

ABSTRAK

Komunitas merek berbasis *online* sudah berkembang di Indonesia dan banyak diadopsi perusahaan untuk membangun loyalitas pelanggan. Dalam penelitian ini hendak membedah fenomena aktivitas *value co-creation* yang terjadi pada komunitas merek *online* yaitu Komunitas Sepeda Polygon Indonesia (KSPI). KSPI merupakan komunitas populer di Indonesia dan anggotanya adalah pengguna sepeda Polygon. Anggota KSPI melakukan interaksi melalui media sosial dengan menggunakan grup Facebook. Dalam penelitian ini evaluasi model penelitian menggunakan alat analisis Partial Least Square (PLS). Hasil penemuan dari 174 responden menjelaskan bahwa keberadaan praktik *value co creation* seperti *social networking*, *impression management*, *community engagement* dan *brand use* berpengaruh positif terhadap beberapa variabel *perceived benefit*. Temuan lainnya juga menjelaskan bahwa tiga dari empat variabel *perceived benefit* berpengaruh positif terhadap *brand community commitment* anggota diantaranya *social benefit*, *self-esteem benefit* dan *hedonic benefit*. *Brand community commitment* berpengaruh positif terhadap *brand loyalty*.

Kata Kunci: *value co creation practice*, *perceived benefit*, *brand community commitment*, *brand loyalty* dan KSPI

ABSTRACT

Online-based brand communities have developed in Indonesia and many companies have adopted them to build customer loyalty. In this study, researchers wanted to dissect the phenomenon of value co-creation activities that occurred in one of the online brand communities, the Indonesian Polygon Bicycle Community (KSPI). KSPI is a popular community in Indonesia and its members are Polygon bicycle users. KSPI members interact through social media using Facebook groups. In this study, the evaluation of the research model uses the Partial Least Square (PLS) analysis tool. The findings of 174 respondents explained that the existence of value co-creation practices such as social networking, impression management, community engagement, and brand use had a positive effect on several perceived benefit variables. Other findings also explain that three of the four perceived benefit variables have a positive effect on member community brand commitment including social benefits, self-esteem benefits, and hedonic benefits. Brand community commitment has a positive effect on brand loyalty.

Keywords: value co-creation practices, *perceived benefits*, *brand community commitment*, *brand loyalty*, and KSPI