.1002/dir.10006>
- Berrozpe, Arturo, Sara Campo, and María J Yagüe. (2018). Am I Ibiza ? Measuring Brand Identification in the Tourism Context. *Journal of Destination Marketing & Management*, 11, 240–250.
- Chang, C.W., Ko, C.H., Huang, H.C., & Wang S.J. (2020). Brand Community Identification Matters: A Dual Value-Creation Routes Framework. *Journal of Product & Brand Management*. <https://doi.org/10.1016/j.ijantimicag.2020.105924>
- Carlson, J., J., Wyllie, Rahman, M.M., & Voola, R. (2018). Enhancing Brand Relationship Performance through Customer Participation and Value Creation in Social Media Brand Communities. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2018.07.008>
- Confente, I., & Kucharska, W. (2021). Company Versus Consumer Performance: Does Brand Community Identification Foster Brand Loyalty and The Consumer's Personal Brand?. *Journal of Brand Management*. <https://doi.org/10.1080/0267257X.2020.1724179>
- Corrada, M.S., J.A. Flecha, and E. Lopez. 2020. The gratifications in the experience of the use of social media and its impact on the purchase and repurchase of products and services. *European Business Review*, 32(2), 297–315.
- Demiray, M., & Burnaz, S. (2019). Exploring The Impact of Brand Community Identification on Facebook: Firm-Directed and Self-Directed Drivers. *Journal of Business Research*, 96, 115–124. <https://doi.org/10.1016/j.jbusres.2018.11.016>
- Dimitriu, R., & Guesalaga, R. (2017). Consumers' Social Media Brand Behaviors: Uncovering Underlying Motivators and Deriving Meaningful Consumer Segments. *Psychology and Marketing*, 34(5), 580–592. <https://doi.org/10.1002/mar.21007>
- Hair, J.F., G.T. Hult, C.M. Ringle, and M. Sarstedt. 2017. *A primer on partial least squares structural equation modeling*. Beverly Hills: Sage.
- Hwang, J. & Kandampully, J. (2012). The Role of Emotional Aspects in Younger Consumer-Brand Relationships. *Journal of Product & Brand Management*, 21, 98-108. <https://doi.org/10.1108/10610421211215517>
- Ilicic, J., & Webster, C.M. (2016). Being True to Oneself: Investigating Celebrity Brand Authenticity. *Psychology and Marketing*, 33(6), 410–420. <https://doi.org/10.1002/mar.20887>

- Jang, H., Olfman, L., Ko, I.S., Koh, J., & Kim, K. (2008). The Influence of Online Brand Community Characteristics on Community Commitment and Brand Loyalty. *International Journal of Electronic Commerce*, 12, 57-80. <https://doi.org/10.2753/JEC1086-4415120304>
- Khan, I., L.D. Hollebeek, M. Fatma, J.U. Islam, and Z. Rahman. 2019. Brand engagement and experience in online services. *Journal of Services Marketing*, 34(2), 163–175.
- Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L.D. (2020). The Role of Brand Community Identification and Reward on Consumer Brand Engagement and Brand Loyalty in Virtual Brand Communities. *Telematics and Informatics*, 46. <https://doi.org/10.1016/j.tele.2019.101321>
- Kurniawan, D. and Sutan, A.J. (2021). Penggunaan Sosial Media Dalam Menyebarkan Program Vaksinasi Covid-19 Di Indonesia. *Jurnal Kebijakan Publik*, 12(1), 1-62.
- Le, M.T.H. (2021). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences., *Spanish Journal of Marketing - ESIC*, 25(1), 156-180. <https://doi.org/10.1108/SJME-05-2020-0086>
- Luo, N., M. Zhang, M. Hu, and Y. Wang. 2016. How community interactions contribute to harmonious community relationships and consumers' identification in online brand community. *International Journal of Information Management*, 36 (5), 673–685
- Mandl, L., and J. Hogreve. 2020. Buffering effects of brand community identification in service failures: The role of customer citizenship behaviors. *Journal of Business Research*, 107: 130–137
- Millan & Díaz. (2014). Civil Society: A Multi Layered Concept. *Journal Sociology*. <https://doi.org/10.1177/0011392114533115>
- Nosek BA, Errington TM (2020) What is replication? *PLoS Biol* 18(3): e3000691. <https://doi.org/10.1371/journal.pbio.3000691>
- Orehek & Human. (2017). Self-Expression on Social Media: Do Tweets Present Accurate and Positive Portraits of Impulsivity, Self-Esteem, and Attachment Style? *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/0146167216675332>
- Pedeliento, G., Andreini, D., & Veloutsou, C. (2020). Brand Community Integration, Participation and Commitment: A Comparison Between Consumer-Run and Company-Managed Communities. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2019.10.069>
- Popp, B., B. Wilson, C. Horbel, and H. Woratschek. 2016. Relationship building through Facebook brand pages: The multifaceted roles of identification, satisfaction, and perceived relationship investment. *Journal of Strategic Marketing*, 24(3–4), 278–294.
- Saboo, A.R., Kumar V., & Ramani G. (2016). Evaluating The Impact of Social Media Activities on Human Brand Sales. *International Journal of Research in Marketing*, 33(3), 524–541. <https://doi.org/10.1016/j.ijresmar.2015.02.007>
- Sánchez-Casado, N., Confente, I., Tomasetti-Solano, E., & Brunetti, F. (2018). The Role of Online Brand Communities on Building Brand Equity and Loyalty Through Relational Benefits. *Journal of Marketing Theory and Practice*, 26(3), 289–308. <https://doi.org/10.1080/10696679.2018.1451256>
- Siahaan, Marihot, P. (2018). Pajak Daerah dan Retribusi Daerah. PT. Raja Grafindo.
- Simon, C., Brexendorf, T.O., & Fassnacht, M., (2016). The Impact of External Social and Internal Personal Forces on Consumers' Brand Community Engagement on Facebook. *Journal Of Product & Brand Management*, 25(5), 409–423. <https://doi.org/10.1108/JPBM-03-2015-0843>

- Schivinski, B., Muntinga, D.G., Pontes, H.M., & Lukasik, P. (2019). Influencing Cobras: The Effects of Brand Equity on The Consumer's Propensity To Engage With Brand-Related Content on Social Media. *Journal Of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2019.1572641>
- Top Brand Awards, (2020). Top Brand Index Sepatu 2018-2020. Top Brand Award. [https://www.topbrand-award.com/top-brand%20index/?tbi\\_find=converse](https://www.topbrand-award.com/top-brand%20index/?tbi_find=converse)
- Tuškej, U., and K. Podnar. (2018). Consumers' identification with corporate brands: Brand prestige, anthropomorphism and engagement in social media. *Journal of Product & Brand Management*, 27(1), 3–17
- Zhang, M., and N. Luo. (2016). Understanding relationship benefits from harmonious brand community on social media. *Internet Research*, 26(4), 809–826.