

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 Research Data Quality

This research used two kind of classic assumption tests in the hypothesis testing, such as normality test and multicollinearity test.

4.1.1 Normality test

Normality test aims to examine whether in the regression model, the residual confounding variable has a normal distribution. The statistical test will be invalid for small sample quantities if the assumption that residual values that follow a normal distribution is violated (Ghozali, 2013).

This research used the Kolmogorov-Smirnov (K-S) non-parametric statistical test to test residual normality. The hypothesis for the K-S test is as follows:

H₀: Normally distributed residual data

H_A: Not-Normally distributed residual data

Regression models are considered to fulfill the assumption of normality if the significance is > 0.05 . This means that H₀ is accepted where data is normally distributed. The following are the results of the normality test from this research:

Table 4.1 Normality Test Hypothesis 1a: The Instagram-based brand community has positive effect on the relationship between the customer and the product.

		Brand Community	Product
N		200	200
Normal Parameters	Mean	12.3950	22.2650
	Std. Deviation	3.26993	3.32567
Most Extreme Differences	Absolute	.088	.088
	Positive	.077	.052
	Negative	-.088	-.088
Kolmogorov-Smirnov Z		1.250	1.248
Asymp. Sig. (2-tailed)		.088	.089

Source: Primary Data Processed, 2019

Based on table 4.1, the significance value for Instagram based brand community variables was 0.088, product variable was 0.089. Because all normality test results were more than $\alpha = 0.05$, it can be concluded that all variables in hypothesis 1a met the normality assumption with a significance value > 0.05 .

Table 4.2 Normality Test Hypothesis 1b: The Instagram-based brand community has positive effect on the relationship between the customer and the brand.

		Brand Community	Brand
N		200	200
Normal	Mean	12.3950	15.4300

Parameters	Std. Deviation	3.26993	2.94593
Most Extreme	Absolute	.088	.094
Differences	Positive	.077	.088
	Negative	-.088	-.094
Kolmogorov-Smirnov Z		1.250	1.325
Asymp. Sig. (2-tailed)		.088	.060

Source: Primary Data Processed, 2019

Based on table 4.2, the significance value for Instagram based brand community variables was 0.088, brand variable was 0.060. Because all normality test results were more than $\alpha = 0.05$, it can be concluded that all variables in hypothesis 1b met the normality assumption with a significance value > 0.05 .

Table 4.3 Normality Test Hypothesis 1c: The Instagram-based brand community has positive effect on the relationship between the customer and the company.

		Brand Community	Company
N		200	200
Normal	Mean	12.3950	14.4200
Parameters	Std. Deviation	3.26993	3.43549
Most Extreme	Absolute	.088	.085
Differences	Positive	.077	.068
	Negative	-.088	-.085
Kolmogorov-Smirnov Z		1.250	1.198
Asymp. Sig. (2-tailed)		.088	.114

Source: Primary Data Processed, 2019

Based on table 4.3, the significance value for Instagram based brand community variables was 0.088, company variable was 0.114. Because all normality test results were more than $\alpha = 0.05$, it can be concluded that all variables in hypothesis 1c met the normality assumption with a significance value > 0.05 .

Table 4.4 Normality Test Hypothesis 1d: The Instagram-based brand community has positive effect on the relationship between the customer and the other customers.

		Brand Community	Other customers
N		200	200
Normal Parameters	Mean	12.3950	10.5450
	Std. Deviation	3.26993	4.13564
Most Extreme Differences	Absolute	.088	.084
	Positive	.077	.072
	Negative	-.088	-.084
Kolmogorov-Smirnov Z		1.250	1.193
Asymp. Sig. (2-tailed)		.088	.116

Source: Primary Data Processed, 2019

Based on table 4.4, the significance value for Instagram based brand community variables was 0.088, other customers variable was 0.116. Because all normality test results were more than $\alpha = 0.05$, it can be concluded that all variables in hypothesis 1d met the normality assumption with a significance value > 0.05 .

Table 4.5 Normality Test Hypothesis 2: The Relationship between Customers to Product, Brand, Company, and Other Customers has positive effect on Brand Trust.

