

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh: (1) Kesesuaian manfaat komunitas yang dirasakan terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (2) Kesesuaian identifikasi komunitas merek online terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (3) Kesesuaian manfaat komunitas yang dirasakan terhadap keterlibatan komunitas merek online pada anggota Ralali Agent Whatsapp grup komunitas, (4) Kesesuaian identifikasi komunitas merek online terhadap keterlibatan komunitas merek online pada anggota Ralali Agent Whatsapp grup komunitas, (5) Pengaruh mediasi keterlibatan komunitas merek online terhadap manfaat komunitas yang dirasakan dan loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (6) Pengaruh mediasi keterlibatan komunitas merek online terhadap identifikasi komunitas merek online dan loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (7) Kesesuaian keterlibatan komunitas merek online terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas,

Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah anggota Ralali Agent Whatsapp grup komunitas. Responden dalam penelitian ini adalah 301 members.

Berdasarkan hasil penelitian dan analisis dengan bantuan SEM menunjukkan bahwa: (1) Kesesuaian manfaat komunitas yang dirasakan berpengaruh positif terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (2) Kesesuaian identifikasi komunitas merek online berpengaruh positif terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (3) Kesesuaian manfaat komunitas yang dirasakan berpengaruh positif terhadap keterlibatan komunitas merek online pada anggota Ralali Agent Whatsapp grup komunitas, (4) Kesesuaian identifikasi komunitas merek online berpengaruh positif terhadap keterlibatan komunitas merek online pada anggota Ralali Agent Whatsapp grup komunitas, (5) Keterlibatan komunitas merek online memediasi manfaat komunitas yang dirasakan terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (6) Keterlibatan komunitas merek online memediasi pengaruh identifikasi komunitas merek online terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas, (7) Kesesuaian keterlibatan komunitas merek online berpengaruh positif terhadap loyalitas komunitas merek pada anggota Ralali Agent Whatsapp grup komunitas

Kata kunci: Manfaat Komunitas Yang Dirasakan, Identifikasi Komunitas Merek Online, Keterlibatan Komunitas Merek Online, Loyalitas Komunitas Merek.

SUMMARY

This study aims to determine the influence of: (1) Perceived community benefits on brand community loyalty among members of the Ralali Agent WhatsApp community group, (2) Online brand community identification on brand community loyalty among members of the Ralali Agent WhatsApp community group, (3) Perceived community benefits on online brand community engagement among members of the Ralali Agent WhatsApp community group, (4) Online brand community identification on online brand community engagement among members of the Ralali Agent WhatsApp community group, (5) The mediating effect of online brand community engagement on the relationship between perceived community benefits and brand community loyalty among members of the Ralali Agent WhatsApp community group, (6) The mediating effect of online brand community engagement on the relationship between online brand community identification and brand community loyalty among members of the Ralali Agent WhatsApp community group, (7) The effect of online brand community engagement on brand community loyalty among members of the Ralali Agent WhatsApp community group.

This research is quantitative. The population of this study consists of members of the Ralali Agent WhatsApp community group. The respondents in this study were 301 members.

Based on the research results and analysis conducted using SEM, it was found that: (1) Perceived community benefits have a positive effect on brand community loyalty among members of the Ralali Agent WhatsApp community group, (2) Online brand community identification has a positive effect on brand community loyalty among members of the Ralali Agent WhatsApp community group, (3) Perceived community benefits have a positive effect on online brand community engagement among members of the Ralali Agent WhatsApp community group, (4) Online brand community identification has a positive effect on online brand community engagement among members of the Ralali Agent WhatsApp community group, (5) Online brand community engagement mediates the effect of perceived community benefits on brand community loyalty among members of the Ralali Agent WhatsApp community group, (6) Online brand community engagement mediates the effect of online brand community identification on brand community loyalty among members of the Ralali Agent WhatsApp community group, (7) Online brand community engagement has a positive effect on brand community loyalty among members of the Ralali Agent WhatsApp community group.

Keywords: Perceived Community Benefits, Online Brand Community Identification, Online Brand Community Engagement, Brand Community Loyalty.