
Virtual Brand Community in creating the Electronic Word of Mouth on Car Owner Community

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ABSTRACT

The purpose of this research is to find the influence of virtual brand communities on electronic word of mouth on members of the Car Owner Community car user community. A total of 95 respondents were using probability sampling. A questionnaire was used as a research instrument to collect data from respondents. The analysis technique used is verification technique using path. The research showed that the virtual brand community has an influence on electronic word of mouth.

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INTRODUCTION

The development of network technology and internet distribution everywhere has transformed traditional Word of Mouth communication into computer-mediated Electronic Word of Mouth (e-WOM) communication (Jeong & Koo, 2015). Web based technology has created many opportunities for e-WOM communication (Hurriyati, Lisnawati, & Rhamdani, 2017). This form of e-WOM includes consumer posts on Twitter, Facebook, Weibo, as well as comments on something posted by other people (Yan et al., 2016). The number of internet users in Indonesia has reached 70 million or 28% of the total population (Surachim, Hurriyati, Lisnawati, Sulastri, & Mulyadi, 2018).

Currently the car is something that is considered important, because it can make human life easier. Along with the development of business in the automotive industry, Toyota is one of the growing car choices in Indonesia (Driver, 2019). The Association of Indonesian Automotive Industries (Gaikindo.or.id, 2019) noted that car sales during January-December

2019 reached 1,026,921 units. This value decreased 10.8% compared to the previous year which recorded 1,151,413 units (CNBC Indonesia, 2019).

The development of technology and the internet can make it easier for everyone to find the desired information anywhere and anytime so that a company's e-WOM is very important to increase sales of the company's products. (Kriku, 2018). The benefits of e-WOM for companies can minimize promotional costs because e-WOM can trigger consumers to constantly discuss, promote, recommend, and sell products or brands from the company to other consumers (Labsom Boonsiri, Mathews, & Luck, 2014).

Factors that can affect e-WOM, namely service quality, customer satisfaction (Yuniarti & Hendriani, 2018), brand love (Khamwon & Niyomsart, 2016), buying decision (Priansa, 2016), and emotional attachment (Wahyuni, 2018). Another factor that can influence e-WOM is the virtual brand community (Royovela & Casamassima, 2011). Virtual Brand Community those developed by companies that have a high number of members or

activities tend to increase a positive Word of Mouth (Royo-Vela & Casamassima, 2011).

Based on the research background, the problem of this research is identified into the following central themes is Currently the car is something that is considered important, because it can facilitate human life. Along with business developments in the automotive industry. The automotive companies in Indonesia has a problem with e-WOM. The resulting e-WOM acquisition is still below competitors. The use of a virtual brand community is believed to be able to solve these problems.

Based on this description, a study was conducted on "The Effect of Virtual Brand Community on the Electronic Word of Mouth, a survey of members of the Car Owner Community.

In general, the purpose of this research is to describe the virtual brand community and e-WOM to members of the Car Owner Community. In addition, this research was also conducted to empirically prove the influence of the virtual brand community on e-WOM among members of the Car Owner Community.

LITERATURE REVIEW

Along with the rapid development of the times, companies are required to be able to carry out strategies that can increase sales of their products. Consumers can seek information before they decide to buy a product. Consumers can search for information in various ways, such as through social media such as websites, Instagram, and others. Most popular managerial literature argues that the Word of Mouth communication process is one of the most powerful forces on the market (S. Bansal & A. Voyer, 2000). Harrison-Walker in 2001 conceptualized the Word of outh as something that is composed of factors of frequency, number of contacts, details of

information shared, and praise (valence). (de Matos & Vargas Rossi, 2008).

According to Schiffman and Kanuk in Haekal (2016: 27) (Sari & Pangestuti, 2018) e-WOM is a marketing communication conducted online through internet social media. According to Henning-Thurau in 2004, e-WOM has eight dimensions, namely:

1. Venting Negative Feeling
2. Concern for Other Consumers
3. Extraversion/Positives Self-Enhancement
4. Social Benefits
5. Economic Incentive
6. Helping the Company
7. Advice Seeking

Virtual Brand Community is a combination of a virtual community and a brand community that has internet-based characteristics and is not limited to space and time, professional, and deliberately defined (Zhihong, Hongting, Rui, & Jiawei, 2016). Muniz & O'Guinn in 2001 stated that the Virtual Brand Community is based on the use of consumer brands on the establishment of social relationships, without geographical boundaries. Sicilia in 2008 showed that the Virtual Brand Community is a platform provided by companies that can be used by consumers to share the same interests with brands (Zhao & Wang, 2011).

