HOW BRAND COMMUNITY IDENTIFICATION AFFECTS BRAND LOYALTY?

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ABSTRACT

The background of the financial embezzlement incident committed by the Minister of Communication and Information, Johny G. Plate, which turned out that the embezzled money came from contributions of cellular companies to build towers in the 3T area. This money is income for the Ministry of Information which comes from non-APBN. The problem is that the income and expenses of the business unit as a subsidiary have not been consolidated in the financial statements of Government Institution as parent. One of these business units is a State-Owned Enterprise (BUMN). The Ministry/Institution was established to serve the community, as a Public Service Agency (BLU), therefore it is non-profit oriented organization, while its subsidiary, namely BUMN, operates to seek profit. So there are different accounting standards in regulating both, namely governmental accounting standards and Financial Accounting Standards that regulate BUMN financial reporting. The research method used is descriptive and verificative. Descriptive research is conducted by accessing the website of each ministry/state institution and local government agency. Verification research by distributing questionnaires to officials of Bappenas and to BPKP auditors. The result is the financial reporting variable, transparency and accountability have not been fully fulfilled by the Government Institution according to applicable regulations. The BUMN supervision variable has been implemented well, the BPKP auditors have worked professionally. Our suggestion is to revise the explanation/attachment of the Regulation of the Minister of Finance and the Minister of Home Affairs regarding BLU financial reporting so that the contents are in sync with its attachments.

KEYWORDS: Financial Reporting; Supervision; Transparency; & Accountability

1. INTRODUCTION

Brand loyalty is the core value of the brand. Customers are loyal to a brand for several reasons and it is difficult to attract other brands (Aaker et al., 2015 in Burmann & Kirchgeorg, 2020). Brand community research proves that community identification plays a core role in generating brand loyalty (Algesheimer et al., 2005, 2010 in Dessart & Veloutsou, 2021). Brand loyalty emerged as an important component of brand community success and community identification as a factor leading to it (Dessart & Veloutsou, 2021) Brand community identification is the conscious knowledge of individual ownership in a brand community with emotional and evaluative significance attached to its membership (Algesheimer et al., 2005 in Dessart & Veloutsou, 2021). Brand community identification is a cognitive, evaluative and emotional concept (Bagozzi and Dholakia, 2006; Dholakia and Bagozzi, 2004 in Dessart & Veloutsou, 2021) center of brand community literature (Muniz dan O'Guinn, 2001 in Dessart & Veloutsou, 2021) and does not represent active behavior. Brand community identification is a psychological, non-behavioral concept (Bagozzi and Dholakia, 2006 in Dessart & Veloutsou, 2021) applicable to active and inactive members (Mousavi et al., 2017 in Dessart & Veloutsou, 2021).

The recognition that a common identity is essential for the formation of brand communities, is matched by the lack of studies on its formation. Several studies have looked at the drivers of brand community identification, focusing on brand-related or consumer-specific variables. Brand-related variables have been identified, including the quality of brand relationships (Algesheimer et al., 2005 in Dessart & Veloutsou, 2021), brand trust and brand satisfaction (Paia dan Tsai, 2011 in Dessart & Veloutsou, 2021) as well as brand equity and activity build it (Samu et al., 2012 in Dessart & Veloutsou, 2021). A particular focus on brand identification is also placed, highlighting the importance of brands in maintaining the identification process (Hinson et al., 2019). Other researchers examined the personal characteristics of members focusing on variables such as sociability, extraversion, openness or authentic self-expression (Füller et al., 2008 in Dessart & Veloutsou, 2021). Also examines

perceptions of community brand similarity (Hsu et al., 2015 in Dessart & Veloutsou, 2021) and community participation (Matzler et al., 2011 in Dessart & Veloutsou, 2021).

Recent studies examining brand community participation report antecedents related to self, social, and information. While fewer studies have focused on entertainment-related and technology-related antecedents (Hook et al., 2018). This surprising lack of interest in identification creation may be due to it being perceived as a "taken for granted" characteristic of brand community building merek (McAlexander et al., 2002; Muniz and O'Guinn, 2001 in Dessart & Veloutsou, 2021). Motivations for active engagement are generally more interesting and easier to investigate and observe. Current emerging streams of research point to the major role of perceived community values in creating identification. The customer's perceived value is the customer's overall assessment of what a particular supplier receives and gives (Chang and Dibb 2012 in Dessart & Veloutsou, 2021). It also defines the consumer's perceived value of the brand community as the overall assessment of community members' use of the brand community.

This perceived value is based on the perceived benefits received from the membership community, namely the cognitive evaluation carried out by consumers (Bagozzi and Dholakia, 2006 in Dessart & Veloutsou, 2021). Consumers derive value from the brand community, including value derived from social benefits and community prestige or cultural benefits (Boomer et al., 2018). Consumers also derive value from symbolic benefits and self-identity (Boomer et al., 2018) cognition in informative form (Hung and Lin, 2015; Dessart et al., 2019 in Dessart & Veloutsou, 2021) economic benefits (Boomer et al., 2018). Other benefits are also obtained from emotional benefits in the form of entertainment and escape (Hung dan Lin, 2015; Dessart et al., 2019 in Dessart & Veloutsou, 2021) or the perception of value as a whole (Hung, 2014 in Dessart & Veloutsou, 2021). Social, utilitarian and hedonic values originating from the community have recently been used as predictors of brand community identification (D Hung, 2014) in Dessart & Veloutsou, 2021).

