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Brand Community Knowledge, Involvement, Trust, Engagement, And Brand Loyalty (Glow Up Agents Community)

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Abstract.
The development of digital technology makes the brand community a key strategy to build loyalty in the beauty industry. This study examines the "Glow Up Agents" community by BHUMI Skincare, using the KITE (Knowledge, Involvement, Trust, Engagement) framework to analyze its influence on brand community engagement and brand loyalty. The PLS-SEM method was used with questionnaire data from active members to 184 respondents. The results showed that the entire hypothesized relationship was positively significant: the KITE dimension influenced member participation, which in turn increased brand loyalty. It affirms the important role of understanding, interaction, and trust. Practical advice includes community optimization, while academic advice recommends exploring additional variables for deeper understanding.

Keywords: Brand Community, Bhumi Skincare, KITE Framework, PLS-SEM, Glow Up Agents

INTRODUCTION

In the rapid development of technology, changes occur in various aspects of daily life. One of the changes also has an impact on the beauty and skincare industry sector in Indonesia, in the last five years the development of cosmetic and skincare brands has increased significantly. Marketing is a process about identifying and meeting human and social needs in a way that is appropriate and aligned with the organization's goals (Philip Kotler et al., 2022). According to Kumar et al. (2018), Marketing does not only focus on one unit of the company, but involves external parties such as customers and vendors. Marketing is carried out to understand and meet customer needs systematically.

Growth in the beauty and skincare industry in Indonesia in 2020-2024 has increased so rapidly by 43.11% in the last three years. This makes one of the beauty and skincare industries in Indonesia a high business prospect. Based on the trends that occur, combining organic-based cosmetics can encourage local industry players to innovate to create a variety of products that are of high quality and have high economic value (Vicky Rachman, 2024). Companies can utilize a wide variety of marketing methods to increase sales. In this case, what beauty companies do is build a brand community as one of the steps in increasing sales and interacting with consumers.

In the digital age, this community is crucial in shaping opinions and purchasing decisions. By nurturing an active community, BHUMI can leverage its strengths for brand sales and marketing (Bowden & Mirzaei, 2020). Marketing is essential for companies, not just selling, but an effort to gain profits, satisfaction, and customer loyalty by fulfilling their desires (Chakti, 2019).

The development of brand community trends in the beauty industry is growing and is one of the ways as a company's digital marketing strategy. According to Allen (2023), with the increasing cost of digital advertising and the decline in consumer trust in influencers, beauty brands are also turning to marketing strategies that focus on building relationships with consumers through a community. It aims to increase customer loyalty, encourage in-depth interactions between consumers and brands, get feedback through the community, and increase brand awareness.

A brand community is a specialized community made up of consumers and employees who are

identified and whose activities 20 focus around the brand (Philip Kotler et al., 2022). Glow Up Agents is a community of beauty brands formed by BHUMI Skincare in 2022 as a representation of their products.

Table 1. Comparison of the Number of Followers of Local Brands of Beauty Communities on Instagram as of March 2025.

No	Brand Name	Number of Brand Followers	Community Name	Number of Community Followers
1	Avoskin	707k	Ruby	124k
2	Wardah	3.1m	Wardah Youth Ambassador	81.9k
3	Sasc	183k	#SASCFriends Community	38.k
4	Somethinc	1.4m	Somethinc Town Community	36k
5	Npure	1.6m	Pure Mates	24.6k
6	Emina	1m	Emina Girl Gang Ambassador	26.3k
7	Skin game	126k	Skin Game Warrior	19.8k
8	Hanasui	430k	Hanasui Squad	10.9k
9	Elshe kin	492k	Elshe Squad	3.9k
10	Bhumi Skincare	174k	Glow Up Agents	3.6k

Based on the data obtained in Table 1.1, there are quite a lot of local beauty brand communities in Indonesia that are initiated by company brands. The researcher took ten samples as comparative data on the beauty community in Indonesia. With the beauty community of Avoskin having the most followers. And it can be said that Bhumi Skincare is at the bottom. However, the brand community still needs to be empirically evaluated using the essential elements that are the main key to the brand community.

There is a growth gap in the size of the Glow Up Agent community, which can identify a growth gap between the number of BHUMI followers on social media and the number of consumers who are interested in and follow the Glow Up Agents social media account. This shows that the potential for consumer engagement and knowledge of the BHUMI brand is still very minimal. This table is a comparison table to find out what brand communities are in the beauty industry in Indonesia, and where the Glow Up Agents' position is. This can be used as a concrete guide to enlarge and activate its community, which in turn will become a valuable asset in building brand loyalty.

