

The Effect of Brand Identification and Sense of Community on Brand Love (A Survey of Kaskus Trading Forum Users in Bandung)

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ABSTRACT

Online trading forums are becoming viral in Indonesia, but many failures experienced by startup companies, especially in the trading forum. Research on brand love has become a trend in several research studies in trading forum startup companies, especially in overcoming online trading forums. This study aims to determine the effect of brand identification and the sense of community on brand love in Kaskus trading forum users in Bandung. The research design of the study used was a cross-sectional method. This study employed a descriptive approach with an explanatory survey method involving 107 respondents who had been selected by using non-probability sampling. A questionnaire was used as a research instrument to collect data from respondents. The technical analysis of the study was a descriptive technique using frequency distribution. The results showed that the effect of brand identification was in the quite good category, and the sense of community on brand love was also in a good category. The novelty of this research is the difference that lies in the object of research, research time, measurement tools, literature used, theories used, and research results

Keywords: brand identification, sense of community, brand love, Kaskus.

1. INTRODUCTION

Brand is considered as a builder of an important profile and assets of the company [1]. Building the concept of brand love to the company aims to measure the feelings of consumer love towards the brand [2]. A love-feeling has a core of identity, but it must encompass the aspects of identity that provide power and strength [3]. Cultivating a brand love is a major concern for companies that generally popular among society [4].

Brand love was first conceptualized by [5]. An important consistency in brand loves is also to remind the personal feelings and experiences of consumers due to the instinct of self-change that determines the positive or negative direction. [6].

Data on Indonesian online trading startup companies is shown in Table 1. This information shows the state of the trading forum company. The country rank position shows that Kaskus trading forum outclasses other online trading forums.

Table 1. Companies and Trading Forums in Indonesia

Companies	Country Rank	Global Rank
FJB KASKUS	12	317
OLX	41	1.296
Blanja.com	126	7.669
Orami	134	7.742

Source: [7]

Figure 1 shows the position of Kaskus within one week in October which experiences a very flat condition, where there was no increase nor decrease.



Kaskus Position in Indonesian Trading Company

A startup company needs to build a brand love so that its position is stronger in the consumer’s mind [9]. Over the past few years, Kaskus has always experienced a decline in the position of the consumer's mind. Table 2 shows the position of Kaskus from 2012 to 2018, in which the percentage of Kaskus increased from 2012 to 2013, which then decreased afterwards. This shows that the consumer's love for Kaskus brand has decreased as well.

Table 2. Kaskus Position in the Top Brand Trading

Year	Position	Percentage
2012	2	15,6%
2013	2	18,4%
2014	3	4,5%
2015	4	0,9%
2016	5	0,8%
2017	12	0,5%
2018	34	0,4%

Source: [10]

Brand love being affected by a high level of consumer satisfaction related to consumer behavior will affect high brand loyalty, especially to be involved in conducting positive word of mouth to various parties. Positive word of mouth used as a means of communication [11].

This theory explains the relationship of consumers with brands that are in the consumer's mind. Brand love is influenced by several factors, including brand relationship [12], brand loyalty, brand experience [13], brand image [14], brand trust [15], brand identification, and sense of community [16].

The purposes of this study are: (1) To determine the magnitude of the influence of brand identification on brand love (2) to determine the magnitude of the influence of sense of community on brand love.

1.1. Brand Love

Since it was introduced by [5], brand love has become a very interesting topic for brand managers. Customers can see the brand as an individual, so they can love the brand as much as they love someone. On the basis of [17] conceptualization of interpersonal love, the relationship between consumers and a shared brand is divided into three dimensions: desire, longing, and decision or commitment, which is in accordance with intimacy, passion, and decisions or components of interpersonal love commitment.

Marketing researchers have investigated the concept of brand love [18]. Reference [19] answers the question whether consumers can experience feelings of love for a brand.

Brand love in this study will be measured by several dimensions proposed by [20]:

- Passion for a brand
- Brand attachment
- Positive evaluation of the brand
- Positive emotions in response to the brand
- Declarations of love toward the brand

1.2. Brand Identification

Consumers who choose products and brands are not only for their utilitarian values but also for symbolic benefits. The brand has a deep meaning [21] and serve to build consumers' self-concept or identity.

According to a research conducted by [20], it explained several dimensions of brand identification namely:

- Having a good support for the company goals brand
- Protecting its reputation
- Supporting its products to be the driving force for the company.

1.3. Sense of Community

The community psychology literature in the Sense of Community (SOC) provides a basis for understanding individual identity as well as intrarelation and interrelationships. The study is based on the SOC concept which emphasizes individual feelings towards the community by elucidating feelings of belonging [22].