The human and informational values of the brand lead members to identify with the brand community and identification is a strong predictor of brand loyalty (Dessart & Veloutsou, 2021). Brand community identification and loyalty exists for users with low activity levels. Only highly active members are valuable in the brand community. Specifically, it reveals the most important motivations for members to identify with the community and be loyal to the brand (Dessart & Veloutsou, 2021). A climate that supports emotion and information enhances consumer-to-consumer helping behavior through consumer-community relationships. That consumer-community relationship is brand community identification and brand community commitment.

A supportive climate is generally invisible and occurs within the brand community. This occurs when consumers participate in community activities, communicate with others, or even observe interactions. The fact that community members try to communicate and share certain product/service ideas with others is one of the brand community values (Liang et al., 2011; Muniz dan O'Guinn, 2001 in Liao et al., 2022). With frequent interactions between members and the constant availability of social support, brand communities develop a supportive climate increasing the attractiveness of the community (Shen et al., 2019). This also motivates users to maintain relationships with them (Chen and Shen, 2015 in Liao et al., 2022). Identification occurs when individuals feel they belong to a community (Coelho et al., 2019) where they embed that community in their self-concept (Mael and Ashforth, 1992 in Liao et al., 2022). It was concluded that an informative and emotionally supportive climate in a community can lead to positive attitudes and identification (Zhang et al., 2014; Liao et al., 2022).

There are four aspects of human values, namely interpersonal interconnection, entertainment, self-discovery, and social improvement. There is widespread support from the literature that these four aspects of human values are felt to be able to sustain participation in the community and identification with it (Dholakia and Bagozzi, 2004 in Dessart & Veloutsou, 2021). Interpersonal interconnection (Raacke and Bonds-Raacke, 2008 in Dessart & Veloutsou, 2021), entertainment (Park et al., 2009; Tseng et al., 2017 in Dessart & Veloutsou, 2021), self-discovery (Madupu and Cooley, 2010 in Dessart & Veloutsou, 2021), social improvement (Dholakia et al., 2004; Claffey and Brady, 2017 in Dessart & Veloutsou, 2021) is a contributing factor for members to attach themselves to the community through participation. The value derived from creating interpersonal value in branded online environments has also been shown to have positive consequences in terms of consumer behavior (Claffey and Brady, 2017 in Dessart & Veloutsou, 2021). These relational factors also theoretically contribute to community identification for active members (Dholakia dan Bagozzi, 2004 in Dessart & Veloutsou, 2021).

Participation in the community and willingness to promote the community have been tested as antecedents of loyalty to the brand community (Koh and Kim, 2004 in Dessart & Veloutsou, 2021). Commitment to community is a good predictor of brand commitment (Kim et al., 2008 in Dessart & Veloutsou, 2021). Considering social

identification with society, it was shown that identification is a strong predictor of affective brand commitment, which is similar to attitudinal loyalty (Mousavi et al., 2017 in Dessart & Veloutsou, 2021). Recent research also supports that brand community identification leads to overall brand loyalty (Kaur et al., 2020a) and behavioral brand loyalty (Wang et al., 2019).

This study aims to provide empirical evidence that helps our understanding of the process of developing identification to the brand community and loyalty to the brand for Anker Beer drinkers. This paper starts with a review of the relevant literature on brand loyalty, brand community identification, human value, emotion-supportive climate and information value. A research model and hypotheses are then presented. A large-scale consumer survey is then conducted to test the research hypotheses.

2. THEORETICAL BACKGROUND

Brand Loyalty

Brand loyalty has been a concern of researchers for decades (Bawa et al., 1989; Gedenk & Neslin, 1999; Holland & Baker, 2001; Odin et al., 2001 in Permata Sari et al., 2023). Loyalty is generally recognized as a brand asset (Aaker & McLoughlin, 2010 in Permata Sari et al., 2023.) that companies invest in to protect and develop. Therefore, marketers need to understand the factors associated with higher or lower levels of brand loyalty (Trinh & Dawes, 2020). Achieving customer loyalty is the main goal of most companies (Ngobo, 2017 in Permata Sari et al., 2023) because of its contribution to their profitability (Reinartz et al., 2005 in Permata Sari et al., 2023.) and long-term viability length .(Agustin & Singh, 2005 di dalam Permata Sari et al., 2023). In relation to disloyal customers, loyal customers are more involved in positive word of mouth communication (Roy et al., 2014 in Permata Sari et al., 2023). Loyal customers are less sensitive to price (Yoon & Tran, 2011 in Permata Sari et al., 2023) and reject competitive offers, even when they are objectively better (Ahluwalia, 2000 in Permata Sari et al., 2023).

The brand is a sign of trust for all intangible credibility and is a symbol of guarantee for certain products or brand activities (Bart et al., 2005 in Permata Sari et al., 2023). Brand loyalty is a friendly attitude and commitment, builds consumer satisfaction and leads to maintenance and sustainable purchases of the brand (Ballantyne et al., 2006 in Permata Sari et al., 2023). Brand loyalty consists of attitudinal and behavioral loyalty, and all of them contribute to brand performance (Yeh et al., 2016 in Permata Sari et al., 2023). Behavioral loyalty, in particular, can increase market share and brand profits (Kim et al., 2020). Attitude loyalty is positively correlated with word-of-mouth acceptance and premium prices (Shankar et al., 2003 in Permata Sari et al., 2023).