		Product	Brand	Company	Other customers	Brand Trust
Normal	N	200	200	200	200	200
	Mean	22.2650	22.2650	15.4300	10.5450	15.7550
Parameters	Std. Deviation	3.32567	2.94593	3.43549	4.13564	2.83109
Most Extreme Differences	Absolute	.088	.094	.085	.084	.090
	Positive	.052	.0888	.068	.072	.076
	Negative	-.088	-.094	-.085	-.084	-.090
Kolmogorov-Smirnov Z		1.248	1.325	1.193	1.193	1.271
Asymp. Sig. (2-tailed)		.089	.060	.114	.116	.079

Source: Primary Data Processed, 2019

Based on table 4.5, the significance value for product variables was 0.089, brand variable was 0.060, company variable was 0.114, other customers variable was 0.116, and brand trust variable was 0.079. Because all normality test results were more than $\alpha = 0.05$, it can be concluded that all variables in hypothesis 2 met the normality assumption with a significance value > 0.05 .

Table 4.6 Normality Test Hypothesis 3: The Brand Trust has positive effect on Brand Loyalty.

		Brand Trust	Brand Loyalty
N		200	200
Normal Parameters	Mean	15.7550	13.2900
	Std. Deviation	2.83109	3.93306
Most Extreme Differences	Absolute	.090	.092
	Positive	.076	.057
	Negative	-.090	-.092
Kolmogorov-Smirnov Z		1.271	1.307
Asymp. Sig. (2-tailed)		.079	.066

Source: Primary Data Processed, 2019

Based on table 4.6, the significance value for brand trust variables was 0.079, Brand loyalty variable was 0.066. Because all normality test results were more than $\alpha = 0.05$, it can be concluded that all variables in hypothesis 3 met the normality assumption with a significance value > 0.05 .

4.1.2 Multicollinearity test

Multicollinearity test was used to test whether the regression model found a correlation among independent variables. A good regression model is a model that did not have a correlation among independent variables. This research used tolerance values and variance inflation factor (VIF) values to detect multicollinearity. If the tolerance value was more than 0.10 and the VIF value was

more than 10, there were high symptoms of multicollinearity.

Table 4.7 Multicollinearity Test Results

	Variable	Colinearity Statistics	
		Tolerance	VIF
Regression 5	Product	0.854	1.712
	Brand	0.567	1.763
	Company	0.734	1.363
	Other customer	0.786	1.272

Source: Primary Data Processed, 2019

Table 4.7 shows that in the fifth regression model, the product variable had tolerance value of 0.854 and VIF value of 1.712. Brand variable had tolerance value of 0.567 and VIF value of 1.763. Company variable had tolerance value of 0.734 and VIF value of 1.363. Whereas, other customer variable had tolerance value of 0.786 and VIF value of 1.272.

Based on these results, it is recognized that the independent variable in the regression model had tolerance value of more than 0.10 and the VIF value was less than 10. As a result there were not a high symptoms of multicollinearity.

4.2 Descriptive Statistics

Descriptive Statistics shows the picture or description of a data that can be seen by the average (mean), Standard deviation, minimum value and maximum value from every variable.

Table 4.8 Descriptive Analysis Result

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
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Brand Community	200	3.00	21.00	12.3950	3.26993
Product	200	13.00	28.00	22.2650	3.32567
Brand	200	7.00	21.00	15.4300	2.94593
Company	200	3.00	21.00	14.4200	3.43549
Other customer	200	3.00	21.00	10.5450	4.13564
Brand Loyalty	200	3.00	21.00	13.2800	3.93306
Brand Trust	200	9.00	21.00	15.7550	2.83109
Valid N (listwise)	200				

Source: Primary Data (2019)

