ABSTRAC

This study was conducted based on the phenomenon of internet usage in supporting the business of a company. Xiaomi, Inc. is one of the companies that has maximally used internet media to conduct massive business expansion. Xiaomi introduces its brand to the world effectively and efficiently through the internet. Mi Community, which is the largest brand community in the world, is a place where Xiaomi brand loyalists, commonly called Mi Fans, interact to spread eWOM in order to introduce the superiority of Xiaomi smartphone products that have suitability between the price and the good capability. In addition, there was a gap in studies about the inconsistent relationship between perceived benefit, brand experience and community interaction as independent variables towards community engagement and re-use intention among community members as dependent variables.

The main objective of this study is to bridge the research gap and explain how an online brand community can influence the interest of repurchasing products or brands. This study took 110 respondents of members from Mi Fans community in Central Java as samples. Structural Equation Modeling (SEM) in AMOS software was used to analyze the data in this study.

The results of full model test through SEM analysis showed Chi Square = 115,301, Probability = 0.371, CMIN / DF = 1,039, GFI = 0.901, AGFI = 0.863, TLI = 0.994, CFI = 0.995, RMSEA = 0.019. The criteria index shows that the model fit even though there were marginal criteria. Hypothesis test proved that perceived benefits had an affect on community engagement, brand experience had an effect on community engagement, and community interaction had an effect on community engagement and re-use intention was influenced by community engagement.

Keywords: Online Brand Community, Perceived Benefits, Brand Experience, Community Interaction, Community Engagement, Re-use Intention

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