As the use of technology develops, through its ideas, people create communities based on the use of technology. The phenomenon of virtual communities becomes a place for people to gather in cyberspace through the use of the internet or so-called Virtual Brand Community. Virtual Brand Community has 3 dimensions, namely consciousness of kind, ritual and traditions, dan sense of moral responsibility (Deniarni & Lisnawati, 2016).

RESEARCH METHOD

This research was conducted to determine the effect of virtual brand community on electronic word of mouth. The method used in this research is a survey method with an explanatory approach. The independent

variable contained in this study, namely the Virtual Brand Community with the dimensions of consciousness of kind, ritual and tradition, and a sense of moral responsibility. While the dependent variable, namely electronic word of mouth with dimensions of platform assistance, venting negative feelings, concern for other consumers, extraversion / positive self-engagement, social benefits, economic incentives, helping the company, and advice seeking. This research was conducted in Bandung City from November-May 2020 with the research population, namely members of the Car Owner Community. Based on the path analysis sampling criteria, a sample of 95 people was obtained. With the technique used is probability sampling. Then the data collection method used was a questionnaire. The instrument used is in the form of a Likert scale with a score range of 1-7. Processing data collected from the results of the questionnaire can be grouped into three steps, namely preparation, tabulation, and application of data to the research approach.

The data analysis technique used is descriptive technique and path analysis or path analysis with the help of SPSS 23.0.

RESULT AND DISCUSSION

Based on the calculation of the field results, it can be seen that the e-WOM assessment by members of the Car Owner Community is categorized as moderate. This can be seen in the ideal score found in the e-WOM variable of 11.305 for 17 questions, while for the total score of 8.116 with a total percentage of 71.79%

Virtual Brand Community

Based on the calculation of the field results data, it can be seen that the assessment of community members on the virtual brand community variable is quite good. This can be seen in the ideal score found in the virtual brand community variable of 7,980 with a total

score of 5,009 with a total percentage of 62.77%.

Path Analysis Assumption Test

1. Normality Test

The normality test is carried out to find out whether the data obtained from the results of research in the field is normally distributed or not, so that the data can be used or not in the path analysis model. The way to find out this can be done through statistical test analysis. The Kolmogorov Smirnov test results can be seen in Table 2 as follows.

Table 2. Virtual Brand Community Normality Test against Electronic Word of Mouth

Unstandardized Residual		
N		95
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	15.1836625
Most Extreme	Absolute	.068
Differences	Positive	.068
	Negative	-.053
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^c

Based on Table 2, it can be seen that the level of significance is 0.200 so that it can be said that the data is normally distributed.

2. Testing the Correlation Coefficient and Path Coefficient

To test the effect of virtual brand community on electronic word of mouth, it can be seen in Table 3.

Table 3. Matrix of Correlation between Virtual Brand Community Dimensions and Electronic Word of Mouth

Variable	CK	RT	SMR	e-WOM
CK	1	0,879	0,746	0,612
RT	0,879	1	0,796	0,610
SMR	0,746	0,796	1	0,643
E-WOM	0,612	0,610	0,643	1

a. Consciousness of Kind (CK)

b. Ritual and Tradition (RT)

c. Sense of Moral Responsibility (SMR)

d. Electronic Word of Mouth (e-WOM)

To obtain the path coefficient, the inverse correlation matrix is associated with the correlation between the independent variable Virtual Brand Community and the dependent variable Electronic Word of Mouth which is presented in Figure 1.

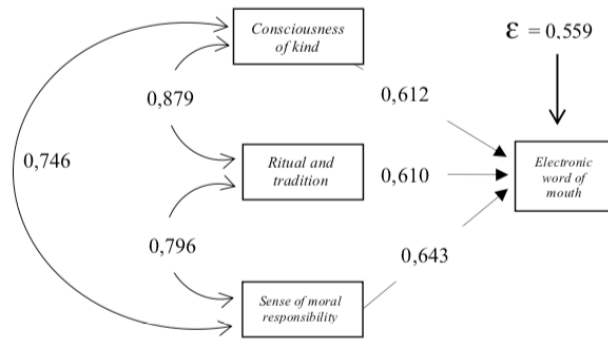


Figure 1. Path Diagram of Virtual Brand Community against Electronic Word of Mouth

After the path coefficient is obtained, the effect of virtual brand community on electronic word of mouth can be determined from the multiplication of the path coefficient on the correlation matrix between the causal variable and the variable due to Electronic Word of Mouth.