Table 4.8 shows the number of respondent (N) of 200. The minimum value for brand community variable was 3.00 and the maximum was 21.00. The average value of brand community variable was 12.3950 with the standard deviation of 3.26993. The minimum value for the product variable was 13.00 and the maximum value was 28.00. The average value of product variable was 22.2650 with the standard deviation of 3.32567. The minimum value for brand variable was 7.00 and the maximum value was 21.00. The average value of brand variable was 15.4300 with the standard deviation of 2.94593. The minimum value for company variable was 3.00 and the maximum value was 21.00. The average value of company variable was 14.4200 with the standard deviation of 3.43549. The minimum value for other customer variable was 3.00 and the maximum value was 21.00. The average value of other customer variable was 10.5450 with the standard deviation of 4.13564. The minimum value for brand trust variable was 9.00 and the maximum value was 21.00. The average value of brand trust variable was 15.7550 with the standard deviation of 2.83109. The minimum value for brand loyalty variable was 3.00 and the maximum value was 21.00. The average value of brand loyalty variable was 13.2800 with the standard deviation of 3.93306.

4.2.1 Correlation among Variables

Correlation analysis aims to measure the association strength (relationship) linearly between two variables. Correlation does not show functional relationships or in other words correlation analysis does not distinguish between the dependent variable and the independent variable (Ghozali, 2013). Sarwono (2006) made the following power interval:

0.0 – 0.25 = Very weak

0.25 – 0.50 = Enough

0.50-0.75 = Strong

0.75-1.00= Very strong

The following is the result of the correlation among variables in this research:

Table 4.9 Correlation among Variables

		Correlations						
		Brand Community	Product	Brand	Company	Other Customer	Brand Loyalty	Brand Trust
Brand Community	Pearson Correlation	1	.330**	.369**	.359**	.529**	.322**	.330**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Product	Pearson Correlation	.330**	1	.617**	.386**	.370**	.602**	.692**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Brand	Pearson Correlation	.369**	.617**	1	.440**	.345**	.582**	.579**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Company	Pearson Correlation	.359**	.386**	.440**	1	.389**	.436**	.527**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200	200
Other Customer	Pearson Correlation	.529**	.370**	.345**	.389**	1	.381**	.434**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200

Brand Loyalty	Pearson Correlation	.322**	.602**	.582**	.436**	.381**	1	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200
Brand Trust	Pearson Correlation	.330**	.692**	.579**	.527**	.434**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2019

Table 4.9 shows that the correlation numbers of each variable range between 0.322 and 0.753. This shows that these variables have a fairly strong correlation. The strongest correlation relationship occurred between the brand trust variable with brand loyalty variable with the amount of 0.753. Because all correlation tables were more than 0.25, it can be concluded that each question indicator was valid.

4.3 Goodness of Fit Model

The accuracy of the sample regression function in estimating the actual value can be measured from the goodness of fit. Statistically, the goodness of fit is measured by the coefficient of determination, the F statistic value and the statistical value t. If the statistical test is in a critical area (the area where H_0 is rejected), the statistical calculation can be called significant. Conversely, if the statistical test is in the area where H_0 is accepted, the statistical calculation is not significant.

4.3.1 Goodness of Fit: First Regression Model

The first equation model was tested using simple regression to test hypothesis 1a, namely the Instagram-based brand community had positive effect on the relationship between the customer and the product. Based on the results of

testing the data obtained, the analysis of the first equation model is as follows:

Table 4.10 Regression Model Testing Result 1

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	R Square
1	0.335	0.330	4.911	0.000	0.109

a. Dependent Variable: Product

b. Predictors: (Constant), Brand Community

Source: Primary Data Processed, 2019

The t statistic test is conducted by comparing the statistical t value with the critical value according to the table. If the t-statistic value of the calculation results is higher than the value of the t table or the significance value is less than 0.05 ($p < 0.05$), the alternative hypothesis which states that an independent variable individually affects the dependent variable is acceptable.

Table 4.10 shows that the coefficient value of the customer relationship variable with the product was 0.335 with t count of 4.911 and a significance value of 0.000. Because the significance value was **less than 0.05**, the Instagram-based brand community variable had positive effect on the dependent variable of the relationship between the customer and the product.

While the coefficient of determination (R^2) is used to measure the model's ability to explain the variation of the dependent variable. A small R^2 value indicates the ability of independent variables in explaining the dependent variable which is very limited.

