Influence of Brand Communication, Online Brand Community, and Service Quality with Brand Trust as the Mediator towards Brand Quality for Agriculture Fintech Company. Empirical Study: PT Crowde Membangun Bangsa

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Abstract

This study aims to analyze the influence of brand communication on brand trust, the influence of online brand community on brand trust, the influence of service quality on brand trust, the influence of brand trust on brand loyalty, the influence of brand communication on brand loyalty, the influence of online brand community on brand loyalty, the influence service quality on brand loyalty, the influence of brand communication on brand loyalty mediated by brand trust, the influence of online brand community on brand loyalty mediated by brand trust, the influence of service quality on brand loyalty mediated by brand trust. The research respondents were 393 investors as users of the Crowde P2P lending platform and 385 farmers as Crowde's partners. The method used is a survey using a Likert scale questionnaire. Data processing is done with PLS 3.2.5 to analyze five variables namely brand communication, online brand community, service quality, brand trust, and brand loyalty. The results showed that (1) brand communication affects brand trust positively and significantly for investors and farmers, (2) online brand community affects brand trust positively and significantly for investors but not significantly for farmers, (3) service quality affects brand trust positively and significantly for investors and farmers, (4) brand trust affects brand loyalty positively and significantly for investors and farmers, (5) brand communication affects brand loyalty positively and significantly for investors but for farmers the results are negative and significant, (6) online brand community influences brand loyalty positively and significantly on investors and farmers, (7) service quality affects brand loyalty positively and significantly for investors but for farmers the results are negative and significant, (8) brand communication influences brand loyalty mediated by brands trust positively and significantly to investors and farmers, (9) online brand community influences brand loyalty which is mediated by brand trust positively but not significantly on investors and farmers, (10) service quality influences brand loyalty which is mediated by brand trust positively and significantly on investors and farmers.

I. Introduction

Technology that is growing rapidly makes a situation where it cannot be denied that the internet has become an indispensable necessity for every human being. Based on data released by APJII in 2018, the penetration of internet users in Indonesia has reached at least 143 million

people with a percentage reaching 54% of all Indonesian citizens and in 2019 it is expected to increase to 65% of all Indonesian citizens. . (DailySocial, 2018).

Along with the increasing number of internet users in Indonesia and the development of digital information technology, various industries in Indonesia have also experienced significant developments. One of the industries that have experienced this development is the financial services industry which is often known as Financial Technology (Fintech). Financial Technology (Fintech) is the use of technological developments to provide financial solutions by utilizing the latest software, internet, communication and computing technologies. (Arner et al, 2015).

Along with technological developments in the financial sector, alternatives were found to gain access to finance in the form of funding outside of general funding sources such as banking and capital markets. This alternative funding is known as peer to peer (p2p) lending. Peer to peer lending uses the principle of crowdfunding, namely collecting funds from the public to achieve certain goals, in this case for business loans to SMEs. Because it is crowd-based or community-based, it is possible that a business loan opportunity will be funded by hundreds of crowd investors (akseleran.com, 2018).

The development of information technology is rapidly evolving. Various small to large business activities utilize this development to run their business. The number of competitors is a consideration for entrepreneurs to enter into very tight competition. The right marketing and media strategy is used to be able to reach the intended market so that sales volume is always increasing and profit. Digital Marketing is one of the marketing media that is currently in demand by the public to support various activities carried out. They are little by little starting to abandon the convesional/traditional marketing model of switching to modern digital marketing. (Gunawan, G. et al. 2020)

Peer to peer (p2p) lending perceived to be an alternative solution to financial problems in the agricultural industry in Indonesia. This is because farmers in Indonesia often find it difficult to obtain capital for farming or agricultural projects and have limited ability to access credit from financial institutions to obtain capital. However, with the continued development of this capital scheme, farmers in Indonesia are able to gain access to capital more easily. This is the background for the formation of Crowde. PT Crowde Build the Nation or better known as Crowde is a peer to peer (p2p) lending platform that has a vision to revolutionize agriculture in Indonesia. It was first founded by Yohanes Sugihtononugroho and Muhamad Risyad Ganis in September 2015.www.crowde.co and has been officially registered and supervised by the Financial Services Authority (OJK).

Communication plays an important role in the delivery of information about a brand. The right communication process will increase public trust and loyalty to a brand. In addition, developments in technology and the internet have also changed the way people interact with companies and brands. In fact, over the last few years companies have optimized the capacity of social networks, developing new marketing strategies and communication channels.

In addition to communication, it turns out that service quality also has a very important role for a brand or company that starts a business or markets their brand, especially online. With the process of transitioning people's habits to transact offline to online, instilling public trust in a brand is something important and must be considered by every company, especially business actors if they want to get loyalty from the community. Gaining trust from the public will greatly affect loyalty to a brand. Because trust forms an important bond between a brand and its users, and it is one of the determinants of brand loyalty (Morgan and Hunt, 1994).

