

BAB V

PENUTUP

5.1 Kesimpulan

Pada bab ini, peneliti dapat menarik atau merangkum kesimpulan dari analisis data dan pembahasan yang dilakukan pada bab sebelumnya. Kesimpulannya adalah:

1. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan merek secara signifikan memengaruhi intensi eWOM positif, sehingga hipotesis pertama (H1) dapat diterima. Hasil ini mengindikasikan bahwa kepercayaan merek menjadi fondasi utama dalam mendorong konsumen untuk merekomendasikan produk atau layanan kepada orang lain secara sukarela melalui platform digital.
2. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan merek secara signifikan memengaruhi kepercayaan OBC, sehingga hipotesis kedua (H2) dapat diterima. Hasil ini mengindikasikan bahwa ketika konsumen memiliki kepercayaan yang tinggi terhadap merek, mereka juga lebih cenderung mempercayai komunitas *online* yang dibentuk atau difasilitasi oleh merek tersebut.
3. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan merek secara signifikan memengaruhi niat beli ulang, sehingga hipotesis ketiga (H3) dapat diterima. Hasil ini mengindikasikan bahwa konsumen yang mempercayai merek akan menunjukkan kecenderungan yang lebih tinggi untuk melakukan pembelian ulang, karena mereka merasa yakin dengan kualitas, kredibilitas, dan konsistensi produk yang ditawarkan.
4. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan OBC tidak memengaruhi intensi eWOM positif secara signifikan, sehingga hipotesis keempat (H4) ditolak. Hasil ini mengindikasikan bahwa meskipun komunitas BodyEvolution by Evolene sering menjadi tempat diskusi dan berbagi pengalaman, kepercayaan terhadap komunitas tersebut tidak secara langsung mendorong konsumen untuk melakukan eWOM yang positif. Hal

ini bisa menunjukkan bahwa elemen lain seperti pengalaman pribadi terhadap produk atau nilai fungsional merek lebih dominan dalam mendorong intensi eWOM.

5. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan OBC secara signifikan memengaruhi niat beli ulang, sehingga hipotesis kelima (H5) dapat diterima. Hasil ini mengindikasikan bahwa konsumen yang mempercayai komunitas BodyEvolution by Evolene akan memiliki intensi lebih kuat untuk melakukan pembelian ulang. Komunitas yang kredibel dapat memberikan pengaruh sosial dan informasi tambahan yang memperkuat keputusan pembelian konsumen.
6. Hasil pengujian hipotesis menunjukkan bahwa niat beli ulang secara signifikan memengaruhi intensi eWOM positif, sehingga hipotesis keenam (H6) dapat diterima. Hasil ini mengindikasikan bahwa konsumen yang memiliki niat untuk membeli ulang suatu produk cenderung akan membagikan pengalaman positifnya kepada orang lain secara online.
7. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan OBC tidak dapat memediasi pengaruh kepercayaan merek terhadap intensi eWOM positif, sehingga hipotesis ketujuh (H7) ditolak. Meskipun kepercayaan merek dapat membentuk kepercayaan terhadap komunitas, tetapi OBC tidak berperan sebagai jalur mediasi yang signifikan dalam hubungan antara kepercayaan merek dan intensi eWOM. Hal ini menandakan bahwa peran komunitas Bodyevolution by Evolene ini tidak cukup kuat untuk memengaruhi keterlibatan konsumen dalam penyebaran eWOM yang positif.
8. Hasil pengujian hipotesis menunjukkan bahwa niat beli ulang memediasi pengaruh kepercayaan merek terhadap intensi eWOM positif. Dalam hal ini, kepercayaan terhadap merek akan mendorong konsumen untuk melakukan pembelian ulang produk-produk Evolene, yang kemudian mendorong mereka untuk menyebarkan pengalaman positif melalui eWOM.
9. Hasil pengujian hipotesis menunjukkan bahwa niat beli ulang memediasi pengaruh kepercayaan OBC terhadap intensi eWOM positif. Dalam hal ini,

kepercayaan OBC tetap memainkan peran penting dalam mendorong eWOM positif, meskipun perannya bersifat tidak langsung. Komunitas digital seperti BodyEvolution by Evolene berfungsi sebagai sumber informasi dan validasi sosial yang memperkuat loyalitas konsumen, yang pada akhirnya memicu penyebaran eWOM yang positif. Ini menunjukkan bahwa peran komunitas dalam mendorong eWOM terjadi secara tidak langsung melalui loyalitas pelanggan.

10. Hasil pengujian hipotesis menunjukkan bahwa kepercayaan OBC memediasi pengaruh kepercayaan merek terhadap niat beli ulang. Dalam hal ini, kepercayaan merek dapat membentuk kepercayaan terhadap komunitas digital, yang kemudian memperkuat niat konsumen untuk membeli ulang. Dengan demikian, kepercayaan terhadap OBC memainkan peran sebagai mediator dalam membangun loyalitas yang berasal dari kepercayaan terhadap merek.

5.2 Implikasi Manajerial

Pada bagian ini, peneliti akan menyampaikan saran-saran manajerial yang ditujukan untuk merek Evolene berdasarkan temuan dari hasil penelitian yang telah dilakukan. Berikut merupakan implikasi manajerialnya:

1. Hasil penelitian menunjukkan bahwa kepercayaan merek memengaruhi intensi eWOM positif, kepercayaan OBC dan juga niat beli ulang secara signifikan. Oleh karena itu, Evolene disarankan untuk terus mempertahankan dan meningkatkan kepercayaan pelanggan terhadap produknya dengan cara menjaga konsistensi kualitas, serta menyampaikan informasi produk secara transparan, seperti mencantumkan kandungan gizi dan bahan yang digunakan dalam suplemen. Kepercayaan merek yang tinggi akan dapat tercermin dalam kepercayaan OBC yang telah dibangun oleh Evolene seperti komunitas BodyEvolution by Evolene dan mendorong konsumen untuk tetap loyal melalui niat beli ulang.
2. Hasil penelitian menunjukkan bahwa kepercayaan OBC memengaruhi niat beli ulang secara signifikan. Oleh karena itu, Evolene perlu mengelola

komunitas BodyEvolution by Evolene di Facebook secara aktif dan profesional agar dapat menciptakan lingkungan yang aman, informatif, serta penuh kepercayaan bagi para anggotanya, seperti menghadirkan konten yang relevan terkait dengan tips kebugaran dan edukasi seputar produk Evolene. Dengan meningkatkan kepercayaan OBC atau rasa percaya konsumen terhadap komunitas BodyEvolution by Evolene maka potensi konsumen untuk memiliki niat beli ulang akan semakin tinggi.

3. Hasil penelitian menunjukkan bahwa niat beli ulang memengaruhi intensi eWOM positif. Oleh karena itu, Evolene dapat mendorong konsumen untuk melibatkan ulasan atau testimoni terhadap produk Evolene sebagai bentuk strategi promosi. Dengan demikian, Evolene tidak hanya mempertahankan konsumen lama, tetapi juga secara tidak langsung dapat memperluas basis konsumennya melalui intensi eWOM positif.
4. Hasil penelitian menunjukkan bahwa niat beli ulang memediasi pengaruh kepercayaan merek terhadap intensi eWOM positif. Artinya, meskipun konsumen memiliki rasa kepercayaan yang tinggi terhadap suatu merek seperti Evolene, mereka baru akan terdorong untuk membagikan pengalaman positif setelah memiliki niat beli ulang dari produk Evolene. Oleh karena itu, Evolene perlu membangun pengalaman pembelian yang memuaskan agar mendorong konsumen untuk melakukan pembelian berulang. Strategi seperti penyediaan program loyalitas dan juga menjaga kualitas produk secara konsisten juga dapat meningkatkan niat beli ulang.
5. Hasil penelitian menunjukkan bahwa niat beli ulang memediasi pengaruh kepercayaan OBC terhadap intensi eWOM positif. Artinya, kepercayaan OBC akan lebih efektif mendorong intensi eWOM positif apabila diiringi dengan pengalaman menggunakan produk yang berulang. Oleh karena itu, Evolene perlu memastikan bahwa konsumen yang bergabung ke dalam komunitas BodyEvolution by Evolene tidak hanya merasa percaya, tetapi juga terdorong untuk kembali membeli produk. Strategi seperti diskon loyalitas untuk anggota komunitas dan interaksi langsung dengan brand

ambassador Evolene ataupun pelatih kebugaran dapat mendorong keputusan niat beli ulang.

6. Hasil penelitian menunjukkan bahwa kepercayaan OBC memediasi pengaruh kepercayaan merek terhadap intensi eWOM positif. Artinya, kepercayaan merek saja akan lebih efektif dalam mendorong niat beli ulang jika konsumen juga memiliki kepercayaan terhadap komunitas yang mereka ikuti. Oleh karena itu, Evolene perlu memastikan bahwa komunitas BodyEvolution by Evolene menjadi platform yang memberikan pengalaman positif, terpercaya dan interaktif bagi anggotanya. Strategi seperti melibatkan konsumen dalam kegiatan komunitas dapat meningkatkan loyalitas konsumen terhadap produk Evolene.

5.3 Keterbatasan Penelitian

Penelitian ini memiliki beberapa keterbatasan yang perlu diperhatikan untuk pengembangan riset selanjutnya antara lain:

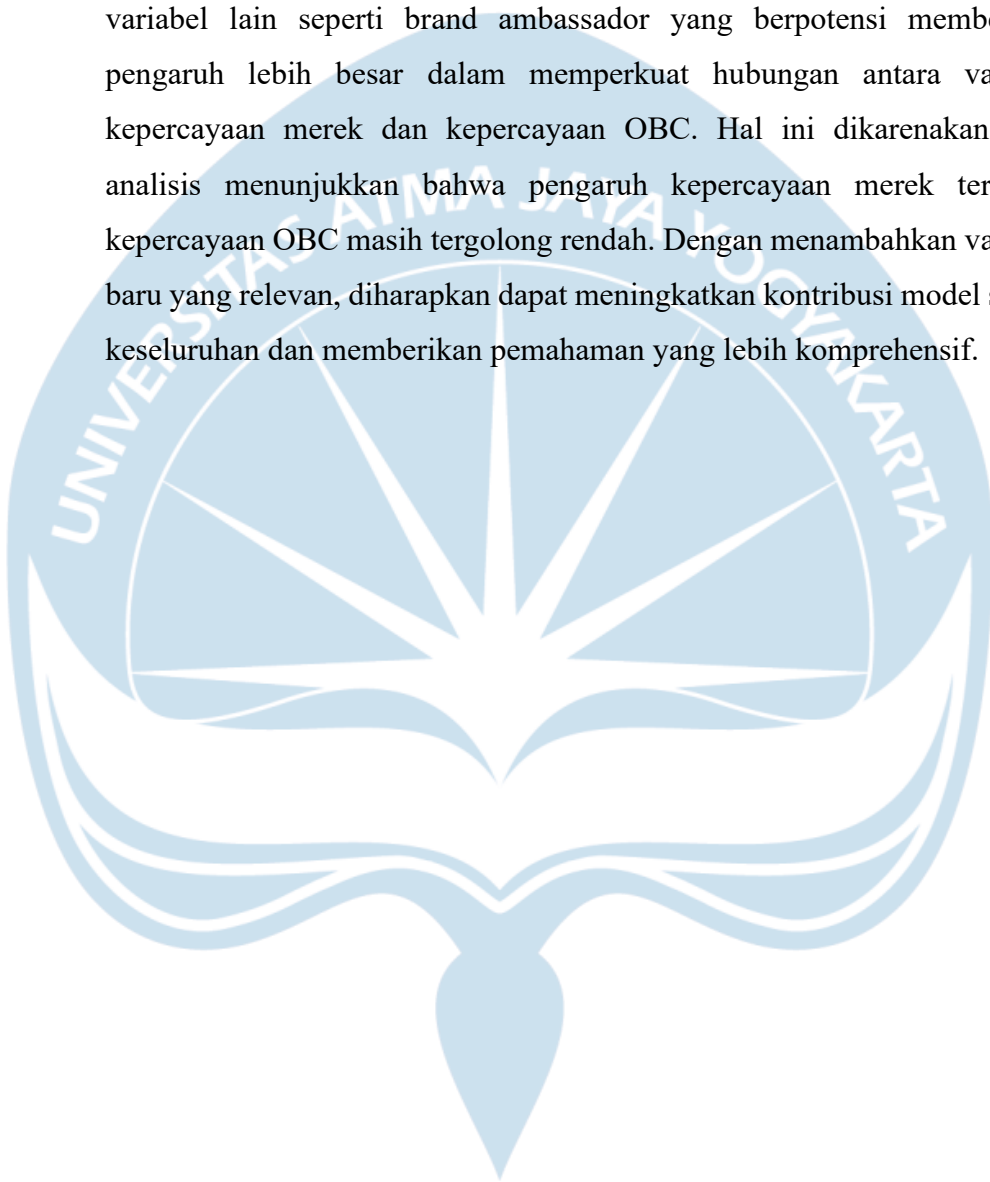
1. Penelitian ini hanya memfokuskan objeknya pada satu komunitas digital, yaitu BodyEvolution by Evolene di platform Facebook. Keterbatasan ini menyebabkan hasil penelitian belum dapat digeneralisasi ke komunitas digital lain atau merek suplemen kebugaran yang berbeda.
2. Hasil *R-square adjusted* pada kepercayaan OBC masih dapat dinilai lemah. Sehingga menunjukkan bahwa variabel kepercayaan merek masih memberikan kontribusi yang rendah. Maka ada variabel lain dari yang tidak ada dalam penelitian ini yang dapat memberikan kontribusi lebih besar.

5.4 Saran Penelitian

1. Untuk penelitian berikutnya, disarankan agar objek dan ruang lingkup studi diperluas dengan melibatkan berbagai komunitas digital dari merek lain, tidak terbatas hanya pada Evolene. Selain itu, penggunaan platform media sosial yang berbeda seperti Instagram, Twitter, atau TikTok juga dapat dipertimbangkan untuk mendapatkan perspektif yang lebih luas dari konsumen. Dengan demikian, hasil penelitian yang diperoleh akan menjadi

lebih komprehensif dan memiliki relevansi yang lebih tinggi dalam konteks pemasaran digital secara umum.