3. Total Coefficient of Determination (R2)

In the SPSS program, to find out the total coefficient of determination can be seen in the R square column as listed in Table 4.

Table 4. Coefficient of Determination of Total Consciousness of Kind, Ritual and Tradition, and Sense of Moral Responsibility to Electronic Word of Mouth

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,674 ^a	0,454	0,436	15,30978

a. Predictors: (Constant), Consciousness of kind, Ritual and tradition, Sense of moral responsibility

The total coefficient of determination or the effect of the endogenous variables as a whole is 0.454 and if the percentage is 45.4%, it means that the effect of the virtual brand community on electronic word of mouth is in the medium category (Sugiyono, 2016b). While the rest is influenced by other variables not examined in other studies.

To find out the results of testing the direct and indirect effect of virtual brand community variables on electronic word of mouth based on the path coefficient and correlation coefficient between virtual brand community variables on electronic word of mouth, Electronic Word of Mouth can be seen in Table 5.

Table 5. Results of the Virtual Brand Community Direct and Indirect Effect Test on the Electronic Word of Electronic Word of Mouth

Variable	Path Coefficient	Direct Influence	Indirect Influence			Total Indirect Effect	Total Effect
			CK	RT	SMR		
CK	0,254	0,065	-	0,015	0,076	0,091	0,156
RT	0,068	0,005	0,015	-	0,022	0,037	0,027
SMR	0,400	0,16	0,076	0,022	-	0,098	0,258
Total Influence							0,441

- a. Consciousness of Kind (CK)
- b. Ritual and Tradition (RT)
- c. Sense of Moral Responsibility (SMR)

The test results of the direct effect of virtual brand community on electronic word of mouth. The most dominant electronic word of mouth is the dimension of sense of moral responsibility with a value of 0.16. Then the test results of the indirect effect of virtual brand community on electronic word of mouth. The most dominant electronic word of mouth is the dimension of consciousness of kind through a sense of moral responsibility or vice versa with a value of 0.076.

Overall, the total direct and indirect effect of the virtual brand community on electronic word of mouth, Electronic Word of Mouth, is 0.441 or in a percentage of 44.1, so it is in the medium category.

4. Testing of Other Variables

The total coefficient of determination of the virtual brand community and electronic word of mouth variables based on SPSS data processing is 0.441.

Based on the calculation of the path coefficient value, it can be seen that the magnitude of the path coefficient of other variables that affects electronic word of mouth is 0.748 or $(0.748)^2 = 0.559 \times 100\% = 55.9\%$. This illustrates that the electronic word of mouth on members of the Car Owner Community is influenced by other variables that are not studied by 55.9%. While simultaneously it is known that the virtual brand community affects electronic word of mouth, Electronic Word of Mouth by 44.1% with a sense of moral responsibility as the highest sub variable in influencing electronic word of mouth.

Hypothesis Test

Simultaneous Hypothesis Testing

This test is done to find out the significance of the influence of the virtual brand community on electronic word of mouth. The hypothesis of this test is the effect of virtual brand community on electronic word of mouth simultaneously which is tested using SPSS 23.0 For Mac.

Table 6. Simultaneous Hypothesis Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17740.355	3	5913.452	25.229	.000 ^b
Residual	21329.434	91	234.389		
Total	39069.789	94			

The simultaneous (overall) hypothesis test results can be seen in Table 7.

Table 7. Simultaneous Hypothesis Test Results

Alternative Hypothesis	F _{count}	F _{table}	Decision	Conclusion
Virtual brand community has a positive effect on Electronic word of mouth	25,229	3,94	H ₀ Rejected	Has a significant effect

Table 7 shows that the test for the F test was taken from Anova with a probability level (Sig) = 0.000 because Sig > 0.05, the decision is H₀ rejected, meaning that simultaneously or overall there is a positive influence between the virtual brand community on the electronic word of. mouth to members of the Car Owner Community.

Partial Hypothesis Testing

The overall test results provide significant results, so to find out each deminsi / sub variable influences or does not affect electronic word of mouth, it can be tested partially. The following can be seen the partial test results in Table 8 using SPSS 23.0 For Mac.