Based on table 4.5, the coefficient of determination of the variable relationship between customers and products was 0.109. It shows that the contribution of the effect of the Instagram-based brand community to the relationship between customers and products was 10.9%.

4.3.2. Goodness of Fit: Second Regression Model

The second equation model was tested using simple regression to test hypothesis 1b, that is, Instagram-based brand community has positive effect on the relationship between customers and brand. Based on the results of data testing, it obtained the analysis of the second equation model as follows:

Table 4.11 Regression Model Testing Result 2

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	R Square
2	0.333	0.369	5.593	0.000	0.136

a. Dependent Variable: Brand

b. Predictors: (Constant), Brand Community

Source: Primary Data Processed, 2019

Based on table 4.11, the variable coefficient value of the customer relationship with the brand was 0.333 with calculated t value of 5.593 and the significance value of 0.000. Because the significance value was less than 0.05, the Instagram-based brand community variable had positive effect on the dependent variable of the relationship between the customer and the brand.

Coefficient of determination of the variable relationship between customers

and brand was 0.136. This shows that the contribution of the effect of the Instagram-based brand community to the relationship between customers and brand was 13.6%.

4.3.3 Goodness of Fit: Third Regression Model

The third equation model was tested using simple regression to test hypothesis 1c, that is, Instagram-based brand community has positive effect on the relationship between customers and company. Based on the results of data testing, it obtained the analysis of the second equation model as follows:

Table 4.12 Regression Model Testing Result 3

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	R Square
3	0.377	0.359	5.414	0.000	0.129

a. Dependent Variable: Company

b. Predictors: (Constant), Brand Community

Source: Primary Data Processed, 2019

Based on table 4.12, the variable coefficient value of the customer relationship with the company was 0.337 with calculated t value of 5.414 and the significance value of 0.000. Because the significance value was less than 0.05, the Instagram-based brand community variable had positive effect on the dependent variable of the relationship between the customer and the company.

Coefficient of determination of the variable relationship between customers and company was 0.129. It shows that the contribution of the effect of the

Instagram-based brand community to the relationship between customers and company was 12.9%.

4.3.4 Goodness of Fit: Fourth Regression Model

The fourth equation model was tested using simple regression to test hypothesis 1d, that is, Instagram-based brand community has positive effect on the relationship between customers and other customers. Based on the results of data testing, it obtained the analysis of the second equation model as follows:

Table 4.13 Regression Model Testing Result 4

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	R Square
4	0.670	0.529	8.783	0.000	0.280

a. Dependent Variable: Other Customers

b. Predictors: (Constant), Brand Community

Source: Primary Data Processed, 2019

Based on table 4.13, the variable coefficient value of the customer relationship with other customers was 0.670 with calculated t value of 8.783 and the significance value of 0.000. Because the significance value was less than 0.05, the Instagram-based brand community variable had positive effect on the dependent variable of the relationship between the customer and other customers.

Coefficient of determination of the variable relationship between customers and other customers was 0.280. It shows that the contribution of the effect of the Instagram-based brand community to the relationship between customers and other

customers was 28%.

4.3.5 Goodness of Fit: Fifth Regression Model

The fifth equation model was tested using multiple regression to test the second hypothesis, namely the relationship between customers to product, brand, company, and other customers has positive effect on brand trust.

Based on the result of data testing, the fifth model analysis was as follows:

Table 4.14 Regression Model Testing Result 5

Relationship between Customers to Product, Brand, Company, and Other Customers on Brand Trust

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	R Square	F	Sig.
5 (Constant)	1.076		1.162	0.247	0.584	68.399	0.000
Product	0.397	0.467	7.725	0.000			
Brand	0.140	0.146	2.397	0.018			
Company	0.194	0.236	4.347	0.000			
Other Customers	0.082	0.120	2.294	0.023			

a. Dependent Variable: Brand Trust

Source: Primary Data Processed, 2019

Table 4.14 shows that the customer relationship variable with the product had coefficient of 0.397 with t value of 7.725 and the significance value of 0.000. The value of t table at $df = 200$ was 0.248. Because t count was greater than the value of t table and the significance value was less than 0.05, the customer

relationship variable with the product would be said to have positive effect on the dependent variable of brand trust.

