

THE ROLE OF BRAND COMMUNITY COMMITMENT IN CREATING LOYALTY

PERAN KOMITMEN KOMUNITAS MEREK DALAM MENCIPTAKAN LOYALITAS

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ABSTRACT

The present study aimed to analyze factors that lead to brand loyalty in community setting. A survey was carried out on a sample of 162 Panther Mania members. The proposed model was evaluated by using structural equation modelling. The mediating effects of brand community commitment were tested using Baron and Kenny's (1986) logic. The results indicate that self-congruity positively influences affective commitment stronger than continuence commitment. In addition, Both Brand affective commitment and brand continuence commitmen play a full mediaing effect for relationships. Brand affective commitment and continuence commitment were found to play a full mediating role in the raltionship between self-congruity and repurchase intention. Despite the mediating effect was stronger continuence commitment than affective commitment First, the next future need to add sample from more hedonic car community. Second, it should be able to incorporates qualitative and quantitave study to get more aqurate results. Third, reaserchs should conceptualize it more specifically whether the community in next studies categorized on simple brand community, brand communities or brand subculture.

Keywords: Brand loyalty, Brand Management, Panther Mania Community

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mengarah pada loyalitas merek dalam lingkungan komunitas. Survei dilakukan pada sampel 162 anggota Panther Mania. Model yang diusulkan dievaluasi dengan menggunakan pemodelan persamaan struktural. Efek mediasi dari komitmen komunitas merek diuji dengan menggunakan logika Baron dan Kenny (1986). Hasil penelitian menunjukkan bahwa kesesuaian diri secara positif mempengaruhi komitmen afektif lebih kuat daripada komitmen berkelanjutan. Selain itu, komitmen afektif merek dan komitmen kontinuitas merek memainkan efek media penuh untuk hubungan. Komitmen afektif merek dan komitmen kontinuitas ditemukan memainkan peran mediasi penuh dalam hubungan antara self-congruity dan niat beli ulang. Meskipun efek mediasi lebih kuat pada continuence commitment dibandingkan affective commitment, penelitian selanjutnya perlu menambahkan sampel dari komunitas mobil yang lebih hedonis. Kedua, penelitian selanjutnya dapat menggabungkan studi kualitatif dan kuantitatif untuk mendapatkan hasil yang lebih akurat. Ketiga, penelitian selanjutnya perlu mengkonseptualisasikan secara lebih spesifik apakah komunitas dalam penelitian selanjutnya dikategorikan sebagai komunitas merek sederhana, komunitas merek, atau subkultur merek.

Kata kunci: Loyalitas Merek, Manajemen Merek, Komunitas Panther Mania

INTRODUCTION

Research in the field of marketing about brand community continues to grow also as in automotive world as well (Stewart, 1998). The car is a product which is no longer as means of transportation but also become an object of fantasy, pleasure, prestige, and phenomena associated with culture (Schouten-McAlexander 1995; Belk 1996). The Manufacturing industries is one Indonesia;s economic buffer besides

agriculture and mining sector. One of the manufacturing industry drivers in Indonesia is the automotive industry. And it would influence on national economic growth. Meanwhile Indonesia is the third invesment destination of automotive in southeas asia. Indonesia should improve the automotive industries competitiveness to compete with Thailand and Malaysia to be the leading automotive investment destination in the region. The

characteristics of the domestic market are unique because cars with features and comfort over rivals coupled with various loyalty programs provided by a manufacturer does not necessarily make consumers loyal. Brand loyalty among marketing scholars can be seen as something special where consumers have a great psychological bond to the brand entity they consume (Fournier, 1998). The influence of competitors have the potential switching cost of the consumer choices but if consumers have a deep commitment, they will continue to repurchase products or services they have used before (Shsomial and Heere, 2015).

The presence of internet network allows all members of the community to interact each other in a variety of social media platform that is not geographically limited (Granirz and Ward 1996; Tambyah 1996). Nowadays consumers easily compare one product to another only by visiting the online community platform to ask questions or just read the conversations that already exist made by other community members. Brand communities were proven as tool find ways to understand loyalty (McAlexander, Schouten & Koenig, 2002). Marketers believe that facilitating the brand community has an efficient and effective cost to find new customers and retain the existing ones (Algesheimer, Dholakia, and Hermann, 2005). In a 2009 report by Forrester Research Inc., 95 percent of marketers stated that they would invested in social media or at least maintain the level of investment despite the global economic downturn.

