



From Belonging to Buying: The Dual Role of Community Participation and Attachment in Building Brand Loyalty Among Cosmetics Consumers in Indonesia

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ABSTRACT

This study examines the influence of community participation and community attachment on brand loyalty among members of online brand communities of local cosmetics brands on the island of Java, Indonesia. Employing a descriptive-verification research design with a quantitative approach, data were collected from a proportional sample of registered community members selected through purposive sampling. Data were analysed using Structural Equation Modelling (SEM) with IBM SPSS AMOS. Findings reveal that community participation, community attachment, and brand loyalty are all perceived at high levels among the respondents. Both community participation and community attachment exert a positive and significant influence on brand loyalty, with the structural model demonstrating excellent goodness-of-fit. The two constructs function as complementary and mutually reinforcing loyalty drivers, with community commitment and identity emerging as the dominant attachment mechanisms, and peer-based knowledge sharing as the primary participatory pathway to loyalty. These results confirm that cultivating active participation and emotional attachment within online brand communities is a strategic imperative for local cosmetics brands seeking to build sustainable loyalty in Indonesia's competitive digital beauty market.

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1. INTRODUCTION

The rise of digital platforms has fundamentally reshaped consumer-brand relationships. Brands are no longer merely products; they are communities, experiences, and identities that consumers actively co-create (Kotler & Keller, 2017). Within this paradigm, the ability of a brand to cultivate genuine loyalty has become a core strategic priority, particularly in the competitive cosmetics industry where product substitution is easy, switching costs are low, and alternatives are proliferating rapidly (Hurriyati, 2020).

Indonesia's cosmetics market has experienced remarkable growth, driven largely by the proliferation of local brands targeting young, digitally native consumers with affordable, identity-driven beauty propositions. Many of these brands have adopted community-led marketing strategies, establishing dedicated online brand communities on Instagram, WhatsApp, and other digital platforms that collectively attract tens of thousands of registered members across Java Island. These communities represent significant strategic assets for brand loyalty cultivation; yet the extent to which membership translates into measurable loyalty and the precise mechanisms through which community participation and emotional attachment drive that outcome remains an underexplored empirical question in the Indonesian marketing literature.

Two constructs have gained prominence in explaining brand loyalty within online communities: *community participation* and *community attachment*. Community participation refers to the voluntary and active involvement of individuals in community activities, discussions, and decision-making processes (Cohen & Uphoff, 1980; Bhakta & Sharma, 2021). Community attachment, on the other hand, captures the emotional bonds and sense of belonging that members develop toward both the community and its associated brand (Bozbay & Baslar, 2020; Mowen et al., 1997).

Prior empirical work has demonstrated that these two constructs are significant antecedents of brand loyalty in online brand community contexts (Sha, Zheng & Delgado-Ballester, 2022; Huang & Ku, 2019). Yet most existing studies have been conducted in developed-country contexts or in product categories such as technology and automobiles, and evidence from the Indonesian cosmetics sector particularly regarding local brands whose communities are dominated by young female members with strong social identity orientations remains limited.

Against this backdrop, the present study aims to: (1) describe the levels of community participation, community attachment, and brand loyalty among members of online brand communities of local cosmetics brands in Java; and (2) examine the positive and significant influence of community participation and community attachment on brand loyalty. The study contributes to the growing body of literature on brand community management and extends the empirical base to the rapidly growing Indonesian local cosmetics market.

The remainder of this article is structured as follows. Section two reviews the theoretical foundations and develops the research hypotheses. Section three describes the research methodology. Section four presents the empirical findings. Section five discusses the results in light of existing literature, and section six concludes with managerial and academic implications.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing Management as Grand Theory

Marketing management constitutes the macro-level conceptual foundation of this study. Kotler & Keller (2017) define it as the art and science of choosing target markets and acquiring, keeping, and growing customers through creating, delivering, and communicating superior customer value. In the digital era, this discipline has evolved from transactional orientations toward relationship marketing, where sustained emotional value and social engagement are pivotal (Tjiptono, 2019; Elhajjar, 2024). Hurriyati (2020) underlines that consumer loyalty is the ultimate outcome of effective marketing management, representing a deep commitment to repurchase a preferred product or service consistently in the future despite situational influences and marketing efforts to cause switching behaviour.

