

ABSTRACT

The development of a highly dynamic technology has brought influence to many aspects of life, including in the social aspects. Technology helps facilitate human's social interaction activities. One of its ways is through the internet. The Internet has made long-distance communication dramatically faster, easier, and cheaper than ever before. Thus, the activity of interacting today no longer has to meet face to face first. With the development of technology, interaction activities can be done without having to meet, even without having to know each other beforehand. So it is in life in the community. Now, forming a community does not need to pay attention to the geographical aspect, fairly with common interests and "hangout place" in cyberspace, then a virtual community can be formed. OCD Forum is a virtual community that is quite popular. OCD Forum facilitates its members to interact further into OCD dieting methods that are currently popular in the society. Research on virtual communities has been quite a lot, but research which is looking at the individual aspects (issue involvement), social aspects (social interaction), and aspects of the system (system interactivity) to continuance intention community members to re-participating through the member's commitment is still limited. Therefore, this study was conducted to examine the relationship marketing carried out by the administrator of OCD Forum in their efforts to maintain the participation of its members.

Data obtained through an online questionnaire distributed to OCD Forum members which are ever making a post at least once in the forums. The total number of members in OCD Forum are 5520 people. Total respondents who participated in the study are 135 people. The results of the questionnaire respondents will be automatically recorded in the google docs database in the form of spreadsheet. Research results show that the issue involvement was the best predictor in shaping member commitment and a significant influence to continuance intention members to return to participate in OCD Forum. Unfortunately, OCD Forum administrators are less pro-active in building interaction so that members are reluctant to spend a longer time in the community. This is supported by data obtained through distributed questionnaires.

This study offers a contribution to science as well as practitioners related brand virtual community and relationship marketing, particularly in predicting continuance intention members to participate in virtual communities OCD Forum. The weakness of this study and recommendations from the study have been presented in the latter part of the study.

Keywords : virtual community, brand virtual community, relationship marketing, continuance intention, issue involvement, social interaction, commitment, continuance intention