The object of this research is Panther Mania Community members. This community has been officially established since 2009, which was initiated by the interaction among members in panthermania@yahooogroups.com. Eight years

later the community achieve more than 1200 members. The Panther Mania community accommodates all types of Panther MPV (multi point vehicle) models or pick-ups as well.

Japanese automotive manufacturers still dominate the automotive industry market share in Indonesia. The automotive competition map in Indonesia is dominated by low MPV, low SUV and low cost green car. Inevitably, automotive manufacturers who dominate the market in this country have at least one product line from these 3 types of cars. However, not all manufacturers that have all three types of products are successfully enduring the competition in car sales in Indonesia. American manufacturers Ford and Chevrolet went out from Indonesia who could not stand the onslaught of rivals in winning the automotive market in Indonesia. In addition to Japanese, European, Indian and Korean manufacturers, some Chinese manufacturers have also begun to seriously work on the Indonesian automotive market as evidenced by Wuling Motors which makes car assembly parts in Indonesia. The MPV medium market in Indonesia is also interesting to watch. Consumers in Indonesia like cars that have rear wheels and use ladder frames-chassis. Toyota Innova is one of the types of MPV medium that fills the criteria and is as if it is playing in the market alone. And it includes the top five best-selling car in Indonesia under the low cost green car and other 1.5L cars. That means the rear wheel drive MPV medium market using ladder frames-chassis still has a wide opportunity to be worked on by other automotive manufacturers are playing in Indonesia.

Loyalty could not be created by overnight (Shaomial and Heere, 2015). Provides economic benefits only (such

as coupons, discounts, free service programs) is difficult to increase consumer loyalty in various ways (Gustafsson et. Al., 2005). It needs a holistic method which requires marketing strategies that can be adapted to various types of loyalty (Kim et al, 2011). Some scientists understand that there are complex relational processes before consumers finally state loyalty to the product or service they use (Odine et al., 2001; Yi & La). According to Fullerton (2005) loyalty is about what consumers feel about their relationship to a brand. In general marketing scientists view commitment as something inherent among parties who have desire to maintain a relationship (Moorman, Zaltman, & Desphande, 1992; Morgan & Hunt).

Empirical studies showed that commitment influences consumer loyalty (Rauyruen & Miller, 2007; Robert, Varki, & Brodie, 2003; Walsh, Hennig-Thurau, Sassenberg, & Bornemann, 2010). Previous research conducted by Ahn et. al. (2011) have placed commitment in setting the automotive brand community but as a unidimensional construct. This study will adopt the organizational commitment model initiated by Allen and Mayer (1990) which consists of three components, namely affective, continuous, and normative commitment, in order to understand in more detail the dimensions of the commitment construct in relation to loyal behavior. But in this study only adopted affective commitment and continuity commitment only.

In general, in the field of marketing only two components affective and continuous (Fullerton, 2003; Gilliland & Bello, 2002; Harrison-Walker, 2001). The reason not to include the normative component in this study are first the effect of normative commitment is

almost always heading in the same line with affective commitment and it has a weaker influence when both are tested in organizational literature (Meyer & Allen 1997). Second normative commitment is usually highly correlated with affective commitment. Hence organizational behavior researchers question how differ the distinction between those two construct (O'Reilly, Chatman, & Caldwell, 1991).

The dimension of consumer loyalty consists of three model variables that have been used by Kim et. al (2011) consist of repurchase Intention, Word-of-Mouth of Brand, and Constructive Complaint of Brand. In the research only repurchase intention would be adopted as consumer loyalty dimension. Research conducted by Shamah et. al (2017) regarding self-congruity as an antecedent of loyalty shows that self-congruity has a significant effect on loyalty. Direct relationships of self-congruity and customer loyalty have been conducted in several studies (eg, Sirgy, 1986; Back, 2005; Kressmann et al., 2006; Sirgy, Lee, Johar, & Tidwell, 2008; Liu et. Al., 2012). But there has never been a research that put self-congruity as an antecedent of commitment which is a construct that plays an important role that causes loyalty.