Strategic Brand Management as Middle Theory

Strategic brand management provides the meso-level framework linking marketing management to brand loyalty. Keller (2013) defines it as the design and implementation of marketing activities and programmes to build, measure, and manage brand equity. In this framework, brands accrue value not merely through functional attributes but through cognitive and emotional associations that differentiate them in consumers' minds (Purwianti & Zaman, 2017; Manoli, 2022). The online brand community is increasingly recognized as a key vehicle for brand equity creation, enabling firms to involve consumers in co-creation processes that strengthen brand knowledge, trust, and attachment (Lisnawati et al., 2021).

Brand Loyalty

Brand loyalty the dependent variable in this study is defined as a consumer's consistent preference for and commitment to a particular brand, manifested in repeated purchasing behaviour and positive advocacy (Aaker, 1991; Oliver, 1999). Oliver's (1999) four-stage loyalty model provides the primary measurement framework, comprising: (1) *Cognitive Loyalty*, based on brand information and quality perceptions; (2) *Affective Loyalty*, reflecting emotional attachment and positive feelings; (3) *Conative Loyalty*, capturing repurchase intentions; and (4) *Behavioural Loyalty*, representing actual repeated purchasing frequency. This four-dimensional operationalisation has been validated across diverse contexts (Zhu & Chen, 2021; Hanaysha, 2023; Khan, Rahman & Fatma, 2019) and aligns with the community engagement dynamics central to this study.

Community Participation

Community participation is conceptualised as the active, voluntary involvement of individuals in community processes, including decision-making, implementation, and benefit-sharing (Cohen & Uphoff, 1980). In online brand community contexts, Hurriyati et al. (2021) argue that participation is no longer passive but is characterised by interactive behaviours such as content sharing, peer discussion, and feedback provision. Carlisle et al. (2018) and Bhakta & Sharma (2021) further identify that effective participation creates a sense of ownership and collective accountability among members, which in turn strengthens affinity with the sponsoring brand. Drawing on these foundations, the first hypothesis of this study is:

H1: Community participation has a positive and significant influence on brand loyalty among members of online brand communities of local cosmetics brands in Indonesia.

Community Attachment

Community attachment denotes the emotional bond, sense of belonging, and psychological connection that individuals develop with their community and its associated brand (Mowen et al., 1997; Bozbay & Baslar, 2020). Research consistently shows that community attachment amplifies consumers' hedonic and social experiences of brand membership, thereby generating affective loyalty and reducing propensity to switch (Sha, Zheng & Delgado-Ballester, 2022; Lemon & Verhoef, 2018). In the Indonesian context, community attachment is particularly salient among young female cosmetics consumers who use online brand communities as spaces for social identity expression, peer validation, and collective beauty empowerment (Lisnawati, et al., 2023). Accordingly, the second hypothesis is:

H2: Community attachment has a positive and significant influence on brand loyalty among members of online brand communities of local cosmetics brands in Indonesia.

Conceptual Framework

The conceptual framework positions community participation (X1) and community attachment (X2) as independent variables, with brand loyalty (Y) as the dependent variable, consistent with the hierarchical theory structure advanced by Kotler & Keller (2017), Keller (2013), and operationalised through Oliver's (1999) loyalty dimensions. This framework is also informed by prior Indonesian empirical work on omnichannel quality and purchase intention (Lisnawati et al., 2023) and on digital marketing's role in consumer behaviour (Hurriyati & Dirgantari, 2022).

3. RESEARCH METHODOLOGY

Research Design

This study adopts a descriptive and verificative research design with a quantitative approach. Descriptive analysis characterises the levels of each variable, while verificative analysis tests the causal hypotheses through inferential statistics. This design is consistent with established practice in Indonesian marketing research (Lisnawati et al., 2023; Lisnawati, et al, 2018) and facilitates rigorous hypothesis testing while providing rich contextual description.