This study focuses on analyzing the influence of Brand Community Knowledge, Involvement, and Trust on Brand Community Engagement in the Glow Up Agents community by BHUMI Skincare, as well as examining the extent to which this engagement has an impact on Brand Loyalty. Based on previous research by Haverila et al. (2024a). This research also emphasizes the importance of knowing the factors that create the brand community construct, so that members can play an active role in building positive and meaningful community spaces. As well as forming loyalty to the brand in a sustainable manner.

Brand community, is a specialized community consisting of consumers and employees who are identified and whose activities are focused on the brand. A brand community can serve as a source of inspiration and direct feedback to get improvements or in the process of product innovation. The activities and advocacy carried out by brand community members to a certain extent can replace the activities that should be carried out by the company so that the company can create greater effectiveness and efficiency in the marketing process. Building a positive and productive brand community requires

careful implementation and thought processes (Philip Kotler et al., 2022).

The concept of a brand community was first initiated by Munis and O'Guin (Hoang et al., 2020), which is essentially a structured social group formed by brand admirers. Then based on the concept put forward by Keller (Haverila et al., 2024), it can be understood that a brand community is a complex network of interactions formed between customers and the brand itself, with the company that produces the brand, with the products offered, and among fellow community members.

This essentially reflects the overall brand image embedded in the long-term memory of consumers. There are three categories of brand communities, the first is a small group. The second is network-based and the third is an online brand community. And there is also the concept of a brand community that is initiated by the company and one that is initiated by the consumer.

Consumer-based brand equity in this context originates from consumers' knowledge of a brand in their memory, and this is the key to the success and long-term viability of all marketing programs. Because the content and structure of consumers' brand memories will influence the effectiveness of future brand strategies, it is very important for companies to understand how their marketing programs affect consumer learning and thus subsequent memory for brand-related information. Increasing this consumer brand knowledge can increase the perceived value of the brand and can further strengthen the differential effect of brand knowledge on consumer responses to brand marketing (Tung & Vigneron, 2023).

According to Aaker (Foroudi, 2019), consumer knowledge about a brand has a dual role. In addition to strengthening and increasing brand effectiveness, this knowledge also significantly influences consumers' views of the brand, as brand knowledge forms the basis of consumers' beliefs and associations.

Involvement refers to the extent to which a person feels an object is relevant, based on their personal needs, values, and interests. This involvement can encompass cognitive, affective, and motivational processes but does not include actual behavior (Harrigan et al., 2018). In the context of a brand community, 'involvement' more specifically refers to an interest in the product, brand, or company, which is different from social cognitive and social exchange theory explanations (Bian & Haque, 2020).

Brand involvement tends to have a positive effect on consumer product purchases, as a higher involvement brand will encourage consumers to go through a more mature decision-making process. This is because the value of branded products is generally recognized as superior in its various values (signaling, hedonic, and functional). Conversely, brand involvement will have a negative impact if the brand involvement is lower, the greater the likelihood that consumers will make quick decisions, which require little or limited effort (Bian & Haque, 2020).

Brand community involvement is a concept that is more than just "brand involvement." Brand community involvement is an internal psychological state that shows how strongly a consumer is emotionally connected to the brand community. This connection is triggered by various aspects of the community, such as its knowledge, values, functions, and members. The stronger a consumer's involvement in a brand community, the greater the brand's chance of survival and growth. This means that building and maintaining an active and involved brand community is key to a brand's long-term success (Haverila et al., 2024).

Based on research conducted by Elsharnouby et al. (2021), knowledge has a positive influence on member involvement in a brand community. When consumers have in-depth information and understanding of a brand obtained through the exchange of information among members and the brand itself, they will tend to interact and become directly involved with the brand. Thus, the following hypothesis is derived:

H1: Brand community knowledge has a significant and positive influence on brand community involvement.

Previously, Brand Trust had a very high value because it could reduce consumer uncertainty towards a brand. In this uncertain environment, consumers feel more at ease if they can rely on a trusted brand. This trust arises when consumers are confident that the brand will meet their needs and desires, especially if the brand aligns with the consumers' self-concept, needs, and values (Yuliana et al., 2024).