There are several reasons for encouraging members to join a brand community, such as knowledge, excitement and self-esteem (Sukoco and Wu, 2010). Consumers participate in the Apple Newton community because they want to solve certain problems or learn new applications on these products (Muniz and Schau, 2005). Fun refers to feelings of pleasure that attract and energize someone to become a member of the brand community (Wann, Schrader, and Wilson, 1999). Self-esteem refers to consumer interested in

creating and maintaining self-concepts by participating in the brand community (Sukoco and Wu, 2010), such as for example building ideas for companies or products that are reflected in company management decisions.

In previous studies there have been studies of brand communities that examined commitment to brand loyalty in brand loyalty studies but were not examined it in the model created by Allen & Mayer (1990) which breaks down into two constructs of affective commitment and continuity commitment. Because commitment to consumers can be psychological or functional. Some scientists acknowledge commitment as a source of customer loyalty (Fullerton, 2011; Meyer and Allen, 1997; Morgan and Hunt, 1994). In previous studies trust and affect which has long been an antecedent of commitment in many previous studies (Chaudhuri and Holbrook, 2001; Harris and Goode, 2004; Carroll and Ahuvia), Given that there are currently no studies examining the effect of self-congruity on customer loyalty through commitment, this study will put add self-congruity as an sole antecedent of commitment. According to Kim et. al. (2011) self-congruity variables are worth considering and testing as antecedents of commitment.

The purpose of this study will first be to analyze the relationship between self-congruity on brand community affective commitment and brand community commitment commitment. The second will analyze the effect of affective commitment and continuity commitment on Repurchase Intention of Brand.

THEORETICAL BACKGROUND AND RESEARCH HYPOTHESES Brand Community Commitment

A brand community is a group of brand loyalists who are structurally constructed and are not limited to geographical areas (Muniz & O'Guin, 2001). According to Sukoco and Wu (2010) there are two main motivations that make a person motivated to join a brand community. The first is related to self-related motivation and the second is social-related motivation. Self-related motivation includes three elements such as knowledge, pleasure, and esteem. Knowledge refers to the consumer's interest to learn more about a product or to find solutions when facing problems the product they use. Pleasure is a feeling of happiness that attract and energizes someone to become a member of the brand community (Wann, Schrader, and Wilson, 1999), and esteem is a feeling in which members feel they have achievements when the brand community is successful because of involvement of themselves (Sukoco and Wu, 2010). Social-related motivation is a person's interest in affiliation to build relationships with certain brand communities and obtain social status (Sukoco and Wu 2010). These affiliation motives form brotherhood as fellow Harley bikers did (Schouten and McAlexander, 1995) which serve as the basis for their behavioral intentions.

Commitment is consumer confidence in the current affective and functional benefits when to continue the existing relationships rather than terminate it (Geyskens et al., 1996). The study conducted by Jang et. al. (2008) and Filler et. al. (2007) which focuses on the mediating role of community commitment which has identified this construct as positively affecting brand performance, such as brand loyalty.

This study will explain multidimensional commitment in the model created by Allen & Mayer (1990) into two constructs of affective

commitment and continuity commitment. Affective commitment is a deep consumer emotional relationship to a brand (Mc Alexander et al., 2002 and Candan et. Al, 2012). Continuance commitment is a consumer relationship to a brand that is not deep because when they meet the perceive high switching costs and other alternatives that are more profitable they will switch brands (Yilidrim et. Al, 2012).

Self-Congruity

Self-congruity is the level of conformity between self-concept with the personality of users of a brand (Helgeson and Supphellen, 2004). The concept of self is how people look themselves regarding thoughts, perceptions and act (Potter & Perry, 2009). In the realm of marketing there are at least two opinions from marketing scholar (Sirgy, 1985) and (Helgeson and Supphellen, 2004). According to Sirgy et. al. (1997) self-congruity is the behavior of consumers when they compare their image with the image of a store, product, and brand.