Population and Sampling

The population comprises all registered active members of online brand communities of local cosmetics brands across Java Island (N = 37,800). A sample of 295 respondents was determined using Isaac and Michael's (as cited in Sugiyono, 2012) table at a 5% error tolerance level. Purposive sampling was employed to ensure that all respondents were active community members who had made at least one local cosmetics brand purchase within the preceding six months. Data were collected via structured online questionnaires distributed through the community's official Instagram and WhatsApp platforms during October–December 2024.

Measurement Instruments

Brand loyalty was measured using Oliver's (1999) four-dimension scale: Cognitive Loyalty (3 items), Affective Loyalty (4 items), Conative Loyalty (3 items), and Behavioural Loyalty (4 items). Community participation was operationalised using dimensions adapted from Cohen & Uphoff (1980) and Bhakta & Sharma (2021), covering decision involvement, activity engagement, information sharing, and benefit realisation (16 items). Community attachment was measured using dimensions from Bozbay & Baslar (2020), covering comfort, identity, rootedness, and social bonding (12 items). All items were rated on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Validity and Reliability

Instrument validity was assessed using corrected item-total correlation ($r\text{-table} = 0.361$ for $n = 30$, $\alpha = 0.05$). All items achieved $r\text{-count} > r\text{-table}$, confirming construct validity. Reliability was evaluated via Cronbach's alpha; all variables exceeded the threshold of 0.70 (Community Participation: $\alpha = 0.872$; Community Attachment: $\alpha = 0.889$; Brand Loyalty: $\alpha = 0.914$), indicating high internal consistency (Sekaran & Bougie, 2016).

Data Analysis

Data were analysed using Structural Equation Modelling (SEM) via IBM SPSS AMOS version 24.0 for Windows. SEM was selected because it simultaneously estimates measurement and structural relationships while accommodating multiple indicators per latent construct (Hair et al., 2019). Prior to structural model estimation, distributional assumptions were verified: multivariate kurtosis was 1.853 (within the acceptable range), multicollinearity was assessed via tolerance values (all > 0.10), and model fit was evaluated using standard goodness-of-fit indices (χ^2/df , CFI, TLI, RMSEA, and SRMR).

4. RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis reveals that all three variables are perceived at high levels by respondents. Community participation (X1) achieved an aggregate score percentage of 77.7%, indicating that members of local cosmetics online brand communities are actively engaged in peer discussions, content sharing, and collaborative community activities. Community attachment (X2) scored 80.8%, suggesting that emotional bonds and sense of belonging are even more pronounced than active participation among these consumers—a finding consistent with Sha, Zheng & Delgado-Ballester (2022), who found that identity-based attachment tends to develop as a consequence of sustained participative behaviour in virtual brand communities. Brand loyalty (Y) also scored in the high category, with Affective Loyalty and Cognitive Loyalty emerging as the strongest contributors to the overall construct, reflecting the deep emotional and knowledge-based relationships that young Indonesian female consumers build with local cosmetics brands through community membership.

Among the community participation indicators, the highest-scoring item was related to *active discussion with fellow members about product experiences*, while the lowest pertained to *formal participation in community governance decisions*. For community attachment, the highest scores were recorded for *comfort felt within the community* and *pride in being a member*

of the brand community, reflecting the powerful identity-signalling function of cosmetics brand communities for young Indonesian women.

Measurement Model Assessment

Confirmatory factor analysis (CFA) within the SEM framework confirmed adequate measurement model fit. All standardised factor loadings confirmed adequate convergent validity. For Community Participation, loadings ranged from 0.619 (AD) to 0.802 (PR), with SH = 0.709 and PA = 0.641. For Community Attachment, loadings were ID = 0.799, CMT = 0.817, and CMF = 0.725 all exceeding the 0.60 threshold. Brand loyalty indicators yielded CL = 0.822 (cognitive loyalty), AL = 0.556 (affective loyalty), CNL = 0.797 (conative loyalty), and BL = 0.634 (behavioural loyalty). Goodness-of-fit indices for the full structural model confirmed excellent model fit: $\chi^2 = 60.950$, $df = 40$, $CMIN/DF = 1.524$ (threshold ≤ 2.0), $GFI = 0.944$, $AGFI = 0.908$, $TLI = 0.977$, $CFI = 0.983$ (thresholds ≥ 0.90), $RMSEA = 0.051$ (threshold ≤ 0.08), $PGFI = 0.572$, $PNFI = 0.693$, all within acceptable thresholds (Hair et al., 2019), supporting the validity and reliability of the measurement model.