Factors influencing consumer repurchase intention and identifying brand-related qualities are analyzed as influencers. These factors are experience with the brand, service quality, trust, satisfaction, and commitment (Chen et al., in Permata Sari et al., 2023). Price, function, appearance, social influence and brand perception are defined as external variables that influence brand-related quality. The analysis reveals that some consumers make purchasing decisions because they are convinced by others (Kim et al., 2020). When consumers are satisfied with the quality of brand services, they encourage the people around them to make purchase decisions by word of mouth (Azad & Safaei, 2012 in Permata Sari et al., 2023).

The concept of brand loyalty has been shown to have two components: an attitude component and a behavioral component (Li et al., 2010 in Permata Sari et al., 2023). Brand loyalty is a deeply held psychological commitment to buy or re-patronize a product or service in the future (Oliver, 2010 in Permata Sari et al., 2023). There is a strong relationship between brand love and brand loyalty (Batra et al., 2012 in Permata Sari et al., 2023). There is strong support for this relationship in a number of contexts, including painkillers, food, personal care goods, and electronics (Bergkvist & Bech-Larsen, 2010 in Permata Sari et al., 2023). A strong positive relationship was found between brand love and brand loyalty in a number of different contexts (Thomson et al., 2005 in Permata Sari et al., 2023).

Brands that generate positive emotions among consumers (eg, happy) benefit from greater attitudinal brand loyalty (Amine, 1998 in Permata Sari et al., 2023). Attitude brand loyalty as a committed and influential "partnership" between consumers and their favorite brands (Chaudhuri & Holbrook, 2001 in Permata Sari et al., 2023). Brand-related social media engagement and team identification, a type of consumer brand identification, simultaneously affect loyalty brand behavior (Yoshida et al., 2018). Video game players with high brand loyalty consider themselves to have high perceptions of emotional intelligence. These players tend to look for satisfaction that can be seen from playing video games. These players are also aware of their feelings during play video games, and can obtain the satisfaction sought (Palomba, 2018). Mood alignment, identity enhancement, risk reduction of unavailability, and market competition are the most important aspects that explain the two types of multi-brand

loyalty (Arifine et al., 2019).

Brand Community Identification

The concept of brand community identification is built on social identity theory (Tajfel & Turner, 1979 in Kaur et al., 2020b). Consumers are seen as motivated to enhance their self-identity by identifying certain social groups, including virtual brand communities (Lam et al., 2010 in Kaur et al., 2020b). Identifying brand communities forms "the ultimate psychological substrate of the types of deep, committed, and meaningful relationships that marketers seek to build with their customers" (Bhattacharya & Sen, 2003 in Kaur et al., 2020b). Social identity theory offers a suitable theoretical lens for investigating consumer-brand relationships in virtual brand communities. Community affiliation is an important source of consumer perceived value, so that it is in line with the main goal of virtual brand communities (Bhattacharya & Sen, 2003 in Kaur et al., 2020b). Social networks and related research have adopted this theory to explain consumer behavior, which is applied in the context of virtual brand communities (McAlexander et al., 2002; Muniz & O'Guinn, 2001 in Kaur et al., 2020b).

Brand community identification offers an important indicator of the strength or quality of relationships in virtual brand communities (Chang et al., 2013 in Kaur et al., 2020b). For example, consumers who identify with a community develop a sense of emotional belonging to both the brand and the community (Carlson et al., 2008 in Kaur et al., 2020b). Brand community identification represents how users feel as part of a virtual brand community (Algesheimer et al., 2005; Zhou et al., 2012 in Kaur et al., 2020b). Members who identify highly tend to participate more actively in community-based discussions (Muniz and Schau, 2005 in Kaur et al., 2020b). In the context of car clubs, community identification has a positive effect on community engagement (Wirtz et al., 2013; Dessart et al., 2015Kaur et al., 2020b).

Brand community identification, is a specific form of social identity, in which members belong to the brand community and become part of it (Chang et al., 2020). People who identify with the community share the same goals, easily comply with community rules and perceive themselves as different (Swimberghe et al., 2018). Community identification emphasizes group dynamics and within-group bias (Demiray & Burnaz, 2019). Individuals who identify with a group emphasize similarities, focus on the uniqueness of the group and distinguish people in groups from outside groups (Liao et al., 2020). Community identification can help people understand changes in consumer attitudes and behavior in group contexts (Algesheimer et al., 2005, Liao et al., 2022) and contribute to brand loyalty (Coelho et al., 2019).

Human Value

Human values are characteristics that guide humans to take into account the human element when a person interacts with other humans. These human values have the effect of binding, comforting, reassuring and calming. Human values become the basis for every practical life in society. In simple terms, human values are described as universal and shared by all human beings, regardless of their religion, nationality, culture, and personal history. By nature, they induce consideration for others (Kumar et al., 2022).

Values serve as markers to know if life is heading in the right direction. When actions and words align with values, life is enjoyable and you feel fulfilled, confident. But when the behavior is not in accordance with the values, there is growing anxiety. This uncomfortable feeling tells you that not all is well at the moment. These feelings can be a source of anxiety and unhappiness. The values required in life are guiding on the right path, learn the importance of certainty, goodness and beauty, give direction to life and bring joy, study satisfaction with life, achieve peace in life, develop character, preserving culture and heritage, bringing changes in behavior towards positive thoughts, promote peace and harmony in society (Kumar et al., 2022).

Basic human values refer to values that are at the core of being human. Values that are considered as basic values inherent in humans include truth, honesty, loyalty, love, peace, and others. This is because it brings out the fundamental goodness of humans and society in general. Values unite and cross individual social, cultural, religious and sectarian interests. Values are also considered universal, eternal and eternally valid for all human beings (Kumar et al., 2023).