According to Philip Kotler et al. (2022), corporate trust is built on complete and honest information, alignment with customer needs, strategic partnerships, and competitive advantage. Building online trust is difficult due to buyer doubts but is crucial for healthy long-term relationships. Trust depends on a company's perceived competence, integrity, honesty, and benevolence. Business owners must form strong bonds and consider factors like repeat purchases. Furthermore, trust in a brand community is how consumers expect the brand community to remain consistent, competent, honest, trustworthy, and responsible in their participation so that consumers can achieve the positive outcomes promised (Samarah et al., 2022).

According to Vranić et al. (2023), this implies that member trust is the main foundation of a sustainable community. Member trust is the foundation of a sustainable community. A trusting community encourages interaction and information exchange, thus increasing knowledge among members. Additionally, Wallace et al. (2022a) explain that trust and commitment within a brand community can enhance the quality of the relationship between members and the brand. This leads to the following hypotheses:

H2: Brand community trust has a significant and positive influence on brand community knowledge.

H3: Brand community trust has a significant and positive influence on brand community involvement.

Brand Community Engagement is defined as "the intrinsic motivation of consumers to interact and collaborate with community members." Brand communities allow group members to participate, create, and share content, which results in a high level of brand community engagement. The success of a brand community depends on the engagement generated by its members. Engaged consumers share important brand information and help other respondents selflessly (Sharma et al., 2022).

Furthermore, brand engagement in certain contexts is not limited to the brand itself. As in the context of online brand communities, brand engagement allows interactions to occur between consumers and the brand and among consumers, which can contribute positively to the community atmosphere (Hao et al., 2024).

In the context of an online brand community, engagement can be defined as the intrinsic motivation (an inner drive) for consumers to interact and cooperate with community members. Interactions between members and the brand are also expected to increase cooperation and purchases. If a person feels that they are part of a community, this will influence their behavioral intentions within that community. A user who identifies as a community member feels that their participation aligns with their personal values and will receive recognition from other community members or the brand. This can result in engagement with the community (Martínez-López et al., 2021).

According to Cheung et al. (2020), when members acquire relevant knowledge and information about a brand (in this case, brand content, experiences, and information from fellow community members), it can encourage active interaction, participation in discussion forums, the formation of emotional bonds, and also increase member engagement with the brand.

Furthermore, (Sharma et al., 2022) states that consistent involvement by community members is a sign of active participation. It can be implemented that the more involved members are, the stronger their bond or engagement with the brand becomes. This engagement encourages the development of sustainable relationships, contributes to the community's success, and can strengthen the main elements of engagement, such as loyalty and trust in the brand.

In addition, Wallace et al. (2022) explain that trust in a brand community builds positive

relationship quality between consumers and the brand, encouraging activities such as recommendations and testimonials. This trust increases active participation and involvement of members, making them more likely to share information and recommend the brand. This leads to the following hypotheses:

H4: Brand community trust has a significant and positive influence on brand community engagement.

H5: Brand community involvement has a significant and positive influence on brand community engagement.

H6: Brand community knowledge has a significant and positive influence on brand community engagement.

Brand loyalty is a strong commitment from the consumer to consistently repurchase or reuse a product or service from a brand in the future. Brand loyalty is often considered the ultimate goal that companies and brands want to achieve, so it can be used as an outcome variable in some research studies (Acikgoz & Tasci, 2022). Furthermore, according to Bu et al. (2020), in a brand community, consumers may first be loyal to the brand, then become loyal to the community; or conversely, initially loyal to the community and then become loyal to the brand. This suggests that customer loyalty to the community and the brand mutually reinforce each other. The loyalty that is formed can be based on social involvement with the brand or a similarity of values. This can foster a positive attitude towards the brand and encourage loyal behavior in repeat purchases and voluntary promotion.

In addition, Park & Ha (2021) explain that active engagement in a community can have a positive impact on consumer loyalty to the brand. Members who are emotionally and behaviorally active tend to have a stronger bond and long-term commitment to the brand. This directly contributes to increasing brand loyalty. This leads to the following hypothesis:

H7: Brand Community Engagement has a significant and positive influence on Brand Loyalty.
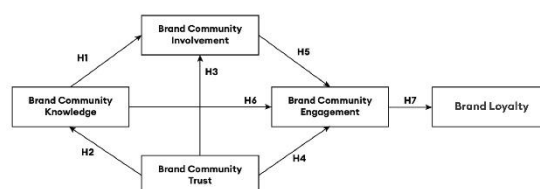

Ficture. 1 Research Framework

MATERIALS AND METHODS

Based on the objectives of this study, the researcher used descriptive and causal with a quantitative research methodology approach by distributing questionnaires.