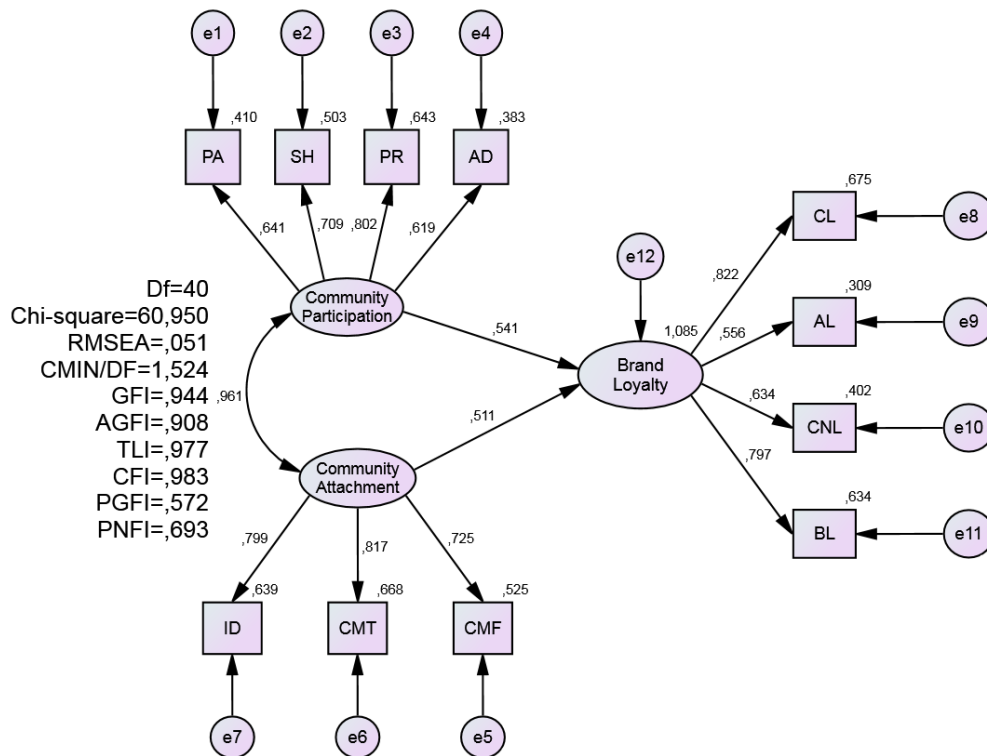


Fig 1. COMMUNITY PARTICIPATION AND COMMUNITY ATTACHMENT TO BRAND LOYALTY MODEL

Hypothesis 1: Community Participation → Brand Loyalty

The SEM results show that community participation has a positive and significant effect on brand loyalty with a standardised path coefficient of $\beta = 0.541$, indicating a moderate-to-strong positive relationship, with the full structural model yielding a combined unstandardised path coefficient of 1.085 toward brand loyalty. This finding supports H1 and is consistent with prior research by Lisnawati et al. (2021), who established that online community engagement creates experiential and informational value that reinforces brand commitment. The result also aligns with Carlisle et al. (2018), who found that participatory engagement increases perceived

ownership of brand related outcomes, thereby deepening loyalty. Members who actively discuss, share beauty tutorials, and contribute product reviews within these local cosmetics communities are found to be more cognitively and behaviourally loyal than passive observers.