Departing from the things that have been described above, this study aims to analyze the positive influence caused by brand communication, online brand community, and service quality on brand trust as a mediator to generate brand loyalty. This research is very interesting to do considering that Indonesia is an agricultural country and has extraordinary natural wealth,

especially in the agricultural sector. Despite being an agrarian country, in fact there are still many problems to be solved from this industrial sector.

II. Review of Literature

2.1. Brand Communication

Brand communication is a way for companies to be able to communicate their brand to consumers, which is also included in the brand strategy. Brand communication can be divided into two parts, namely internal and external. Brand communication can be done including sales promotion, events, public relations, direct marketing (sending catalogs, letters, telephone, fax, or email), corporate sponsorship, namely offering products/services in collaboration with other companies as sponsors, and advertising, namely ways to a way to introduce a product or service through all kinds of advertising (Schultz and Barnes, 1999).

2.2. Online Brand Community

Online brand community is activities of a particular brand community that are not geographically limited, but are bound by the structure of social relations among the lovers of the brand who have interactions within it. Within the community, there will be more intense communication when there is an exchange of information and knowledge as a virtual expression of passion for a particular brand.*Online brand community* is actually a community of a brand that is on the Internet (Valck, van Bruggen, and Wierenga, 2009). Schau HJ et al. (2009) classifies that online brand communities consist of four dimensions, namely social networking, impression management, community engagement, and brand use.

2.3. Service Quality

*Service quality*can be defined as how far the difference between reality and customer expectations for the service they receive. Service quality is built on the comparison of two main factors, namely the customer's perception of the service they actually receive (received service) with the service that is actually expected (expected service) (Parasuraman, et.all, 1988). Parasuraman, et al., 1988 (in Tjiptono, 2005), states that the main contributors to the measurement of service quality are presented in five dimensions, namely: reliability (reliability), responsiveness (responsiveness), assurance and certainty (assurance), empathy (empathy).), and physical evidence (tangibles).

2.4. Brand Trust

*Brand trust*can be said to be an important mediator factor on customer behavior before and after the use of a product or service, and it leads to loyalty and long-term strengthening of the relationship between the two parties (Geçti1 & Zengin, 2013). According to Delgado et al (2005) statedthat *brand trust* can be measured through two dimensions, namely the dimensions of brand reliability and brand intentions.

2.5. Brand Loyalty

Brand loyalty is a form of consumer preference consistently to make a purchase or use of the same brand on a specific product or service category. Brand loyalty includes attitudes (involving cognitive, affective, and conative aspects of consumers towards a brand) and behavior (Schiffman and Kanuk, 2004).

III. Research Method

The type of research that will be used in this research is research with a quantitative approach. To calculate the determination of the number of samples from a certain population, the Slovin formula n = N : 1 + N.e2 . is usedand found samples for investors as many as 393 respondents and farmers as many as 385 respondents. The sampling technique used in this research is non-probability sampling, namely purposive sampling. The selection of purposive sampling is based on the fact that not all samples have criteria that are in accordance with the research conducted by the author, so it is necessary to set certain criteria that must be met by the samples used. Investors on the Crowde peer to peer (p2p) lending platform with the following criteria: Knowing Crowde and having accessed Crowde before, having experience using Crowde as a peer to peer (p2p) lending platform, age limit is limited to 21-40 years. Whereas for farmers as partners of Crowde with the following criteria: Knowing Crowde and already registered as a farmer partner of Crowde, thas participated in a series of activities from the community formed by Crowde in each area, thas been declared a farmer who is ready to get funding from Crowde, pnever received funding from Crowde, and the age limit is limited to two categories, namely young farmers with an age range of 20-29 years and old farmers with an age range of 40-54 years.

IV. Result and Discussion

4.1. Validity Test Results
Before testing the hypothesis, we need to test the validity and reliability.The results of the validity test can be obtained from the loading factor value of each indicator item and the AVE (Average Variance Extracted) value of each construct studied. According to Ghozali (2014), each individual indicator can be considered valid if it has a correlation value above 0.5. In this study, it can be seen that all AVE values and loading factors of 43 indicators for Crowde investors and 47 indicators for Crowde farmers have shown numbers above 0.5 so that the measurement model in this study can be considered valid based on the validity test.