The Likert scale is used to find out how a force agrees or disagrees with a question addressed. By using the Likert scale, researchers can make a difference in consumers behaving towards an instrument or hat, with (Uma Sekaran & Roger Bougie, 2016).

Then in this study, the researcher used a sample with a non-probability sampling type and by using purposive sampling, the researcher conducted sampling that was limited to certain types and characteristics that could provide the desired data and information or because it met the criteria that had been set.

The researcher used the Taro Yamane or Slovin Formula sampling technique (Machali, 2021), which can be used to count samples with a limited population. It is known that if the population is at 340 and the significant level is at 95% or at 5%., then the results using the Slovin formula are obtained from 184 respondent samples. This number is used as a target sample size because it reflects community members who are actually active and qualified to be valid respondents.

RESULTS AND DISCUSSION

The questionnaire has been distributed online through the Glow Up Agents community discussion group on the WhatsApp application to reach respondents with certain criteria. So that 220 respondents have filled out the questionnaire that was distributed. However, based on the screening carried out, the final number obtained was 216 respondents. This amount is in accordance with the minimum number of samples needed and is considered adequate for further analysis. Then the profile of the respondents in this study consisted of age, gender, and employment status in table 2.

Table 2 PROFILE RESPONDEN

Characteristics	Category	N=220	%
Age	17 – 22 years old	27	12,3
	23 – 27 years old	89	40,5
	28 – 33 years old	80	36,4
	34 – 40 years old	20	9,2
	>41 years old	4	1,8
Gender	Woman	211	95,9
	Man	9	4,1
Employment Status	Work	97	44,1
	Not working	9	4,1
	Student / Student (i)	25	11,4
	Others (Frelance, IRT & Others)	89	40,5

Before the data test is carried out, it is necessary to carry out a validity test and a reality test. According to Indrawati (2015:146), validity shows how the level of a measuring instrument (tool) can measure what it wants to measure (research purpose). Therefore, it can be said that the higher the validity value of the measuring instrument, the more in line with the purpose of the target, or it can be said that the more it shows what should be measured. In this case, the researcher used the Corrected Item-Total Correlation (CITC) technique by using SPSS in testing its validity. With the test distributed to 30 respondents. This is to determine the feasibility of the variables of the questionnaire instrument. With a valid declaration the minimum CITC value is 0.3. The validity test carried out can be carried out directly using the features in the SPSS application. Then, a validity test was carried out using the first 30 respondents with a minimum value validity statement of 0.3. So that the test results in table 3 were obtained with the results of 2 invalid items, namely I4 and E4. Then the item was decided to be deleted

Table 3. VALIDITY TEST RESULTS

Variabel	Code	CITC	Validity
Knowledge	K1	0,648	Valid
	K2	0,461	Valid
	K3	0,372	Valid
	K4	0,320	Valid
	K5	0,482	Valid
	K6	0,371	Valid
Involvement	I1	0,675	Valid
	I2	0,659	Valid
	I3	0,579	Valid
	I4	0,000	Invalid
Engagement	E1	0,428	Valid
	E2	0,416	Valid
	E3	0,560	Valid

Variabel	Code	CITC	Validity
	E4	0,198	Invalid
	E5	0,511	Valid
	E6	0,716	Valid
	E7	0,696	Valid
Trust	T1	0,698	Valid
	T2	0,609	Valid
	T3	0,676	Valid
	T4	0,329	Valid
Loyalty	L1	0,597	Valid
	L2	0,669	Valid
	L3	0,452	Valid
	L4	0,400	Valid
	L5	0,407	Valid

Then a reality test was carried out with the Cronbach alpha calculation. Then based on (Uma Sekaran & Roger Bougie, 2016), it is said that reality is a measuring tool that is tested by testing its consistency and reality. Consistency with the items that measure the concept of interconnectedness and a oneness. One of the reality coefficients that can be used is Cronbach's alpha. Cronbach's alpha is a value that shows the analysis of how well or realistically the items in a set correlate with each other. The following are the results of Alpha Cronbach that have been tested on the SPSS application. It is obtained if the value is 0.909. This shows excellent results and can be used in the next process.

Table 4. REALITY TEST RESULTS

Realibity Statics	
Cronbach's Alpha	**N of Items**
0,909	26

Furthermore, data analysis was carried out using PLS-SEM with the SmartPLS 4.0 application with a sample after the reduction of the validity test and the reality test was 186 samples. At this stage, the analysis of the data that has been collected needs to be statistically analyzed to find out whether the predetermined hypothesis can be supported by truth or not (Uma Sekaran & Roger Bougie, 2016).