Repurchase intention

Repurchase intention is a consumer's decision to repurchase a particular service from the same company by considering their current situation (Lacey and Morgan, 2007). In this research, the interest in repurchasing is done by community members who have used previous products. Mosavi and Ghaedi (2012) expressed the interest in repurchasing to provide acceptable proxies for actual buying behavior.

Hypotheses

Self-congruity and Affective commitment

Congruity theory according to Osgood and Tannenbaum (1955) customers are more likely to have

favorable attitudes and behaviors when they find objects or events that are in accordance with their beliefs. Social psychology researchers Osgood and Tannenbaum (1955) asserted the impact of this congruity is evidenced by the quality of a positive relationship to produce a positive attitude such as satisfaction and affective commitment. In the context of consumer behavior, consumers who are emotionally bound to the product will predict their commitment to certain brand or object (Yusuf and Arifin, 2016). Emotional attachments are also predicted as consumer commitments (Drigotas & Rusbult, 1992). Research conducted by Yusuf and Arifin (2016) that self-congruity has a significant effect on emotional attachment.

H1: There is positive Self-congruity and Affective commitment

Self-congruity and Continuance commitment

There have been many studies on self-congruity in the area of products, brands, and stores (eg Jamal & Goode, 2001). The results of this study indicate that self-congruity influences consumer behavior both directly and indirectly through functional aspects of products, brands, or retail stores (Sirgy, Johar, Samli, & Claiborne, 1991). The results of image congruity research conducted by Sirgy and Samli (1985) specifically examined the role of functional store images in congruity theory on store loyalty found that the functional store image mediated the relationship between congruity and store loyalty. Research conducted by Baloglu & Usakli (2010) confirms that there is a positive relationship between self-congruity and behavioral intention. According to Martineau (1985) in the context of image marketing consists of two main characteristics functional and

psychological aspects. Continuance Commitment is one of the characteristics of brand and consumer relations (Fullerton, 2005). Consumers consume a brand repeatedly because they find the personality of a brand in accordance with the interpretation of their personalities (Aaker, 1997) attached to consumers through action, use and consumption (Holt, 2003). Research (Lee & Lee, 2015) there was a positive relationship between self-congruity and repurchase intention, considered that repurchase intention includes dimensions of behavioral intention.

H2: There is positive relationship Self-congruity and Continuance commitment

Affective commitment and Repurchase intention

Affective commitment can be said to be a stage where consumers are considered loyal because they are pleasant about the product or service and always buy the brand (Fullerton, 2005). Brand Community is a bridge in this process where consumers share identification of the brands they use (McAlexander et. Al., 2002). Overt time members who are active in the community both online and offline share stories about Isuzu Panther they increasingly love their cars. Those who already love Isuzu Panther and see other members modifying their Isuzu Panther and make it look more beautiful it would increase their love to their own Isuzu Panther. They will conclude that panther is more interesting than what has been perceived so far and will influence them to keep buying Isuzu Panther. Brand loyalty according to Oliver (1999, p. 34) when consumers have a deep commitment to repurchase or subscribe even though faced with choices that trigger switching behavior. Whereas repurchase intention is one dimension of brand loyalty. For example enthusiast or

collector of Mercedes-Benz, they will continue to buy the car to replace or add other types of Mercedes-Benz with a new series or even hunt for rare items at any price they will still persist to buy because they are emotionally bound hence willing to pay premium pricing.

H3: There is positive relationship Affective commitment and Repurchase intention

Continuance commitment and Repurchase intention

If consumers have a continuance commitment they will be hard to leave because of the few alternatives better available (Fullerton, 2005). Brand community identification can produce commitment to the brand community, psychological ties that describe harmony between members (Meyer & Allen, 1991). Experience and shared values are the basis for creating brand community identification (Carlson, Suter, & Brown, 2008). In the context of the community, for example, there are people who buy Isuzu Panther not because they love Isuzu Panther, but they are considering a multi-point vehicle that has strong durability, efficient fuel consumption, and an affordable price compared to rivals. Incidentally in Indonesia there is a panther mania community which is a forum for those users of Isuzu Panther. Because they already have Isuzu Panther they use the momentum to join the community to get functional benefits in the community for example in terms of car repair or because they want to make new friends because in the community there are many experts and experiences that can be shared by other community members. After they feel that they are benefiting from the functionality they get from the community they will think about buying a panther because of the ease of information if there is a problem with their car. There is a concern to

speculate (side-bet) to move to another product. Identification in the brand community can be translated that community members will likely buy the same brand, share their brand experience, and get the same functional utilization from consuming the same brand (Zhou et al., 2012).