Table 1. Loading Factors Value of 43 Investor Indicators

Construct	Indicator	*LoadingFactor*	AVE	Test results
Brand Communication	BCOM1	0.665	0.509	Valid
	BCOM4	0.773		Valid
	BCOM5	0.814		Valid
	BCOM6	0.769		Valid
	BCOM9	0.651		Valid
	BCOM12	0.564		Valid
	OBC3	0.630		Valid
	OBC5	0.658		Valid

	OBC6	0.653		Valid
Online Brand Community	OBC7	0.750	0.511	Valid
	OBC8	0.821		Valid
	OBC9	0.660		Valid
	OBC10	0.713		Valid
	OBC11	0.805		Valid
	OBC12	0.728		Valid
ServiceQuality	SEVQUAL2	0.633	0.525	Valid
	SEVQUAL4	0.727		Valid
	SEVQUAL5	0.693		Valid
	SEVQUAL6	0.800		Valid
	SEVQUAL7	0.828		Valid
	SEVQUAL8	0.748		Valid
	SEVQUAL12	0.652		Valid
	SEVQUAL13	0.665		Valid
	SEVQUAL14	0.786		Valid
	SEVQUAL15	0.781		Valid
Brand Trust	BTRS1	0.863	0.687	Valid
	BTRS2	0.898		Valid
	BTRS3	0.812		Valid
	BTRS4	0.857		Valid
	BTRS5	0.715		Valid
	BTRS6	0.814		Valid

Construct	Indicator	Loading Factors	AVE	Evaluation Model
BrandLoyalty	BLYT1	0.756	0.595	Valid
	BLYT2	0.708		Valid
	BLYT3	0.810		Valid
	BLYT4	0.754		Valid
	BLYT5	0.867		Valid
	BLYT6	0.893		Valid
	BLYT7	0.796		Valid
	BLYT8	0.788		Valid
	BLYT9	0.795		Valid
	BLYT10	0.754		Valid
	BLYT11	0.748		Valid
	BLYT12	0.543		Valid

Table 2. Loading Factors Value of 47 Farmer Indicators

Construct	Indicator	*LoadingFactors*	AVE	EvaluationModel
BCOM (X1)	BCOM1	0.703	0.591	Valid
	BCOM2	0.813		Valid
	BCOM3	0.794		Valid
	BCOM4	0.857		Valid
	BCOM5	0.893		Valid
	BCOM6	0.775		Valid
	BCOM7	0.751		Valid
	BCOM8	0.777		Valid

	BCOM9	0.750		Valid
	BCOM10	0.740		Valid
	BCOM11	0.533		Valid
	BCOM12	0.784		Valid
OBC (X2)	OBC3	0.654	0.511	Valid
	OBC4	0.782		Valid
	OBC5	0.777		Valid
	OBC6	0.606		Valid
	OBC7	0.655		Valid
	OBC8	0.807		Valid
	OBC9	0.699		Valid
SEVQUAL (X3)	SEVQUAL1	0.603	0.502	Valid
	SEVQUAL2	0.770		Valid
	SEVQUAL3	0.766		Valid
	SEVQUAL4	0.689		Valid
	SEVQUAL7	0.660		Valid
	SEVQUAL9	0.662		Valid
	SEVQUAL10	0.720		Valid
	SEVQUAL11	0.703		Valid
	SEVQUAL13	0.687		Valid
	SEVQUAL14	0.751		Valid

	SEVQUAL15	0.761		Valid
BTRS (Y)	BTRS1	0.851	0.689	Valid
	BTRS2	0.898		Valid
	BTRS3	0.797		Valid
	BTRS4	0.893		Valid
	BTRS5	0.699		Valid
	BTRS6	0.825		Valid
BLYT (Z)	BLYT1	0.755	0.585	Valid
	BLYT2	0.646		Valid
	BLYT3	0.741		Valid
	BLYT4	0.751		Valid
	BLYT5	0.878		Valid
	BLYT6	0.879		Valid
	BLYT7	0.806		Valid
	BLYT8	0.763		Valid
	BLYT9	0.737		Valid
	BLYT10	0.726		Valid
	BLYT11	0.698		Valid

4.2. Discriminant Validity Test Results

The discriminant validity test of the measurement model with reflective indicators can be seen from the measurement of cross loadings with constructs. Based on the discriminant validity test conducted for Crowde investors and farmers, the results obtained stating that each construct has the highest correlation value when compared to the items forming the construct itself. So from these results, the measurement model of the research for Crowde investors and farmers can be considered valid based on the discriminant validity test.