Before conducting the SEM-PLS test, the researcher performed a data normality test using the SPSS application to determine the results of the Kolmogorov-Smirnov test with 184 samples and selected indicators. A normal result is indicated by a significant result of at least 5% or 0.05. The results of this test showed that all indicator items had a non-normal distribution, indicated by a significant value below <0.001. Based on the results of the statistical test, which showed that the data was not normally distributed, this finding further strengthened the researcher's reason for using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The use of PLS-SEM is a correct and relevant choice because this method is known to be robust and does not require the assumption of data distribution normality, unlike covariance-based SEM methods.

Structural Equation Modelling or SEM is a statistical analysis technique that assists researchers in analyzing the complex relationships between independent and dependent variables. The concept cannot be observed directly or through indirect indicators and considers measurement errors in the variables being studied (Hair et al., 2022).

PLS-SEM focuses on explaining the variance in dependent variables, which makes it effective for prediction purposes (Haverila et al., 2024). PLS-SEM was used in this study using SmartPLS version 4.1.0 to predict variable independent Brand Community Knowledge (BCK), Brand Community Involvement (BCI), Brand Community Trust (BCT), Brand Community Engagement (BCE) and Brand Loyalty.

In PLS-SM there are two stages of evaluation of measurement models that can be carried out in research, namely the measurement model (outer model) and the structural model (inner model) (Hamdi & M Anwar, 2017).

Outer Model

External model testing or measurement model is carried out to find out from the results of the evaluation of the validity and reality of the construct in the model framework. In the construct validity test, there are two types, namely the convergent validity test and the discriminant validity. Then in the construct reality test, it can be measured using composite realibility and Cronbach's Alpha which measures constructs. In this test, the researcher also referred to a book published by Sihobing et al. (2024).

The first stage in the validity test is to measure the convergent validity value which can be calculated by testing the loading factor value on the latent variable with the indicator. According to Sihobing et al. (2024), an indicator can be said to be high if it correlates more than 0.60 with the construct to be measured. Based on Figure 1 below, it is obtained that each outer loading value is high to the measured construct. The results of the test of the outer loading value produced were at a minimum threshold of more than 0.60. So that the questionnaire item can be continued for the next testing process.
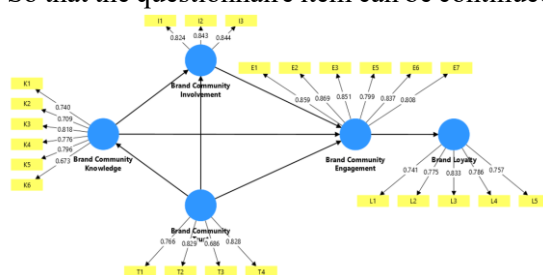

Ficture 2. Outer Loading Test Results

Then the second stage in testing this outer model is a calculation using the AVE or Average Variance Extracted value, with a minimum AVE value of 0.5 (Sihobing et al., 2024). Based on Figure 2, it is obtained if the result of the AVE value is above the minimum of 0.5, so that the variable can be continued in the next test process.
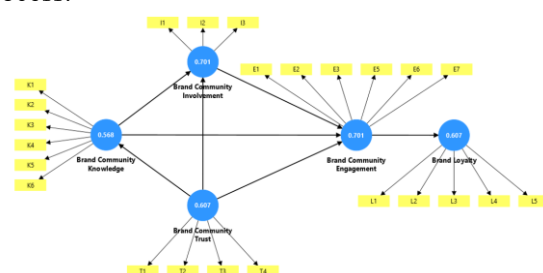

Ficture 3. AVE Test Results

Then the third stage that can be done is discriminant validity testing. This value is the value of cross loading factors that can be useful to find out whether the construct has an appropriate and adequate discriminator by comparing the value on the loading of the construct to be intended must be greater than the loading value with other constructs.

The researcher used another method on discriminant validity by comparing the values on the square root of average variance exctracted each construct with the correlation between the other constructs in a model. The method is known as the Fornel-Larcker Criterion test (Sihobing et al., 2024).