H4: There is positive relationship between Continuence commitment and Repurchase intention

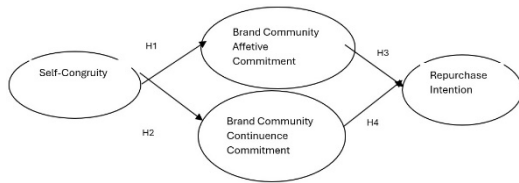


Figure 1. Research Framework

RESEARCH METHODS

Sample

Data for the study were collected from a survey of 162 (155 males and 7 female) members of panther mania community. There were three catagories of characteristic data gender, education and duration. The majority of respondents were graduate education of 96 with a percentage (59.3%). Then there were 37 high schools or 22.8% and 29 junior high school graduates or 17.9%. The respondents chosen for this study had joined to this club for at least one year. Therefore it was expected they have participated in a series of activities ranging from local, provincial and national scale hence that they can take impressions while participating in these activities. Most respondents who have joined the Panther Mania club for more than three years with 66 percentages (40.7%). Data collection was carried out by distributing questionnaires with random sampling using Google forms and were shraed to Whatsapp group of Panther Mania anniversary and through Facebook Direct Message assisted by Panther Mania founder Heri Siswanto

and Panther Mania Decade Secretariat Joko Lasono, and all members friends of Panther Mania Community. All items in this study was translated into Indonesian so that could be understood by respondents. The study ran about two months before fasting until approaching the feast of 2019. The quistionnaire consisted of two section- one section wasdevoted to questions related demographic information, whereas the second consisted of items related to all study constructs.

Table 1. Respondent Identity

Details of respondent (n = 162)		Frequency (s)	%
Education	Middle	29	17.9%
	cchool	37	22.8%
	High school	96	59.3%
	Graduate		
Gender	Male	155	95.7%
	Female	7	4.3%
Duration	One year	22	13.6%
	Two years	42	25.9%
	Three years	32	19.8%
	More than three years	66	40.7

Validation and Reliablief of measures

Validity test related to the accuracy of a measurement that aims to assess a set of measurement indicators on the model truly reflects the latent construct of the model. The results of testing the size of a model through construct validity provide confidence that the size of items taken from the sample represents the actual score in the population. Based on confirmatory factor analysis according to Hair et. al, (1995) the minimum factor loading value is 0.30. According to Ghozali (2017) the minimum loading factor is 0.50. The construct validity is said to be valid if the standardized loading factor value is ≥ 0.5 (Hair et. Al. 2014). In addition, an indicator variable is said to be valid if the t-value ≥ 1.96 , referring to the 95 percent confidence level with an error of 0.05. Different with construct validity test the construct reliability test aims to measure

the reliability and internal consistency of the measured variables representing latent constructs. Reliability assessment is divided into two main measurements namely Variance Extracted (AVE) and Construct Reliability (CR). According to Hair et. al, (2014), the latent construct is said to be reliable if the minimum value of AVE is 0.5 and the minimum value of CR is 0.7. Based on Table 2., it is known that all latent variables have CR values ≥ 0.7 and AVE values ≥ 0.5 . This shows that all reliable variables are used as measurement tools for the latent construct.