Table 3. Investor Cross Loadings Test Results

	BCOM	OBC	SEVQUAL	BTRS	BLYT
BCOM1	0.665	0.424	0.470	0.464	0.549
BCOM4	0.773	0.632	0.420	0.471	0.643
BCOM5	0.814	0.576	0.573	0.437	0.594
BCOM6	0.769	0.407	0.495	0.368	0.469
BCOM9	0.651	0.270	0.376	0.377	0.344
BCOM12	0.564	0.294	0.495	0.485	0.465
OBC3	0.398	0.630	0.229	0.256	0.317
OBC5	0.401	0.657	0.286	0.297	0.487
OBC6	0.505	0.653	0.283	0.312	0.441
OBC7	0.545	0.750	0.513	0.360	0.591
OBC8	0.553	0.821	0.479	0.434	0.686
OBC9	0.247	0.660	0.391	0.370	0.445
OBC10	0.493	0.713	0.500	0.457	0.479
OBC11	0.439	0.805	0.486	0.477	0.605
OBC12	0.472	0.728	0.433	0.424	0.582
SEVQUAL2	0.422	0.615	0.633	0.331	0.574
SEVQUAL4	0.500	0.312	0.727	0.602	0.436
SEVQUAL5	0.403	0.277	0.693	0.587	0.491
SEVQUAL6	0.351	0.174	0.800	0.553	0.472
SEVQUAL7	0.576	0.547	0.828	0.610	0.593
SEVQUAL8	0.404	0.542	0.748	0.585	0.652
SEVQUAL12	0.305	0.434	0.652	0.458	0.388
SEVQUAL13	0.643	0.442	0.665	0.496	0.444
SEVQUAL14	0.534	0.390	0.786	0.641	0.548
SEVQUAL15	0.703	0.471	0.781	0.697	0.615
BTRS1	0.450	0.449	0.631	0.863	0.572
BTRS2	0.631	0.571	0.715	0.898	0.715
BTRS3	0.429	0.363	0.577	0.812	0.504
BTRS4	0.535	0.559	0.603	0.857	0.600
BTRS5	0.407	0.201	0.558	0.715	0.426
BTRS6	0.575	0.447	0.722	0.814	0.563
BLYT2	0.442	0.478	0.577	0.644	0.708
BLYT3	0.642	0.558	0.579	0.673	0.810
BLYT4	0.554	0.444	0.558	0.594	0.754

BLYT5	0.597	0.624	0.566	0.505	0.867
BLYT6	0.619	0.632	0.506	0.555	0.893
BLYT7	0.463	0.695	0.504	0.463	0.796
BLYT8	0.609	0.693	0.612	0.378	0.788
BLYT9	0.640	0.616	0.692	0.500	0.795
BLYT10	0.650	0.627	0.599	0.510	0.754
BLYT11	0.552	0.609	0.524	0.586	0.748
BLYT12	0.464	0.141	0.327	0.476	0.543

Table 4. Farmer's Cross Loadings Test Results

	BCOM	OBC	SEVQUAL	BTRS	BLYT
BCOM1	0.703	0.231	0.442	0.639	0.109
BCOM2	0.813	0.089	0.639	0.671	-0.219
BCOM3	0.794	0.131	0.528	0.629	-0.113
BCOM4	0.857	-0.078	0.677	0.494	-0.370
BCOM5	0.893	-0.046	0.665	0.553	-0.264
BCOM6	0.775	0.063	0.712	0.453	-0.293
BCOM7	0.751	0.166	0.739	0.344	-0.231
BCOM8	0.777	-0.143	0.675	0.478	-0.376
BCOM9	0.750	-0.060	0.632	0.522	-0.157
BCOM10	0.740	-0.033	0.619	0.587	-0.261
BCOM11	0.533	0.382	0.242	0.458	0.198
BCOM12	0.784	0.163	0.617	0.563	-0.023
OBC3	0.342	0.654	0.241	0.313	0.478
OBC4	-0.068	0.782	-0.071	0.080	0.592
OBC5	0.017	0.777	-0.081	-0.004	0.661
OBC6	0.031	0.606	-0.193	-0.020	0.430
OBC7	0.220	0.655	0.036	0.096	0.404
OBC8	-0.040	0.807	-0.158	-0.029	0.614
OBC9	-0.019	0.699	-0.140	0.052	0.612
SEVQUAL1	0.581	0.120	0.603	0.516	-0.306
SEVQUAL2	0.634	-0.075	0.770	0.489	-0.333
SEVQUAL3	0.567	-0.130	0.766	0.434	-0.309
SEVQUAL4	0.523	-0.215	0.689	0.408	-0.385
SEVQUAL7	0.337	-0.073	0.660	0.296	-0.242
SEVQUAL9	0.507	0.062	0.662	0.367	-0.154
SEVQUAL10	0.578	-0.029	0.720	0.313	-0.225
SEVQUAL11	0.683	0.298	0.703	0.413	-0.017
SEVQUAL13	0.455	-0.158	0.687	0.447	-0.417
SEVQUAL14	0.597	-0.142	0.751	0.436	-0.309
SEVQUAL15	0.613	-0.119	0.761	0.462	-0.374

BTRS1	0.581	0.206	0.487	0.851	0.024
BTRS2	0.727	-0.002	0.656	0.898	-0.171
BTRS3	0.510	0.108	0.363	0.797	-0.123
BTRS4	0.661	-0.037	0.627	0.893	-0.113
BTRS5	0.407	0.254	0.236	0.699	0.103
BTRS6	0.539	0.028	0.497	0.825	-0.040
BLYT1	-0.244	0.544	-0.246	-0.037	0.755
BLYT2	-0.281	0.438	-0.229	-0.090	0.646
BLYT3	-0.037	0.510	-0.216	0.091	0.741
BLYT4	-0.155	0.433	-0.390	-0.070	0.751
BLYT5	-0.353	0.639	-0.504	-0.189	0.878
BLYT6	-0.154	0.598	-0.348	-0.054	0.879
BLYT7	-0.128	0.703	-0.336	-0.078	0.806
BLYT8	-0.443	0.707	-0.455	-0.287	0.763
BLYT9	0.062	0.617	-0.253	0.145	0.737
BLYT10	-0.141	0.622	-0.226	0.029	0.726
BLYT11	0.026	0.581	-0.242	-0.045	0.698

4.3. Reliability Test

The reliability test can be measured using the criteria of Cronbach's alpha and composite reliability of the indicator block that measures the construct. According to Ghozali (2014), a construct can be declared reliable if the value of Cronbach's alpha has a value greater than 0.6 and a composite reliability value greater than 0.7. Based on the reliability tests carried out for Crowde investors and farmers, the results obtained stating that each construct already has a value above the specified criteria.