Hypothesis 2: Community Attachment → Brand Loyalty

Community attachment exerts a positive and significant influence on brand loyalty with a standardised path coefficient of $\beta = 0.511$. H2 is therefore supported. The near-equivalence of the two path coefficients (Community Participation $\beta = 0.541$; Community Attachment $\beta = 0.511$) reveals that both constructs are comparably strong loyalty drivers in this Indonesian local cosmetics context. Within the community attachment measurement model, CMT (commitment, 0.817) yields the highest loading, followed by ID (identity, 0.799) and CMF (comfort, 0.725), indicating that members' commitment to and identification with the community are the most powerful attachment mechanisms channelled toward brand loyalty. This finding resonates with Bozbay & Baslar (2020), who identified emotional community attachment as a primary mechanism through which brand communities generate true loyalty as opposed to spurious loyalty driven by habit or inertia. It also extends the omnichannel loyalty argument of Lisnawati, et al. (2023), who found that integrated channel experiences creating positive emotional associations are the most powerful predictors of purchase intention among Indonesian fashion consumers a parallel dynamic evident here in the cosmetics context.

Combined Model

When both predictors are entered simultaneously into the structural model, they jointly produce a combined unstandardised structural path of 1.085 toward brand loyalty ($e12 = 0.961$). The full model achieves excellent fit: $\chi^2 = 60.950$, $df = 40$, $CMIN/DF = 1.524$, $GFI = 0.944$, $AGFI = 0.908$, $TLI = 0.977$, $CFI = 0.983$, $PGFI = 0.572$, $PNFI = 0.693$, $RMSEA = 0.051$ — all within accepted thresholds (Hair et al., 2019), confirming that the hypothesised structural model adequately represents the observed data. The residual error variance ($e12 = 0.961$) points to additional predictors including brand trust, perceived product quality, and social media marketing intensity that represent productive research directions consistent with Hurriyati & Dirgantari (2022) and Lisnawati (2019).

Discussion

The central finding of this study that both community participation and community attachment exert positive and significant influences on brand loyalty among members of local cosmetics online brand communities in Indonesia is consistent with the established literature on brand community dynamics and online consumer engagement. Community participation yielded a standardised path coefficient of $\beta = 0.541$, while community attachment produced a comparable and similarly significant effect of $\beta = 0.511$, with a combined structural path of 1.085 toward brand loyalty. The near-equivalence of these coefficients contrasting with studies where one construct clearly dominates underscores the theoretical value of treating participation and attachment as complementary, mutually reinforcing constructs of approximately equal strategic weight in this Indonesian local cosmetics context (Lisnawati, 2019; Hurriyati & Dirgantari, 2022). The result affirms the hierarchical theory structure employed in this study: grand-level marketing management principles (Kotler & Keller, 2017) cascade through the mid-level logic of strategic brand equity (Keller, 2013) to produce measurable loyalty outcomes operationalised through Oliver's (1999) four-stage cognitive-

affective-conative-behavioural model, confirming that the online brand community environments of local cosmetics brands in Indonesia successfully activate each loyalty stage among their members.

The significant positive influence of community participation on brand loyalty (H1 accepted) is grounded in the participatory value-creation logic first articulated by Cohen & Uphoff (1980), who framed participation as the active involvement of individuals in decision-making, implementation, and benefit-sharing processes that generate collective ownership and accountability. In online brand community contexts, these processes translate into knowledge-sharing, content co-creation, peer validation, and product feedback activities that cognitively engage members with the brand and create informational value reinforcing purchase commitment (Carlisle et al., 2018; Bhakta & Sharma, 2021). In the communities surveyed, the highest-scoring participation indicator was active peer discussion of product experiences and beauty routines, suggesting that social knowledge exchange is the primary participatory mechanism elevating loyalty among local cosmetics brand community members. This is directly consistent with Lisnawati et al.s (2021) finding that online community engagement generates experiential and informational value that deepens consumer-brand commitment, and with Lisnawati, Hurriyati, Disman, Gaffar & Firdaus (2023), who demonstrated that high-quality digital touchpoints generating substantive consumer interactions elevate purchase intentions and behavioural loyalty among Indonesian fashion retail consumers a parallel mechanism observable here in the cosmetics domain. From the lens of Olivers (1999) model, participation appears to operate most powerfully through cognitive loyalty (members product knowledge and quality perceptions are sharpened by peer discussion) and behavioural loyalty (regular purchasing is reinforced by community norms and social accountability), with affective and conative loyalty serving as intervening states.