Table 2. Factor Loadings

Factors	Factor loadings	Construct reliability	Variance extracted
Self-congruity		0.913	0.729
1 The characters of the Panther Mania members are more or less the same as me as a diesel car	0.804		
2 The activities in Pnther Mania reflect my who like touring and hanging out with friends	0.767		
3 Panther Mania suits me as a family because it is a community car for families	0.794		
4 The cars of Panther Mania members become to modify my own car	0.872		
Brand community affective commitment		0.915	0.731
1 I feel that I have a close friendship with the extended Panther Mania family	0.824		
2 Panther Mania gives great meaning to channeling my love towards my Isuzu Panther	0.764		
3 I feel Panther Mania is a car community that fits my personality who likes a tough and economical diesel car	0.705		
4 Because pa panther Mania is one of big car communities in Indonesia , I am proud to have joined	0.835		
Brand community continuence commitment		0.920	0.747
1 I will try to come to events organized by Panther Mania in various places	0.898		
2 I will exchange opinions or any information when gathering with other members not only about the car	0.888		
3 If I leave Panther Mania, I will not find a better Isuzu Panther community	0.722		
4 If I leave Panther Mania it will be more difficult for me to ask about the Isuzu	0.680		

Repurchase intention

0.939 0.794

- 1 If have more money I want to replace my current Isuzu Panther with a younger year 0.873
- 2 Despite Panther diesel engine technology is not common rail, I will still buy Panther because it is fuel efficient and maintenance is easy and inexpensive 0.785
- 3 If the Panther diesel engine technology changes to a common rail technology I will buy or replace my Panther with a new one 0.814
- 4 If I have more money, I will buy one more Isuzu Panther besides the old one 0.825

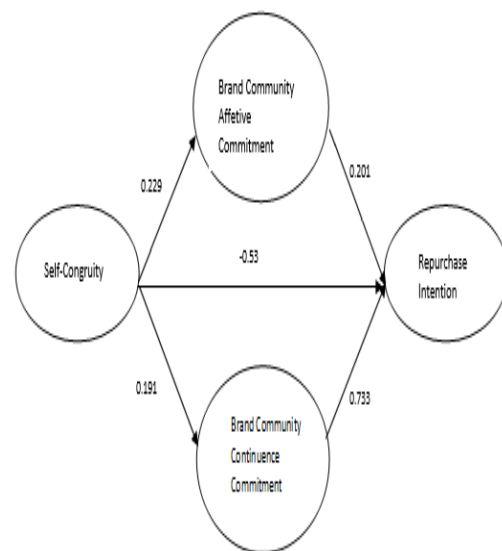


Figure 2. Full Model Result Image

RESULT

Self-congruity and brand community affective commitment

Self-congruity affects the brand community affective commitment. Then H1 is accepted. The self-congruity of Panther Mania members turned out to make them have an affective commitment to this community. The self-congruity of the members of this community makes them feel that by following Panther Mania will make them feel that there is a great bond of brotherhood, there will be a place to channel their love for Isuzu Panther, the pride of being a member because Panther

Mania is one of the car clubs the biggest in the country, and feel confident that this diesel car club is what they want. If stressing from the emotional side, there is a similarity between the construct between affective commitment and the emotional image construct. According to Digrotas & Rusbult (1992) emotional attachment is estimated to be a commitment from consumers. The direct effect shows that self-congruity has no direct effect on repurchase intention. But self-congruity is positively related to repurchase intention through brand community affective commitment.

Self-Congruity And Brand Community Continence Commitment

Self-congruity influences brand community commitment commitment. Thus H2 is received. If viewed from the aspect of functionality, the results of this study are in line with the research of Arrifin and Yusof (2005) because in their research there is a positive relationship between self-congruity and functional image. There is no direct effect of self-congruity on repurchase intention with. Self-congruity will end positively on repurchase intention through a brand community continuity commitment. Panther Mania's self-congruity can make them have the intention to buy Isuzu Panther with the rational commitment they have.

Brand community affective commitment and repurchase intention

Brand community affective commitment has a negative effect on repurchase intention. Then H3 is accepted. The findings in this study are in accordance with previous studies such as in Fullerton (2005) and Candan, et. al (2012) which states there is a positive relationship between affective commitment and repurchase intention.