Table 5. Reliability Test Results (Investors)

Variable	Cronbach's Alpha	Composite Reliability
BCOM	0.802	0.858
OBC	0.879	0.904
SEVQUAL	0.897	0.920
BTRS	0.908	0.929
BLYT	0.937	0.946

Table 6. Reliability Test Results (Farmers)

Variable	Cronbach's Alpha	Composite Reliability
BCOM	0.935	0.945
OBC	0.845	0.879
SEVQUAL	0.901	0.917
BTRS	0.909	0.929
BLYT	0.929	0.939

4.4 Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model on SmartPLS is done by performing the R-square test $(R2)$. The value of R-square $(R2)$ is used to measure the influence of certain independent latent variables on the dependent latent variable. According to Chin (1998), the R-square value of 0.67 can be said to be strong, 0.33 can be said to be moderate, and 0.19 can be said to be weak.

Table 7. R-Square Test Results (Investors)

Variable	R Square	R-Square Adjusted
BLYT	0.727	0.724
BTRS	0.617	0.614

Based on the calculation results of the R-Square $(R2)$ test for each dependent construct of brand loyalty and brand trust for Crowde investors, the data obtained as described in table 4.30. This figure shows that brand communication, online brand community, and service loyalty are able to influence brand loyalty by 72.7%, while the remaining 27.3% can be influenced by other variables outside of the variables used in this study. Through these numbers, it can be concluded that the R-Square value in the brand loyalty construct is above 0.67, so it can be said to be strong. In addition, the R-square value test for the brand trust construct is 0.617 which indicates that brand communication, online brand community, and service loyalty are able to have an effect on brand trust of 61. 7%, while the remaining 38.3% can be influenced by other variables outside of the variables used in this study. Through these numbers, it can be concluded that the R-Square value in the brand trust construct is above 0.33, so it can be said to be moderate, even though the number obtained is close to a strong benchmark, the number obtained has not reached the specified benchmark, so it is still classified as moderate.

Table 8. R-Square Test Results (Farmers)

Variable	R Square	R-Square Adjusted
BLYT	0.736	0.733
BTRS	0.506	0.502

Based on the calculation results of the R-Square $(R2)$ test for each dependent construct of brand loyalty and brand trust for Crowde farmers, the data obtained as described in table

4.28. This figure shows that brand communication, online brand community, and service loyalty are able to influence brand loyalty by 73.6%, while the remaining 26.4% can be influenced by other variables outside of the variables used in this study. Through these numbers, it can be concluded that the R-Square value in the brand loyalty construct is above 0.67, so it can be said to be strong. In addition, the R-square value test for the brand trust construct is 0.506 which indicates that brand communication, online brand community, and service loyalty are able to have an effect on brand trust of 50.6%, while the remaining 49.4% can be influenced by other variables outside of the variables used in this study. Through these numbers, it can be concluded that the R-Square value in the brand trust construct is above 0.33 so it can be said to be moderate.

4.5. Hypothesis Testing Results
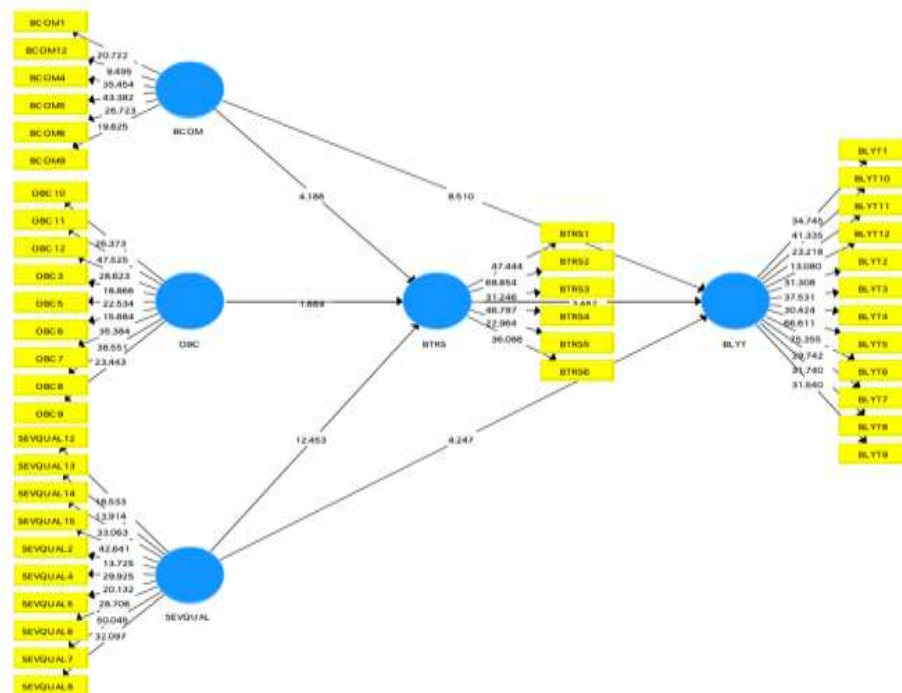
***Figure 1**. Investor Hypothesis Testing Results*