In this case, the researcher used the square root method of AVE with the following results, in table 5:

Table 5. Fornel-Larcker Criterion Measurement Results

	BCT	BCI	BCK	BCT	BL
BCE	0.837				
BCI	0.630	0.837			
BCK	0.679	0.663	0.754		
BCT	0.444	0.531	0.393	0.779	
BL	0.339	0.481	0.368	0.752	0.779

Based on the results of data processing in table 5, it is obtained if the target load value of each indicator is larger. These results are obtained if the construct has appropriate and adequate discriminators. Then, a reality test is carried out on the construct that will be measured using composite reliability and Cronbach's alpha from the indicator that measures the construct. Good realities can be marked if the values of composite reability and Cronbach's alpha have a high value above 0.70. Then in this study, it was found that all variables were reliable with results above >0.70. Based on table 6, it states that the results of the composite realibity and Cronbach's Alpha tests are above >0.70. So that these variables can be used for the next testing process.

For discriminant validity, the HTMT (*Heterotrait-Monotrait ratio*) test can be performed to determine the average value between constructs. The researcher found that the HTMT value was below the threshold of 0.90. Thus, discriminant validity was established, and the data could be used in the subsequent process.

Table 6.Composite Realibity & Cronbach Alpha Test Results

Variabel	Composire Realibity	Cronbach's Alpha
Brand Community Engagement	0.934	0.915
Brand Community Involvement	0.875	0.787
Brand Community Knowledge	0.887	0.849
Brand Community Trust	0.860	0.791
Brand Loyalty	0.885	0.844

Inner Model

According to Hair et al. (2022), a structural model or inner model is a model that explains the relationship between latent variables. In the development of structural models, it can be started by paying attention to the sequence and relationship between the constructs to be observed and researched, because it will represent a hypothesis and is related to the theory that will be tested later. Then in this case, the evaluation of the results of the structural model can provide an assessment of the model's ability to explain and predict one or more constructs to be observed. In this case, there are standard criteria that can be observed, covering the value of the determination coefficient (R2). But before that, it is necessary to carry out a VIF test to check the problem of collinearity, with the ideal value being at or close to three, even if the value between 3 should be supervised.

The following are the results of the VIF or Variance Inflation Factor test in table 4.3. It is obtained if it is seen that the entire VIF value for all indicators is below the threshold of 5.0. The highest VIF value was at 3.287 (for E2 items), which is still within acceptable tolerance limits. Most indicators show even lower VIF values, many of which are below 3.0 (for example, all indicators I, K, L, and T). This indicates that there are no serious multicollinearity issues between the indicators in this measurement

model, so the data used to measure each construct can be considered valid and do not have high redundancy issues.

Table 7. Vif Test Results

Item	BRIGHT
E1	2.927
E2	3.287
E3	2.550
E5	2.319
E6	2.602
E7	2.175
I1	1.660
I2	1.681
I3	1.605
K1	1.829
K2	1.796
K3	2.036
K4	1.839
K5	2.659
K6	2.180
L1	2.259
L2	2.313
L3	1.746
L4	2.015
L5	1.810
T1	1.520
T2	1.672
T3	1.523

The value of the determination coefficient (R2) describes how much variation in the construct becomes an indicator in the predictive model. If the value (R2) is in the range of 0 to 1, then the higher value can reflect higher predictive ability. The following are the results of the determination coefficient value (R2):
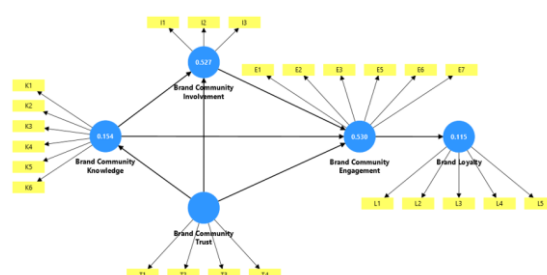

Ficture. 4 Determination Coefficient Test Results (R2)

Based on figure 3, the result is obtained if the Brand Community Involvement construct has a value (R2) of 0.527. It can therefore be said that 52.7% of the variance in Brand Community Involvement can be explained by the predictor construct (i.e., Brand Community Knowledge and Brand Community Trust). This value (R2) can be categorized as substantial to moderate, indicating that the model has a fairly strong explanatory ability for involvement.

Then, construct Brand Community Engagement showed a value (R2) of 0.530. This indicates that 53.0% of the variance in Brand Community Engagement can be explained by a combination of its predictive constructs (i.e., Brand Community Engagement, Brand Community Engagement, and Brand Community Engagement). This value (R2) is also included in the substantial to moderate category,

indicating the model's strong predictive and explanatory ability to engage.

However, in the Brand Loyalty construct it has a value (R^2) of 0.115. This means that 11.5% of the variance in Brand Loyalty can be explained by its predictive construct (i.e., Brand Community Engagement). This value (R^2), although significant, tends to be categorized as weak. This indicates that despite Brand Community Engagement in explaining Brand Loyalty, there are still a large number of loyalty variances that may be explained by factors outside of this model.

