

## Peran Brand Community Experience Terhadap Brand Trust dan Brand Loyalty pada Komunitas Merek Sepatu Lari di Media Sosial = The Role of Brand Community Experience in Brand Trust and Brand Loyalty among Running Shoe Brand Communities on Social Media.

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari Brand Community Experience terhadap Brand Community Commitment serta pengaruhnya terhadap Brand Trust dan Brand Loyalty pada komunitas merek sepatu lari di media sosial. Responden penelitian ini sebanyak 328 responden dengan sampel yang digunakan adalah anggota aktif komunitas merek sepatu lari di media sosial yang berdomisili di Indonesia. Secara umum pengukuran dilakukan dengan menggunakan metode Structural Equation Modeling (SEM) dengan menggunakan software SmartPLS. Hasil yang didapatkan dari analisis penelitian ini adalah seluruh dimensi dari Brand Community Experience memiliki pengaruh positif terhadap Brand Community Commitment terutama Information Experience. Brand Community Commitment juga berpengaruh positif terhadap Brand Attitude. Brand Attitude juga memiliki pengaruh positif terhadap Brand Trust dan Brand Loyalty serta Brand Trust memiliki pengaruh positif terhadap Brand Loyalty. Penelitian ini dapat membantu pengelola akun merek sepatu lari di media sosial untuk mengembangkan strategi yang tepat guna memaksimalkan pengalaman anggota dan meningkatkan komitmen mereka terhadap merek, dengan tujuan mendorong Brand Attitude yang positif, Brand Trust, dan Brand Loyalty terhadap merek, yang pada akhirnya dapat meningkatkan keuntungan bagi bisnis perusahaan.

.....This research aims to determine the influence of Brand Community Experience on Brand Community Commitment and its impact on Brand Trust and Brand Loyalty within the running shoe brand community on social media. The study involved 328 respondents who were active members of the running shoe brand community on social media residing in Indonesia. The measurement was conducted using the Structural Equation Modeling (SEM) method with the SmartPLS software. The results obtained from the analysis of this study indicate that all dimensions of Brand Community Experience have a positive influence on Brand Community Commitment, particularly the Information Experience. Brand Community Commitment also has a positive influence on Brand Attitude. Brand Attitude, in turn, has a positive influence on Brand Trust and Brand Loyalty. Additionally, Brand Trust has a positive influence on Brand Loyalty. This research can assist managers of running shoe brand accounts on social media in developing appropriate strategies to maximize members' experience and enhance their commitment to the brand, with the goal of fostering positive Brand Attitude, Brand Trust, and Brand Loyalty towards the brand, ultimately leading to increased profitability for the company.