According to [23], someone will gain a sense of community when they feel the four dimensions in a community, which are as follows:

- Membership
- Influence
- Integration
- Fulfillment of needs

2. METHODS

The population in this study was KaskusTrading forum community, and it was about 351 people who had active account. The sampling technique of the study

used was a non-probability sampling technique by using a *Tabanick* formula with 107 sample respondents. Then, the data collection techniques used was literature study and questionnaire distribution using multiple linear regression analysis

3. RESULTS AND DISCUSSION

The multiple linear regression equation model formed in this study is can be seen in (1)

$$Y = b_0 + b_1X_1 + b_2X_2 \tag{1}$$

Source: [24]

- Y = Brand Love
- X1 = Brand identification
- X2 = Sense of community
- a = Constant number
- b1,2 = Regression coefficient
- e = Standart error

By using SPSS 24.0 for Windows program, the regression coefficient results are obtained in Table 3.

Table 3. Regression Coefficients

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	19,305	5,755		3,355	,001
Brand Identification	,670	,200	,312	3,352	,001
Sense of Community	1,046	,186	,524	5,629	,000

Dependent Variable: Brand Love

Source: SPSS 24.0 for Windows 2020

Based on the above output, the values of constants and regression coefficients is found, so that the multiple linear regression equation can be formed as can be seen in (2).

$$Y = 19,305 + 0,670 X_1 + 1,046 X_2 \tag{2}$$

Equation (2) can be interpreted as follows:

- a = 19,305 : it means that if the variable brand identification, sense of community, is zero (0), then Brand Love will be 19.305.
- b₁ = 0,670 : it means that if brand identification increases by one unit and other variables are constant, then Brand Love will decrease by 0.670.
- b₂ = 1,046 : it means that if the sense of community increases by one unit and the other variables are constant, then Brand Love will decrease by 1,046.

3.1 Correlations Analysis

By using SPSS 24.0 for Windows application program, the output of correlation coefficient estimation results is obtained in Table 4.

Table 4. Correlation Coefficient Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,787 ^a	,620	,613	5,104

Predictors: (Constant), Sense of Community, Brand Identification

Dependent Variable: Brand Love

Source: SPSS 24.0 for Windows 2020

According to the analysis, it can be seen that the correlation coefficient (R) is 0.787.

3.2. Coefficients Partial Analysis

The results show that the R value is 0.787, then the coefficient of determination can be calculated using (3).

$$CD = r^2 \times 100\% \tag{3}$$

Source: [25]

Information:

CD : Coefficient of determination

r² : Correlation coefficient

100%: Constant

The influence of brand identification on brand love can be seen from the results of Table 5.

Table 5. Coefficient Partial

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,710 ^a	,504	,500	5,803	2,206

Predictors: (Constant), Brand Identification

Dependent Variable: Brand Love

Source: SPSS 24.0 for Windows 2020

$$\begin{aligned}
 CD &= r^2 \times 100\% \\
 &= (0,710)^2 \times 100\% \\
 &= 50.4\%
 \end{aligned}$$

The CD value is about 50.4%, which shows that brand identification has a partial influence of 50.4% on brand love. While the remaining 49.1% is influenced by factors that are not examined in this study, such as brand relationship [26], brand loyalty, brand experience [13], brand image [14], brand trust [15], brand identification, and sense of community [16]

The influence of sense of community on brand love can be seen from the results shown in Table 6.

Table 6. Partial Determination Coefficients

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.761 ^a	.579	.575	5,348	2,130

Predictors: (Constant), Sense of Community

Dependent Variable: Brand Love

Source: SPSS 24.0 for Windows 2020

$$\begin{aligned}
 CD &= r^2 \times 100\% \\
 &= (0,761)^2 \times 100\% \\
 &= 57.91\%
 \end{aligned}$$

3.3. Simultaneous Hypothesis Testing (Test F)

This test was carried out to see the significance of the influence of brand identification and sense of community on brand love. The F test formula or ANOVA test is explained in the following Table 7.

Table 7. Test Significance Value F

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4421,956	2	2210,978	84,857	.000b
Residual	2709,764	104	26,055		
Total	7131,720	106			

Dependent Variable: Brand Love

Predictors: (Constant), Sense of Community, Brand Identification

Source: SPSS 24.0 for Windows 2020

3.4. Partial Hypothesis Testing (t Test)

The test was carried out to find out the percentage of the effect of brand identification and sense of community on brand love. Therefore, this study used SPSS 24.0 for windows, and the following output can be seen in Table 8.

According to the results of the t-test, it can be concluded that the hypothesis H0 is rejected and Ha is accepted. Therefore, the explanation is as follows:

- There was a significant influence of brand identification on brand love in Kaskus trading forum.
- There was a significant influence of sense of community on brand love in Kaskus trading forum.

Table 8. Significance Value of Test T

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	19,305	5,755			3,355,001	
Brand Identification	,670	,200	,312		3,352,001	
Sense of Community	1,046	,186	,524		5,629,000	

Dependent Variable: Brand Love

Source: SPSS 24.0 for Windows 2020.

4. CONCLUSION

Based on the discussion of theory, results, and multiple regression analysis testing conducted on the influence of brand identification and sense of community on Brand Love in FJB Kaskus community in Bandung, it can be concluded that brand identification had a positive influence on brand love. It shows that the better brand identification, the lower the brand loves on FJB Kaskus users in Bandung. In addition, the sense of community had a positive effect on brand love. It shows that the better the sense of community, the lower the brand loves for FJB Kaskus users in Bandung.

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