2. Untuk penelitian selanjutnya, disarankan agar peneliti dapat mengeksplorasi variabel lain seperti brand ambassador yang berpotensi memberikan pengaruh lebih besar dalam memperkuat hubungan antara variabel kepercayaan merek dan kepercayaan OBC. Hal ini dikarenakan hasil analisis menunjukkan bahwa pengaruh kepercayaan merek terhadap kepercayaan OBC masih tergolong rendah. Dengan menambahkan variabel baru yang relevan, diharapkan dapat meningkatkan kontribusi model secara keseluruhan dan memberikan pemahaman yang lebih komprehensif.



DAFTAR PUSTAKA

- Amoah, J., Jibril, A. B., Egala, S. B., & Keelson, S. A. (2022). Online brand community and consumer brand trust: Analysis from Czech millennials. *Cogent Business & Management*, 9(1), Article 2149152. <https://doi.org/10.1080/23311975.2022.2149152>
- Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S., & Martínez-López, F. J. (2020). Trust and loyalty in online brand communities. *Spanish Journal of Marketing - ESIC*, 24(2), 177–191. <https://doi.org/10.1108/SJME-01-2020-0004>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Bai, J., Wong, C. H., Tan, S. T., Liew, C. S., & Yip, F. Y. (2021). A study of relationships between social media marketing, EWOM and brand loyalty towards repurchase intention of smartphones in China. *International Journal of Academic Research in Economics and Management Sciences*, 10(4), 1–26. <http://dx.doi.org/10.6007/IJAREMS/v10-i4/11625>
- Compas.co.id. (2024, April). Ini dia top 10 brand kategori suplemen fitness, Evolene jawaranya! Compas. Diakses 18 Juli 2025, dari <https://compas.co.id/article/market-insight-top-10-brand-suplemen-fitness/>
- Facebook Group. (2024). Retrieved July 16, 2025, from <https://www.facebook.com/groups/322736434942567>
- Gupta, R., Kumar, V., Kaushik, A. K., Gupta, D. D., & Sindhwani, R. (2023). Investigating the impact of online brand communities on online customer engagement and brand loyalty. *Journal of Global Marketing*, 36(4), 319–338. <https://doi.org/10.1080/08911762.2023.2180789>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning EMEA.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Hidayati, A. N., Isabela, B. A., Yuwananda, Y. S., & Gunadi, W. (2021). The effect of nostalgia emotion to brand trust and brand attachment towards repurchase intention. *Turkish Journal of Computer and Mathematics Education*, 12(3), 4492–4503. <https://doi.org/10.17762/turcomat.v12i3.1743>

- Kim, S.-J., & Hyun, B.-H. (2022). Effects of psychological variables on the relationship between customer participation behavior and repurchase intention: Customer tolerance and relationship commitment. *Economies*, 10(12), 305. <https://doi.org/10.3390/economies10120305>
- Laparojkit, S., & Suttipun, M. (2022). The causal factors influencing repurchase intentions of local tourists in Thailand during COVID-19 crisis. *Journal of Tourism Futures*, Advance online publication. <https://doi.org/10.1108/JTF-05-2021-0122>
- Lukito, S., & Ikhsanb, R. B. (2020). Repurchase intention in e-commerce merchants: Practical evidence from college students. *Management Science Letters*, 10(13), 3089–3096. <https://doi.org/10.5267/j.msl.2020.5.014>
- Martínez-López, F. J., Lee, S., Manning, K. C., & Huang, T. L. (2021). The role of community benefits on brand loyalty in automotive social media brand community. *Journal of Theoretical and Applied Management*, 16(1), 1-18. <https://doi.org/10.20473/jmtt.v16i1.42435>
- Natalia, N. K. T., & Suparna, G. (2023). Role of Customer Satisfaction in Mediating the Effect of Product Quality and Service Quality on Customers' Repurchase Intention of a Coffee Shop in Bali, Indonesia. *European Journal of Business and Management Research*, 8(5), 123–136. <https://doi.org/10.24018/ejbmr.2023.8.5.2138>
- Novianti, P. P., & Balqiah, T. E. (2023). The Role of Community Benefits on Brand Loyalty in Automotive Social Media Brand Community. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management*, 16(1), 1–22. <https://doi.org/10.20473/jmtt.v16i1.42435>
- Nurman, S. K., & Kurniawati. (2023). Pengaruh brand trust terhadap repurchase intention dan positive eWOM intention melalui brand sport. *Jurnal Ekonomi Trisakti*, 3(1), 491–504. <https://doi.org/10.25105/jet.v3i1.15585>
- Phan Tan, L. (2023). Customer participation, positive electronic word-of-mouth intention and repurchase intention: The mediation effect of online brand community trust. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2023.2177709>
- Profityas, K. H., & Indrawati. (2023). The influence of customer participation towards repurchase intention with online brand community trust and positive eWOM as intervening variables in BeautyHaul. *International Journal of Science, Technology & Management*, 4(2), 789–797. <http://ijstm.inarah.co.id>
- Putra, W. P., Mukhid, & Murthada. (2024). Brand trust, social media, and repurchase intention: A case study of Le Minerale consumers in Indonesia. *International Journal of Business, Law, and Education*, 5(1), 58–71. <https://ijble.com/index.php/journal/article/view/216>
- Samadara, P. D., & Fanggidae, J. P. (2020). The role of perceived value and gratitude on positive electronic word of mouth intention in the context of free online content.

- International Journal of Innovation, Creativity and Change, 11(10), 391–405.
<https://doi.org/10.5281/zenodo.3753785>
- Sekaran, U., & Bougie, R. (2019). *Research Methods For Business: A Skill Building Approach* (8th ed.). Wiley Global Education US.
<https://bookshelf.vitalsource.com/books/9781119561248>
- Sugiyono. (2020). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (Vol. 2). ALFABETA, cv.
- Susanti, N. F., & Wulandari, R. (2021). How does the electronic word of mouth (eWOM) build brand trust in increasing buying interest during the COVID-19 pandemic? *International Journal of Economics, Business and Management Research*, 5(3), 70–83. <https://www.researchgate.net/publication/349702951>
- Top Brand Award. (2025). *Komparasi Brand Index: Suplemen Fitness/Gym* [Web page]. Top Brand Award. Diakses 18 Juli 2025, dari https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=13&id_subkategori=807
- Yusran, F. A., & Kurniawati, K. (2021). The Determinant of Positive eWOM Intention: Perspective Social Media Users. *GATR Journal of Management and Marketing Review*, 6(3), 146–157. [https://doi.org/10.35609/jmmr.2021.6.3\(1\)](https://doi.org/10.35609/jmmr.2021.6.3(1))
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>

LAMPIRAN

Lampiran I

Kuesioner

Pengaruh Brand Trust dan OBC Trust terhadap Repurchase Intention serta Positive e-WOM Intention: Studi pada Online Brand Community Evolene di Facebook

Halo,

Perkenalkan, saya **Devlin Roderick Aipassa**, mahasiswa Program Studi Manajemen, Fakultas Bisnis & Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang melakukan penelitian dengan judul:

“Pengaruh Brand Trust dan OBC Trust terhadap Repurchase Intention serta Positive e-WOM Intention: Studi pada Online Brand Community Evolene di Facebook.”

Saya mengundang Anda untuk berpartisipasi dalam penelitian ini dengan menjawab beberapa pertanyaan berdasarkan pengalaman pribadi Anda. Seluruh jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.

Mohon menjawab pertanyaan dengan jujur sesuai dengan pengalaman Anda.

Petunjuk pengisian kuesioner:

1. Silakan baca setiap pernyataan di bawah ini dengan saksama.
2. Setiap pernyataan memiliki lima pilihan jawaban, dan tidak ada jawaban yang benar atau salah.
3. Harap berikan jawaban yang paling sesuai dengan kondisi Anda saat ini.

Skala Penilaian:

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

Terima kasih atas waktu dan partisipasi Anda!

1. Bagian Filter:

Bagian 2 dari 7

Filter

Deskripsi (opsional)

Apakah anda pernah membeli produk **Evolene**?

☐ Ya

☐ Tidak (Jika tidak, silahkan tidak melanjutkan untuk mengisi kuesioner tersebut)

Apakah anda memakai produk **Evolene**?

☐ Ya

☐ Tidak (Jika tidak, silahkan tidak melanjutkan untuk mengisi kuesioner tersebut)

Apakah anda mengikuti Komunitas **BodyEvolution by Evolene** di Facebook?

☐ Ya

☐ Tidak (Jika tidak, silahkan tidak melanjutkan untuk mengisi kuesioner tersebut)

2. Bagian Profiling:

Bagian 3 dari 7

Profiling

Deskripsi (opsional)

Gender *

☐ Laki-laki

☐ Perempuan

Tahun lahir *

☐ Gen Y (1981-1996)

☐ Gen Z (1997-2012)

☐ Gen Alpha (2013-2024)

Setelah bagian 3 Lanjutkan ke bagian berikut

3. Bagian Pertanyaan Kepercayaan Merek (*Brand Trust*)

Bagian 4 dari 7

Brand Trust

✕

⋮

Brand trust adalah tingkat kepercayaan dan keyakinan pelanggan terhadap suatu *brand*, mencerminkan seberapa kuat pelanggan percaya bahwa *brand* dapat memenuhi janji dan ekspektasi.

Evolene memenuhi semua harapan saya sebagai suplemen.

1

2

3

4

5

Sangat tidak setuju

☐

☐

☐

☐

☐

Sangat setuju

Saya mengandalkan Evolene sebagai produk suplemen

1

2

3

4

5

Sangat tidak setuju

☐

☐

☐

☐

☐

Sangat setuju

Evolene tidak pernah mengecewakan saya

1

2

3

4

5

Sangat tidak setuju

☐

☐

☐

☐

☐

Sangat setuju

4. Bagian Pertanyaan Kepercayaan OBC (*OBC Trust*)

Bagian 5 dari 7

Online Brand Community Trust

Online Brand Community Trust

adalah Sebuah komunitas digital yang memungkinkan pengguna untuk berinteraksi, berbagi pengalaman, dan memberikan dukungan terhadap suatu merek melalui berbagai platform online.

Saya mempercayai Komunitas BodyEvolution by Evolene

1

2

3

4

5

Sangat tidak setuju

☐

☐

☐

☐

☐

Sangat setuju

Saya bergantung pada Komunitas BodyEvolution by Evolene untuk mendapatkan dukungan.

1

2

3

4

5

Sangat tidak setuju

☐

☐

☐

☐

☐

Sangat setuju

Komunitas BodyEvolution by Evolene adalah komunitas merek yang jujur

1

2

3

4

5

Sangat tidak setuju

☐

☐

☐

☐

☐

Sangat setuju

5. Bagian pertanyaan Intensi eWOM positif (*Positive eWOM Intention*)

Bagian 6 dari 7

Positive E-wom Intention

Positive electronic word-of-mouth adalah kecenderungan seseorang untuk membagikan pengalaman positif, memberikan rekomendasi, atau menyampaikan pendapat baik tentang suatu merek, produk, atau layanan kepada orang lain melalui internet dan media sosial.

Saya akan membagikan hal-hal positif tentang Evolene kepada orang lain.

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Saya akan merekomendasikan Evolene kepada pelanggan lain

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Saya akan membela merek ini dengan menyebutkan hal-hal positif jika ada yang mengkritiknya

1 2 3 4 5

Sangat tidak setuju Sangat setuju

+

📄

Tt

🖼️

▶

☰

6. Niat beli ulang (*Repurchase Intention*)

Bagian 7 dari 7

Repurchase Intention

Repurchase Intention adalah Kecenderungan atau keinginan konsumen untuk kembali melakukan pembelian terhadap produk atau layanan dari perusahaan yang sama di masa mendatang

Saya berniat untuk membeli Evolene dalam waktu dekat.*

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya akan secara aktif mencari merek ini ketika ingin membeli produk yang saya butuhkan.*

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya berencana untuk membeli produk lain dari merek ini di masa depan.*

1 2 3 4 5

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Sangat setuju

Lampiran II

Filter dan Data Responden

1. Bagian Filter:

No	Apakah anda pernah membeli produk Evolene?	Apakah anda memakai produk Evolene?	Apakah anda mengikuti Komunitas BodyEvolution by Evolene di Facebook?
1	Ya	Ya	Ya
2	Ya	Ya	Ya
3	Ya	Ya	Ya
4	Ya	Ya	Ya
5	Ya	Ya	Ya
6	Ya	Ya	Ya
7	Ya	Ya	Ya
8	Ya	Ya	Ya
9	Ya	Ya	Ya
10	Ya	Ya	Ya
11	Ya	Ya	Ya
12	Ya	Ya	Ya
13	Ya	Ya	Ya
14	Ya	Ya	Ya
15	Ya	Ya	Ya
16	Ya	Ya	Ya
17	Ya	Ya	Ya
18	Ya	Ya	Ya
19	Ya	Ya	Ya
20	Ya	Ya	Ya
21	Ya	Ya	Ya
22	Ya	Ya	Ya
23	Ya	Ya	Ya
24	Ya	Ya	Ya
25	Ya	Ya	Ya
26	Ya	Ya	Ya
27	Ya	Ya	Ya
28	Ya	Ya	Ya
29	Ya	Ya	Ya
30	Ya	Ya	Ya
31	Ya	Ya	Ya
32	Ya	Ya	Ya
33	Ya	Ya	Ya

No	Apakah anda pernah membeli produk Evolene?	Apakah anda memakai produk Evolene?	Apakah anda mengikuti Komunitas BodyEvolution by Evolene di Facebook?
34	Ya	Ya	Ya
35	Ya	Ya	Ya
36	Ya	Ya	Ya
37	Ya	Ya	Ya
38	Ya	Ya	Ya
39	Ya	Ya	Ya
40	Ya	Ya	Ya
41	Ya	Ya	Ya
42	Ya	Ya	Ya
43	Ya	Ya	Ya
44	Ya	Ya	Ya
45	Ya	Ya	Ya
46	Ya	Ya	Ya
47	Ya	Ya	Ya
48	Ya	Ya	Ya
49	Ya	Ya	Ya
50	Ya	Ya	Ya
51	Ya	Ya	Ya
52	Ya	Ya	Ya
53	Ya	Ya	Ya
54	Ya	Ya	Ya
55	Ya	Ya	Ya
56	Ya	Ya	Ya
57	Ya	Ya	Ya
58	Ya	Ya	Ya
59	Ya	Ya	Ya
60	Ya	Ya	Ya
61	Ya	Ya	Ya
62	Ya	Ya	Ya
63	Ya	Ya	Ya
64	Ya	Ya	Ya
65	Ya	Ya	Ya
66	Ya	Ya	Ya
67	Ya	Ya	Ya
68	Ya	Ya	Ya
69	Ya	Ya	Ya
70	Ya	Ya	Ya
71	Ya	Ya	Ya
72	Ya	Ya	Ya