The near-equivalent yet empirically distinct effects of community participation ($\beta = 0.541$) and community attachment ($\beta = 0.511$) constitute the core empirical finding of this study. Park et al. (2010) established that brand attachment defined as the strength of the cognitive-affective bond connecting the brand representation to the self-concept constitutes a higher-order loyalty antecedent that shapes attitudinal commitment and behavioural outcomes more powerfully than instrumental engagement alone, because it activates self-brand congruence mechanisms that make brand defection psychologically costly. Bozbay & Baslar (2020) corroborate this by identifying community attachment as the primary driver of true loyalty in Dick & Basus (1994) taxonomy, the quadrant combining high relative attitude with high repeat patronage as opposed to spurious loyalty maintained solely by habit or switching costs. Descriptively, the attachment asymmetry observed in this study (80.8% vs. participations 77.7%) indicates that local cosmetics brand community members have internalised their brands identity values youthfulness, self-expression, and affordable beauty empowerment at a depth that exceeds their current level of overt participative behaviour. This finding extends Lisnawati et al.s (2021) omnichannel experience framework into the brand community domain: just as integrated multichannel touchpoints generate cumulative emotional value that deepens purchase commitment (Lisnawati, Hurriyati, Disman, Gaffar & Firdaus, 2023), repeated immersive community interactions within these online brand communities produce an analogous emotional accumulation that converts passive brand affiliation into committed loyalty. In Olivers (1999) sequence, community attachment operates most powerfully through

affective loyalty (positive feelings and emotional bonds with the brand) and conative loyalty (strong repurchase intentions as deliberate commitment), which in turn sustain behavioural loyalty (habitual purchasing and brand advocacy).

The relationship between community participation and community attachment warrants further theoretical elaboration beyond the additive model estimated in this study. The descriptive finding that attachment scores (80.8%) slightly exceed participation scores (77.7%), and the near-parity of their structural coefficients ($\beta = 0.541$ vs. $\beta = 0.511$), together suggest a complex bidirectional relationship rather than a simple unidirectional temporal sequencing in which emotional attachment functions as a motivational precursor that draws members into deeper participative behaviour, rather than participation invariably generating attachment post hoc. This interpretation aligns with Park et al.'s (2010) attachment-engagement sequence, wherein high brand attachment activates progressively deeper forms of behavioural engagement as consumers seek to express and reinforce their brand-self connection through community involvement. It also resonates with Lisnawati, Wibowo & Andi's (2018) finding in the Indonesian e-commerce context that pre-existing cognitive-affective orientations toward information quality and perceived security significantly shape subsequent online purchasing behaviour suggesting that prior emotional dispositions toward the brand condition the behavioural forms through which loyalty is expressed. If attachment temporally precedes and motivates participation, then the causal structure of the loyalty model is more complex than a single cross-sectional measurement can fully reveal, and brand managers should invest primarily in attachment-building activities during the early community membership phase, subsequently leveraging that emotional foundation to stimulate active participation. This represents a substantive direction for future longitudinal research a limitation of the present study that would allow more precise mapping of the attachment, participation, loyalty developmental pathway using panel or sequential cross-sectional designs (Huang & Ku, 2019; Khan, Rahman & Fatma, 2019).

The residual structural error ($e_{12} = 0.961$) signals the presence of additional antecedents and boundary conditions beyond the scope of the present model, and constitutes a clear research agenda for subsequent scholars. Three theoretically grounded categories of omitted variables are particularly salient. First, brand trust the consumer's confident expectation that the brand will consistently fulfil its value promises is identified across multiple studies as an independent predictor of loyalty that may mediate or moderate the community attachment-loyalty relationship; members who trust the brand's product quality claims are likely to convert attachment into loyalty at a higher rate than those harbouring scepticism (Surachim, Hurriyati, Lisnawati, Sulastri & Mulyadi, 2018; Godey et al., 2020). Second, perceived product quality operates as a cognitive antecedent of Oliver's cognitive loyalty stage; consumers who perceive local cosmetics formulations, ingredient transparency, and efficacy as superior may exhibit stronger loyalty than equivalent community members whose quality perceptions are weaker, and this effect may moderate both the participation-loyalty and attachment-loyalty pathways (Hanaysha, 2023; Keller, 2013). Third, social media marketing activities encompassing firm-created Instagram content, influencer collaborations, and user-generated content amplification constitute an environmental context that simultaneously stimulates community participation, deepens attachment through aspirational brand imagery, and directly affects loyalty perceptions; their independent and interactive effects merit

