

# Pengaruh Online Brand Community Terhadap Customer Loyalty: Studi pada Search Product dan Experience Product di Indonesia = The Influence of Online Brand Communities on Customer Loyalty: A Study on Search Products and Experience Products in Indonesia

Muhammad Fikar, author

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## Abstrak

Perkembangan pesat online brand community secara global, didukung oleh kemajuan teknologi, telah mendorong banyak perusahaan untuk mengadopsi strategi serupa guna mempertahankan basis konsumen mereka. Salah satu keuntungan dari mengadopsi strategi ini adalah menumbuhkan loyalitas pelanggan dalam jangka panjang. Penelitian ini mengidentifikasi dua jenis produk yang berbeda dimana terdapat online brand community di dalamnya untuk melihat bagaimana pengaruhnya terhadap loyalty intention serta bagaimana pihak brand memanfaatkan wadah ini dengan jalur yang berbeda untuk mendapatkan loyalitas pengguna yang lebih baik. Penelitian dilakukan terhadap 270 responden melalui kuesioner daring dan data dianalisis menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa information quality completeness dan timeliness mempengaruhi customer satisfaction, sedangkan aspek information quality believability dan amount tidak memiliki pengaruh signifikan. Selain itu, aspek-aspek sosial seperti need for social capital bridging, bonding, dan maintaining juga berperan penting dalam meningkatkan customer satisfaction. Lebih lanjut, customer satisfaction juga terbukti berdampak positif pada loyalty intention, bersama dengan relationship commitment yang kuat. Temuan ini memberikan wawasan berharga bagi perusahaan dalam merancang strategi online brand community yang efektif untuk memperkuat hubungan dengan konsumen dan membangun loyalitas yang berkelanjutan.

.....The rapid development of online brand communities globally, supported by technological advancements, has prompted many companies to adopt similar strategies to maintain their consumer base. One advantage of adopting this strategy is fostering long-term customer loyalty. This study identifies two different types of products with online brand communities within them to examine their influence on loyalty intention and how brands utilize this platform through different avenues to enhance user loyalty. The research was conducted with 270 respondents through online questionnaires, and the data were analyzed using SmartPLS 4. The results show that information quality completeness and timeliness affect customer satisfaction, while aspects of information quality such as believability and amount do not have a significant impact. Additionally, social aspects such as the need for social capital in bridging, bonding, and maintaining also play a crucial role in enhancing customer satisfaction. Furthermore, customer satisfaction has been proven to positively impact loyalty intention, along with strong relationship commitment. These findings provide valuable insights for companies in designing effective online brand community strategies to strengthen relationships with consumers and build sustainable loyalty.