

PENGARUH BRAND COMMUNITY WARDAH YOUTH AMBASSADOR TERHADAP BRAND TRUST: PERAN MEDIASI BRAND AWARENESS

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ABSTRAK

Perkembangan strategi pemasaran berbasis komunitas memperlihatkan brand tidak lagi hanya berkomunikasi secara satu arah, tetapi membangun hubungan melalui keterlibatan sosial yang berkelanjutan. Namun tidak semua aktivitas brand community mampu secara efektif meningkatkan kepercayaan konsumen terhadap merek. Meskipun *brand community* Wardah Youth Ambassador memiliki tingkat aktivitas dan partisipasi yang tinggi, masih terdapat pertanyaan mengenai sejauh mana komunitas tersebut benar-benar mampu membentuk kepercayaan merek (*brand trust*) serta bagaimana peran kesadaran merek (*brand awareness*) dalam menjembatani hubungan tersebut. Studi ini memiliki tujuan guna menganalisis pengaruh *brand community* terhadap *brand trust* dengan pengujian peran *brand awareness* sebagai variabel mediasi. Teknik studi kuantitatif eksplanatif dengan survei terhadap 370 responden yang menjadi anggota dari Wardah Youth Ambassador dan pernah beraktivitas dan berinteraksi di dalamnya. Analisis dilaksanakan dengan menerapkan teknik *structural equation modeling* berbasis *partial least square*. Teori *social identity theory* digunakan pada penelitian ini untuk menjelaskan bagaimana *brand community* bekerja dalam membangun persepsi dan kepercayaan konsumen. Hasil studi memperlihatkan *brand community* berpengaruh langsung pada *brand awareness* dan *brand trust* serta *brand awareness* berperan sebagai mediasi dalam hubungan tersebut.

Kata Kunci: *Brand Community, Brand Awareness, Brand Trust, Wardah Youth Ambassador*

THE INFLUENCE OF THE WARDAH YOUTH AMBASSADOR BRAND COMMUNITY ON BRAND TRUST: THE MEDIATING ROLE OF BRAND AWARENESS

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ABSTRACT

The evolution of community-based marketing strategies demonstrates that brands no longer communicate solely in a one-way manner but instead build relationships through sustained social engagement. However, not all brand community activities effectively enhance consumer trust in the brand. Despite the high levels of activity and participation within the Wardah Youth Ambassador brand community, questions remain regarding the extent to which the community truly fosters brand trust and the role brand awareness plays in bridging this relationship. This study aims to analyze the influence of the brand community on brand trust by examining the mediating role of brand awareness. A quantitative explanatory approach was employed, utilizing a survey of 370 respondents who are members of the Wardah Youth Ambassador program and have actively participated and interacted within it. Data analysis was conducted using the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method. The study draws upon Social Identity Theory to explain the mechanisms by which brand communities shape consumer perceptions and trust. The findings indicate that the brand community has a direct influence on both brand awareness and brand trust, and that brand awareness acts as a mediator in this relationship.

Keywords: *Brand Community, Brand Awareness, Brand Trust, Wardah Youth Ambassador*