No	Apakah anda pernah membeli produk Evolene?	Apakah anda memakai produk Evolene?	Apakah anda mengikuti Komunitas BodyEvolution by Evolene di Facebook?
73	Ya	Ya	Ya
74	Ya	Ya	Ya
75	Ya	Ya	Ya
76	Ya	Ya	Ya
77	Ya	Ya	Ya
78	Ya	Ya	Ya
79	Ya	Ya	Ya
80	Ya	Ya	Ya
81	Ya	Ya	Ya
82	Ya	Ya	Ya
83	Ya	Ya	Ya
84	Ya	Ya	Ya
85	Ya	Ya	Ya
86	Ya	Ya	Ya
87	Ya	Ya	Ya
88	Ya	Ya	Ya
89	Ya	Ya	Ya
90	Ya	Ya	Ya
91	Ya	Ya	Ya
92	Ya	Ya	Ya
93	Ya	Ya	Ya
94	Ya	Ya	Ya
95	Ya	Ya	Ya
96	Ya	Ya	Ya
97	Ya	Ya	Ya
98	Ya	Ya	Ya
99	Ya	Ya	Ya
100	Ya	Ya	Ya
101	Ya	Ya	Ya
102	Ya	Ya	Ya
103	Ya	Ya	Ya
104	Ya	Ya	Ya
105	Ya	Ya	Ya
106	Ya	Ya	Ya
107	Ya	Ya	Ya
108	Ya	Ya	Ya
109	Ya	Ya	Ya
110	Ya	Ya	Ya
111	Ya	Ya	Ya

No	Apakah anda pernah membeli produk Evolene?	Apakah anda memakai produk Evolene?	Apakah anda mengikuti Komunitas BodyEvolution by Evolene di Facebook?
112	Ya	Ya	Ya
113	Ya	Ya	Ya
114	Ya	Ya	Ya
115	Ya	Ya	Ya
116	Ya	Ya	Ya
117	Ya	Ya	Ya
118	Ya	Ya	Ya
119	Ya	Ya	Ya
120	Ya	Ya	Ya
121	Ya	Ya	Ya
122	Ya	Ya	Ya
123	Ya	Ya	Ya
124	Ya	Ya	Ya
125	Ya	Ya	Ya
126	Ya	Ya	Ya
127	Ya	Ya	Ya
128	Ya	Ya	Ya
129	Ya	Ya	Ya
130	Ya	Ya	Ya
131	Ya	Ya	Ya
132	Ya	Ya	Ya
133	Ya	Ya	Ya
134	Ya	Ya	Ya
135	Ya	Ya	Ya
136	Ya	Ya	Ya
137	Ya	Ya	Ya
138	Ya	Ya	Ya
139	Ya	Ya	Ya
140	Ya	Ya	Ya
141	Ya	Ya	Ya
142	Ya	Ya	Ya
143	Ya	Ya	Ya
144	Ya	Ya	Ya
145	Ya	Ya	Ya
146	Ya	Ya	Ya
147	Ya	Ya	Ya
148	Ya	Ya	Ya
149	Ya	Ya	Ya
150	Ya	Ya	Ya

No	Apakah anda pernah membeli produk Evolene?	Apakah anda memakai produk Evolene?	Apakah anda mengikuti Komunitas BodyEvolution by Evolene di Facebook?
151	Ya	Ya	Ya
152	Ya	Ya	Ya
153	Ya	Ya	Ya
154	Ya	Ya	Ya
155	Ya	Ya	Ya
156	Ya	Ya	Ya
157	Ya	Ya	Ya
158	Ya	Ya	Ya
159	Ya	Ya	Ya
160	Ya	Ya	Ya
161	Ya	Ya	Ya
162	Ya	Ya	Ya
163	Ya	Ya	Ya
164	Ya	Ya	Ya
165	Ya	Ya	Ya
166	Ya	Ya	Ya
167	Ya	Ya	Ya
168	Ya	Ya	Ya
169	Ya	Ya	Ya
170	Ya	Ya	Ya
171	Ya	Ya	Ya
172	Ya	Ya	Ya
173	Ya	Ya	Ya
174	Ya	Ya	Ya
175	Ya	Ya	Ya
176	Ya	Ya	Ya
177	Ya	Ya	Ya
178	Ya	Ya	Ya
179	Ya	Ya	Ya
180	Ya	Ya	Ya
181	Ya	Ya	Ya
182	Ya	Ya	Ya
183	Ya	Ya	Ya
184	Ya	Ya	Ya
185	Ya	Ya	Ya

2. Bagian data responden:

No	Gender	Tahun lahir
1	Laki-laki	Gen Z (1997-2012)
2	Laki-laki	Gen Z (1997-2012)
3	Laki-laki	Gen Z (1997-2012)
4	Laki-laki	Gen Z (1997-2012)
5	Laki-laki	Gen Z (1997-2012)
6	Laki-laki	Gen Z (1997-2012)
7	Laki-laki	Gen Y (1981-1996)
8	Laki-laki	Gen Y (1981-1996)
9	Laki-laki	Gen Z (1997-2012)
10	Laki-laki	Gen Z (1997-2012)
11	Laki-laki	Gen Z (1997-2012)
12	Perempuan	Gen Z (1997-2012)
13	Laki-laki	Gen Z (1997-2012)
14	Perempuan	Gen Z (1997-2012)
15	Laki-laki	Gen Y (1981-1996)
16	Perempuan	Gen Z (1997-2012)
17	Laki-laki	Gen Z (1997-2012)
18	Laki-laki	Gen Z (1997-2012)
19	Perempuan	Gen Y (1981-1996)
20	Laki-laki	Gen Z (1997-2012)
21	Laki-laki	Gen Z (1997-2012)
22	Laki-laki	Gen Z (1997-2012)
23	Laki-laki	Gen Y (1981-1996)
24	Laki-laki	Gen Y (1981-1996)
25	Laki-laki	Gen Y (1981-1996)
26	Laki-laki	Gen Y (1981-1996)
27	Laki-laki	Gen Z (1997-2012)
28	Laki-laki	Gen Z (1997-2012)
29	Laki-laki	Gen Y (1981-1996)
30	Perempuan	Gen Z (1997-2012)
31	Laki-laki	Gen Z (1997-2012)
32	Laki-laki	Gen Z (1997-2012)
33	Laki-laki	Gen Y (1981-1996)
34	Laki-laki	Gen Y (1981-1996)
35	Laki-laki	Gen Z (1997-2012)
36	Laki-laki	Gen Y (1981-1996)
37	Laki-laki	Gen Y (1981-1996)
38	Perempuan	Gen Z (1997-2012)
39	Laki-laki	Gen Y (1981-1996)

No	Gender	Tahun lahir
40	Perempuan	Gen Z (1997-2012)
41	Perempuan	Gen Z (1997-2012)
42	Laki-laki	Gen Z (1997-2012)
43	Laki-laki	Gen Z (1997-2012)
44	Laki-laki	Gen Y (1981-1996)
45	Laki-laki	Gen Y (1981-1996)
46	Laki-laki	Gen Y (1981-1996)
47	Laki-laki	Gen Y (1981-1996)
48	Perempuan	Gen Y (1981-1996)
49	Laki-laki	Gen Z (1997-2012)
50	Laki-laki	Gen Z (1997-2012)
51	Laki-laki	Gen Z (1997-2012)
52	Perempuan	Gen Z (1997-2012)
53	Laki-laki	Gen Z (1997-2012)
54	Laki-laki	Gen Z (1997-2012)
55	Perempuan	Gen Z (1997-2012)
56	Perempuan	Gen Y (1981-1996)
57	Laki-laki	Gen Z (1997-2012)
58	Laki-laki	Gen Z (1997-2012)
59	Perempuan	Gen Z (1997-2012)
60	Laki-laki	Gen Z (1997-2012)
61	Laki-laki	Gen Z (1997-2012)
62	Laki-laki	Gen Z (1997-2012)
63	Laki-laki	Gen Z (1997-2012)
64	Laki-laki	Gen Z (1997-2012)
65	Laki-laki	Gen Y (1981-1996)
66	Perempuan	Gen Z (1997-2012)
67	Laki-laki	Gen Z (1997-2012)
68	Laki-laki	Gen Z (1997-2012)
69	Laki-laki	Gen Z (1997-2012)
70	Laki-laki	Gen Z (1997-2012)
71	Laki-laki	Gen Z (1997-2012)
72	Laki-laki	Gen Z (1997-2012)
73	Laki-laki	Gen Z (1997-2012)
74	Laki-laki	Gen Z (1997-2012)
75	Laki-laki	Gen Z (1997-2012)
76	Laki-laki	Gen Y (1981-1996)
77	Laki-laki	Gen Y (1981-1996)
78	Laki-laki	Gen Z (1997-2012)
79	Laki-laki	Gen Z (1997-2012)

No	Gender	Tahun lahir
80	Laki-laki	Gen Z (1997-2012)
81	Laki-laki	Gen Z (1997-2012)
82	Laki-laki	Gen Z (1997-2012)
83	Laki-laki	Gen Y (1981-1996)
84	Laki-laki	Gen Y (1981-1996)
85	Laki-laki	Gen Y (1981-1996)
86	Laki-laki	Gen Y (1981-1996)
87	Laki-laki	Gen Y (1981-1996)
88	Laki-laki	Gen Y (1981-1996)
89	Laki-laki	Gen Z (1997-2012)
90	Laki-laki	Gen Y (1981-1996)
91	Laki-laki	Gen Y (1981-1996)
92	Laki-laki	Gen Y (1981-1996)
93	Laki-laki	Gen Y (1981-1996)
94	Laki-laki	Gen Y (1981-1996)
95	Laki-laki	Gen Y (1981-1996)
96	Laki-laki	Gen Y (1981-1996)
97	Laki-laki	Gen Y (1981-1996)
98	Laki-laki	Gen Y (1981-1996)
99	Laki-laki	Gen Y (1981-1996)
100	Laki-laki	Gen Y (1981-1996)
101	Laki-laki	Gen Y (1981-1996)
102	Laki-laki	Gen Z (1997-2012)
103	Laki-laki	Gen Z (1997-2012)
104	Laki-laki	Gen Z (1997-2012)
105	Laki-laki	Gen Z (1997-2012)
106	Laki-laki	Gen Z (1997-2012)
107	Laki-laki	Gen Z (1997-2012)
108	Laki-laki	Gen Z (1997-2012)
109	Laki-laki	Gen Z (1997-2012)
110	Laki-laki	Gen Z (1997-2012)
111	Laki-laki	Gen Z (1997-2012)
112	Perempuan	Gen Z (1997-2012)
113	Laki-laki	Gen Y (1981-1996)
114	Laki-laki	Gen Y (1981-1996)
115	Perempuan	Gen Z (1997-2012)
116	Laki-laki	Gen Y (1981-1996)
117	Laki-laki	Gen Z (1997-2012)
118	Laki-laki	Gen Alpha (2013-2024)
119	Laki-laki	Gen Y (1981-1996)

No	Gender	Tahun lahir
120	Laki-laki	Gen Y (1981-1996)
121	Laki-laki	Gen Z (1997-2012)
122	Laki-laki	Gen Y (1981-1996)
123	Laki-laki	Gen Z (1997-2012)
124	Laki-laki	Gen Z (1997-2012)
125	Laki-laki	Gen Z (1997-2012)
126	Laki-laki	Gen Z (1997-2012)
127	Laki-laki	Gen Y (1981-1996)
128	Perempuan	Gen Z (1997-2012)
129	Perempuan	Gen Z (1997-2012)
130	Laki-laki	Gen Z (1997-2012)
131	Laki-laki	Gen Z (1997-2012)
132	Perempuan	Gen Z (1997-2012)
133	Laki-laki	Gen Z (1997-2012)
134	Laki-laki	Gen Y (1981-1996)
135	Laki-laki	Gen Z (1997-2012)
136	Laki-laki	Gen Z (1997-2012)
137	Perempuan	Gen Z (1997-2012)
138	Laki-laki	Gen Y (1981-1996)
139	Laki-laki	Gen Z (1997-2012)
140	Laki-laki	Gen Z (1997-2012)
141	Laki-laki	Gen Y (1981-1996)
142	Laki-laki	Gen Y (1981-1996)
143	Laki-laki	Gen Y (1981-1996)
144	Laki-laki	Gen Y (1981-1996)
145	Laki-laki	Gen Y (1981-1996)
146	Laki-laki	Gen Y (1981-1996)
147	Laki-laki	Gen Y (1981-1996)
148	Laki-laki	Gen Z (1997-2012)
149	Laki-laki	Gen Y (1981-1996)
150	Laki-laki	Gen Y (1981-1996)
151	Laki-laki	Gen Y (1981-1996)
152	Laki-laki	Gen Y (1981-1996)
153	Laki-laki	Gen Y (1981-1996)
154	Laki-laki	Gen Y (1981-1996)
155	Laki-laki	Gen Y (1981-1996)
156	Laki-laki	Gen Y (1981-1996)
157	Laki-laki	Gen Y (1981-1996)
158	Laki-laki	Gen Y (1981-1996)
159	Laki-laki	Gen Y (1981-1996)