The results of the t-statistic test for Crowde investors are obtained through bootstrapping testing through SmartPLS 3.2.5. Based on the test results, it can be seen that all variables have a positive and significant effect on the intervening variable, namely brand trust and the dependent variable, namely brand loyalty. All variables tested in the t-statistic test for Crowde users have a significance of 0.05 for the t-statistic value and are greater than 1.645.
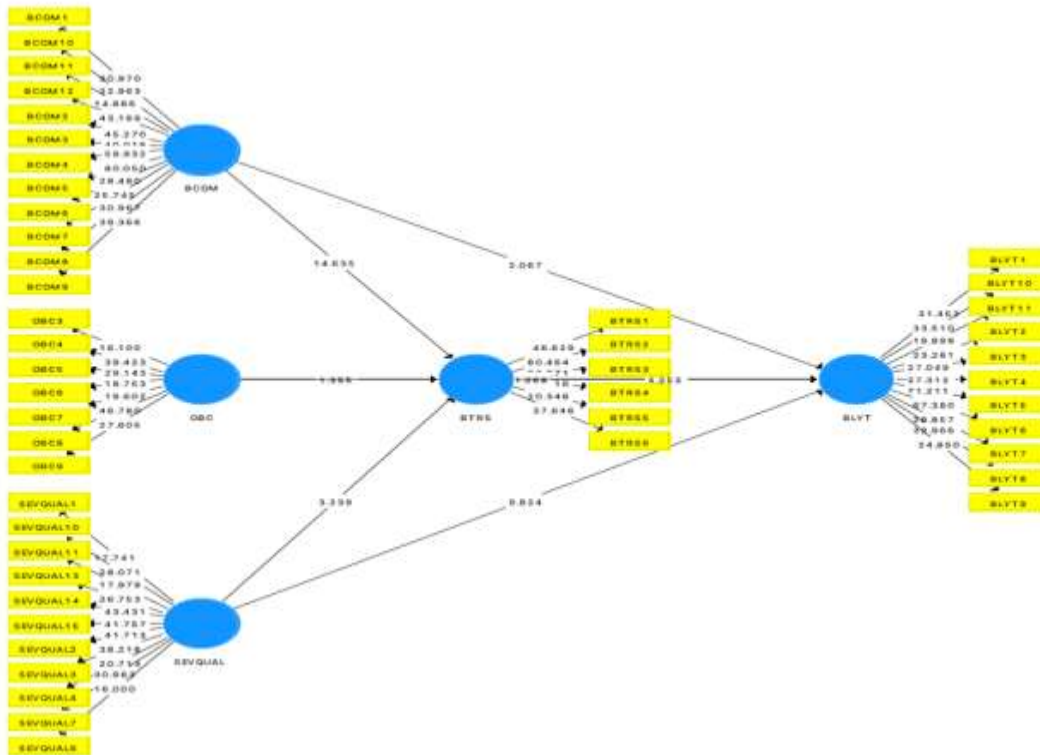
Figure 2. *Farmer's Hypothesis Testing Results*

As for farmers, the results of the t-statistic test for Crowde farmers were obtained through bootstrapping testing through SmartPLS 3.2.5. Based on the test results, it can be seen that not all variables have a positive and significant effect on the intervening variable, namely brand trust and the dependent variable, namely brand loyalty. It was found that there are two variables that have a negative effect on brand loyalty as the dependent variable, namely brand communication and service quality variables. This is indicated by the negative value of the original sample. In addition, it was also found that online brand community variables did not significantly affect brand trust with a t-statistics value of less than 1,645.

To see the effect given from each variable, it can be seen through the value of the parameter coefficient or the original sample. This value can be positive or negative, if a positive parameter coefficient indicates the effect of the independent variable on the dependent variable is positive, otherwise if the parameter coefficient value is negative, it means that the influence of the independent variable on the dependent variable is negative.