And also in the Brand Community Knowledge construct has a value (R^2) of 0.154. This means that 15.4% of the variance in Brand Community Knowledge can be explained by its construct (i.e., Brand Community Trust). This value (R^2), although significant, tends to be categorized as weak. This indicates that despite the Brand Community Trust in explaining Brand Community Knowledge, there are still most loyalty variances that may be explained by factors outside of this model.

Uji Hypothesis

According to Indrawati (2015), if a study wants to prove the relationship between variables in a model framework, then the study must have a hypothesis that will be proven by paying attention to the direction of the test. In this study, a test was carried out using the Z value of a static distribution on one tail or only one end, with the aim of a directional hypothesis or hypothesis that shows the direction of the relationship between variables. The table is critical if one tail is at -1.65 and +1.65.

According to Hair (2017), it is necessary to test bootstrapping techniques if you want to test the significance of model coefficients such as path coefficients and p-values calculation. Since the technique does not assume a specific distribution, and the researcher cannot directly use a standard distraction table to test for significance, it is therefore necessary to use a bootsrapping technique that can be the basis for statistical significance testing. Path coefficients can be defined if their values (between -1 and +1) directly reflect the strength and direction of the relationship, and allow for a comparison of relative importance between the predictor variables in the model. The higher the direction of the relationship to +1, the more significant it is, and vice versa. For p-values it is necessary to pay attention to the result value if the value is more than 0.05% (significant level), If the value of p is less than the significance level, we conclude that the relationship is statistically significant and we can reject the null hypothesis.

Table 8. Test Results of Path Coefficients And P-Values.

Hipotesis	Relationships Between Variables	*Path coefficients*	P *values*
H1	Brand Community Knowledge -> Brand Community Involvement	0.538	0.000
H2	Brand Community Trust -> Brand Community Knowledge	0.393	0.000
H3	Brand Community Trust -> Brand Community Involvement	0.320	0.000
H4	Brand Community Trust -> Brand Community Engagement	0.128	0.008
H5	Brand Community Involvement -> Brand Community Engagement	0.258	0.000
H6	Brand Community Knowledge -> Brand Community Engagement	0.458	0.000
H7	Brand Community Engagement -> Brand Loyalty	0.339	0.000

Based on table 8, it is obtained if all the analyzed hypotheses produce significant and positive values. Since the P-values (0.000) are less than 0.05 and the path coefficient is positive, all hypotheses

are supported. With the final results, it can be concluded that all seven hypotheses (H1 to H7) proposed in this study are significantly and positively supported.

In this study, it was found that the strongest indirect effect occurred on the path between the variables Brand Community Trust → Brand Community Knowledge → Brand Involvement, with a path coefficient value of 0.211 and a significance value (p-value) of 0.000. Furthermore, the path between the variables Brand Community Trust → Brand Community Knowledge → Brand Community Engagement showed a significant influence with a path coefficient value of 0.180 and a p-value of 0.000. n addition, the path between the variables Brand Community Knowledge → Brand Community Engagement → Brand Loyalty had a path coefficient value of 0.155 and a p-value of 0.000. And on the variable path Brand Community Knowledge → Brand Community Involvement → Brand Community Engagement with a path coefficient value of 0.139 and a p-value of 0.000. Thus, these findings underscore the important role of trust and knowledge in shaping strong community engagement, which ultimately has a positive impact on loyalty to the BHUMI brand.

Discussion

Based on the results of the tests that have been carried out, the knowledge of the brand community has a significant and positive influence. According to Elsharnouby et al. (2021), consumers have gained in-depth information and understanding about a brand, both through the exchange of information with fellow members and from the brand itself, they tend to be more active in interacting and engaging directly with the brand in the context of the community. In other words, it can be said that increased knowledge triggers members' desire to become more involved in the brand's community. Based on the research findings for the BHUMI brand and its "Glow Up Agents" community, it can be said that community members who possess in-depth knowledge about the brand's products and values are driven to participate more actively in community activities.

Then, according to Vranić et al. (2023) and Zhang et al. (2021) who show that trust creates an environment conducive to interaction, open communication, and information sharing, thereby increasing knowledge among community members. This can strengthen the findings that brand community trust has a significant and positive influence on brand knowledge. This can be an indication that when members have high trust in the BHUMI brand and fellow community members, they will be more open to sharing information and experiences related to BHUMI products. Trust among the Glow Up Agents as the driver of the BHUMI brand community encourages a greater flow of knowledge.