No	Gender	Tahun lahir
160	Laki-laki	Gen Z (1997-2012)
161	Laki-laki	Gen Y (1981-1996)
162	Laki-laki	Gen Z (1997-2012)
163	Laki-laki	Gen Y (1981-1996)
164	Laki-laki	Gen Y (1981-1996)
165	Laki-laki	Gen Y (1981-1996)
166	Laki-laki	Gen Y (1981-1996)
167	Laki-laki	Gen Y (1981-1996)
168	Laki-laki	Gen Z (1997-2012)
169	Laki-laki	Gen Z (1997-2012)
170	Laki-laki	Gen Y (1981-1996)
171	Perempuan	Gen Z (1997-2012)
172	Perempuan	Gen Z (1997-2012)
173	Laki-laki	Gen Z (1997-2012)
174	Perempuan	Gen Z (1997-2012)
175	Perempuan	Gen Z (1997-2012)
176	Laki-laki	Gen Y (1981-1996)
177	Laki-laki	Gen Z (1997-2012)
178	Laki-laki	Gen Y (1981-1996)
179	Laki-laki	Gen Y (1981-1996)
180	Laki-laki	Gen Z (1997-2012)
181	Laki-laki	Gen Z (1997-2012)
182	Laki-laki	Gen Y (1981-1996)
183	Laki-laki	Gen Y (1981-1996)
184	Laki-laki	Gen Z (1997-2012)
185	Laki-laki	Gen Z (1997-2012)

Lampiran III

Hasil pertanyaan indikator

1. Bagian Kepercayaan Merek dan Kepercayaan OBC:

No	KM1	KM2	KM3	KOBC1	KOBC2	KOBC3
1	4	3	4	3	3	4
2	4	4	3	3	2	3
3	4	4	3	4	3	4
4	4	4	4	4	4	4
5	1	1	1	1	2	1
6	5	5	5	5	5	5
7	5	5	5	4	4	5
8	5	5	5	4	4	5
9	5	5	5	3	3	3
10	3	3	4	3	3	4
11	4	4	4	4	3	4
12	4	4	3	5	3	4
13	4	4	4	4	4	4
14	5	5	4	4	4	4
15	4	5	4	4	4	5
16	4	4	4	4	4	4
17	4	4	4	4	4	5
18	3	3	3	4	4	4
19	4	3	3	4	4	5
20	5	5	5	5	4	5
21	3	2	3	3	3	3
22	2	3	3	4	4	4
23	4	4	5	4	4	5
24	3	3	3	4	4	5
25	4	4	4	3	3	4
26	3	4	3	3	3	3
27	3	3	3	4	4	4
28	4	5	4	5	4	5
29	5	5	5	5	5	5
30	5	4	4	5	5	5
31	5	5	4	5	5	5
32	4	4	4	5	4	5
33	3	4	3	4	4	5
34	4	4	4	4	4	5

No	KM1	KM2	KM3	KOBC1	KOBC2	KOBC3
35	4	4	4	4	3	4
36	5	5	5	5	5	5
37	4	5	5	5	4	5
38	4	4	4	4	4	4
39	4	4	4	4	4	5
40	4	4	4	4	4	5
41	4	4	4	4	4	5
42	3	3	3	4	4	4
43	4	4	5	4	4	4
44	4	3	3	4	4	5
45	4	4	4	5	4	5
46	4	4	4	4	4	4
47	4	4	3	4	3	4
48	3	4	4	4	4	4
49	4	4	4	5	5	5
50	5	5	4	5	4	5
51	4	4	4	4	4	5
52	3	3	3	4	3	4
53	4	4	4	4	3	4
54	4	5	4	4	4	4
55	3	3	3	4	4	4
56	5	4	5	5	5	5
57	3	3	4	4	4	4
58	3	4	3	4	4	4
59	4	3	4	2	3	4
60	4	3	5	4	4	3
61	4	2	3	4	5	3
62	3	3	4	4	4	4
63	3	4	4	3	4	4
64	4	3	4	5	4	3
65	4	3	3	4	3	3
66	3	3	3	2	2	3
67	4	3	3	4	3	4
68	4	3	2	3	4	2
69	4	3	2	4	3	2
70	4	3	2	4	3	4
71	4	3	2	3	4	3
72	3	4	5	4	3	3
73	3	4	3	2	4	3
74	4	3	4	3	3	4

No	KM1	KM2	KM3	KOBC1	KOBC2	KOBC3
75	3	4	3	2	2	1
76	3	2	2	2	1	2
77	4	4	1	1	2	1
78	2	2	1	1	2	1
79	1	1	1	2	1	1
80	4	4	3	3	3	3
81	4	4	4	3	3	3
82	4	4	4	4	3	4
83	5	5	4	4	4	4
84	4	4	4	4	3	4
85	4	4	4	4	4	4
86	5	5	4	4	3	4
87	4	4	3	4	4	4
88	5	5	4	4	4	4
89	4	4	4	4	4	4
90	5	5	4	4	4	4
91	5	5	5	4	4	4
92	4	4	3	4	3	4
93	5	5	5	4	4	5
94	5	5	4	5	4	5
95	4	5	5	5	4	4
96	4	4	4	5	4	5
97	5	5	3	5	4	5
98	4	4	4	5	4	5
99	5	5	5	5	4	5
100	5	5	4	5	4	5
101	5	4	4	5	5	5
102	4	4	4	4	4	4
103	5	4	5	5	5	5
104	4	3	3	1	2	1
105	3	3	3	1	1	1
106	3	3	2	3	1	3
107	3	3	3	3	1	3
108	3	3	2	1	2	1
109	5	5	5	3	1	3
110	3	3	3	3	3	3
111	1	1	1	3	3	3
112	1	1	1	3	3	3
113	4	3	2	3	2	4
114	4	5	2	4	2	5

No	KM1	KM2	KM3	KOBC1	KOBC2	KOBC3
115	4	5	1	3	2	5
116	4	4	2	4	5	5
117	5	4	5	4	5	4
118	5	4	5	4	5	4
119	4	5	4	5	2	5
120	4	5	1	5	2	4
121	4	5	2	4	5	3
122	4	4	4	4	2	5
123	3	3	3	1	1	2
124	2	3	2	2	2	1
125	5	5	5	5	5	3
126	5	5	5	5	5	3
127	5	5	5	3	3	3
128	4	5	5	5	4	5
129	5	5	4	5	5	5
130	3	5	5	1	1	3
131	2	1	1	1	3	1
132	4	5	4	5	4	4
133	5	5	5	1	2	1
134	5	5	5	5	3	3
135	3	5	3	5	3	3
136	5	5	5	5	5	5
137	4	5	4	5	4	5
138	3	5	5	3	1	4
139	5	5	5	2	2	3
140	5	5	5	4	4	5
141	4	4	4	4	4	4
142	5	5	4	5	5	5
143	3	3	3	3	3	3
144	5	5	5	3	3	3
145	5	5	5	4	4	4
146	4	4	4	4	4	3
147	5	5	3	5	4	5
148	5	5	5	5	5	5
149	5	5	4	4	4	4
150	4	4	4	4	4	4
151	5	5	5	4	4	4
152	4	4	3	4	4	3
153	5	5	5	5	5	5
154	4	4	4	4	4	4

No	KM1	KM2	KM3	KOBC1	KOBC2	KOBC3
155	5	5	4	5	4	4
156	5	5	5	5	4	4
157	4	4	4	4	4	4
158	5	5	5	4	4	4
159	4	4	4	4	4	4
160	5	5	3	4	4	3
161	4	4	4	4	4	4
162	5	5	5	4	4	4
163	5	5	5	5	5	5
164	4	4	4	4	4	4
165	5	5	5	5	5	5
166	4	4	4	5	5	5
167	4	4	4	4	4	4
168	5	5	3	5	4	4
169	5	5	5	4	4	4
170	4	4	4	4	4	4
171	5	5	5	4	4	4
172	5	5	5	5	5	5
173	5	5	5	5	5	5
174	4	4	4	5	5	5
175	5	5	5	5	5	5
176	4	4	4	4	4	4
177	5	5	4	5	4	4
178	4	4	4	4	4	4
179	4	4	3	5	4	3
180	4	4	4	4	4	4
181	5	4	4	5	5	5
182	4	4	4	4	4	4
183	4	5	4	5	5	4
184	3	3	3	3	2	2
185	4	5	4	4	5	4

2. Bagian intensi eWOM positif dan niat beli positif:

No	IEP1	IEP2	IEP3	NBU1	NBU2	NBU3
1	3	5	2	5	5	2
2	5	4	3	4	3	5
3	4	4	4	4	4	4
4	4	4	4	4	4	4
5	1	1	2	1	1	1
6	5	5	5	5	5	5
7	5	5	5	5	5	5
8	5	4	4	5	4	3
9	5	5	5	3	5	5
10	4	4	3	4	4	4
11	4	4	3	5	5	5
12	5	5	3	4	4	5
13	4	4	4	4	4	4
14	5	5	4	4	5	4
15	5	5	4	4	4	4
16	5	4	4	4	4	4
17	5	4	4	5	5	4
18	4	4	4	4	4	3
19	5	4	4	4	4	4
20	5	5	5	5	5	5
21	3	3	3	3	4	3
22	4	4	4	4	4	3
23	5	5	5	4	5	4
24	4	4	4	4	4	3
25	5	5	4	3	4	3
26	4	3	3	3	4	3
27	4	4	4	4	4	4
28	5	5	5	5	5	4
29	5	5	5	5	5	5
30	5	4	4	5	5	5
31	5	5	5	5	5	5
32	5	5	4	4	5	4
33	4	4	3	4	5	4
34	5	4	4	5	5	4
35	4	4	3	4	4	4
36	5	5	5	5	5	5
37	5	5	4	5	5	5
38	4	4	4	4	4	3
39	5	5	4	4	5	4

No	IEP1	IEP2	IEP3	NBU1	NBU2	NBU3
40	5	5	5	5	5	5
41	5	5	4	5	5	4
42	4	4	3	3	3	3
43	4	4	4	4	4	4
44	5	4	4	4	5	4
45	5	5	4	4	4	4
46	5	5	5	4	5	4
47	4	4	3	4	4	3
48	4	4	3	4	4	3
49	5	5	5	5	5	5
50	5	5	4	4	5	4
51	5	4	4	5	5	4
52	4	4	3	4	4	3
53	4	4	3	4	4	4
54	5	4	4	4	5	4
55	4	3	3	4	4	3
56	5	5	5	4	5	4
57	4	4	3	4	4	3
58	4	4	3	4	5	4
59	5	4	2	2	4	5
60	4	4	5	4	5	4
61	4	5	3	4	5	4
62	4	3	2	4	5	4
63	4	3	3	4	4	4
64	4	5	4	5	4	3
65	4	3	2	3	2	3
66	3	4	3	2	3	3
67	4	4	2	3	4	3
68	3	4	2	3	4	3
69	3	2	4	2	4	2
70	3	4	3	4	4	3
71	3	4	3	2	4	3
72	4	3	4	3	4	2
73	2	4	2	3	4	3
74	4	3	2	4	2	3
75	3	4	2	2	3	3
76	3	2	3	3	2	2
77	5	5	3	5	5	1
78	3	3	3	1	2	1
79	1	2	1	1	2	1

No	IEP1	IEP2	IEP3	NBU1	NBU2	NBU3
80	4	4	3	4	4	4
81	4	4	3	5	5	5
82	4	4	3	4	4	4
83	5	5	4	5	5	5
84	4	4	4	4	4	4
85	4	4	3	4	4	4
86	5	5	4	5	5	5
87	4	4	3	4	4	4
88	4	4	4	5	5	5
89	4	4	3	5	5	5
90	4	4	4	5	5	5
91	5	5	4	5	5	5
92	4	4	3	4	4	4
93	5	5	5	5	5	5
94	5	5	5	5	5	5
95	5	5	4	5	5	5
96	5	5	3	5	5	5
97	5	5	3	5	5	5
98	5	4	4	5	5	5
99	5	5	4	5	5	5
100	4	5	4	5	5	5
101	5	4	3	5	5	4
102	4	4	4	5	5	5
103	5	5	4	5	5	5
104	3	3	3	3	3	3
105	3	3	3	3	3	3
106	3	3	3	3	1	3
107	3	3	3	3	2	3
108	3	3	3	3	3	3
109	3	5	1	3	1	3
110	1	1	1	1	1	1
111	3	3	5	3	3	2
112	3	3	5	3	3	3
113	2	3	1	4	5	4
114	4	5	2	4	4	4
115	3	4	1	4	3	2
116	4	5	1	4	4	5
117	2	4	2	2	4	5
118	5	4	2	4	5	5
119	2	4	4	2	4	2