The variable of customer relationship with the brand had coefficient of 0.140 with t value of 2.379 and the significance value of 0.018. The value of t table at $df = 200$ was 0.248. Because t count was greater than the value of t table and the significance value was less than 0.05, the customer relationship variable with the brand could be said to have positive effect on the dependent variable of brand trust.

The variable of customer relationship with the company had coefficient of 0.194 with t value of 4.374 and the significance value of 0.018. The value of t table at $df = 200$ was 0.248. Because t count was greater than the value of t table and the significance value was less than 0.05, the customer relationship variable with the company could be said to have positive effect on the dependent variable of brand trust.

The variable of customer relationship with the other customers had coefficient of 0.082 with t value of 2.294 and the significance value of 0.023. The value of t table at $df = 200$ was 0.248. Because t count was greater than the value of t table and the significance value was less than 0.05, the customer relationship variable with the other customers could be said to have positive effect on the dependent variable of brand trust.

Table 4.9 also shows the calculated F value of 68.399 with significance value of 0.000. Because the calculated F value was greater than F table and the significance value was less than 0.05, the variable of relationship among the

customer and the product, brand, company and other customers affected the dependent variable of brand trust.

Coefficient of determination was 0.584 which showed that the contribution of the effect of the relationship between customers to product, brand, company, and other customers was 58.4%.

4.3.6 Goodness of Fit: Sixth Regression Model

The sixth equation model was tested using simple regression to test the third hypothesis, namely brand trust has positive effect on brand loyalty.

Based on the result of data testing, the sixth model analysis was as follows:

Table 4.15 Regression Model Testing Result 6

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.	R Square
6	1.046	0.753	16.084	0.000	0.566

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Trust

Source: Primary Data Processed, 2019.

Based on table 4.15, the variable coefficient value of brand trust with brand loyalty was 1.046 with calculated t value of 16.084 and the significance value of 0.000. Because the significance value was less than 0.05, the brand trust variable had positive effect on the dependent variable of brand loyalty.

Coefficient of determination of the variable relationship between customers

and other customers was 0.566 which shows that the contribution of the brand trust to the brand loyalty was 56.6%

