

The Effect of Person-Environemnt Fit on Community Commitment, Social Presence, and Trust on Wilingness to Contribute to the Shoppe User Community

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Article Info	ABSTRACT
Keywords: Needs-supplies fit, Demand-abilitis fit, social presence, trust, community commitment, wilingness to contribute, PLS,SEM	Online brand communities are often considered a platform for customers to contribute to the success of the community. This study examines the influence of person-environment fit, namely needs-supplies fit and demands-abilities fit, as well as social presence and trust on community commitment and willingness to contribute, and examines the nonlinear influence of person environment fit and community commitment using the Structural Equation Modeling (SEM) test based on Partial Least Square (PLS). From 98 respondents to the Shopee user community, it was found that person-environment fit and social presence can affect community commitment. In addition, it was also found that community commitment can affect willingness to contribute. Meanwhile, the influence of nonlinear person-environment fit and trust has no effect on community commitment. Likewise, no influence was found between nonlinear community commitment and willingness to contribute.
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INTRODUCTION

The development of the internet and social media in the last decade has resulted in an increase in the popularity of brand communication built online, or it can be called *an online brand community* (Liao et al.2020). *The online brand community* acts as a *platform* where customers have various experiences and feelings about a particular product or service, so that it is very useful for other customers who are in need of information (Shen et al.2018), and they interact through social media. Communication built among brand admirers on social media platforms can be useful for companies as a potential tool to develop and maintain relationships between brands and their consumers (Liu et al., 2018). This is because social media has the ability to create interactions, both interactions between customers and customer interactions with companies that can allow them to share information (Nadeem et al., 2020).

Facebook is a social media that is seen as a "consumer-relationship marketing-relationship provider" of many brands, this is because Facebook is the dominant social media tool worldwide with a monthly active user count of around 2.7 billion in 2020 (tekno.kompas.com.2020), so it can attract more investment in the field of marketing (Akrouit and Nagy, 2018). Facebook is a social media tool that is in great demand by users, especially in Indonesia, internet users in Indonesia who use the Facebook platform reach 80% of the total population, or a total of 140 million people in 2020 (datareportal.com, 2020). Especially the brand community maintains an active presence on Facebook pages to attract new members by engaging old members (Chen and Zhao, 2021).

iPrace Group as a *meta-search* site that conducts research on shopping behavior, named *shoppe* as the *e-commerce* with the highest number of monthly visitors in the third quarter of 2020. The total monthly visitors to *Shopee* are 97.5 million visitors. The next ranking is filled by *Tokopedia* with 86 million visitors, then the next warning is by *Bukalapak* as many as 32.5 million monthly visitors. The following is evidence of the survey results from *iprice* in the third quarter of 2020.

Based on the data above, it shows that the total monthly web visitors of *Shopee* are 93.4 million visitors. The next ranking is filled by *Tokopedia* with 86.1 million endings and *Bukalapak* with 35.2 million monthly web visitors. Based on the ranking on the *playstore*, *Shopee* also leads in the first ranking, beating its competitors, even though it is relatively young with several competitors and several other competitors, *Shopee* is able to compete and even show good performance in *e-commerce competition* in Indonesia (viva.co.id, 2019).

This research related to *online brand communities* has a relationship with *person-environment fit*, *social presence*, *trust*, *community* and *willingness to contribute*. Pedeliento et al. (2020) argue that brand communities take an active part in the creation of brand meaning through brand community members who interact in any way that allows them to be able to establish relationships with each other, which can include *online*, *offline* media or *online* and *offline settings*. The motivation of a community member to commit to the community can be seen from whether or not the *person-environment fit*, *social presence*, and *trust* owned by the members of the *Shopee* community are fulfilled or not.

METHODS

The type of method used in this study is the quantitative method. Using the Likert scale and population taken from google form media to collect data. To test is SEM with External Model test hardware, External model test, internal model test, Intercession Test and Speculation Test.

RESULTS AND DISCUSSION

Uji Convergent Validity

Table 1. Convergent Validity Test Results

Variabel	Indicator	Loading Value	Remarks
<i>Needs-Supplies Fit</i>	NS1	0,861	Valid

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Variabel	Indicator	Loading Value	Remarks
<i>Needs-Supplies Fit²</i>	NS2	0,915	Valid
	NS3	0,894	Valid
	NS*NS	2,008	Valid
	DA1	0,874	Valid
<i>Demands-Abilities Fit</i>	DA2	0,921	Valid
	DA3	0,923	Valid
	DA4	0,913	Valid
	AGE*	1,381	Valid
<i>Demands-Abilities Fit²</i>	SP1	0,851	Valid
	SP2	0,816	Valid
	SP3	0,861	Valid
	SP4	0,828	Valid
<i>Social Presence</i>	SP5	0,831	Valid
	SP6	0,828	Valid
	SP7	0,841	Valid
	TR1	0,820	Valid
<i>Trust</i>	TR2	0,815	Valid
	TR3	0,808	Valid
	TR4	0,843	Valid
	TR5	0,787	Valid
<i>Community Commitment</i>	TR6	0,754	Valid
	TR7	0,727	Valid
	TR8	0,782	Valid
	TR9	0,717	Valid
<i>Community Commitment²</i>	CC1	0,860	Valid
	CC2	0,752	Valid
	CC3	0,913	Valid
	CC4	0,906	Valid
<i>Willingness to Contribute</i>	DC*DC	1,824	Valid
	WC1	0,930	Valid
	WC2	0,942	Valid
	WC3	0,936	Valid