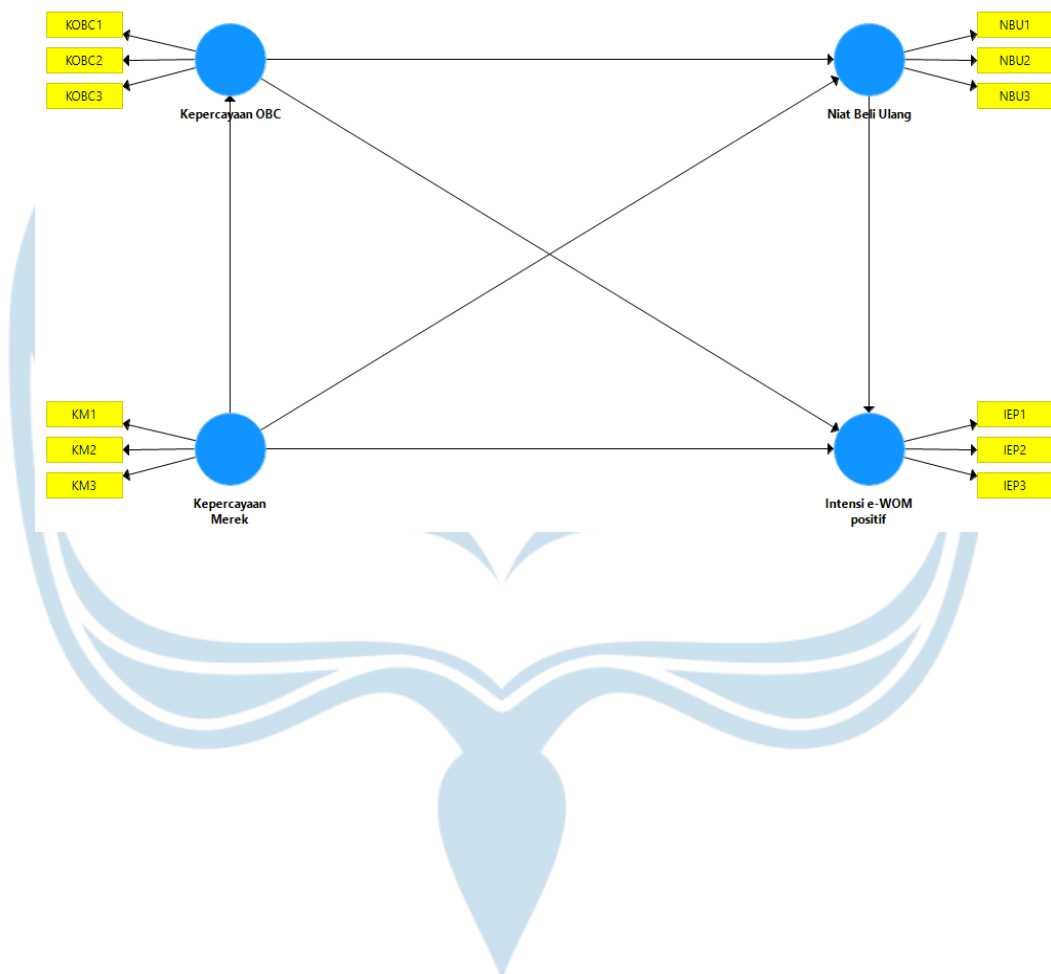
No	IEP1	IEP2	IEP3	NBU1	NBU2	NBU3
120	5	3	4	5	4	2
121	2	4	4	2	2	2
122	2	4	3	4	4	2
123	5	5	5	2	3	3
124	5	5	5	3	3	5
125	5	5	5	5	3	3
126	3	3	5	1	5	3
127	5	5	5	5	5	5
128	5	4	4	5	5	4
129	5	4	4	5	4	3
130	5	5	3	5	5	5
131	3	2	3	2	3	3
132	5	4	5	3	4	3
133	3	5	2	5	5	5
134	5	5	5	5	5	5
135	3	5	3	5	5	5
136	3	3	4	5	5	5
137	4	5	3	4	5	4
138	5	5	5	5	3	5
139	5	5	5	3	5	5
140	5	5	5	5	5	5
141	4	4	4	4	4	4
142	5	5	4	5	5	5
143	3	3	3	3	3	3
144	5	5	5	5	5	5
145	5	5	4	5	5	5
146	5	5	5	4	4	4
147	5	4	4	5	5	5
148	5	5	4	5	5	5
149	5	5	4	5	5	5
150	5	5	5	5	5	5
151	5	5	5	5	5	5
152	4	4	3	4	4	4
153	5	5	5	5	5	5
154	4	4	4	4	4	4
155	5	5	3	5	5	5
156	5	5	4	5	5	5
157	4	4	4	4	4	4
158	5	5	5	5	5	5
159	4	4	4	4	4	4

No	IEP1	IEP2	IEP3	NBU1	NBU2	NBU3
160	5	5	3	5	5	5
161	4	4	4	4	4	4
162	5	5	4	5	5	5
163	5	5	5	5	5	5
164	5	5	5	5	5	5
165	5	5	3	5	5	5
166	4	4	4	5	5	5
167	4	4	4	4	4	4
168	5	5	3	5	5	5
169	5	5	5	5	5	5
170	4	4	4	4	4	4
171	4	5	4	5	5	5
172	5	5	5	5	5	5
173	5	5	5	5	5	5
174	4	4	4	4	4	4
175	5	5	5	5	5	5
176	4	4	4	4	4	4
177	5	5	3	5	5	5
178	5	5	5	5	5	5
179	5	5	4	5	5	5
180	4	4	4	4	4	4
181	5	5	5	5	5	5
182	5	5	5	5	5	5
183	5	5	4	5	5	5
184	3	3	3	3	3	3
185	4	5	3	4	4	5

Lampiran IV

Hasil olah data SMART PLS 3

1. Model Struktural



2. Convergent Validity

Outer Loadings

Matrix				
	Intensi e-WO...	Kepercayaan ...	Kepercayaan O...	Niat Beli Ulang
IEP1	0.918			
IEP2	0.880			
IEP3	0.739			
KM1		0.915		
KM2		0.910		
KM3		0.857		
KOBC1			0.932	
KOBC2			0.862	
KOBC3			0.894	
NBU1				0.897
NBU2				0.898
NBU3				0.887

3. Cronbach's Alpha, Composite Reliability dan Average Variance Extracted (AVE)

Construct Reliability and Validity				
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Intensi e-WOM...	0.807	0.850	0.885	0.721
Kepercayaan M...	0.875	0.876	0.923	0.801
Kepercayaan O...	0.877	0.880	0.924	0.803
Niat Beli Ulang	0.875	0.875	0.923	0.800

4. Cross Loading

Discriminant Validity

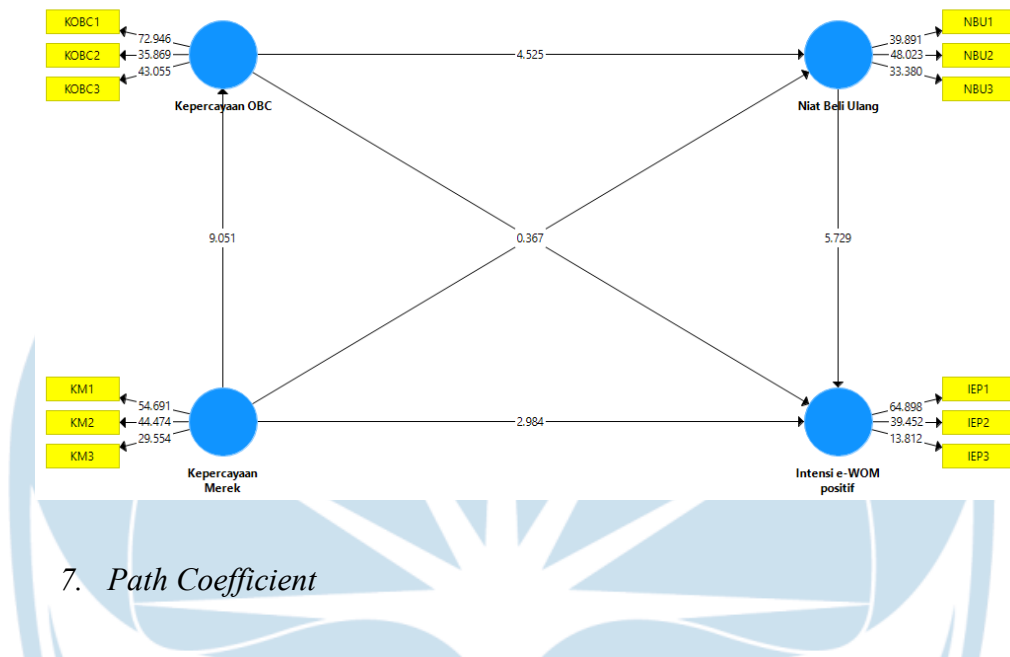
	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Rati...	Heterotrait-Monotrait Rati...	Copy to Clipboard:	Excel Format	R Format
	Intensi e-WO...	Kepercayaan ...	Kepercayaan O...	Niat Beli Ulang			
IEP1	0.918	0.600	0.519	0.735			
IEP2	0.880	0.678	0.465	0.728			
IEP3	0.739	0.421	0.401	0.458			
KM1	0.598	0.915	0.568	0.670			
KM2	0.633	0.910	0.518	0.655			
KM3	0.600	0.857	0.514	0.624			
KOBC1	0.502	0.566	0.932	0.572			
KOBC2	0.461	0.487	0.862	0.554			
KOBC3	0.503	0.547	0.894	0.589			
NBU1	0.700	0.635	0.591	0.897			
NBU2	0.681	0.637	0.611	0.898			
NBU3	0.693	0.677	0.510	0.887			

5. R-Square Adjusted

R Square

	Matrix	R Square	R Square Adjusted
		R Square	R Square Adjusted
Intensi e-WOM...		0.629	0.623
Kepercayaan O...		0.356	0.352
Niat Beli Ulang		0.593	0.589

6. Model Konstruk



7. Path Coefficient

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Kepercayaan Merek -> Intensi e-WOM positif	0.245	0.254	0.082	2.984	0.003
Kepercayaan Merek -> Kepercayaan OBC	0.597	0.595	0.066	9.051	0.000
Kepercayaan Merek -> Niat Beli Ulang	0.537	0.539	0.070	7.634	0.000
Kepercayaan OBC -> Intensi e-WOM positif	0.033	0.033	0.091	0.367	0.713
Kepercayaan OBC -> Niat Beli Ulang	0.318	0.319	0.070	4.525	0.000
Niat Beli Ulang -> Intensi e-WOM positif	0.574	0.567	0.100	5.729	0.000

8. Specific Indirect Effect

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples				
			Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Kepercayaan Merek -> Kepercayaan OBC -> Intensi e-WOM positif			0.020	0.018	0.055	0.366	0.714
Kepercayaan Merek -> Niat Beli Ulang -> Intensi e-WOM positif			0.308	0.305	0.064	4.809	0.000
Kepercayaan OBC -> Niat Beli Ulang -> Intensi e-WOM positif			0.183	0.181	0.053	3.446	0.001
Kepercayaan Merek -> Kepercayaan OBC -> Niat Beli Ulang -> Intensi e-WOM positif			0.109	0.109	0.037	2.973	0.003
Kepercayaan Merek -> Kepercayaan OBC -> Niat Beli Ulang			0.190	0.190	0.050	3.795	0.000

The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/2444-9709.htm>

Trust and loyalty in online brand communities

Online brand communities

Confianza y lealtad en las comunidades online de marca

177

Received 9 January 2020
Accepted 15 March 2020

Rafael Anaya-Sánchez, Rocío Aguilar-Illescas and
Sebastián Molinillo

Department of Business Management, University of Malaga, Malaga, Spain, and

Francisco J. Martínez-López

Department of Business Administration, University of Granada, Granada, Spain

Abstract

Purpose – The purpose of this paper is to analyse the effects of brand trust and online brand community (OBC) trust on consumer repurchase intention and the positive electronic word-of-mouth (eWOM) intention of OBC members.

Design/methodology/approach – The research model was assessed using data from a sample of 628 OBC users using partial least squares structural equation modelling (PLS-SEM).

Findings – The results show that brand trust positively affects repurchase intention and positive eWOM intention, both directly and indirectly through OBC trust. The total effect of brand trust on the results is greater than that of OBC trust.

Originality/value – This research contributes to marketing theory and practice by analysing the combined effect of OBC trust and brand trust on the consumer–brand relationship in the context of OBCs.

Keywords eWOM, Trust, Loyalty, Online community, Brand, Repurchase

Paper type Research paper

Resumen

Propósito – El objetivo de esta investigación es analizar los efectos de la confianza en la marca y la confianza en la comunidad online de marca en la intención de los miembros de la comunidad de recomprar dicha marca y de hablar bien electrónicamente (eWOM) sobre la misma.

© Rafael Anaya-Sánchez, Rocío Aguilar-Illescas, Sebastián Molinillo and Francisco J. Martínez-López. Published in *Spanish Journal of Marketing - ESIC*. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licenses/by/4.0/legalcode>

This research was supported by the Plan Andaluz de Investigación, Desarrollo e Innovación (PAIDI) de la Junta de Andalucía, Grupo SEJ-567, and the Universidad de Málaga, Andalucía Tech (Plan Propio de Investigación y Transferencia) (Spain).



Spanish Journal of Marketing -
ESIC
Vol. 24 No. 2, 2020
pp. 177-191
Emerald Publishing Limited
2444-9709
DOI 10.1108/SJME-01-2020-0004

Diseño/metodología/enfoque – El modelo de investigación fue evaluado usando datos de una muestra de 628 usuarios de comunidades online de marca, mediante un modelo de ecuaciones estructurales por el método de mínimos cuadrados parciales (PLS-SEM).

Hallazgos – Los resultados muestran que la confianza en la marca afecta positivamente a la intención de recompra y al eWOM positivo, directa e indirectamente a través de la confianza en la comunidad. El efecto total de la confianza en la marca es mayor que el de la confianza en la comunidad.

Originalidad/valor – Esta investigación contribuye a la teoría y práctica del marketing al analizar el efecto combinado de la confianza en la marca y en la comunidad online de marca, en las relaciones consumidor-marca.

Palabras clave Marca, Comunidad online, Confianza, Lealtad, Recompra, eWOM

Tipo de artículo Artículo de investigación

1. Introduction

A brand community is a non-geographical, specialised community, with a structure established around the social relationships of brand enthusiasts (Muñiz and O'Guinn, 2001). The increase in online brand communities (OBC) and their possible influence on brand success have led researchers and marketing professionals to strive to understand how companies might create and maintain lasting relationships with them (Kang and Shin, 2016).

Marketing theory has developed solid support for the metaphorical paradigm of consumer-brand relationships at an anthropomorphic level (Aggarwal, 2004; Fournier, 1998; McAlexander *et al.*, 2002). Brand anthropomorphism empowers the brand to play a more central role in the consumers' life (Delgado-Ballester *et al.*, 2017). According to this research stream, consumers relate to brands in the same way they do with each other in a social context (Aggarwal, 2004). Taking this approach, researchers have shown that, in the online environment, as among people, trust is a crucial variable in the customer-brand relationship (Casaló *et al.*, 2011; Hajli *et al.*, 2017; Jensen and Wagner, 2018; Laroche *et al.*, 2012; Liu *et al.*, 2018). Consumers trust others like themselves and learn from their experiences through online consumption communities, so they can obtain more precise insights of a possible purchase (Belanche *et al.*, 2019). Previous studies have highlighted the importance of consumer trust in both the brand (Akrout and Nagy, 2018; Jain *et al.*, 2018; Kamboj *et al.*, 2018), and trust in the community itself (Bruhn *et al.*, 2014; Kang *et al.*, 2016), as key antecedents of the benefits that OBCs can bring to organisations.

Of these benefits, the literature has highlighted the influence of OBCs on brand loyalty (Islam and Rahman, 2017; Jain *et al.*, 2018; Martínez-López *et al.*, 2016) and on positive electronic word-of-mouth (eWOM) (Akrout and Nagy, 2018; Brodie *et al.*, 2013; Popp and Woratschek, 2016). However, although the effects of brand trust and OBC trust on consumer brand loyalty have been reported in the literature (Appendix), so far few empirical studies have analysed the joint effect of both types of trust on the outcomes provided by OBCs. The joint analysis of both types of trust would help to better understand their interrelationships and effects on consumer behaviour.