Table 9. Hypothesis Test Results (Investors)

	Original Sample	*Sample Mean*	*Standard Deviation*	*T-Statistics*	*P-Values*
BCOM → BLYT	0.270	0.269	0.032	8,510	0.000
BCOM → BTRS	0.148	0.145	0.035	4.186	0.000
BTRS → BLYT	0.183	0.184	0.053	3,482	0.000
OBC → BLYT	0.358	0.355	0.044	8037	0.000
OBC → BTRS	0.084	0.088	0.044	1,889	0.030

SEVQUAL → BLYT	0.192	0.193	0.045	4.247	0.000
SEVQUAL → BTRS	0.624	0.624	0.050	12,453	0.000

Based on the results of the analysis that has been carried out for Crowde investors, it can be concluded that each independent variable has positive original sample results on the dependent variable. This means that the influence of each independent variable on the dependent variable in this study is positive. The variable that has the highest influence in this study is the service quality variable on brand trust, which affects 62.4%. Meanwhile, the variable that has the highest influence on the dependent variable of the study is online brand community, which affects 35.8%.

Table 10. Hypothesis Test Results (Farmers)

	Original Sample	*Sample Mean*	*Standard Deviation*	*T-Statistics*	*P-Values*
BCOM → BLYT	-0.097	-0.099	0.047	2,079	0.019
BCOM → BTRS	0.580	0581	0.039	14,729	0.000
BTRS → BLYT	0.145	0.148	0.036	3.999	0.000
OBC → BLYT	0.737	0.735	0.024	30,887	0.000
OBC → BTRS	0.058	0.063	0.045	1,284	0.100
SEVQUAL → BLYT	-0.373	-0.374	0.039	9.505	0.000
SEVQUAL → BTRS	0.153	0.155	0.050	3.084	0.001

Based on the results of the analysis that has been carried out for Crowde farmers, it can be concluded that not all independent variables have positive original sample results on the dependent variable. This means that the influence given by each independent variable on the dependent variable in this study is not all positive. The variables found to have a negative influence on brand loyalty as the dependent variable include brand communication and service quality. Meanwhile, there are also online brand community variables which although positively affect brand trust, but if viewed from the t-statistics value which is not greater than 1,645, it can be declared insignificant. The variable that has the highest influence in this study is the online brand community variable on brand loyalty, which affects 73.7%. Meanwhile, the variable that has the highest influence on the dependent variable of the study is also the online brand community, which affects 73.7%.

4.6. Path Analysis Test

After testing the hypothesis proposed in this study, the next step is to test the mediating effect of the brand trust construct. Testing the mediation hypothesis was carried out by bootstrapping procedure using PLS v 3.2.5 by looking at the value of the specific indirect effect. According to Indahyanti (2013), if the t-statistic value obtained is 1.645, it means that there is a relationship or influence between variables and shows that the resulting model is getting better.

Table 11. Path Analysis Test Results (Investors)

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
BCOM → BTRS → BLYT	0.027	0.028	0.012	2,194	0.014
OBC → BTRS → BLYT	0.015	0.017	0.011	1.428	0.077
SEVQUAL → BTRS → BLYT	0.114	0.114	0.030	3,793	0.000

Based on the results of the path analysis test on Crowde investors, it can be seen that for the brand communication and service quality variables, each t-statistics from data processing shows a number > of 1,645. Therefore, this shows that the brand trust variable can be used as a mediating variable to mediate brand communication and service quality variables on brand loyalty. Meanwhile, the results of t-statistics for online brand community variables which are not > 1,645 indicate that brand trust cannot be used as a mediating variable to mediate online brand community with brand loyalty.

Table 12. Path Analysis Test Results (Farmers)

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
BCOM → BTRS → BLYT	0.084	0.028	0.012	2,194	0.000
OBC → BTRS → BLYT	0.008	0.009	0.007	1,245	0.107
SEVQUAL → BTRS → BLYT	0.022	0.023	0.011	2,059	0.020

Meanwhile, based on the results of the path analysis test on Crowde farmers, it can be seen that for the brand communication and service quality variables, each t-statistics from data processing shows a number > of 1,645. Therefore, this shows that the brand trust variable can be used as a mediating variable to mediate brand communication and service quality variables on brand loyalty. Meanwhile, the t-statistics results for online brand community variables which are not > 1,645 indicate that brand trust cannot be used as a mediating variable to mediate online brand community with brand loyalty.

4.7. Summary of Findings

Based on the results of the research that has been done, it can be concluded that has answered the initial objectives of the study as follows:

Brand communication provide a positive and significant impact on brand trust for investors and farmers from Crowde.

Online brand community have a positive and significant effect on brand trust for Crowde investors, but online brand community has a positive but not significant effect on brand trust for Crowde farmers. Based on these results, it shows that the online brand community plays an active role in forming brand trust from Crowde investors. With an online brand community for investors, it can shape the process of exchanging information knowledge as a virtual expression of passion for a particular brand, good relations between the company and investors, and can increase the trust of Crowde investors. However, for farmers who are dominated by farmers with an age range of 45 years and over with a relatively low level of education and ability to

access internet technology, it is suspected that this can be one of the reasons why the results obtained are positive but not significant. play a significant role for farmers because offline brand communities are more well received by farmers.