In the validity and reliability test, there is a first step, namely measuring the correlation of the indicator with the variables being tested, the convergent validity requirements can be seen from the *outer loading* value and *the Average Variance Extracted* (AVE) with a cut of score ≥ 0.50 .

Uji Composite Realibility

Table 2. Composite Reliability Test Results

Variabel	Composite Reliability
Needs-Supplies Fit	0,920

Variabel	Composite Reliabilty
Needs-Supplies Fit ²	1,000
Demands-Abilities Fit	0,949
Demands-Abilities Fit ²	1,000
Social Presence	0,942
Trust	0,935
Community Commitment	0,919
Community Commitment ²	1,000
Willingness to Contribute	0,955

Based on table 2, it can be seen that the *composite reliability* value of each construct has a value of >0.70 so that this model is said to have met the *composite reliability requirements*.

Uji Inner Model Evaluation

R² (Coefficient of determination)

A value that represents the sum of the variances described from the endogenous construct in a structural model. Coefficients are the quadratic correlation of the actual value and the predicted value used to predict the strength of the model.

Table 3. Test Results R-Square Value

Variabel	Original Sample-R Square
<i>Community Commitment</i>	0,690
<i>Willingness to Contribute</i>	0,494

Exogenous variables have an important influence on endogenous variables, but the relationship between them depends on the level of qualification of either strong, moderate, or weak.

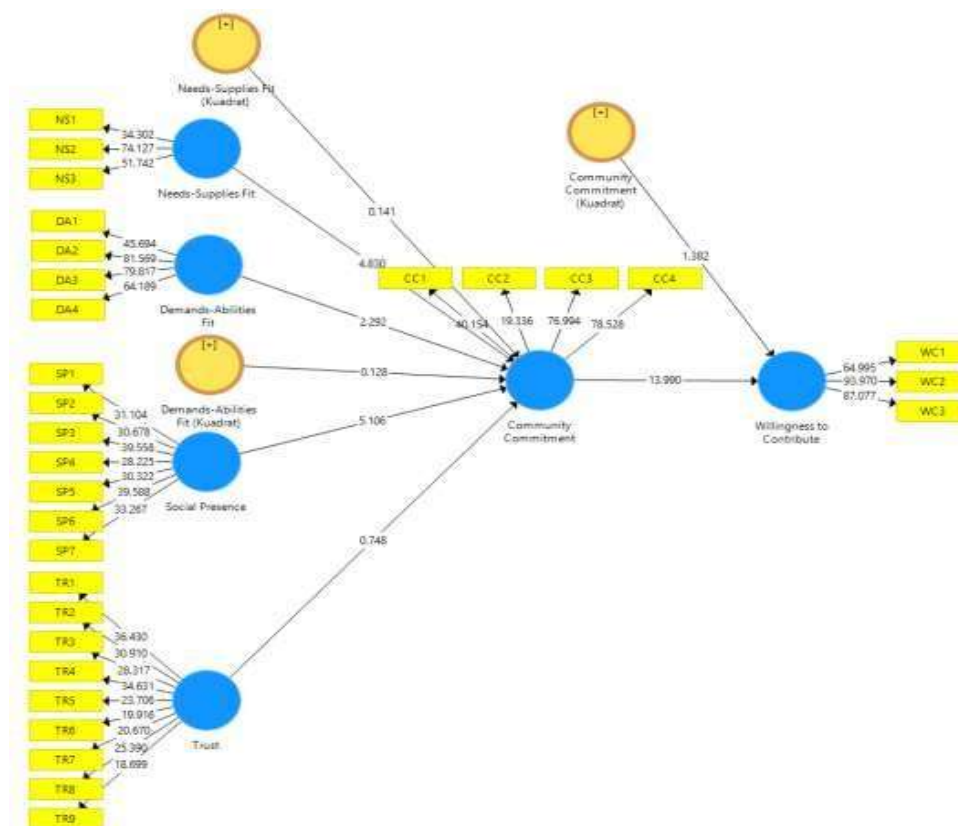
a. Path coefficients

It has a standardized value between -1 and +1.

b. Significance of path coefficient

The procedure is carried out to determine the estimated path coefficient obtained through t-value statistics with a value of >1.96 and with a significance level of 0.05 or 5%.