The most important human values are cooperation, caring, honesty, love, respect, commitment, patience, tolerance, appreciation, compassion, faith, beauty, trust, integrity, wisdom. There are many sources of values, namely family, friends and colleagues, community or society, schools, media, relatives, organizations, and religion. Human values on the other hand consist of interpersonal interconnectivity, entertainment, self-discovery and social upliftment. This refers to the socio-psychological aspect of community participation (Dholakia and Bagozzi, 2004 in Dessart & Veloutsou, 2021), in contrast to the value aspect of information which is more useful

(Dholakia et al., 2004 in Dessart & Veloutsou, 2021). Interpersonal interconnection refers to the creation, maintenance over time of social contacts with members of society such as support, friendship and intimacy (Dholakia et al., 2004 in Dessart & Veloutsou, 2021).

Having the ability to socialize with others is often considered a core element of the brand community. Feeling connected to others through community is a key aspect of network interconnection and membership, which members value (Raacke and Bonds-Raacke, 2008 in Dessart & Veloutsou, 2021). Being part of a community is often part of self-definition and self-understanding. Self-discovery is the ability provided by society for a person to elaborate on his own values and identity (Dessart & Veloutsou, 2021). Gaining insight into one's identity through the community is the main motivation for community membership (Madupu and Cooley, 2010 in Dessart & Veloutsou, 2021). The last dimension of human value is social improvement, which is the value that members get due to the acceptance and approval of members (Dholakia et al., 2004, in Dessart & Veloutsou, 2021).

Emotion Supportive Climate
There is general agreement that emotions consist of three parts: subjective experience, physiological response, and behavioral response. All emotions begin with a subjective experience, also known as a stimulus. Basic emotions are expressed by all individuals regardless of culture or upbringing; the experiences that produce them can be highly subjective. Subjective experiences can range from something as simple as seeing colors to something as grand as getting married. The experience can trigger many emotions in one individual and the emotions felt by each individual may be different. For example, one person may feel anger and regret over the loss of a loved one, while another may experience deep sadness (UWA, 2019).

The behavioral response aspect of emotional response is the actual expression of emotion. Behavioral responses can include smiles, smirks, laughter, or sighs, along with many other reactions depending on societal norms and personalities. Research shows that facial expressions are universal, such as frowning to show sadness. Socio-cultural norms and individual upbringing play a role in behavioral responses, for example, love is expressed differently and across cultures. Behavioral responses are important for conveying feelings, but research shows they are also important for individual well-being (UWA, 2019).

A study in the Journal of Abnormal Psychology found that when watching movies, the suppression of behavioral responses to emotions has a physical effect. The effects include an increase in heart rate. This suggests that expressing behavioral responses to stimuli, both positive and negative, is better for overall health. Thus, there are benefits to smiling, laughing, and expressing negative emotions in healthy ways. The physiological and behavioral responses associated with emotions illustrate that emotions are much more than mental states. Emotions affect all attitudes and health. In addition, the ability to understand other people's behavioral responses plays a large role in emotional intelligence (UWA, 2019).

Information Value
Making marketing decisions in a rapidly changing world is an art and a science. Holistic marketers recognize that the marketing environment is constantly presenting new opportunities and threats. Marketers understand the importance of continuous monitoring, forecasting, and adapting to that environment. Nearly every industry has been touched by dramatic changes in the economic, socio-cultural, natural, technological, and political-legal environment. The primary responsibility for identifying significant market changes falls to corporate marketers. Marketers have an advantage for the task which is a disciplined method for gathering information (Keller et al.. 2016).

In modern science, engineering and public life, information and the operations related to it play a huge role. The significance of information seems to have surpassed that of another important factor, which used to play a dominant role in the previous century, namely energy. In the future, given the complexity of science, engineering, economics and other fields, the importance of information will also increase. Information seems to be a more difficult concept to formalize than, say, energy. There are two sides of information: quantitative and qualitative. Sometimes it's the total amount of information that matters, while other times it's the quality, the specific content (Stratonovich, 2020).

The transformation of information from one format to another is technically a more difficult problem than the transformation of energy. All this complicates the development of information theory and its use. Perhaps general information theory does not bring any benefit to some practical problems, and must be dealt with by independent engineering methods. However, general information theory exists, as well as situations and standard problems, in which the laws of general information theory play a role. Therefore, information theory is important from a

practical point of view, also in fundamental science, philosophy, and broadens the horizons of a researcher (Stratonovich, 2020).

3. RESEARCH MODEL AND HYPOTHESES

Research model
The framework of this study is illustrated in Figure 1. Seven constructs are included in the research model: human value, emotion-supportive climate, and information value are independent variables, brand loyalty is the dependent variable and brand community identification is mediator.
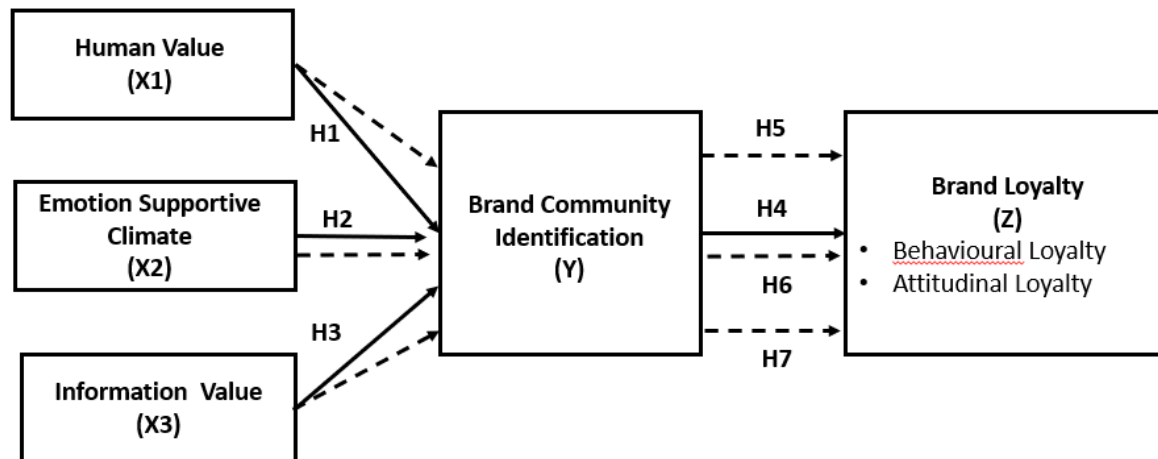

