INTRODUCTION

Having loyal consumers is one of the purposes of every company. However, companies do not know that consumer loyalty can be formed through several stages, starting from looking for potential consumers until advocating customers that bring profit to company. Customer loyalty has important role in a company, keeping it means increasing financial performance and keeping company’s viability. Those two factors are the main reasons for companies to attract and maintain customer loyalty. The effort to get loyal customers can not be done at once but through several stages starting from searching for potential customers to acquiring partners. Current marketers, offering product or services, in dealing with competitive competition have moved from product marketing concept and sales to customer and marketing concept because the concept is more effective to guarantee the viability of a company as brand producer in the future (Alexander 2002). In the market, consumers are able to freely choose among the offered products and service, therefore producers must be able to produce products that can make consumers loyal to a brand, otherwise the consumer can easily switch to other producers. To stay on top or merely to survive producers need a fixed concept, thus only producers with the concept of consumer loyalty would survive because the companies provide better value to consumers (Alexander, Schouten, Koenig 2002). Dick and Basu (1994) stated that there are two kinds of loyalties derived from customers; true loyalty and inertia loyalty. True loyalty is defined as positive attitude from customer to company followed by high repurchase.

Loyalty is the first class in marketing so that the value has been considered valuable for each business (Reicheld 1996). Loyalty is an important focus in marketing, and in marketing discipline, marketers usually can understand the importance of loyalty and how to create it. Loyalty is usually reflected by repeating purchase. To get loyalty, companies must stress the importance of loyalty, provide, and create better customer satisfaction (Jacoby and Kyner 2003). Companies try to overcome the competitors by fulfilling the customers’ need and provide satisfaction. This refers to the previous research conducted by Alexander, Kim, and Robert (2003). The purpose of this research is to know whether brand community Integration affects satisfaction, whether general satisfaction has influence toward customer loyalty, and whether brand community Integration affects customer loyalty.

Abstract: The background of this research was, loyalty is a key marketing goal is so widely accepted that its value has been deemed to be “self-evidence to every business person”. With such importance, it is not surprising that loyalty is the focus of a significant body of literature in marketing. Within that literature, marketers have generally share a fundamental understanding of what loyalty means and how it is created. Loyalty has been traditionally understood to be reflected by repeat purchase behavior and/or the expression of a favorable attitude toward such behavior. Research device, used in research, is descriptive research device where using the method of analysis of regression. With amount of sample counted from 100 customers Kelapa Gading Mall Jakarta. From the result of this research finding contribute to marketing theory and have implications for marketing practice. With regard theory, we provide additional evidence that the accumulation of consumption experience among customer that express a willingness other forces, in this case brand community integration, become more powerful in building loyalty than prior research, provides a strong challenge to conventional understanding regarding the antecedents the loyalty.

Keywords: Brand community, customer satisfaction, customer loyalty, product differentiation
This research was not only to state several benefits for companies for nurturing a relationship with customers, but also for other purposes for example showing that personalization of service and relational selling behaviour is an important determinant for quality of provided service, satisfaction, and consumer loyalty. Other than that, it is important for buyers and sellers to keep a more personal relationship and build a community. The crucial relationships cover customer and Brand, between customer and company, between customer and used product and among customers themselves.

METHODS

Customer satisfaction solely depends on the perception and hopes of the customers themselves. Factors that can affect perception and hopes when purchasing a product or service are needs and wants felt by customers, thus past experiences from friends who had consumed the product or used the service, and experience from commercials. The general definition of customer satisfaction or customer dissatisfaction is the result of differences between consumers’ hopes and wishes with the performance felt by the consumers. According to Kotler (2000) the definition of satisfaction is a person’s feeling of happiness or disappointment after the person had compared the expected performance resulted from a product or service and the actual result. While, customer satisfaction according to Kotler and Armstrong (2001), is how far the product performance fulfilled the buyer’s expected result. Satisfaction for a customer shows a strong relationship with a company, trust and commitment replacing satisfaction as the motor of loyalty. It is concluded that the management of satisfaction is highly effective to develop loyalty from customers to companies. (Dwyer, Schurr and Oh (2003). Berry (1995).

![Model of Traditional Customer - Brand](image)

The first two approaches are known as service researchers, which have extended problems that was admitted to have something to do with loyalty as exclusive repurchase behavior. Mouleson (2003). Blodgett et al. (1997) differentiate loyalty as an intention or purpose to repurchase and as a result of behavioral outcome.