The objective of this study is to analyse the direct and indirect effects of brand trust and OBC trust on consumer repurchase and positive eWOM intentions. Data were collected from a sample of 628 consumers through an online survey, and the research model was evaluated using partial least squares structural equation modelling (PLS-SEM). The results show that brand trust and, to a lesser extent, OBC trust, directly and indirectly influence repurchase intention and positive eWOM intention.

2. Hypotheses development

2.1 Brand trust and online brand community trust

Trust is a psychological state that involves the willingness to accept one's vulnerability but with the expectation that the other party will act honourably (Corritore *et al.*, 2003). Brand trust

has been defined as the willingness of the consumer to think that a brand is dependable and has the capability to help him/her achieve his/her desired objectives (Chaudhuri and Holbrook, 2001; Ha and Perks, 2005; Marzocchi *et al.*, 2013). To improve relations with consumers and how their consumers perceive them, brands create OBCs (Muñiz and O'Guinn, 2001; Sung *et al.*, 2010). The benefits that OBCs can bring to an organisation are influenced by trust in the community itself (Corritore *et al.*, 2003; Kang *et al.*, 2016). Trust in the OBC can be defined as the general trust that the members have in each other and in the sponsoring brand; that is, the users consider that neither the other community members nor the community sponsor will act opportunistically or against their interests (Martínez-López *et al.*, 2017; Molinillo *et al.*, 2019). Trust in the OBC decreases perceived risk (Kang *et al.*, 2016) and facilitates interactions among members and stabilises relationships (Bruhn *et al.*, 2014).

To build trust in the OBC, the sponsoring brand must properly manage the community and the relationships among its members (Porter and Donthu, 2008). However, administering the website does not give the brand licence to interfere in the community in its own interests, as that would negatively affect members' trust in the OBC (Fournier and Lee, 2009; Popp and Woratschek, 2016). Consumers expect the brand to act as another community member, provide information and share control with them, without taking advantage of their privileged position as site administrator (Hennig-Thurau *et al.*, 2010). Consumers who join an OBC are likely to trust the brand (Porter and Donthu, 2008), so they will tend to think that its behaviour in the community is honest, to the extent that they even accept that the brand might carry out certain commercial activities within the community (Luo and Zhang, 2016; Sung *et al.*, 2010). Therefore, the following hypothesis is proposed:

H1. Brand trust positively influences OBC trust.

2.2 Trust and repurchase intention

Trust in the brand is a vital element in establishing and maintaining lasting customer – brand relationships (Chaudhuri and Holbrook, 2001; Porter and Donthu, 2008). High levels of trust in the brand will produce favourable attitudes towards it (He *et al.*, 2012; Kamboj *et al.*, 2018; Kim and Kim, 2017). Previous research has shown that brand trust is one of the most important antecedents of consumer loyalty and repurchase intention (Gibree *et al.*, 2018; Hajli *et al.*, 2017; Kim and Kim, 2017; Laroche *et al.*, 2012; Papista *et al.*, 2018; Urueña and Hidalgo, 2016). Consumers tend to repurchase brands they trust because they cognitively and affectively value the brand's reliability (Chaudhuri and Holbrook, 2001; Matzler *et al.*, 2008).

OBCs create a setting for the relationships between consumers and brands that help to increase members' loyalty towards the brand (Marzocchi *et al.*, 2013; McAlexander *et al.*, 2002). It has been shown that if members feel connected to the community, they will be more inclined to display positive behaviours towards other community members, including the brand (Jain *et al.*, 2018; Kim and Kim, 2017). OBC trust provides a sense of security and protection (Casaló *et al.*, 2008) which leads to constructive behaviours towards the brand itself, encouraging, among other things, repurchase intention (Hur *et al.*, 2011). Similarly, consumer trust is associated with the process of creating a positive brand reputation, which favours loyalty to the brand (Serra-Cantalops *et al.*, 2018). Previous studies have shown that trust in the OBC is a direct (Casaló *et al.*, 2007; Kim and Kim, 2017) and indirect antecedent (Bruhn *et al.*, 2014) of brand loyalty. Consequently, the following hypotheses are proposed:

H2. Brand trust positively influences repurchase intention.

2.3 Trust and positive electronic word-of-mouth intention

WOM is defined as all the information about products, services, establishments, businesses, etc., that can be shared between consumers (Brown *et al.*, 2005). Online communities have gained importance in recent years thanks to the information generated in them, which has effects on the states and behaviours of consumers. This importance began in the field of free software (Casaló *et al.*, 2009), and then extended to the most diverse sectors of activity. WOM influences key issues for brands, such as consumer satisfaction (De Matos and Rossi, 2008), purchase decision-making and brand awareness (Hung and Li, 2007). The tools available in Web 2.0 (e.g. social networks, blogs, microblogs, etc.) have increased the impact of WOM by allowing consumer comments to be easily shared (Popp and Woratschek, 2016; Woisetschlager *et al.*, 2008). OBCs are appropriate channels through which to encourage consumers to disseminate positive eWOM about brands (McAlexander *et al.*, 2002; Wang *et al.*, 2013).

Trust is one of the most important antecedents of eWOM (De Matos and Rossi, 2008; Sijoria *et al.*, 2018). Trust influences the individual's willingness to exchange information and content with others (Yeh and Choi, 2011). Trust felt towards the brand and the OBC itself predisposes community members to feel more integrated and to carry out activities that benefit both the brand and the OBC (Porter and Donthu, 2008). Previous research has found a positive relationship between brand trust and OBC trust, and the tendency towards positive eWOM of consumers participating in the OBC (Akrouit and Nagy, 2018; Jain *et al.*, 2018; Kim *et al.*, 2014). Therefore, the following hypotheses are proposed:

H4. Brand trust positively influences positive eWOM intention.

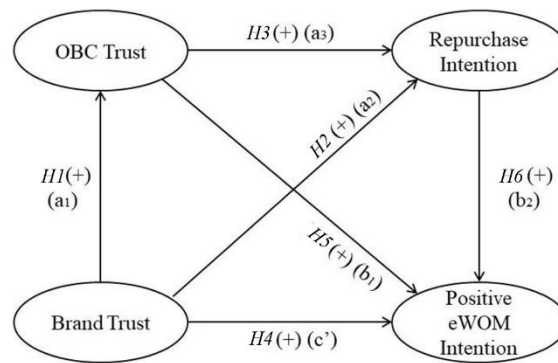
H5. OBC trust positively influences positive eWOM intention.

2.4 Repurchase intention and positive electronic word-of-mouth intention

Brand loyalty also positively affects the dissemination of favourable comments about the brand (Zeithaml *et al.*, 1996). It has been shown that when OBC members are loyal to a brand, they are more likely to make positive comments about the brand (Casaló *et al.*, 2008; Coelho *et al.*, 2019; Sijoria *et al.*, 2018). OBC members tend to display brand-friendly behaviours, which in part explains their participation in these communities and increases the likelihood of them engaging in positive eWOM (Yeh and Choi, 2011). A strong consumer-brand relationship increases the consumer's intention to spread positive eWOM (Shan and King, 2015). Previous research has shown that loyalty to the brand around which the community revolves positively affects intention to produce positive eWOM (Munnukka *et al.*, 2015; Wang *et al.*, 2011; Zhang *et al.*, 2017). The loyal consumer who repurchases a product is more likely to share his/her positive consumption experience with others (Yeh and Choi, 2011). Consequently, the following hypothesis is proposed:

H6. Repurchase intention positively influences intention to engage in positive eWOM.

Figure 1 shows the theoretical model of the study.



Online brand communities

181

Figure 1.
Research model

3. Methodology

3.1 Sample

The data for the evaluation of the theoretical model were collected in Spain during March 2015 through a self-administered online survey directed at millennial OBC users who accessed it during the week prior to the study and distributed through social networks (Facebook and Twitter). Millennials are known as digital natives as they are the first generation born in the digital age; they are characterised by their tendency to actively contribute, share, search and consume content on social networks, which influences their consumption behaviour and their relationships with brands (Bolton *et al.*, 2013). This market segment spends the most time on social networks and represents more than a third of all Internet users in Spain (IABSpain, 2018).

Through a convenience sampling procedure, a total of 650 questionnaires were obtained, which was reduced to 628 after invalid returns were discarded, due to inconsistency in the answers or failure to respond to some questions. The sample was divided equally between men (49.4%) and women (50.6%); 47.5% were between 17 and 20 years and 50.9% between 21 and 30 years.

3.2 Measures

The variables were measured using scales validated in previous studies on a five-point Likert scales, moving from 1 “completely disagree” to 5 “completely agree”. Brand trust was measured using three items adopted from Laroche *et al.* (2012) and OBC trust by three items from Hur *et al.* (2011). Repurchase intention was also measured with three items adopted from Algesheimer *et al.* (2005) and eWOM intention by three items adopted from Casaló *et al.* (2008).

The participants had to answer the questionnaire based on a specific OBC, so if they belonged to several communities, they had to choose the one in which they had participated to the greatest extent in the previous weeks. The OBCs that the respondents referenced belong to different sectors and sizes of companies. The main brand communities were in sports goods (e.g. Adidas, Nike), fashion (e.g. Mango, Zara) and technology (e.g. Apple, Samsung).

4. Results

The research model was evaluated using partial least squares structural equation modelling (PLS-SEM) with SmartPLS3 software (Ringle *et al.*, 2015). The variance-based PLS algorithm is more convergent in its simplicity and facilitates the analysis of data subject to fewer normality restrictions than structural equation models based on covariance (CB-SEM) (Tenenhaus *et al.*, 2005). It is a suitable technique for analysing a complex theoretical model combining direct and mediating relationships (Roldán *et al.*, 2017). The stability of the estimates was verified using the bootstrapping procedure (5,000 subsamples) (Roldán and Sánchez-Franco, 2012).

4.1 Assessment of the measurement model

The assessment of the measurement model was performed by analysing the saturated model (Henseler *et al.*, 2016). The values obtained by bootstrapping for the three exact fit tests (SRMR saturated, D_ULS and D_G2) show levels significantly lower than the recommended maximum value of 0.08 (Dijkstra and Henseler, 2015a, 2015b). Therefore, it was appropriate to go on to the next steps in the analysis.

Then, to evaluate the measurement model, examinations of the reliability of the items, the variables, and the convergent and discriminant validity were carried out. Regarding the reliability of each item, Table 1 shows that the value of the correlations between each indicator and its corresponding variable are above the recommended minimum (0.7) (Barclay *et al.*, 1995).

Constructs and items	Mean	SD	CA	CR	AVE	Outer loadings
<i>Brand trust (BT)</i>			0.840	0.904	0.758	0.852–0.905***
This brand gives me everything that I expect out of the product	5.06	1.51				
I rely on this brand	5.34	1.43				
This brand never disappoints me	5.12	1.49				
<i>OBC trust (OBCT)</i>			0.872	0.922	0.797	0.864–0.912***
I trust this brand community	5.03	1.63				
I rely on this brand community	5.41	1.40				
This is an honest brand community	4.82	1.66				
<i>Positive eWOM intention</i>			0.903	0.939	0.837	0.889–0.928***
I am going to spread positive WOM about this brand	5.33	1.55				
I will recommend this brand to other customers	5.52	1.43				
I will point out the positive aspects of this brand if anybody criticise it	5.19	1.64				
<i>Repurchase intention (RI)</i>			0.893	0.933	0.824	0.887–0.919***
I will intent to buy this brand in the near future	4.92	1.83				
I would actively search for this brand to buy it	4.84	1.82				
I will intent to buy other products of this brand	5.34	1.72				

Table 1.
Assessment of the
measurement model
and convergent
validity

Notes: *** $p < 0.001$. SD: standard deviation; CA: Cronbach's alpha; CR: Composite reliability; AVE: Average variance extracted

Cronbach's alpha coefficient (Cronbach, 1951) and the composite reliability factor (CR) (Nunnally and Bernstein, 1994) were used to check the reliability of the measurement scales, with a minimum recommended value of 0.7. Convergent validity was evaluated by the value of the average variance extracted (AVE) (Fornell and Larcker, 1981), exceeding the 0.5 cut-off recommended value. Finally, to evaluate discriminant validity, two criteria were followed:

- (1) the inter-construct correlations must be lower than the square root of the AVE values (Fornell and Larcker, 1981) (Table 2); and
- (2) the heterotrait-monotrait relationship (HTMT) of the correlations between two constructs must be less than 0.9 (Henseler *et al.*, 2015) (Table 2). In this study, all the values were below the recommended maximum limits.

4.2 Assessment of the structural model

To evaluate the significance of the path coefficients and the loads of the complete structural model, the bootstrapping method (5,000 subsamples) was used (Hair *et al.*, 2014). Before testing the structural model, there should be no multicollinearity problems between the related variables of the model. In this study, all variance inflation factor values are lower than the recommended maximum (0.5). Then, the R^2 values of each of the endogenous constructs were obtained; the results were greater than 0.1 (Table 3), exceeding the minimum recommended value (Falk and Miller, 1992). Assessing the significance of the direct relationships, the loads of the standardised regression paths were studied. All the values were greater than the recommended minimum value of 0.2 (Chin, 1998), except the relationship between OBC trust and repurchase intention.