Based on the test results, brand community trust has a significant and positive influence on brand community involvement. This is reinforced by previous research by Wallace et al. (2022) stating that trust in a brand community encourages members to be more active in interacting and showing real involvement in the brand, where the higher the trust, the higher the member involvement. In the context of BHUMI, the greater the trust of the Glow Up Agents members in the BHUMI brand and its community, the more active and tangible their involvement will be. As members, those with high trust will not hesitate to participate in various BHUMI activities; from trying and reviewing new products, contributing to discussion forums, getting involved in active campaigns, to attending community events.

Then, based on the findings of the research, it was found that brand community trust has a significant and positive influence on brand community engagement. According to Wallace et al. (2022), explaining that the trust formed in the brand community creates positive relationship qualities that encourage members to be more actively participating and engaged, such as providing recommendations and testimonials, because they have trusted the brand's community. In the context of the Glow Up Agents community, this implies that strong trust will result in a more profound engagement among its members. When Glow Up Agents fully trust the BHUMI brand, they tend to be more actively involved, for example, by voluntarily recommending BHUMI products to others, providing positive testimonials

on social media, and consistently interacting on BHUMI's social media platforms.

Then based on the test results, brand community involvement has a significant and positive influence on brand community engagement. According to (Sharma et al., 2022), consistent involvement of members is an indicator of active participation, where the more involved members are, the stronger their bond or engagement with the brand itself. This engagement is an important driver for the creation of strong and sustainable engagement within the brand community, which in turn can contribute to the development of sustainable relationships and success in the community. Consistent involvement in various brand initiatives will strengthen their engagement with BHUMI. Glow Up Agent members who regularly participate in community activities, for example, by following monthly product review programs, being active in online discussion groups, or attending events held by BHUMI, will tend to have a closer emotional bond with the brand.

Based on the test results, the knowledge of the brand community has a significant and positive influence on the engagement of the brand community. This is also supported by findings by Cheung et al. (2020), when members gain relevant knowledge and information related to the brand, it actively encourages interaction, participation in discussions, the formation of emotional bonds, and increased overall engagement with the brand. The exchange of quality information in the community directly increases understanding and fosters stronger engagement. This means that when members have in-depth knowledge about the brand's products and values, they will show a higher level of engagement. Extensive insight into BHUMI's products, ranging from their ingredients and benefits to optimal usage, can make Glow Up Agents members more confident in interacting and sharing their experiences, both with fellow members and with other consumers outside the community.

Then finally, based on the findings of the research, Brand Community Engagement has a significant and positive influence on Brand Loyalty. This is in line with research conducted by Park & Ha (2021), which states that active engagement in a community positively affects consumer loyalty to brands. Members who are emotionally and behaviorally engaged tend to form stronger bonds and long-term commitments, which directly contribute to increased brand loyalty. The active involvement of these agents not only strengthens their own loyalty but can also influence other consumers to become more trusting and loyal to BHUMI because they see the enthusiasm and commitment of the Glow Up Agents as brand representatives. In other words, Glow Up Agents with high engagement act as a driving force in fostering BHUMI brand loyalty, both within the community and among a wider customer base.

CONCLUSIONS

After conducting the research, the following are the conclusions of the research that has been conducted based on an analysis of the influence of Brand Community Knowledge, Involvement, and Trust on Brand Community Engagement and its Impact on Brand Loyalty, namely: Brand community knowledge has a positive and significant influence on brand community involvement. This shows that a deep understanding of the brand drives member engagement. Brand community trust has a positive and significant influence on brand community knowledge. Strong trust can facilitate information exchange and knowledge enhancement in the brand community. Brand community trust has a positive and significant influence on brand community involvement. The trust formed in a community encourages members to be more active and involved. Brand community trust has a positive and significant influence on brand community engagement. The trust built in the community motivates members to increase their participation. Brand community involvement has a positive and significant influence on brand community engagement. Consistent involvement of members is a sign of active participation that encourages engagement. Brand community knowledge has a positive and significant influence on brand community engagement. Relevant and appropriate knowledge and information about the brand triggers active interaction and stronger participation. Brand community engagement has a

positive and significant influence on Brand Loyalty. Active engagement in the community directly strengthens emotional bonds and long-term commitment to the brand. With the final results, it can be concluded that all seven hypotheses (H1 to H7) proposed in this study are significantly and positively supported.

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