According to Lovelock and Wright (2002), loyalty is the consumers’ voluntarily decision to continuously become customer to a certain company for a long term, purchasing and utilizing product and service continuously and exclusively aware of which they prefer, and recommend the product of service voluntarily to friends and relatives. Moreover Griffin (2002) stated the benefits that a company can enjoy when they have loyal customers: Reduce marketing cost, because attracting new customers cost more. Reduce transaction cost. Reduce consumer turn over cost, which can increase cross selling and magnify market share. Boost a more positive word of mouth, with the assumption that loyal customers mean satisfied customers. Reduce the failure cost, such as replacement cost, etc.

Characteristics of loyal customers. Loyal customers are important assets for a company. It can be seen from the characteristics as Griffin (2002) revealed: Make regular repeat purchases. Purchase across product and services lines. Refer to others. Demonstrate an immunity to the full of the competition.

In relation with customer experience, Smith (2002) revealed that customer loyalty can not be created just appear, but need to be designed by companies. The steps are: Design the branded customer experience: Develop understanding of customer experience. Design employee behaviour to realize brand promise. Design total strategy change to make realization of new customers’ experience.

 Equip people and deliver consistently: Prepare leaders to run and provide experience to customers. Equip employees with knowledge and skill to develop and provide experience to customers in every interaction that customers do toward company. Strengthen company performance through measurement and act of leadership.

Sustain and enhance performance: Use feedbacks from customers and employees to nurture customers continuously and maintain them. Develop cooperation between human resource development system and direct business process in providing and creating experience for customers.
Continuously develop and enhance communication result to plant Branded Customer Experience that the company has been running.

Mowen and Minor (1998) stated that brand loyalty is a condition where consumers have positive attitude toward a brand, and intend to continue the purchase in the future. While according to Aaker (1996) brand loyalty is an important factor in setting value of a brand, where the important value of a certain brand includes quality, form, thus benefit from product and service that are better offered than competitors.

According to Aaker (1997), the purpose of brand loyalty in general is to reduce switching to other brand. In other words, keeping the existing consumers satisfied with cheaper cost compared to getting new customers. Customer loyalty is one of the strategies to deal with the existing or future competition. According to Aaker (1991), 5 factors that affect brand loyalty are:

- **Satisfaction**, where customers will stay loyal to a brand if they get satisfaction from it. Therefore many consumers try different brands then evaluate them whether they exceed their satisfaction or not. If the respond is good, then customers will decide to repurchase the product or service consistently along the time. This means that brand loyalty has been created to the certain brand.

- **Habitual Behaviour**, loyalty will be formed because of consumers’ habit. When a purchase was done, the next purchase will not go through long time of decision making.

- **Commitment**, consumer loyalty will occur when there is trust from consumer to the product brand so that there is communication and interaction among consumers, such as by talking about it.

- **Liking of the Brand**, loyalty can be formed by consumers’ level of liking in general. The level of liking can be measured by the emergence of liking to certain brand until there is trust that the brand has good performance.

- **Switching Cost**, is different sacrifice and or risk of failure, energy and physical cost that consumers spend because of choosing one of the alternatives. If the switching cost is higher then consumers will be very careful to switch to other brand because of the risk of failure is also high so that consumers tend to be loyal. If switching cost is low, then consumers will easily switch brand and tend to be not loyal.

Brand community is formed based on unity of opinion, and relationship between company and customer. Brand community is usually defined based on habit or identification between members who have similarity in demographic, hobby, and loyalty to certain brand or their job.

With brand community, each individual in it distribute importance sources that have possibility of cognitive, emotional, or materials naturally. The relationship of Brand Community and Brand Image derives from consumer-perspective experience. It is a structure of relationship where exist. The crucial relationships include relationship between Customer and Brand, between Customer and Company, between Customer and used product and among customers themselves. According to Muniz and O’Guin (2001) definition of brand community is special community that is bonded non-geographically and based on a set of social relationship between adorer of certain brand. This is marked by several consciousness, rituals, and traditions and moral responsibility. Brand community according to McAlexander et al. (2002) focuses on customers, where existence and meaning of the community lie on customers’ experience that are far better than any other brand competitors surrounding the brand. According to Mc Alexander et al. (2002), in brand community there are four focused relationship:


![Brand Community](image-url)
Brand community integration affects loyalty, Alexander et al. (2002)

H1 : General satisfaction affects customer loyalty.