Construct	BT	OBC T	eWOM	RI
Brand trust (BT)	<i>0.871</i>	0.750	0.760	0.762
OBC trust (OBC T)	0.647	<i>0.893</i>	0.645	0.539
eWOM	0.665	0.574	<i>0.915</i>	0.759
Repurchase intention (RI)	0.662	0.479	0.683	<i>0.907</i>

Notes: Main diagonal values (in italic) represent the square root of AVE; values below the main diagonal reflect latent variable correlations; above the main diagonal are HTMT ratio values

Table 2.
Discriminant validity

Hypotheses	Path	Supported	f^2	Q^2	R^2
H1	Brand Trust → OBC Trust	0.647***	Yes	0.718	
H2	Brand Trust → Repurchase int.	0.605***	Yes	0.382	
H3	OBC Trust → Repurchase int.	0.087**	Yes	0.008	
H4	Brand Trust → Positive eWOM	0.254***	Yes	0.064	
H5	OBC Trust → Positive eWOM	0.213***	Yes	0.061	
H6	Repurchase int. → Positive eWOM	0.413***	Yes	0.222	
	Brand trust			0.472	
	OBC trust			0.530	0.418
	Repurchase intention			0.591	0.442
	Positive eWOM intention			0.570	0.573

Notes: Bootstrapping = 5,000; blindfolding = omission distance 7; *** $p < 0.001$, ** $p < 0.05$. SRMR = 0.050

Table 3.
Evaluation of the structural model

The ability of the model to predict the dependent constructs and endogenous variables was estimated using the Q2 test and the blindfolding procedure (Distance of omission = 7). All the values obtained were higher than the recommended minimum (0.4). The effect size (f^2) shows the impact of an independent construct on a dependent construct. There is a small effect of OBC trust on repurchase intention, and both brand trust and OBC trust on positive eWOM (values between 0.02 and 0.15); a medium effect of repurchase intention on positive eWOM (value between 0.15 and 0.35); and a large effect of brand trust on OBC trust, and brand trust on repurchase intention (values over 0.35) (Table 3) (Chin, 1998). Finally, SRMR is lower than the recommended maximum (0.08); therefore, the model has adequate fit (Henseler *et al.*, 2015). Bootstrap-based exact fit tests of the assessed model were performed (SRMR, D_ULS and D_G2) (Dijkstra and Henseler, 2015a, 2015b). All of them show significant results ($p < 0.05$), so the model fit is adequate.

All the model relationships are significant, thus all the hypotheses are confirmed, although the path coefficient value of $H3$ is very small. Regarding the evaluation of the model, its good fit (SRMR = 0.050) and the high R^2 values of the variables (Table 3) are noteworthy.

To complete the study, the indirect relationships of the model and the moderating effects of demographics (i.e. gender and age) were also analysed. First, percentile and bias-corrected confidence intervals were used via bootstrapping (Cepeda *et al.*, 2017; Nitzi *et al.*, 2016; Roldán *et al.*, 2017). The results obtained demonstrate the existence of a partial mediation effect (Nitzi *et al.*, 2016) between brand trust and positive eWOM, which indicates that part of the effect is produced by OBC trust and brand loyalty (Table 4). Therefore, the indirect effect adds to the already significant direct effect between brand trust and eWOM. Specifically, it is confirmed that OBC trust mediates the relationship between brand trust and positive eWOM (a1b1). It is also shown that repurchase intention mediates the effect between brand trust and eWOM (a2b2). Finally, it is confirmed that OBC trust and repurchase intention jointly mediate, albeit with less weight, the relationship between brand trust and eWOM (a1a3b2). The explained variance index (Variance Accounted For, VAF) (Hair *et al.*, 2017) showed that the mediation effect of OBC trust between brand trust and positive eWOM had the greatest indirect effect (49.66%).

The moderating effects of gender and age were tested using multi-group analysis (MGA) (Hair *et al.*, 2017) through the PLS-MGA technique (Henseler *et al.*, 2009; Sarstedt *et al.*, 2011). The database was divided into two groups based on gender (male and female) and two groups based on age, using the median value (up to 20 years and more than 20 years). Before carrying out the analysis, the invariance of the measuring instrument (MICOM) was checked to ensure that differences in the model derived from the moderating effect of the variables were not caused by differences in the measurement models of each group. Table 5 shows the results of the MGA.

Table 4.

Summary of
mediating effect test

Direct effect of BT on eWOM (c')		Indirect effects of BT on eWOM					
		Bootstrap 95% CI					
Coefficient	t value	Point estimate	Percentile	BC	BC	VAF(%)	
0.254***	Total	0.406	0.343	0.468	0.342	0.468	93.56
	a1b1 (via OBCT)	0.137	0.092	0.185	0.091	0.185	35.41
	a2b2 (via RI)	0.246	0.199	0.297	0.199	0.297	49.66
	a1a3b2 (via OBCT+RI)	0.023	0.005	0.042	0.005	0.042	8.49

Notes: BT: Brand trust; OBCT: OBC trust; eWOM: positive electronic word-of-mouth intention; RI: Repurchase intention; BC: Bias corrected; CI: Confidence interval; VAF: Variance accounted for; *** $p < 0.001$

According to Sarstedt *et al.* (2011), the difference between two groups is significant at 5% error level probability if the p -value of the difference between the path coefficients of the groups is less than 0.05, or greater than 0.95. In the present study the results showed that at the 5% level there were only significant differences based on gender. Specifically, the path value between brand trust and positive eWOM is higher in men ($p < 0.05$), and the path value between repurchase intention and positive eWOM is higher in women ($p > 0.95$). If the margin of error rises to 10%, and interpreting the results very carefully, the differences between path values based on gender will be significant also in the relationship between OBC trust and positive eWOM (higher among women) ($p > 0.90$), and in the path values based on age in the relationships between brand trust and positive eWOM (higher in the older group) ($p > 0.90$), and between repurchase intention and positive eWOM (higher in the younger group) ($p < 0.10$).

5. Discussion and conclusions

OBCs play an important role in the management of customer relations. The literature highlights that trust is a key factor in the success of OBCs, especially in that it helps to increase consumer loyalty towards brands and intention to produce positive eWOM. However, few empirical studies have analysed in the same model the influence of brand trust and OBC trust on two of the main outcomes of the consumer-brand relationship, repurchase intention and positive eWOM intention.

The present study, moreover, makes several further contributions to marketing theory and practice. First, the results show that it is easier for the consumer to trust the OBC if they previously trusted the brand that sponsors the community. This result is consistent with previous studies (Porter and Donthu, 2008). Similarly, it was shown that trust in the brand has a positive influence on repurchase intention, which is in line with the literature (Kamboj *et al.*, 2018; Matzler *et al.*, 2008; Urueña and Hidalgo, 2016). In addition, brand trust has a positive effect on intention to produce positive eWOM, which is also consistent with the literature (Akrouf and Nagy, 2018; Jain *et al.*, 2018; Kim *et al.*, 2014). Therefore, this study makes an important contribution by demonstrating in one model the direct relationship between brand trust, OBC trust and the consumer's loyal behaviour towards the brand.

The model also confirms that OBC trust plays an important role in intention to produce positive eWOM. The consumers who trust the community the most are more likely to recommend the brand. This result is certainly novel, as the previous research has normally focused on brand trust as an antecedent of eWOM and not so much on trust in the OBC itself. OBC trust also has a positive influence on repurchase intention, although this effect is very limited.

The results have also shown that repurchase intention plays a key role among the antecedents of positive eWOM intention. The making of repeat purchases over time

Hypotheses	Gender		Age	
	Path diff.	p -value	Path diff.	p -value
H1. Brand trust $\rightarrow$ OBC trust	0.032	0.729	0.037	0.763
H2. Brand trust $\rightarrow$ Repurchase int.	0.016	0.580	0.021	0.398
H3. OBC trust $\rightarrow$ Repurchase int.	0.018	0.580	0.025	0.609
H4. Brand trust $\rightarrow$ Positive eWOM	0.361	0.000	0.170	0.948
H5. OBC trust $\rightarrow$ Positive eWOM	0.154	0.945	0.072	0.201
H6. Repurchase int. $\rightarrow$ Positive eWOM	0.186	0.989	0.104	0.096

Note: Path diff: Path difference between two groups

Table 5.
Evaluation of multi-group analysis (MGA)

increases the consumer's predisposition to recommend the brand. This result is in line with the literature (Munnukka *et al.*, 2015; Wang *et al.*, 2011; Zhang *et al.*, 2017).

Furthermore, the present study shows that the relationship between brand trust and positive eWOM intention is mediated by OBC trust and repurchase intention. If the user trusts the community and intends to make further purchases of the sponsoring brand, the effect of brand trust on positive eWOM intention will be greater. This is an important contribution of this study as hitherto no known empirical studies have supported these indirect relationships.

All in all, the evaluated research model is parsimonious and is able, to a large extent, to explain repurchase intention through only two variables (i.e. brand trust and OBC trust), and positive eWOM intention through only three variables. In addition, the present study shows the moderating capacity of gender and, to a lesser extent, of age on the effect of brand trust, OBC trust and repurchase intention on positive eWOM. Although no hypothesis about this moderation was formulated in this study, the results contribute to the enhancement of knowledge about the model's relationships as no previous work has analysed this aspect. This study, therefore, contributes to the marketing literature by broadening the knowledge of the effects of trust on consumer-brand relationships in the context of OBCs.

The results also have important implications for marketing practice. First, to obtain a better relationship with OBC members, and thus achieve higher levels of loyalty (i.e. repurchase and positive eWOM intention), OBC managers should promote both brand trust and trust in the community itself. To achieve these objectives, the sponsoring brand must act honestly, credibly and dependably in its relationship with consumers. In addition, to strengthen trust in the brand, managers might extend product warranties and facilitate returns and claims procedures. Regarding OBC trust, community managers should publish authentic and useful content, avoid manipulation and suppression of negative content and create an atmosphere of freedom that encourages interaction between members. OBC managers might also improve the protection of consumer privacy, for example by offering choices between various levels of self-disclosure and by committing not to use OBC information for commercial purposes. This will help to encourage behaviours beneficial for the brand, such as repurchase and eWOM. Moreover, the results showed that repurchase positively influences eWOM. Thus, brand managers can use loyalty programmes and promotions to increase sales, because their effect will be twofold, on sales and on eWOM.

This study has some limitations. First, the sample is large and proportional with respect to gender but was obtained by a convenience sampling procedure in a single country, which reduces the ability to generalise the results to other contexts. Future studies should use probability sampling for data collection in different countries. Second, although millennials are characterised by their greater use of the internet, it would be advisable to extend the research to other generations so that the model can be validated across the whole OBC user population. Finally, although brand trust and OBC trust have been confirmed as key variables for increasing repurchase intention and positive eWOM intention, to increase the explanatory capacity of the model future studies might consider other relational variables, such as brand engagement, brand attachment and community identification.

References

- Aggarwal, P. (2004), "The effects of brand relationship norms on consumer attitudes and behaviour", *Journal of Consumer Research*, Vol. 31 No. 1, pp. 87-101.
- Akrout, H. and Nagy, G. (2018), "Trust and commitment within a virtual brand community: the mediating role of brand relationship quality", *Information and Management*, Vol. 55 No. 8, pp. 939-955.

- Algesheimer, R., Dholakia, U.M. and Herrmann, A. (2005), "The social influence of brand community: evidence from European car clubs", *Journal of Marketing*, Vol. 69 No. 3, pp. 19-34.
- Barclay, D., Higgins, C. and Thompson, R. (1995), "The partial least squares (PLS) approach to causal modeling: personal computer adoption and use an illustration", *Technology Studies*, Vol. 2 No. 2, pp. 285-309.
- Belanche, D., Casaló, L.V., Flavián, C. and Guinaliu, M. (2019), "Reciprocity and commitment in online travel communities", *Industrial Management and Data Systems*, Vol. 119 No. 2, pp. 397-411.
- Bolton, R., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y.K. and Solnet, D. (2013), "Understanding Generation Y and their use of social media: a review and research agenda", *Journal of Service Management*, Vol. 24 No. 3, pp. 245-267.
- Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013), "Consumer engagement in a virtual brand community: an exploratory analysis", *Journal of Business Research*, Vol. 66 No. 1, pp. 105-114.
- Brown, T.J., Barry, T.E., Dacin, P.A. and Gunst, R.F. (2005), "Spreading the word: investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context", *Journal of the Academy of Marketing Science*, Vol. 33 No. 2, pp. 123-138.
- Bruhn, M., Schnebelen, S. and Schäfer, D. (2014), "Antecedents and consequences of the quality of e-customer-to-customer interactions in B2B brand communities", *Industrial Marketing Management*, Vol. 43 No. 1, pp. 164-176.
- Casaló, L.V., Flavián, C. and Guinaliu, M. (2007), "The impact of participation in virtual brand communities on consumer trust and loyalty: the case of free software", *Online Information Review*, Vol. 31 No. 6, pp. 775-792.
- Casaló, L.V., Flavián, C. and Guinaliu, M. (2008), "The role of satisfaction and website usability in developing customer loyalty and positive word of mouth in the e-banking services", *International Journal of Bank Marketing*, Vol. 26 No. 6, pp. 399-417.
- Casaló, L.V., Flavián, C. and Guinaliu, M. (2011), "The generation of trust in the online services and product distribution: the case of Spanish electronic commerce", *Journal of Electronic Commerce Research*, Vol. 12 No. 3, pp. 199-213.
- Casaló, L.V., Cisneros, J., Flavián, C. and Guinaliu, M. (2009), "Determinants of success in open source software networks", *Industrial Management and Data Systems*, Vol. 109 No. 4, pp. 532-549.
- Cepeda, G., Nitzl, C. and Roldán, J.L. (2017), "Mediation analyses in partial least squares structural equation modeling: guidelines and empirical examples", in Latan, H. and Noonan, R. (Eds), *Partial Least Squares Path Modeling*, Springer, Cham, pp. 173-195.
- Chaudhuri, A. and Holbrook, M.B. (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", *Journal of Marketing*, Vol. 65 No. 2, pp. 81-93.
- Chin, W.W. (1998), "The partial least squares approach for structural equation modelling", in Marcoulides, G.A. (Ed.), *Modern Methods for Business Research*, Lawrence Erlbaum Associates, London, pp. 236-295.
- Coelho, A., Bairrada, C. and Peres, F. (2019), "Brand communities' relational outcomes, through brand love", *Journal of Product and Brand Management*, Vol. 28 No. 2, pp. 154-165.
- Corritore, C.L., Kracher, B. and Wiedenbeck, S. (2003), "Online trust: concepts, evolving themes, a model", *International Journal of Human-Computer Studies*, Vol. 58 No. 6, pp. 737-758.
- Cronbach, L.J. (1951), "Coefficient alpha and the internal structure of tests", *Psychometrika*, Vol. 16 No. 3, pp. 297-334.
- De Matos, C.A. and Rossi, C.A.V. (2008), "Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators", *Journal of the Academy of Marketing Science*, Vol. 36 No. 4, pp. 578-596.
- Delgado-Ballester, E., Palazón, M. and Pelaez-Muñoz, J. (2017), "This anthropomorphised brand is so loveable: the role of self-brand integration", *Spanish Journal of Marketing - ESIC*, Vol. 21 No. 2, pp. 89-101.