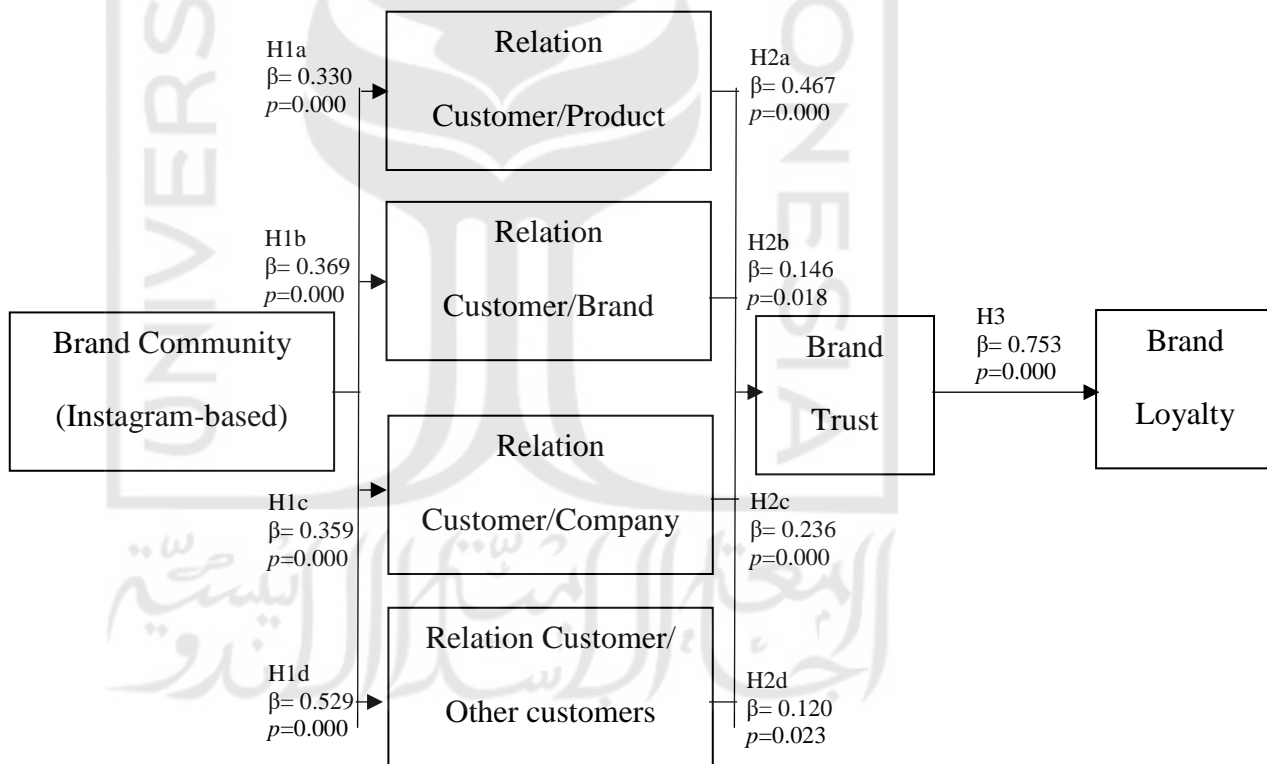
4.4 Hypothesis Testing Result

Table 4.16 Overall Hypothesis Testing Results

Hypothesis	Direction of Relationship	β (beta)	Sig.	Conclusion
H1a	Positive (+)	0.330	0.000	H1a is accepted
H1b	Positive (+)	0.369	0.000	H1b is accepted
H1c	Positive (+)	0.359	0.000	H1c is accepted
H1d	Positive (+)	0.529	0.000	H1d is accepted
H2a	Positive (+)	0.467	0.000	H2a is accepted
H2b	Positive (+)	0.146	0.018	H2b is accepted
H2c	Positive (+)	0.236	0.000	H2c is accepted
H2d	Positive (+)	0.12	0.023	H2d is accepted
H3	Positive (+)	0.753	0.000	H3 is accepted

Source: Primary Data Processed, 2019.

Figure 4.1 Result of Hypothesis Testing Research



Source: Primary Data Processed, 2019.

4.5 Hypothesis Analysis

4.5.1 First Hypothesis

H1: The Instagram-based brand community has positive effect on: a) relationship between customer and product b) relationship between customer and brand c) relationship between customer and company d) relationship between customer and other customers.

The hypothesis testing that had been conducted in table 4.5, 4.6, 4.7, and 4.8 shows that there was positive effect between the Instagram-based brand community and the four elements of the customer-centric brand community model, namely the relationship between customers and products, brands, companies, and other customers. This was proved by the value of β of all variables of 0.330, 0.369, 0.359, and 0.529 with significance value of 0.000. Thus, it can be concluded that **h1 was accepted.**

4.5.2 Second Hypothesis

H2a: The relationship between customers and products has positive effect on brand trust.

Hypothesis testing that had been conducted in table 4.9 shows that the relationship between customers and products to brand trust had positive effect. This was proved by the value of $\beta= 0.467$ with significance value of 0.000. As a result, it can be concluded that **h2a was accepted**

H2b: The relationship between customers and brands has positive effect on brand trust.

Hypothesis testing that had been conducted in table 4.9 shows that the relationship between customers and brands to brand trust had positive effect. This was proved by the value of $\beta = 0.146$ with significance value of 0.018. As a result, it can be concluded that **h2b was accepted**

H2c: The relationship between customers and companies has positive effect on brand trust.

Hypothesis testing that had been conducted in table 4.9 shows that the relationship between customers and brands to brand trust had positive effect. This was proved by the value of $\beta = 0.236$ with significance value of 0.000. As a result, it can be concluded that **h2c was accepted.**

H2d: The relationship between customers and other customers has positive effect on brand trust.

