ABSTRAK

*Online brand community* seringkali dianggap sebagai *platform* bagi pelanggan untuk berkontribusi demi kesuksesan komunitas. Penelitian ini menguji pengaruh *person-environment fit*, yaitu *needs-supplies fit* dan *demands-abilities fit*, serta *social presence* dan *trust* terhadap *community commitment* dan *willingness to contribute*, serta menguji pengaruh *nonlinear* dari *person environment fit* dan *community commitment* menggunakan uji *Structural Equation Modeling* (SEM) yang berbasis *Partial Least Square* (PLS). Dari 301 responden pada komunitas pengguna Shopee, ditemukan bahwa *person-environment fit* dan *social presence* dapat mempengaruhi *community commitment*. Selain itu, ditemukan pula bahwa *community commitment* dapat mempengaruhi *willingness to contribute*. Sedangkan pengaruh *nonlinear person-environment fit* dan *trust* tidak berpengaruh pada *community commitment*. Begitu pula tidak ditemukan pengaruh antara *nonlinear community commitment* pada *willingness to contribute*.

*Kata kunci*: *needs-supplies fit*, *demands-abilities fit*, *social presence*, *trust*, *community commitment*, *willingness to contribute*, PLS, SEM.
ABSTRACT

Frequently, online brand community considered as platform for customers to contribute for the sake of its success. This research is examine the person-environment fit influence, which are needs-supplies fit and demands-abilities fit; the influence of social presence and trust towards the community commitment and willingness to contribute; and examine the nonlinear influence of person environment fit and community commitment using Structural Equation Modeling test (SEM) based on Partial Least Square (PLS). This research found that over 301 shopee users, the person-environment fit and social presence influenced the community commitment. In the same way, this research also found that the community commitment influenced the willingness to contribute. Meanwhile, the nonlinear effect of person-environment fit and trust did not influenced the community commitment. As well as the nonlinear community commitment to willingness to contribute.

Keyword: needs-supplies fit, demands-abilities fit, social presence, trust, community commitment, willingness to contribute, PLS, SEM.