This research shows that the more members have affective commitment, the more they have the intention to buy Isuzu Panther again. In many previous studies stated that someone who is emotionally bound will repurchase the product they love. Those who are affective bound will still buy Isuzu Panther again even though they have invested a lot for modification. And even though in the wait and see phase, hopefully there will be a new technology for the Isuzu Panther generation, which for almost 20 years there has been no significant change. They still want to buy back because they are attached affectively.

Brand community continence commitment and Repurchase Intention Brand community continuity commitment influence positively repurchase. The research is in accordance with Fullerton (2005) with consumers of GAP apparel products. This research shows that consumers are willing to buy this car not with an emotional impulse but with an encouraging rational commitment. In a sense at this stage they buy a car because it is attached to its functionality and economic value. It is proved that the panther is a medium car Multi-Purposed Vehicle (MPV) which has a large capacity of haulage and performance while still saving fuel and the price of spare parts which is very very affordable when compared to the large capacity of the car.

DISCUSSION

Self-congruity has a positive influence on brand community affective commitment. Self-congruity has a positive influence on brand community continence commitment but was smaller than self-congruity on brand community affective commitment. Brand community continence

commitment has a positive influence greater on repurchase intention than community affective commitment. However both of them have positive effect on repurchase intention. Continuance commitment obtained by Panther Mania members more stimulated them to have repurchase intention than affective commitment. In this research commitment is broken down multidimensionally into brand community affective commitment and brand community continuity commitment. This is what distinguishes previous research on commitment in the context of brand community. Brand community affective commitment becomes a full mediator of the relationship of self-congruity to repurchase intention. But brand community commitment has greater mediating effect in the relationship of self-congruity to repurchase intention than brand community affective commitment.

Theoretical implication

According to Chauduri and Holbrook (2001); Harris and Goode (2004); and Carroll and Ahuvia (2006) affect and trust have been placed as antecedents of commitment. In this study replaced them with self-congruity as antecedents of affective commitment and continuance commitment. Self-congruity has a positive effect both on positive affective commitment and continuance commitment. But self-congruity has a greater impact on affective commitment than on continuance commitment. Different with many previous studies continuance commitment had greater mediating effect on repurchase intention than affective commitment in self-congruity and repurchase intention relationship. For the next research it is suggested to use two different objects one of which

emphasizes functionality which is a type of car that is commonly used in the community for daily drive and further emphasizes the emotional and hedonic aspects, such as the Mercedes Benz or Harley Davidson community. It is better if the brand community is conceptualized more specifically whether it will be conceptualized as the simple brand community, brand communities or brand subculture as the model developed by Pronay and Hetesi (2016). Need to combine qualitative and quantitative aspects. The normative component also needs to be added considering there are moral aspects that must be examined from each member.

Managerial implication

This research showed that consumers who get emotional and functional benefits from a community will have a repurchase intention towards Isuzu. But the repurchase intentions is triggered more by the functional aspect. Besides being triggered by the functional benefits obtained from a community they also buy a car because they were bound to its functionality and economic value. It was proven that the Isuzu Panther is a Multi-Purposed Vehicle diesel which has a large capacity of haulage and performance while economical fuel consumption. However Isuzu should immediately make a total new path with common rail diesel technology to compete with rivals. Isuzu actually has a common rail engine that is much more sophisticated and environmentally friendly that meets Euro 4 environmental emissions standards. However Isuzu excused that he would put the engine into the country after Indonesian government set the Euro 4 emission standard because Pertamina would automatically sell diesel that is suitable for the engine. Actually, Isuzu can use an existing common rail engine that has been used

by Isuzu D-Max since 2005 could be armed to the next generation of Isuzu Panther. Like the platform sharing system between the Toyota Fortuner and the Kijang Innova which has been going on for more than a decade ago. Despite common launch common-rail diesel engine Isuzu still sells conventional diesel engines to enrich the variant. Because conventional diesel engines are still much in demand. Isuzu must improve what many Panther users have complained so far such as Isuzu must improve the quality of design, features, interior material quality of the interior assembly. With a price of more than 333 million rupiah for the highest type must increase minimum safety standards such as air bags and anti-lock braking system (ABS) brakes. Isuzu exhaust emissions must be improved because this is one of the weaknesses of Isuzu compared to other diesel cars circulating in the country.

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