Table 4. Bootstrapping Test Results



Discussion

The Influence of Person-environment Fit on Community Commitment

Based on the results obtained from the statistical test, it can be seen that the needs-supplies fit variable has a significant positive relationship with the community commitment variable. Meanwhile, the fit² needs-supplies variable had a non-significant positive relationship with the community commitment variable. This suggests that the fulfillment of the needs-supplies fit of shoppe community members can affect their commitment to the shoppe community, and there is no nonlinear influence of need-supplies fit that can affect their commitment to the shoppe community.

Based on the results obtained from the statistical test, it can be seen that the demands-abilities fit variable has a significant positive relationship with the community commitment variable. While the variables on demands-abilities fit² have a negative relationship with the demands-abilities fit variable of shoppe community members can affect their commitment to the shoppe community, and there is no nonlinear influence of demand-abilities fit that can affect their commitment to the shoppe community.

Shen et al. (2018) define person-environment fit as the level of conformity between individuals and the environment, as well as its influence on human attitudes and behaviors. Conformity occurs when individuals and the environment complement each other by meeting the needs of each other, such as when the environment provides opportunities for

achievement that matches the individual's need for achievement or when individuals with exceptional problem-solving skills are in that environment. Astakhova (2016) argues that *high person-environment fit* will affect positive work outcomes and *low person-environment fit* will affect negative work outcomes.

When people see a match between personal preferences and their actual environment, they will tend to develop a sense of commitment. Then when they say that their ability will maintain membership (Vancouver et al., 2008). So when members of the Shoppe Community feel that there is a compatibility between individuals and the environment that complement each other, thus causing the commitment of the members of the Shoppe Community to be higher, and there is no *nonlinear* influence of *person-environment fit* on *community commitment*, both in terms of *needs-supplies fit* and *demands-abilities fit*,

The Influence of Social Presence on Community Commitment

Based on the results obtained from the statistical test, it can be seen that the social presence variable has a significant positive relationship with the community commitment variable. This shows that the fulfillment of the social presence of shoppe community members can affect their commitment to the shoppe community.

Social presence is a requirement for effective communication and interaction between two parties mediated by technology (Nadeem et al., 2020). The results of this study are in line with the opinion of Nadeem et al. (2020) that *social presence* includes a person's feelings and responses to convey a sense of warmth and humanity, so that *social presence* allows a person to commit to a trading *platform* and be involved in the online brand community (Nadeem et al., 2020).

The Influence of Trust on Community Commitment

Based on the results obtained from the statistical test, it can be seen that the trust variable has a negative relationship with the *community commitment variable*. This shows that the fulfillment of the trust of Shoppe Community members cannot affect them in the Shoppe Community.

Trust is generally related to trust, honesty, and reliability in relationships and transactions. Trust is the willingness of one of the other parties based on the expectation that the other party will take actions that are important to him, regardless of his ability to monitor the other party (Nadeem et al., 2020). Individuals basically have two types of attachments, namely primary bonds and secondary bonds. Primary bonding and secondary bonding. Primary bonds are bonds that have strong relationships, usually with family members or friends. While secondary ties are bonds that have weak relationships, usually owned by those who are acquainted through social media. This is supported by the statement of Akrouf and Nagy (2018) that the absence of direct contact and anonymity cause trust between individuals on social media to become increasingly complex. So one of the factors that causes the insignificance of *the trust* variable is due to the lack of direct contact between members of the Shoppe Community.

The Influence of Community Commitment on Willingness to Contribute

Based on the results obtained from the statistical test, it can be seen that the *community commitment variable* has a significant positive relationship with the *willingness to contribute variable*. Meanwhile, the *community commitment²* variable has a negative relationship that is not significant to the *variable willingness to contribute*. This shows that the commitment of the members of the Shoppe Community can affect their intention to contribute to the Shoppe Community, and there is no *nonlinear* influence of *the community commitment* that can affect their intention to contribute to the Shoppe Community.

CONCLUSION

Based on the hypothesis, the results of statistical tests, and the discussions submitted in this study can show several conclusions. First, this study shows that person-environment fit has an effect on community commitment, and there is no nonlinear influence of person-environment fit on community commitment. This is because high person-environment fit will affect positive work outcomes and low person-environment fit will affect negative work outcomes, so there is no nonlinear influence of person-environment fit.

Second, this study shows that social presence affects community commitment. This is in line with the opinion of Nadeem et al. (2020) that social presence includes a person's feelings and responses to convey a sense of warmth and a sense of humanity, so that social presence allows a person to commit to a trading platform and get involved in the online brand community.

Third, this study shows that trust has no effect on community commitment. This is because the bond between members in the online brand community is included in the secondary bond, which is a bond that is related to the weak. As well as the absence of direct contact and anonymity, trust between individuals on social media becomes increasingly complex.

Fourth, this study shows that community commitment has an effect on willingness to contribute and does not have an effect on nonlinear community commitment on willingness to contribute. This is because effective commitment only measures the emotional bond between community members and the community, this causes individuals with a high level of effective commitment to be more likely to serve the community and care about the development in the community and the higher the affective commitment that the individual has, it will cause individuals to be more willing to contribute to sharing their knowledge in the online brand community. So there is no nonlinear influence of community commitment.

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