Figure 1.
Research model

Hypotheses
Human Value and Brand Community Identification. There is widespread support from the literature that the four aspects of perceived human values can sustain participation in the community (Dholakia et al., 2004 in Dessart & Veloutsou, 2021) and identification with them (Dholakia and Bagozzi, 2004 in Dessart & Veloutsou, 2021). In studies that investigate community active participation, interpersonal interconnection (Raacke and Bonds-Raacke, 2008 in Dessart & Veloutsou, 2021), entertainment (Park et al., 2009; Tseng et al., 2017 in Dessart & Veloutsou, 2021), self-discovery (Madupu and Cooley, 2010 in Dessart & Veloutsou, 2021) and social improvement (Dholakia et al., 2004; Claffey and Brady, 2017 in Dessart & Veloutsou, 2021) are factors that contribute to members attaching themselves in the community through participation.

The value derived from creating interpersonal value in branded online environments has also been shown to have positive consequences in terms of consumer behavior (Claffey and Brady, 2017 in Dessart & Veloutsou, 2021). Given that these relational factors also theoretically contribute to community identification for active members (Dholakia and Bagozzi, 2004 in Dessart & Veloutsou, 2021), it can be expected that they contribute to the identification of inactive members in this study. The following hypotheses are formulated based on the impact of human values on brand community identification:

H1. Human Value has a positive impact on Brand Community Identification.

Emotion-supportive climate and Brand Community Identification. A supportive climate is generally invisible and occurs within brand communities when consumers participate in community activities, communicate with others, or even observe interactions. For example, community members infer community climate by receiving messages from others and observing the interactions of others (Liang et al., 2011 in Liao et al., 2022). The fact that community members try to communicate and share ideas about certain products/services with others is one of the brand community values (Liang et al., 2011; Muniz and O'Guinn, 2001 in Liao et al., 2022).

With frequent interactions between members and the constant availability of social support, brand communities develop a strong and supportive climate that increases the attractiveness of the community (Shen et al., 2019) and motivates its users to maintain relationships with it (Chen and Shen, 2015 in Liao et al., 2022). Identification occurs when individuals feel that they belong to a community (Coelho et al., 2019) where they embed the

community in their self-concept (Mael and Ashforth, 1992 in Liao et al., 2022). Therefore, the authors conclude that an informative and emotionally supportive climate in a community can lead to positive attitudes and identification (Zhang et al., 2014 in Liao et al., 2022). The following hypothesis is formulated based on the impact of emotional support climate on brand community identification:

H2. Emotion Supportive Climate has a positive impact on Brand Community Identification

Information Value and Brand Community Identification. Informational value has been conceptualized as one of the values derived from Facebook group participation (Park et al., 2009 in Dessart & Veloutsou, 2021), particularly for members who consume content (Qin, 2020) that can increase participation in online communities (Sun et al., 2014; Tseng et al., 2017 in Dessart & Veloutsou, 2021) and plays an important role in assessing the quality and relevance of a community by its members (Wiertz and de Ruyter, 2007 in Dessart & Veloutsou, 2021) , although sharing information is main virtual community activity (Koh and Kim, 2004 in Dessart & Veloutsou, 2021 (Koh and Kim, 2004 in Dessart & Veloutsou, 2021), this is the type of perceived value reported for use of Facebook (Hunt et al., 2012 in Dessart & Veloutsou, 2021) and Facebook groups (Park et al., 2009 in Dessart & Veloutsou, 2021), but that is not a dimension considered in previous studies using UGT in online brand communities (de Vries and Carlson, 2014; Dholakia et al., 2004 in Dessart & Veloutsou, 2021), except in (Claffey and Brady, 2017 in Dessart & Veloutsou, 2021) which are combined in "utilitarian motives" with another dimension.

Information can make or break online brand community engagement if it's irrelevant, offensive, or even boring. Studies, however, show that people who are more willing to consume informative content on social media are more likely to develop favorable attitudes towards brands (Qin, 2020). Enriching and stimulating content can affect the identification of members who feel that the content they see reflects their interests, the values they stand for and also elevates their social status (Haverila et al., 2020). It is also reported that information need is the strongest predictor of stalking behavior on Facebook (Fernandes & Castro, 2020). The following hypotheses are formulated based on the impact of information value on brand community identification:

H3. Information Value has a positive impact on Brand Community Identification

Brand Community Identification and Brand Loyalty. Consumer interaction and communication through social media has a direct effect on product attitudes and an indirect effect on purchase intention (Wang et al., 2012 in Dessart & Veloutsou, 2021) and participation in the community and willingness to promote the community have been tested as antecedents of loyalty to brand community (Koh and Kim, 2004 in Dessart & Veloutsou, 2021) even for passive members (Kumar et al., 2019). Commitment to community is a good predictor of brand commitment (Kim et al., 2008 in Dessart & Veloutsou, 2021). Considering social identification with the community (Mousavi et al., 2017 in Dessart & Veloutsou, 2021) also shows that identification is a strong predictor of affective brand commitment, which is similar to attitudinal loyalty and that this relationship may even be stronger for inactive than for active members.