Service quality provide a positive and significant impact on brand trust for investors and farmers from Crowde.

Brand trust provide a positive and significant impact on brand loyalty for investors and farmers from Crowde.

Brand communication give a positive and significant impact on brand loyalty for Crowde investors. Based on these results, it shows that brand communication plays an active role in forming brand loyalty from Crowde investors. Meanwhile, on the other hand, brand communication has a negative and significant impact on brand loyalty for Crowde farmers. Based on these results, it shows that brand communication has a negative influence in shaping the brand loyalty of Crowde farmers. This is thought to have happened considering the age, education, and technological mastery of Crowde farmers who are different from Crowde investors so that effective brand communication activities are not able to positively and significantly affect brand loyalty among Crowde farmers.

Online brand community give a positive and significant impact on brand loyalty for investors and Crowde farmers.

Service quality provide a significant and positive influence on brand loyalty for Crowde investors. Based on these results, it shows that service quality plays an active role in forming loyalty and commitment to Crowde from the investors. Meanwhile, on the other hand, service quality has a negative and significant effect on brand loyalty for Crowde farmers. Based on these results, it shows that service quality has a negative influence on brand loyalty from Crowde farmers. This is suspected to have happened considering the age, education, and technological mastery of Crowde farmers who are different from Crowde investors so that although the good level of service has been received by Crowde farmers, it was not able to positively and significantly influence brand loyalty on Crowde farmers.

Brand trust as a mediating variable has a positive and significant effect given by brand communication on brand loyalty for Crowde investors and farmers.

Brand trust as a mediating variable, it has a positive but not significant effect given by the online brand community on brand loyalty for Crowde investors and farmers. This is suspected to have happened considering the gender, age level, education, and technological mastery of the respondents.

Brand trust as a mediating variable, it has a positive and significant influence given service quality on brand loyalty for Crowde investors and farmers. This shows that trust can be an effective mediation to create satisfaction and loyalty from Crowde investors and farmers. It was seen previously that the relationship between service quality and brand loyalty among Crowde farmers had a negative and significant relationship, but after going through the mediation of brand trust, the results could turn out to be positive and significant for brand loyalty.

4.8. Managerial Implications

The suggestions that can be given to PT Crowde Building the Nation are as follows:

Based on age data obtained from Crowde farmers, it was found that farmers from Crowde were still dominated by old farmers with an age range of 40-44 years. Therefore, the existence of technology-based P2P lending agriculture companies can help invite the younger generation to jointly develop the Indonesian agricultural sector. And to make this happen, Crowde as one of the P2P lending agriculture companies can continue to improve the quality of the company to gain trust and loyalty from both parties, namely investors and farmers as partners of Crowde.

Based on gender data obtained from Crowde farmers, it was found that there were female farmers in Indonesia with a percentage of 40%. Based on these data, it can be concluded that the Indonesian agricultural industry sector is currently not only cultivated by men, but women also play an active role in the Indonesian agricultural sector. Therefore, Crowde can raise this phenomenon to be able to continue educating the Indonesian people that in fact agriculture is an industrial sector that is not only limited to men, but women can also take part in building a better agricultural sector in Indonesia.

Based on the results of research that has been carried out on Crowde investors and farmers, it is found that the level of age, education, and mastery of technology greatly affect the differences in behavior of investors and farmers. Therefore, it is hoped that Crowde will not only be able to help farmers financially but also be able to help educate farmers to be able to use technology so that in the future both investors and farmers can jointly advance agriculture in Indonesia with the help of technology and quality of life from farmers in Indonesia too can increase.

4.9. Limitations and Directions for Future Research

This study has not discussed in more detail the right solution to overcome the problem of the old farmer phenomenon in Indonesia and help the younger generation to be interested together in building the agricultural sector in Indonesia. Therefore, further research can also conduct more detailed research on the problems and differences between young and old farmers, as well as find the right solution to deal with these problems. Indonesia and how Indonesia should handle this so that in the future Indonesia will not lack human resources in the agricultural sector.

V.Conclusion

The results showed that (1) brand communication affects brand trust positively and significantly for investors and farmers, (2) online brand community affects brand trust positively and significantly for investors but not significantly for farmers, (3) service quality affects brand trust positively and significantly for investors and farmers, (4) brand trust affects brand loyalty positively and significantly for investors and farmers, (5) brand communication affects brand loyalty positively and significantly for investors but for farmers the results are negative and significant, (6) online brand community influences brand loyalty positively and significantly on investors and farmers, (7) service quality affects brand loyalty positively and significantly for investors but for farmers the results are negative and significant, (8) brand communication influences brand loyalty mediated by brands trust positively and significantly to investors and farmers, (9) online brand community influences brand loyalty which is mediated by brand trust positively but not significantly on investors and farmers, (10) service quality influences brand loyalty which is mediated by brand trust positively and significantly on investors and farmers.

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