Muniz and O’Guinn (2001) explained that brand community is a special community without any geographical boundary, based on social relationship structure set between brand users. They observed that social obligation that was built through brand consumption can implicate toward loyalty and brand equity.

Brand community integration positively affect customer satisfaction Alexander et al. (2002).

H2 : Brand community integration affects satisfaction.

According to Alexander et al. (2002), customer brand relationship can be measured by four ways: Value the brand, give recommendation, buy the same brand, high quality.

In the conceptual framework shown in figure 4 brand community integration affects satisfaction and general satisfaction is also assumed to influence customer loyalty, while brand community integration affect customer loyalty as determinant.

Based on the previous research conducted by Alexander, Kim, and Robert (2003), it was found that constructing previous cooperation that examine the developing process of relationship formation according to Dwyer, Schurr and Oh (2003), Berry (1995), for customers who show a strong relationship with a company, trust and commitment replace satisfaction as the motor of loyalty. They concluded that the arrangement of satisfaction is highly effective to develop loyalty among consumers and to the continuation of cooperation.

The hypotheses are as follow:

H1 : General satisfaction affects customer loyalty.

Muniz and O’Guinn (2001) explained that brand community as a special community without any geographical boundary, based on social relationship structure set between brand users. They observed that social obligation that was built through brand consumption can implicate toward loyalty and brand equity.

Brand community integration positively affect customer satisfaction Alexander et al. (2002).

H2 : Brand community integration affects satisfaction.

In this case:

\[ n = \frac{Z_{\alpha/2}}{4e^2} \]

With level of significant of 90%, then \( Z = 1.541.004 \)

\[ n = \frac{1.541.004}{1 + (1.541.004)^2} = 99.99 = 100 \]

From 120 deployed questioner, only 110 questioner came back. However from all 110 questioners, not all was able to be analyzed because there were 10 questioners that were not complete and excluded from the research. So the total was 100 questioners. This number fulfilled the requirement from Walpole with significant level of 90% and with Z value \( \alpha/2 = 1.541.004 \) and error = 10% = 0.1%, which is 100 questioners.

Most of the respondents are female (64% or 64 respondents), while based on age, the highest population was between 26 years old until 35 years old (51% or 51 respondents). Looking at the marital status, the highest population went to single respondents (54% or 54 respondents), while based on level of education, the number of respondents with bachelor degree was 62 respondents (48%). Based on job, the working people dominated the population (50% or 50 respondents), while the average monthly spending between Rp 1.000.000 – Rp 2.000.000 dominated the population with 71 respondents (71%). Furthermore, most respondents visited Kelapa Gading Mall 3 times until 6 times (49 respondents or 49%). Respondents mostly spent their time in the Mall for 60 minutes until 120 minutes (43 respondents or 43%).
The validity test was based on the content validity according to Green and Albaum (1988) as quoted by Hennawan (2003) related with how far a measurement scale or instrument represent the whole measured characteristic content. The measurement scale in this research was interval scale, then to know the validity coefficient, Pearson correlation was used.

Validation test criteria of measurement tool is not valid if the coefficient of correlation value is less or the same with R table (N = 30) 0.361.

Table 2. Result of validity test

<table>
<thead>
<tr>
<th>Brand Community Integration</th>
<th>Item</th>
<th>Coefficient of Correlation</th>
<th>p-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCI1</td>
<td>0.542</td>
<td>0.002</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI2</td>
<td>0.621</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI3</td>
<td>0.512</td>
<td>0.004</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI4</td>
<td>0.704</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI5</td>
<td>0.704</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI6</td>
<td>0.810</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI7</td>
<td>0.555</td>
<td>0.001</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI8</td>
<td>0.698</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI9</td>
<td>0.577</td>
<td>0.001</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI10</td>
<td>0.511</td>
<td>0.004</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>BCI11</td>
<td>0.498</td>
<td>0.005</td>
<td>Valid</td>
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<tr>
<td>BCI12</td>
<td>0.517</td>
<td>0.003</td>
<td>Valid</td>
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</table>