Recent research also supports that brand community identification leads to overall brand loyalty (Kaur et al., 2020b) and behavioral brand loyalty perilaku (Yoshida et al., 2018). Therefore, engagement with the brand community can be one factor that predicts brand loyalty for inactive users. A recent meta-analysis of the dimensions of loyalty also confirms that attitudinal loyalty is a strong predictor of behavioral loyalty (Watson et al., 2015 in Dessart & Veloutsou, 2021). The following hypothesis is formulated based on the impact of brand community identification on brand loyalty:

H4: Brand Community Identification has a positive impact on Brand Loyalty

Based on previous research other hypotheses are proposed as follows:
H5: Human Value has a positive impact on Brand Loyalty through the mediating role of Brand Community Identification

H6: Emotion Supportive Climate has a positive impact on Brand Loyalty through the mediating role of Brand Community Identification

H7: Information Value has a positive impact on Brand Loyalty through the mediating role of Brand Community Identification

4. METHODOLOGY

Sample and data collection

This research used a causality paradigm to analyze the impact among several variables, namely human value, emotion-supportive climate, information value, brand community identification and brand loyalty. This research was designed to analyze the impact of human value, emotion-supportive climate, information value to the brand loyalty variable with brand community identification as mediator variable. This research uses the questionnaire method to collect data. The questionnaire was designed as a closed questionnaire. The measurement scale used a five-point Likert scale. Before using it, the questionnaires were tested with content validity that was done with face validity techniques by experts and it was declared to have passed. Meanwhile, the reliability test was carried out by using Cronbach's Alpha, and the result is reliable. The population of this research is drinkers of Anker Beer brand. Sampling was done by the proportionate stratified random sampling technique. The number of the sample was 298 respondents. The data analysis in this research was completed by using a SEM method. The demographic characteristics of the valid sample are shown in Table 1.

Measures

Validity and reliability testing

Processing results for validity and reliability testing are shown in table 2. It can be concluded that all indicators measuring the variables human value, emotion supportive climate, information value, brand community identification, brand loyalty (behavioral loyalty and attitudinal loyalty) are proven valid and reliable.

Model fit testing

The processing results for testing the fit model are shown in table 3. Information from the table shows that of the 8 criteria for testing the fi model, 5 criteria produce a fit model conclusion, namely RMSEA, IFI, TLI, CFI and CMIN/DF, 1 criterion produces a marginal fit model conclusion, namely NFI and 2 criteria produce poor fit model conclusions, namely the p-value of chi-square and GFI. Because most of the fit models are met, the theoretical hypothesis testing can be continued.

Table 1.
Demographics characteristics of the respondents

Variables	Items	Frequency	Percentage (%)
Gender	Male	221	74,2
	Female	77	25,8
Age	18 - 24	58	19,5
	25 - 34	142	47,7
	35 - 44	68	22,8
	45 - 54	27	9,1
	> 55	3	1,0
Education	Senior High School	72	24,2
	Diploma	54	18,1
	Bachelor	170	57,0
	Postgraduate	2	0,7
Income (Rp)	5.000.000 - 15.000.000	261	87,6
	15.000.001 - 25.000.000	26	8,7
	25.000.001 - 35.000.000	6	2,0
	> 35.000.000	5	1,7
Anker Beer Brand Preference	Yes	297	99,7
	No	1	0,3
Anker Beer Brand Purchase	Yes	298	100,0
	No		-
Duration Consume Anker Beer	last 3 months	163	54,7
	more than 3 months ago	135	45,3

Source: processed data

Table 2 .
Testing the Validity and Reliability of Research Variables

Indicators	Validity Testing		Reliability Testing	
	Loading Factors	Conclusion	Cronbach Alpha	Conclision
Human Value				
HV1	0.838	Valid		
HV2	0.881	Valid		
HV3	0.824	Valid		
HV4	0.845	Valid		
HV5	0.842	Valid	0.956	Reliable
HV6	0.886	Valid		
HV7	0.849	Valid		
HV8	0.902	Valid		
HV9	0.887	Valid		
Emotion Supportive				
ESC1	0.917	Valid		
ESC2	0.929	Valid	0.951	Reliable
ESC3	0.944	Valid		
ESC4	0.946	Valid		
Information Value				
IV1	0.955	Valid		
IV2	0.945	Valid	0,936	Reliable
IV3	0.930	Valid		
Brand Community Identification				
BCI1	0.811	Valid		
BCI2	0.891	Valid		
BCI3	0.898	Valid	0,930	Reliable
BCI4	0.884	Valid		
BCI5	0.890	Valid		
BCI6	0.855	Valid		
Behavioural loyalty				
BL1	0.899	Valid		
BL2	0.905	Valid	0,925	Reliable
BL3	0.923	Valid		
BL4	0.889	Valid		
Attitudinal Loyalty				
AL1	0.922	Valid		
AL2	0.915	Valid	0,871	Reliable
AL3	0.945	Valid		

Source: processed data

Table 3
Indicators Model Fit Testing

Measurement Type	Measurement	Model Fit Decision	Processed Results	Decision
Absolute fit measures	*Chi-square*	low Chi Square	1135,604	
	p-value Chi-Square	≥ 0,05	0,000	Poor fit
	GFI	≥ 0,90	0. 790	Poor fit
	RMSEA	≤ 0,10	0. 084	Model fit
	NFI	≥ 0,90	0. 892	Marginal fit
	IFI	≥ 0,90	0. 924	Model fit
	TLI	≥ 0,90	0. 916	Model fit

	CFI	≥ 0,90	0. 924	Model fit
Parsimonius fit meassure	CMIN/DF	Antara 1 sampai 5	3,086	Model fit

Source: Hair et al (2010)

5. ANALYSIS AND RESULT

The processing results for testing the theoretical hypothesis can be seen in table 4.