- Dijkstra, T.K. and Henseler, J. (2015a), "Consistent and asymptotically normal PLS estimators for linear structural equations", *Computational Statistics and Data Analysis*, Vol. 81, pp. 10-23.
- Dijkstra, T.K. and Henseler, J. (2015b), "Consistent partial least squares path modeling", *MIS Quarterly*, Vol. 39 No. 2, pp. 297-316.
- Falk, R.F. and Miller, N.B. (1992), *A Primer for Soft Modeling*, University of Akron Press, Akron.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Fournier, S. (1998), "Consumers and their brands: developing relationship theory in consumer research", *Journal of Consumer Research*, Vol. 24 No. 4, pp. 343-373.
- Fournier, S. and Lee, L. (2009), "Getting brand communities right", *Harvard Business Review*, Vol. 87 No. 4, pp. 105-111.
- Gibreel, O., AlOtaibi, D.A. and Altmann, J. (2018), "Social commerce development in emerging markets", *Electronic Commerce Research and Applications*, Vol. 27, pp. 152-162.
- Ha, H.Y. and Perks, H. (2005), "Effects of consumer perceptions of brand experience on the web: brand familiarity, satisfaction and brand trust", *Journal of Consumer Behaviour*, Vol. 4 No. 6, pp. 438-452.
- Hair, J.F.J., Hult, G.T.M., Ringle, C. and Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 2nd ed., SAGE Publications, Thousand Oaks, CA.
- Hair, J.F., Sarstedt, M., Hopkins, L. and Kuppelwieser, V.G. (2014), "Partial least squares structural equation modeling (PLS-SEM): an emerging tool in business research", *European Business Review*, Vol. 26 No. 2, pp. 106-121.
- Hajli, N., Sims, J., Zadeh, A.H. and Richard, M.-O. (2017), "A social commerce investigation of the role of trust in a social networking site on purchase intentions", *Journal of Business Research*, Vol. 71, pp. 133-141.
- He, H., Li, Y. and Harris, L. (2012), "Social identity perspective on brand loyalty", *Journal of Business Research*, Vol. 65 No. 5, pp. 648-657.
- Hennig-Thurau, T., Malthouse, E.C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A. and Skiera, B. (2010), "The impact of new media on customer relationships", *Journal of Service Research*, Vol. 13 No. 3, pp. 311-330.
- Henseler, J., Hubona, G. and Ray, P.A. (2016), "Using PLS path modeling in new technology research: updated guidelines", *Industrial Management and Data Systems*, Vol. 116 No. 1, pp. 2-20.
- Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modeling", *Journal of the Academy of Marketing Science*, Vol. 43 No. 1, pp. 115-135.
- Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009), "The use of partial least squares path modeling in international marketing", *Advances in International Marketing*, Vol. 20, pp. 277-319.
- Hung, K.H. and Li, S.Y. (2007), "The influence of eWOM on virtual consumer communities: social capital, consumer learning and behavioral outcomes", *Journal of Advertising Research*, Vol. 47 No. 4, pp. 485-495.
- Hur, W.M., Ahn, K.H. and Kim, M. (2011), "Building brand loyalty through managing brand community commitment", *Management Decision*, Vol. 49 No. 7, pp. 1194-1213.
- IABSpain (2018), "Estudio anual de redes sociales 2018", available at: https://iabspain.es/wp-content/uploads/estudio-redes-sociales-2018_vreducida.pdf *Telematics and Informatics*
- Islam, J.U. and Rahman, Z. (2017), "The impact of online brand community characteristics on customer engagement: an application of stimulus-organism-response paradigm", *Telematics and Informatics*, Vol. 34 No. 4, pp. 96-109.
- Jain, N.K., Kamboj, S., Kumar, V. and Rahman, Z. (2018), "Examining consumer brand relationships on social media platforms", *Marketing Intelligence and Planning*, Vol. 36 No. 1, pp. 63-78.

- Jensen, J.M. and Wagner, C. (2018), "A cross-national comparison of millennial consumers' initial trust towards an e-travel website", *Marketing Intelligence and Planning*, Vol. 36 No. 3, pp. 318-333.
- Kamboj, S., Sarmah, B., Gupta, S. and Dwivedi, Y. (2018), "Examining branding co-creation in brand communities on social media: applying the paradigm of stimulus-organism-response", *International Journal of Information Management*, Vol. 39, pp. 169-185.
- Kang, M. and Shin, D.-H. (2016), "The effect of customers' perceived benefits on virtual brand community loyalty", *Online Information Review*, Vol. 40 No. 3, pp. 298-315.
- Kang, M., Shin, D.-H. and Gong, T. (2016), "The role of personalization, engagement, and trust in online communities", *Information Technology and People*, Vol. 29 No. 3, pp. 580-596.
- Kim, M.-S. and Kim, H.-M. (2017), "The effect of online fan community attributes on the loyalty and cooperation of fan community members: the moderating role of connect hours", *Computers in Human Behavior*, Vol. 68, pp. 232-243.
- Kim, E., Sung, Y. and Kang, H. (2014), "Brand followers' retweeting behavior on twitter: how brand relationships influence brand electronic word-of-mouth", *Computers in Human Behavior*, Vol. 37, pp. 18-25.
- Laroche, M., Habibi, M.R., Richard, M.-O. and Sankaranarayanan, R. (2012), "The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty", *Computers in Human Behavior*, Vol. 28 No. 5, pp. 1755-1767.
- Liu, L., Lee, M.K.O., Liu, R. and Chen, J. (2018), "Trust transfer in social media brand communities: the role of consumer engagement", *International Journal of Information Management*, Vol. 41, pp. 1-13.
- Luo, Q. and Zhang, H. (2016), "Building interpersonal trust in a travel related virtual community: a case study on a Guangzhou couchsurfing community", *Tourism Management*, Vol. 54, pp. 107-121.
- McAlexander, J.H., Schouten, J.W. and Koenig, H.F. (2002), "Building brand community", *Journal of Marketing*, Vol. 66 No. 1, pp. 38-54.
- Martínez-López, F.J., Anaya-Sánchez, R., Aguilar-Illescas, R. and Molinillo, S. (2016), *Online Brand Communities. Using the Social Web for Branding and Marketing*, Springer.
- Martínez-López, F.J., Anaya-Sánchez, R., Molinillo, S., Aguilar-Illescas, R. and Estaban-Millat, I. (2017), "Consumer engagement in an online brand community", *Electronic Commerce Research and Applications*, Vol. 23, pp. 24-37.
- Marzocchi, G., Morandin, G. and Bergami, M. (2013), "Brand communities: loyal to the community or to the brand?", *European Journal of Marketing*, Vol. 47 Nos 1/2, pp. 93-114.
- Matzler, K., Grabner-Kräuter, S. and Bidmon, S. (2008), "Risk aversion and brand loyalty: the mediating role of brand trust and brand affect", *Journal of Product and Brand Management*, Vol. 17 No. 3, pp. 154-162.
- Molinillo, S., Anaya-Sánchez, R. and Liébana-Cabanillas, F. (2019), "Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites", *Computers in Human Behavior*, Vol. 108, p. 10598.
- Muñiz, A.M. and O'Guinn, T.C. (2001), "Brand communities", *Journal of Consumer Research*, Vol. 27 No. 4, pp. 412-432.
- Munnukka, J., Karjalainen, H. and Tikkanen, A. (2015), "Are Facebook brand community members truly loyal to the brand?", *Computers in Human Behavior*, Vol. 51, pp. 429-439.
- Nitzl, C., Roldan, J.L. and Cepeda-Carrion, G. (2016), "Mediation analysis in partial least squares path modeling: helping researchers discuss more sophisticated models", *Industrial Management and Data Systems*, Vol. 116 No. 9, pp. 1849-1864.
- Nunnally, J.C. and Bernstein, I.H. (1994), *Psychometric Theory*, McGraw-Hill, Nueva York.
- Papista, E., Chrysochou, P., Krystallis, A. and Dimitriadis, S. (2018), "Types of value and cost in consumer-green brands relationship and loyalty behaviour", *Journal of Consumer Behaviour*, Vol. 17 No. 1, pp. 101-113.
- Popp, B. and Woratschek, H. (2016), "Introducing branded communities in sport for building strong brand relations in social media", *Sport Management Review*, Vol. 19 No. 2, pp. 189-197.

- Porter, C.E. and Donthu, N. (2008), "Cultivating trust and harvesting value in virtual communities", *Management Science*, Vol. 54 No. 1, pp. 113-128.
- Ringle, C.M., Wende, S. and Becker, J.-M. (2015), *SmartPLS 3*, SmartPLS, Bönningstedt.
- Roldán, J.L. and Sánchez-Franco, M.J. (2012), "Variance-Based structural equation modeling: guidelines for using partial least squares in information systems research", in Mora, M., Gelman, O., Steenkamp, A. and Raisinghani, M. (Eds), *Research Methodologies, Innovations and Philosophies in Software Systems Engineering and Information Systems*, IGI Global, pp. 193-221.
- Roldán, J.L., Sánchez-Franco, M.J. and Real, J.C. (2017), "From frequency of use to social integration: the mediation of routinization and infusion in Tuenti community", *European Research on Management and Business Economics*, Vol. 23 No. 2, pp. 63-69.
- Sarstedt, M., Henseler, J. and Ringle, C.M. (2011), "Multi-group analysis in partial least squares (PLS) path modeling: alternative methods and empirical results", *Advances in International Marketing*, Vol. 22, pp. 195-218.
- Serra-Cantalops, A., Ramon-Cardona, J. and Salvi, F. (2018), "The impact of positive emotional experiences on eWOM generation and loyalty", *Spanish Journal of Marketing – ESIC*, Vol. 22 No. 2, pp. 142-162.
- Shan, Y. and King, K.W. (2015), "The effects of interpersonal tie strength and subjective norms on consumers' brand-related eWOM referral intentions", *Journal of Interactive Advertising*, Vol. 15 No. 1, pp. 16-27.
- Sijoria, C., Mukherjee, S. and Datta, B. (2018), "Impact of the antecedents of eWOM on CBBE", *Marketing Intelligence and Planning*, Vol. 36 No. 5, pp. 528-542.
- Sung, Y., Kim, Y., Kwon, O. and Moon, J. (2010), "An explorative study of Korean consumer participation in virtual brand communities in social network sites", *Journal of Global Marketing*, Vol. 23 No. 5, pp. 430-445.
- Tenenhaus, M., Vinzi, V.E., Chatelin, Y.M. and Lauro, C. (2005), "PLS path modelling", *Computational Statistics and Data Analysis*, Vol. 48 No. 1, pp. 159-205.
- Urueña, A. and Hidalgo, A. (2016), "Successful loyalty in e-complaints: FsQCA and structural equation modeling analyses", *Journal of Business Research*, Vol. 69 No. 4, pp. 1384-1389.
- Wang, Y.J., Butt, O.J. and Wei, J. (2011), "My identity is my membership: a longitudinal explanation of online brand community members' behavioral characteristics", *Journal of Brand Management*, Vol. 19 No. 1, pp. 45-56.
- Wang, K.Y., Ting, I.H. and Wu, H.J. (2013), "Discovering interest groups for marketing in virtual communities: an integrated approach", *Journal of Business Research*, Vol. 66 No. 9, pp. 1360-1366.
- Woisetschlager, D.M., Hartleb, V. and Blut, M. (2008), "How to make brand communities work: antecedents and consequences of consumer participation", *Journal of Relationship Marketing*, Vol. 7 No. 3, pp. 237-256.
- Yeh, Y.-H. and Choi, S.M. (2011), "MINI-lovers, maxi-mouths: an investigation of antecedents to eWOM intention among brand community members", *Journal of Marketing Communications*, Vol. 17 No. 3, pp. 145-162.
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.
- Zhang, M., Guo, L., Hu, M. and Liu, W. (2017), "Influence of customer engagement with company social networks on stickiness: mediating effect of customer value creation", *International Journal of Information Management*, Vol. 37 No. 3, pp. 229-240.

Corresponding author

Sebastián Molinillo can be contacted at: smolinillo@uma.es

Authors	Relationships	Differences between the studies
Akrouf and Nagy (2018)	Firm-initiated virtual brand community (FIVEC) trust → brand relationship quality → WOM	Brand trust is considered a dimension of the second-order construct brand relationship quality. This research focuses on Facebook. Other measurement scales are used
Bruhn <i>et al.</i> (2014)	Brand trust → brand community trust	This focuses on B2B brand communities. Other measurement scales are used
Casaló <i>et al.</i> (2007)	Brand trust → brand loyalty	This focuses on one brand community in particular. Other measurement scales are used
Gibreel <i>et al.</i> (2018)	Brand trust → intention to buy	This focuses on social commerce on Instagram
Haji <i>et al.</i> (2017)	Trust → purchase intention	This focuses on social commerce on Instagram. Other scales are used
Hur <i>et al.</i> (2011)	Brand community trust → brand community commitment → WOM	This focuses on female brand communities. The relationship between brand trust and WOM is mediated by brand community commitment
Jain <i>et al.</i> (2018)	Brand trust → brand loyalty; Brand trust → WOM	Other measurement scales are used
Kamboj <i>et al.</i> (2018)	Brand trust → brand loyalty	The measurement scale used for brand loyalty is different
Kang <i>et al.</i> (2016)	Brand community trust → brand community engagement	The relationship is different. In addition, brand community trust is measured by a different scale
Kim and Kim (2017)	Trust → loyalty	This focuses on online fan communities. Other scales are used
Kim <i>et al.</i> (2014)	Brand trust → number of retweets	This focuses on Twitter. It does not relate brand trust with eWOM, but with the number of retweets
Laroche <i>et al.</i> (2012)	Brand trust → brand loyalty	Other measurement scales are used
Martínez-López <i>et al.</i> (2017)	OBC trust → OBC identification; OBC trust → OBC engagement	The relationships studied are different
Marzocchi <i>et al.</i> (2013)	Brand trust → attitudinal loyalty	This focuses on a specific brand community. Other measurement scales are used
Molinillo <i>et al.</i> (2019)	Community trust → customer engagement → positive eWOM intention; customer engagement → repurchase intention	This focuses on Facebook and social commerce. The relationships are different. Other measurement scales are used
Porter and Donthu (2008)	Trust in a community sponsor → loyalty intentions	The relationship is different. Other measurement scales are used

Table A1.
Originality of this study