<table>
<thead>
<tr>
<th>General Satisfaction</th>
<th>Item</th>
<th>Coefficient of Correlation</th>
<th>p-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1</td>
<td>0.789</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>GS2</td>
<td>0.707</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>GS3</td>
<td>0.686</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>GS4</td>
<td>0.832</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>GS5</td>
<td>0.637</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Loyalty</th>
<th>Item</th>
<th>Coefficient of Correlation</th>
<th>p-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOY1</td>
<td>0.836</td>
<td>0.000</td>
<td>Valid</td>
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</tr>
<tr>
<td>LOY2</td>
<td>0.852</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>LOY3</td>
<td>0.891</td>
<td>0.000</td>
<td>Valid</td>
<td></td>
</tr>
</tbody>
</table>

Reliability test was using Internal Consistency Reliability, which according to Coopper and Emory (1995) include how far the instrument objects are homogeneity and reflects similarity of the based construct. The measurement scale was interval scale, thus to test the reliability, Cronbach’s Alpha Reliability was used.

According to Hair, Anderson (1998) a construct is considered reliable if coefficient of alpha is ≤ 0.70.

The result of Cronbach’s alpha Reliability coefficient of all research variables was over 0.70, which showed that the measurement tools in this research are reliable in measuring the research variables.

This research used Multiple Regression (Regresi Berganda) with the help of SPSS software ver 11.05 to predict the changes in the independent or dependent variables related with changes occur in some of the dependent variables.

The hypotheses in this research:
Ho: Coefficient of regression is insignificant
H1: Coefficient of regression is significant

Decision making based on probability:
→ If probability > 0.05, Ho fail to be rejected
→ If probability < 0.05, Ho is rejected

RESULTS AND DISCUSSION

In table 4 we can see that Brand Community Integration variable has minimum value of 3.080, with maximum value of 4.830, and mean value of 3.856, and standard of deviation of 0.404. Mean value of 3.856 means that respondents tend to answer agree, and standard deviation of less than 1 means data from brand community integration variable is homogeneity.
Mean value of 4.010 means that respondents tend to answer agree, and standard deviation of less than 1 means data from customer loyalty variable is homogeneity (table 5). The correlation value of Brand Community Integration with General Satisfaction was 0.561 and P-value 0.000 (0.000 < 0.05), which means that there is strong correlation between Brand Community Integration and General Satisfaction (table 6).

The correlation value of General Satisfaction and Customer Loyalty was 0.488 and P-value 0.000 (0.000 < 0.05), which means that there is strong correlation between General Satisfaction and Customer Loyalty.

The correlation value of Brand Community Integration and Customer Loyalty was 0.620 and P-value 0.000 (0.000 < 0.05), which means that there is strong correlation between Brand Community Integration and Customer Loyalty.

Hypothesis H1 tested significant effect of Brand Community Integration toward General Satisfaction. Below are the null hypothesis and the alternative hypothesis:

Ho1 : There is no significant effect from Brand Community Integration toward General Satisfaction.
Ha1 : There is significant effect from Brand Community Integration toward General Satisfaction.

In table 6, null hypothesis is rejected because the p-value (0.000) is < 0.05. This means that the company provides consumer level of happiness that correlates with consumer consumption fulfillment. Based on the coefficient standard value (β) of 0.561, every increase of one percent of brand community integration will increase general satisfaction for 0.561.

Table 5. Descriptive Statistics

<table>
<thead>
<tr>
<th>Correlation</th>
<th>Brand Community Integration</th>
<th>General Satisfaction</th>
<th>Customer Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Community Integration</td>
<td>1.000</td>
<td>0.561</td>
<td>0.620</td>
</tr>
<tr>
<td>General Satisfaction</td>
<td>0.561</td>
<td>1.000</td>
<td>0.488</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>0.620</td>
<td>0.88</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig.(1tailed) Brand Community Integration</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>General Satisfaction</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 6. The result of regression calculation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Standardized Beta</th>
<th>T-value</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Brand community Integration ➔ General Satisfaction</td>
<td>0.561</td>
<td>6.702</td>
<td>0.000</td>
</tr>
</tbody>
</table>

* = p < 0.05

Table 7. The result of regression calculation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Standardized Beta</th>
<th>T-value</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2 General Satisfaction ➔ Customer Loyalty</td>
<td>0.488</td>
<td>5.539</td>
<td>0.000</td>
</tr>
</tbody>
</table>