Hypothesis testing that had been conducted in table 4.9 shows that the relationship between customers and other customers to brand trust had positive effect. This was proved by the value of $\beta = 0.120$ with significance value of 0.230. As a result, it can be concluded that **h2d was accepted.**

4.5.3 Third Hypothesis

H3: Brand Trust has Positive Effect on Brand Loyalty

Hypothesis testing that had been conducted in table 4.10 shows that the relationship between brand trust to brand loyalty had positive effect. This was proved by the value of $\beta = 0.753$ with significance value of 0.000. As a result, it can be concluded that **h3 was accepted.**

4.6 Results Discussion

4.6.1 The effect of Instagram-based brand community on: a) relationship between customer and product b) relationship between customer and the brand c) relationship between customer and the company d) relationship between customer and other customers.

The results of this hypothesis test were in accordance with the previous research done by Laroche et al. (2012) which stated that there is a positive relationship between the brand community based on Instagram towards the four elements of the customer-centric brand community model, namely the relationship between customers and products, brands, companies, and other customers.

According to Khaur et al. (2018), when a customer joins the brand community by clicking the follow button, sharing photos or experiences, interacting with marketers and other customers on a brand's business account on Instagram, it indicates that the customer is actively participating in the Instagram-based brand community activities. As long as this interaction continues, community members and marketers share valuable experiences while consuming or using the product. This can strengthen the relationship among all elements of the brand community customer-centric model (products, brands, companies, and other customers). As a result, the higher the activity or involvement of customer in an Instagram-based brand community, the more close the customer relationship with other products, brands, companies, and customers.

4.6.2 The effect of customers and products on brand trust.

The results of this hypothesis test were in accordance with the previous

research done by Laroche et al. (2012) which stated that there is a positive relationship between the relationships of customers to products towards the brand trust.

Customers of brand from business account on Instagram felt satisfied and proud if the product had good quality according to what the producer promised. This can be felt when product purchased had met or even exceeds customer expectations of the product. As a result, the higher the quality of the products produced, the more satisfied and proud customers that will lead to customer trust in the product of that brand.

4.6.3 The effect of the relationship between customers and brands on brand trust.

The results of this hypothesis test were in accordance with the previous research done by Laroche et al. (2012) which stated that there is a positive relationship between the relationships of customers to brands towards the brand trust.

The increasing relationship that occurred among customers from the Instagram-based brand community would increase the relationship and contact between brands and customers. Customers can judge brand when they join and interact in the Instagram-based brand community. An active brand community will indirectly increase the brand's reputation. The higher the reputation or brand image, the higher the customer's trust in the brand.

4.6.4 The effect of the relationship between customers and companies on brand trust.

The results of this hypothesis test were in accordance with the previous research done by Laroche et al. (2012) which stated that there is a positive relationship between the relationships of customers to companies towards the brand trust.

In an Instagram-based brand community, it is not only followers or customers who actively participate, but also the company itself. Companies usually open discussions and ask customers what they think about their products and brands. And if customers ask, companies must actively answer questions from their customers. With the creation of these activities, communication between two directions occurred. Sharing and disseminating information about brands that occurred within a brand community could reduce customer uncertainty about the products of the brands they followed. As a result, it would positively have an effect on customer trust in the brand.

4.6.5 The effect of the relationship between customer and other customers on brand trust.

The results of this hypothesis test were in accordance with the previous research done by Laroche et al. (2012) which stated that there is a positive relationship between the relationships of customer to other customers towards the brand trust.

Customers join this brand community because they had an interest in the same brand. In the community, customers exchanged information and experience

while consuming or using brands from the business accounts they followed together. The two-way relationship that occurred continuously among community members will sometimes lead to sense of kinship among them. With sense of kinship among the community members, they will feel attached to the community. Stickiness with the community will have a positive effect on the brand trust.

4.6.6 The effect of Brand Trust on Brand Loyalty

The results of this hypothesis test were in accordance with the previous research done by Laroche et al. (2012) which stated that there is positive relationship between the brand trust towards the brand loyalty.

The trust from customer to the brand of the business account on Instagram that they follow was generated through the relationship between customers and elements of the brand community. It made customers repeated purchasing of products from the brand which was one of the indicators of brand loyalty.