Hypothesis 1 was carried out with the aim of testing Human Value positively influencing Brand Community Identification. The processed results show an estimated coefficient value of 0.345, which means that an increase in Human Value will increase Brand Community Identification and conversely a decrease in Human Value will decrease Brand Community Identification. The t statistic value of 4.091 produces a p-value of 0.000 <0.05, which means that Ho is rejected and Ha is accepted so that it can be concluded that the hypothesis stating that Human Value positively influences Brand Community Identification is proven.

Hypothesis 2 was carried out with the aim of testing Emotion Supportive Climate positively affecting Brand Community Identification. Processed results are indicated by an estimated coefficient value of 0.348, which means that an increase in Emotion Supportive Climate will increase Brand Community Identification and conversely a decrease in Emotion Supportive Climate will decrease Brand Community Identification. The t statistic value of 4.227 produces a p-value of 0.000 <0.05, which means that Ho is rejected and Ha is accepted so that it can be concluded that the hypothesis stating that Emotion Supportive Climate positively influences Brand Community Identification is proven.

Hypothesis 3 was carried out with the aim of testing Information Value positively influencing Brand Community Identification. Processed results are indicated by an estimated coefficient value of 0.379, which means that an increase in Information Value will increase Brand Community Identification and conversely a decrease in Information Value will decrease Brand Community Identification. The t statistic value of 2.608 produces a p-value of 0.0045 <0.05, which means that Ho is rejected and Ha is accepted so that it can be concluded that the hypothesis stating that Information Value positively influences Brand Community Identification is proven.

Tabel 4
Research Hypothesis Testing

	Hypothesis	Estimates	C.R.	P	Conclusion
H_1	Human Value has a positive impact on Brand Community Identification	0, 345	4,091	0,000	Hypothesis supported
H_2	Emotion Supportive Climate has a positive impact on Brand Community Identification	0, 348	4,227	0,000	Hypothesis supported
H_3	Information Value has a positive impact on Brand Community Identification.	0, 379	2,608	0,0045	Hypothesis supported
H_4	Brand Community Identification has a positive impact on Brand Loyalty	0,755	13,176	0,000	Hypothesis supported
H_5	Human Value has a positive impact on Brand Loyalty through Brand Community Identification	0,345*0,755 = 0,260	3,922	0,000	Hypothesis supported
H_6	Emotion Supportive Climate has a positive impact on Brand Loyalty through Brand Community Identification	0,348*0,755 = 0,262	4,041	0,000	Hypothesis supported
H_7	Information Value has a positive impact on Brand Loyalty through Brand Community Identification	0,379*0,755 = 0,286	2,564	0,005	Hypothesis supported

Source : processed data

Hypothesis 4 was carried out with the aim of testing Brand Community Identification positively affecting Brand Loyalty. Processed results are indicated by an estimated coefficient value of 0.755, which means that an increase in Brand Community Identification will increase Brand Loyalty and conversely a decrease in Brand Community Identification will decrease Brand Loyalty. A statistical t value of 13.176 produces a p-value of 0.009 <0.05, which means Ho is rejected and Ha are accepted so that it can be concluded that the hypothesis states that Brand Community Identification positively influences Brand Loyalty is proven.

Hypothesis 5 was carried out with the aim of testing Human Value Influencing Brand Loyalty mediated by Brand Community Identification. Processed results are indicated by an estimated coefficient value of 0.260, which means that an increase in Human Value will increase Brand Loyalty mediated by Brand Community Identification and conversely a decrease in Human Value will decrease Brand Loyalty mediated by Brand Community Identification. The t statistic value of 3.922 produces a p-value of 0.000 <0.05 which means that Ho is rejected and Ha is accepted so that it can be concluded that the hypothesis states that Human Value influences Brand Loyalty mediated by Brand Community Identification is proven.

Hypothesis 6 was carried out with the aim of testing Emotion Supportive Climate influencing Brand Loyalty mediated by Brand Community Identification. Processed results are indicated by an estimated coefficient value of 0.286, which means that an increase in Information Value will increase Brand Loyalty mediated by Brand Community Identification and conversely a decrease in Information Value will decrease Brand Loyalty mediated by Brand Community Identification. The t statistic value of 2.564 produces a p-value of 0.005 <0.05 which means that Ho is rejected and Ha is accepted so that it can be concluded that the hypothesis states that Information Value influences Brand Loyalty mediated by Brand Community Identification is proven.

Hypothesis 7 was carried out with the aim of testing Information Value influencing Brand Loyalty mediated by Brand Community Identification. Processed results are indicated by an estimated coefficient value of 0.262, which means that an increase in Emotion Supportive Climate will increase Brand Loyalty mediated by Brand Community Identification and conversely a decrease in Emotion Supportive Climate will decrease Brand Loyalty mediated by Brand Community Identification. The t statistic value of 4.401 produces a p-value of 0.000 <0.05 which means that Ho is rejected and Ha is accepted so that it can be concluded that the hypothesis states that Emotion Supportive Climate influences Brand Loyalty mediated by Brand Community Identification is proven.