Table 8. Partial Hypothesis Test

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	33,733	5,523		6,108	.000
1 Consciousness of kind	.822	.534	.254	1.541	.127
Ritual and tradition	.300	.796	.068	.378	.707
Sense of Moral Responsibility	1.403	.456	.400	3.080	.003

Consciousness of Kind against the Electronic Word of Mouth

This hypothesis aims to determine the significance of the sub-variable effect of consciousness of kind on electronic word of mouth which is partially tested. The results of this test can be seen in Table 9 as follows.

Table 9. Partial Test of Consciousness of Kind on Electronic Word of Mouth

Hypothesis	Path Coefficient	t _{count}	t _{table}	Decision
Consciousness of Kind → Electronic Word of Mouth	0,254	1.541	1,986	H ₀ rejected

Based on the Table 9, it can be seen that consciousness of kind gets the value of t count

(1.541) > t table (1.986), it means that consciousness of kind has a significant effect on electronic word of mouth..

Ritual and Tradition Testing of the Electronic Word of Mouth

This hypothesis aims to determine the significance of the influence of ritual and tradition sub-variables on electronic word of mouth which is partially tested. The results of this test can be seen in Table 10 as follows.

Table 10. Partial Test of Ritual and Tradition on Electronic Word of Mouth

Hypothesis	Path Coefficient	t _{count}	t _{table}	Decision
Ritual and Tradition → Electronic Word of Mouth	0,068	0,378	1,986	H ₀ received

Based on the Table 10, it can be seen that ritual and tradition get the value of t count (0.378) ≤ t table (1.986), it means that ritual and tradition have no significant effect on electronic word of mouth.

Testing the Sense of Moral Responsibility for the Electronic Word of Mouth

This hypothesis aims to determine the significance of the influence of the sub-variable sense of moral responsibility on electronic word of mouth which is partially tested. The results of this test can be seen in Table 11 as follows.

Table 11. Partial Test of Sense of Moral Responsibility to Electronic Word of Mouth

Hypothesis	Path Coefficient	t _{count}	t _{table}	Decision
Sense of Moral Responsibility → Electronic Word of Mouth	0,400	3,080	1,986	H ₀ rejected

Based on the Table 11, it can be seen that the sense of moral responsibility gets the value of t count (0.3080) > t table (1.986), it can be interpreted that the sense of moral responsibility has a significant effect on electronic word of mouth.

Hypothesis test

Judging from the R2 value for the virtual brand community is 0.454, meaning that the virtual brand community is able to influence electronic word of mouth by 45.4%. Based on the results of the t test, it can be seen that the effect of virtual brand community on electronic word of mouth is significant with a t-statistic value of 6.108 (> 1.986). The probability value (Sig) of the virtual brand community is 0,000. Thus the hypothesis Ha: ρ > 0 means that there is a positive influence from the virtual brand community on electronic word of mouth. The sub hypotheses of this study are as follows:

1. Based on the t test results, it can be seen that the influence of the sub-variable consciousness of kind is significant with a t-statistic value of 1.541 (> 1.986). The probability value (Sig) of consciousness of kind is 0.127. Thus, the hypothesis Ha ρ > 0 means that there is a positive effect of consciousness of kind on electronic word of mouth.
2. Based on the t-test results, it can be seen that the influence of the ritual and tradition sub-variable is not significant with a t-statistic value of 0.378 (> 1.986). The probability value (Sig) of ritual and tradition is 0.707. Thus, the hypothesis Ha ρ > 0 means that there is a positive influence of ritual and tradition on electronic word of mouth.
3. Based on the results of the t test it can be seen that the influence of the sub-variable sense of moral responsibility is significant with a t-statistic value of 3.080 (> 1.986). The probability value (Sig) of sense of moral responsibility is 0.003. Thus, the hypothesis Ha ρ > 0 means that there is a

4. positive effect of a sense of moral responsibility on electronic word of mouth.

CONCLUSIONS

Based on the results of research that has been carried out using path analysis, it is known that the sub-variables of consciousness of kind, ritual and tradition, and sense of moral responsibility with the most dominant influence are the sense of moral responsibility and the influence of the sub-variables that are the least dominant, namely the influence of ritual and tradition. The results of the research simultaneously show that the effect of virtual brand community on electronic word of mouth on members of the Car Owner Community affects the medium category and the influence from outside which is not examined in this study is also in the moderate category.

The existence of this research is expected to help the next researchers in conducting research on virtual brand communities and electronic word of mouth for members of the Car Owner Community using the same or different indicators from more diverse theoretical sources and on different objects. Because there are still many limitations in this study, especially those related to research methods and data collection technique

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