* = p < 0.05

Table 8. The Result of Regression Calculation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Standardized Beta</th>
<th>T-value</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>H3 Brand Community Integration ➔ Customer Loyalty</td>
<td>0.620</td>
<td>7.814</td>
<td>0.000</td>
</tr>
</tbody>
</table>

* = p < 0.05

Hypothesis H2 tested the significant influence of General Satisfaction toward Customer Loyalty. Below are the null hypothesis and the alternative hypothesis:

Ho2 : There is no significant effect from General Satisfaction toward Customer Loyalty.
Ha2 : There is significant effect from General Satisfaction toward Customer Loyalty.

Data in table 7 shows that null hypothesis is rejected because the p-value (0.000) is < 0.05. This means that if one feels satisfied of a product one will become loyal to it. Based on the coefficient standard value (β) of 0.488, every one percent increase of general satisfaction will increase 0.488 of customer loyalty.

Hypothesis Ha3 tested the significant influence of brand community integration toward customer loyalty. Below are the null hypothesis and the alternative hypothesis:

Ho3 : There is no significant effect from brand community integration toward customer loyalty.
Ha3 : There is significant effect from brand community integration toward customer loyalty.

Data in table 8 shows that null hypothesis is rejected because the p-value (0.000) is < 0.05. This means that a loyal consumer is not only based upon satisfaction but also the consumer’s relation with brand/company whether attitude to the brand or behaviour to the brand. Based on the coefficient standard value (β) of 0.620, every one percent increase of brand community integration will increase 0.620 of customer loyalty.
CONCLUSION

Testing the three hypotheses, which were the effect of brand community integration toward satisfaction, the effect of general satisfaction toward customer loyalty, and the effect of brand community integration toward customer loyalty, all were proven to have significant effect in this research.

Firstly, brand community integration had significant effect toward general satisfaction for 0.561, and brand community integration was formed from the unity of sense or taste and relationship between company and customer. Brand community integration is usually defined based on habit or identification among their members who have similarity that is satisfaction loyalty to a product that they got. It showed that every one unit increase of brand community integration will increase general satisfaction. Secondly, satisfaction to customers showed a strong relationship with a company, trust and commitment to replace satisfaction as the motor of customer loyalty, general satisfaction had significant effect toward customer loyalty as much as 0.488, thus it showed that every one percent increase of general satisfaction will increase customer loyalty. Thirdly, brand community integration will be created from customer loyalty to a brand of a product or service. Brand community integration had significant effect toward customer loyalty, thus it showed that every one unit increase of brand community integration will increase customer loyalty. In this research, general satisfaction significantly affects customer loyalty with beta coefficient of 0.620.

A lot of products are offered in Kelapa Gading mall, among others is exclusiveshopping area with 32 boutiques from top Indonesia fashion designers. The shopping area for teenagers provides clothes, unique accessories that were specially created for youngsters, comfortable area to socialize with cafe setting as in European sidewalk, food temptation, which is the biggest indoor food court in Indonesia. Kelapa Gading Mall also provides entertainment facility including Gading 21 cinema, Timezone game gallery, and Viva bowling alley.

Building customer loyalty is the most important and main things in company compared with big market share. A lot of companies consider that enlarging market share is the main thing and often becomes a company’s short term strategy. This strategy will be meaningless to customers and as the effect customers easily turn to competitor’s product or service. The result of a loyalty is long term and cumulative. Based on the information above, this research found that there was partial effect from brand community integration toward general satisfaction so that brand community integration should always be enhanced. In the application, general satisfaction needs to be noticed to get customer loyalty because general satisfaction was the intervening variable.

The results in this research showed that customer satisfaction is reaction of consumer behaviour in the form of after sales service evaluation to product or service that the consumer felt (product performance) compared with consumer’s hope. This research is an exploration of a research conducted by Alexander et al. (2003). This research tested the partial effect from brand community integration, general satisfaction and customer loyalty, so the next research should add more variables such as the effect of facilities; satisfaction variable can also be intervening variable, with service quality as the independent variable.

Respondents also affect the research result, therefore demographic factor should also be added, and can also group respondents based on for example gender, what the specific gender do in Kelapa Gading Mall, because the categories can and will be able to affect the end result of a research.

REFERENCES