6. CONCLUSION AND DISCUSSION

This research found that there are positive direct effects among human value to brand community identification, emotion-supportive climate to brand community identification, information value to brand community identification, brand community identification to brand loyalty, human value to brand loyalty through the mediating role of brand community identification, emotion-supportive climate to brand loyalty through the mediating role of brand community identification, and information value to brand loyalty through the mediating role of brand community identification.

The finding in this research is that human value has a positive impact on brand community identification. The finding of this research strengthens some previous research found by Dholakia et al., 2004 in Dessart & Veloutsou, 2021; Dholakia and Bagozzi, 2004 in Dessart & Veloutsou, 2021; Raacke and Bonds-Raacke, 2008 in Dessart & Veloutsou, 2021; Park et al., 2009; Tseng et al., 2017 in Dessart & Veloutsou, 2021; Madupu and Cooley, 2010 in Dessart & Veloutsou, 2021; Dholakia et al., 2004; Claffey and Brady, 2017 in Dessart & Veloutsou, 2021; Claffey and Brady, 2017 in Dessart & Veloutsou, 2021.

The finding in this research is that emotion-supportive climate has a positive impact on brand community identification. The finding of this research strengthens some previous research found by Liang et al., 2011 in Liao et al., 2022; Liang et al., 2011; Muniz and O'Guinn, 2001 in Liao et al., 2022; Shen et al., 2019; Chen and Shen, 2015 in Liao et al., 2022; Mael and Ashforth, 1992 in Liao et al., 2022; Zhang et al., 2014 in Liao et al., 2022.

The finding in this research is that information value has a positive impact on brand community identification. The finding of this research strengthens some previous research found by Park et al., 2009 in Dessart & Veloutsou, 2021; Qin, 2020; Sun et al., 2014; Tseng et al., 2017 in Dessart & Veloutsou, 2021; Wiertz and de Ruyter, 2007 in Dessart & Veloutsou, 2021; Koh and Kim, 2004 in Dessart & Veloutsou, 2021; Haverila et al., 2020; and Fernandes & Castro, 2020).

The finding in this research is that brand community identification has a positive impact on brand loyalty. The finding of this research strengthens some previous research found by Wang et al., 2012 in Dessart & Veloutsou, 2021; Koh and Kim, 2004 in Dessart & Veloutsou, 2021; Kumar et al., 2019; Kim et al., 2008 in Dessart & Veloutsou, 2021; Mousavi et al., 2017 in Dessart & Veloutsou, 2021; Kaur et al., 020b; Yoshida et al., 2018; Watson et al., 2015 in Dessart & Veloutsou, 2021.

The finding in this research is that human value has an indirect positive effect on brand loyalty through brand community identification as the mediation role. Alternatively, the higher the respondent's perception of human value, the stronger the brand loyalty through the bettering of brand community identification. Vice versa, the lower the respondent's perception of human value will lead to a weaker brand loyalty through worsened brand community identification. Emotion-supportive climate has an indirect positive effect on brand loyalty through brand community identification as the mediation role. Alternatively, the higher the respondent's perception of emotion-supportive climate, the stronger the brand loyalty through the bettering of brand community identification. Vice versa, the lower the respondent's perception of emotion-supportive climate will lead to a weaker brand loyalty through worsened brand community identification. Information value has an indirect positive effect on brand loyalty through brand community identification as the mediation role. Alternatively, the higher the respondent's perception of information value, the stronger the brand loyalty through the bettering of brand community identification. Vice versa, the lower the respondent's perception of information value will lead to a weaker brand loyalty through worsened brand community identification.

7. MANAGERIAL IMPLICATIONS

The findings of this study have high practical relevance to brand community management. This study provides realistic guidance for brand communities to maintain and strengthen their relationships with drinkers. First, the finding indicates that information value has highest impact on brand community identification with coefficient value of 0.379 followed by emotion supportive climate with coefficient value of 0.348 and human value with coefficient value of 0.345. The items should be improved in information value are the information of the brand is useful, valuable and get answers to brand-related questions. The items should be improved in emotion supportive climate are when the drinkers encounter difficulties, community drinkers will care, support, comfort, encourage, listen to the drinkers feelings and show interest and concern for the condition of the drinkers life. The items should be improved in human value are the brand community allows the drinkers meet like-minded people, stay in touch with like-minded people, entertains the drinkers, allows the drinkers relax, allow the drinkers pass time when bored, allows to learn about theirself and others, allows to gain insight into theirself, allows to impress and makes them feel valuable.

The finding of this study, brand community identification has a positif impact on brand loyalty with coefficient value of 0.755 The items should be improved are the engagement of the drinkers for the brand community such as feel like an insult to theirself if someone criticizes the brand community, the successes of this community are their successes, feel like a compliment theirself when someone praises this community, interests in what others think of this brand community, often say "we" instead of "they" when talk about this brand community and feel bad if the media coverage criticized this brand community.

8. LIMITATIONS AND FUTURE RESEARCH

This research is not without limitations because Indonesia as a Muslim-majority country, Indonesian Muslims share Islamic laws that prohibit alcoholic beverages. The further research to continue from this study should use other brands in other product categories such as mobile phones, game consoles, household furniture, home appliances, clothing, and others. The future research also can use other variables and other item indicators to obtain comprehensive knowledge of the factors that influence brand community identification and brand loyalty

9. ACKNOWLEDGEMENTS

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