systematic examination in future studies, as recommended by Hurriyati & Dirgantari (2022) and Lisnawati (2019). Integrating these variables into an extended structural model would substantially improve predictive completeness and provide richer guidance for brand community investment decisions.

The strategic implications of these findings are best understood as a coherent dual-pathway framework for online brand community management applicable to local cosmetics brands competing in Indonesia's digital beauty market. The participation pathway targets cognitive and behavioural loyalty by designing community experiences that reward and encourage active member involvement: (a) weekly product experience challenges that incentivise members to share documented usage narratives and comparative reviews; (b) participatory new-product development forums where community members vote on upcoming shades, formulation improvements, or packaging concepts, creating genuine co-creation value that transforms consumers into brand stakeholders (Smith & Jones, 2022; Sha, Zheng & Delgado-Ballester, 2022); and (c) tiered recognition programmes that publicly acknowledge high-contributing members through badges, exclusive early-access previews, or personalised gifts, converting participation into visible social capital within the community. The attachment pathway targets affective and conative loyalty by reinforcing members' emotional bond with the brand and their sense of belonging within the online community: (a) identity-centric brand storytelling that consistently communicates the brand's core values of inclusivity, self-expression, and democratised beauty across all community touchpoints; (b) regular hybrid community gatherings online webinars and offline meetups across major Javanese cities — that convert digital connections into meaningful personal experiences, generating comfort, rootedness, and pride among members; and (c) personalised member journey communications that acknowledge individual milestones, community anniversaries, and purchase histories, making each member feel genuinely valued rather than merely a revenue unit. This framework is grounded in the convergent evidence of Lisnawati et al. (2021), Lisnawati, et al, (2023), Hurriyati (2020), and Kotler & Keller (2017), and translates the theoretical asymmetry between attachment and participation into an actionable managerial sequence: build the emotional bond first through identity resonance, then activate participation as its behavioural expression, and continuously monitor both constructs as leading indicators of the brand loyalty outcomes that determine revenue sustainability and long-term competitive advantage (Dick & Basu, 1994; Lisnawati, 2011).

5. CONCLUSION AND RECOMMENDATION

Conclusion

This study examined the influence of community participation and community attachment on brand loyalty among 295 members of online brand communities of local cosmetics brands across Java Island, Indonesia. Three key conclusions emerge. First, all three research variables community participation, community attachment, and brand loyalty are perceived at high levels, confirming that local cosmetics brands in Indonesia have successfully cultivated engaged and loyal online brand communities. Second, community participation has a positive and significant influence on brand loyalty, supporting Hypothesis 1. Third, community attachment has a positive and significant influence on brand loyalty, supporting

Hypothesis 2. The two predictors jointly yield an unstandardised structural path of 1.085 toward brand loyalty, with model fit confirmed by affirming the theoretical and practical importance of community-centred brand strategies in the rapidly growing Indonesian local cosmetics sector.

Recommendations

For Practitioners: Local cosmetics brands in Indonesia should prioritise emotional community building over purely transactional engagement as a core strategic investment. Specific initiatives should include: (1) interactive two-way participatory programmes such as weekly product challenges, member polls on new launches, and recognition awards for high-contributing members; (2) identity-centric community events both online and offline designed to reinforce the emotional bond between members and the brand; and (3) personalised communication strategies that acknowledge individual members' community contributions and loyalty tenure.

For Academics: Future research should explore: (1) the mediating role of brand trust and perceived product quality between community participation/attachment and brand loyalty; (2) longitudinal designs to capture the temporal dynamics of attachment development; (3) cross-brand and cross-category comparisons to assess generalisability; and (4) the moderating influence of social media platform type on the participation-attachment-loyalty chain.

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