

## Conference Paper

# Analysis of Social Identity and Co-Creation Activities on the Behavior of Members of Coffee Enhancement Communities in KisahKitaNgopi Café

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**ORCID:**Thomas Stefanus Kaihatu: <http://orcid.org/0000-0001-7808-9736>**Abstract**

The existence of a community will have an impact on the community brand being carried. Participation and recommendations of members depend on the identification of community members. Social identification has an impact on co-creation activities by exchanging knowledge among community members. The community targeted in this study was the Komunitas Penikmat kopi who interacted at Café KisahKitaNgopi. The purpose of this study was: 1) to analyze how social identity influences the co-creation activities by coffee connoisseur community members in the KisahKitaNgopi Café; 2) to analyze how co-creation affects the intentions of the coffee connoisseurs in the Story of Coffee Café; and 3) to analyze how social identity influences the intentions of the Komunitas Penikmat kopi at the Story Cafe. Research subjects were members of the Komunitas Penikmat kopi in Surabaya and Sidoarjo who were customers at Café KisahKitaNgopi during the data collection period and could be contacted to fill out the questionnaire and recommend other community members as respondents. There were 170 respondents. Hypothesis testing was carried out using Structural Equation Modelling using AMOS. Results of the study: 1) social identity had a significant positive effect on the co-creation activities of coffee connoisseurs at KisahKitaNgopi Café; 2) co-creation activities had a significant positive effect on the intentions of the Komunitas Penikmat kopi in the Story of Cafe Kopi; 3) social identity had a significant positive effect on intentions in the Komunitas Penikmat kopi at the Story of Cafe Kopi.

**Keywords:** social identity, joint creation, intention to behave, community

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## 1. Introduction

KisahKitaNgopi cafe is a cafe located on Jalan DPR III Pagewojo Sidoarjo, which was established in early 2019 and began operating in September 2019. The concept offered in KisahKitaNgopi cafe is to build a social identity and at the same time encourage joint activities with various communities. The process of building social identity is done by

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giving space for visitors to “start telling their stories” with the theme starting your story at KisahKitaNgopi by telling stories through the Instagram Cafe instastory that continues to help show the story of this cafe’s visitors. Besides that, some communities also use the existence of this cafe to build relationships such as coffee lovers community, scooter lovers community, fashion community. Since the operation KisahKitaNgopi cafe In September 2019 until January 2020, a decrease in turnover was seen. By looking at this condition, it is necessary to make an effort to build the uniqueness of the Cafe through co-creation activities created jointly between Cafe Management and the consumers. By building social identity and at the same time encouraging joint activities with various communities (co creation), it is hoped that behavioral intentions will be created. The process of building social identity is done by giving space for visitors to “start telling their stories” with the theme starting your story at KisahKitaNgopi by telling stories through the Instagram Cafe instastory which continues to help show the visitor’s KisahKitaNgopi Cafe in a certain period.

Many studies have been conducted to examine social identity and its influence on behavioral intentions, but previous studies rarely discussed whether social identity influences behavioral intentions with Co-creation mediation variables. By using the coffee lovers community as a patron community, researchers tested this assumption. Researchers are interested in seeing how the influence between variables in this study in order to find the right strategy in development KisahKitaNgopi cafe in Sidoarjo. The purpose of this study are: 1) To find out and analyze social identity affects the Co-Creation activity of coffee connoisseurs community members in KisahKitaNgopi cafe. 2) To find out and analyze the activity of Co- Creation influence on the behavior of the Community Coffee lovers in KisahKitaNgopi cafe. 3) To find out and analyze social identity affects the intention of behaving in the Community of Coffee lovers in KisahKitaNgopi cafe.

## 2. Literature Review

### 2.1. Co-Creation Activity

Some research shows that virtual communities are filled with many activities related to sharing knowledge and information. Knowledge sharing is the behavior of virtual community members who share their knowledge and information with other members (Ryu, et. Al, 2003), Sukoco, Badri Munir and Untung Teko., TP (2013), Herman H.M. Tse and Warren C.K. Chiu, 2014).

As a member of the coffee lovers community (CLC), CLC members categorize themselves cognitively towards their community with a similar interest in coffee, evaluating themselves with respect for their membership in the community, and members also involve themselves emotionally with their community as stated in the previous section. An individual who feels that itself has become part of the group (its social identity is formed) will have a commitment to jointly achieve the goals of the group, where commitment to achieve the common goal will shape the behavior of group members (Stets & Burke, 2000) Sukoco, Badri Munir and Untung Teko., TP (2013). Algesheimer et., Al (2005) in Herman H.M. Tse and Warren C.K. Chiu, 2014 shows that the social identity of members in the European Car Clubs community encourages the active participation of members in community activities, actively provides recommendations to others, and has high loyalty to the community. As explained in the section above.

## 2.2. Co Creation Activity Indicator

Based on the opinion of Vargo and Lusch (2004), the knowledge sharing activity is a means for producers to carry out a joint creation process with their consumers (co-creation) which can be classified into two, namely co-consumption and co-production (Wu and Sukoco, 2010). Coconsumption occurs when community members distribute their knowledge or information to other members in a virtual community (Ryu et., Al., 2003) Sukoco, Badri Munir and Untung Teko., TP (2013), while co-production occurs when community members distribute the knowledge or information it has to producers in order to improve the usability or quality of the product consumed (Brown et., al., 2003; Fuller et., al., 2007, Herman HM Tse and Warren CK Chiu, 2014).

## 2.3. Behavioral Intentions

Behavior intention refers to a person's interests to behave when the person receives certain treatment. Suhartono (2000), quoting from Zeithaml, and Bitner (1996), Shahzadi, et al., 2017, Bruno Nascimento, et al., 2018 put this behavioral intention as the connecting variable caused by service quality, which in turn will affect whether a consumer will remain loyal to the company or move to competitors. The dimensions of behavioral intention Zeithaml, et.al (1996), Shahzadi, et al., 2017 there are two dimensions of behavioral intention, namely:

1. Intention to participate: I intend to continue to participate in community activities in the opportunities that will come. I intend to continue to actively participate in Community activities
2. Intention To recommend: I would recommend the Community. If a friend or relative is looking for a particular community, I would definitely recommend that product

## 2.4. Effect of Social Identity on Co Creation Activities

Social identity owned by members of the Coffee Lovers Community (CLC) has a positive influence on (a) co-creation and (b) their behavioral intentions related to the community. Koh and Kim (2004) Sukoco, Badri Munir and Untung Teko., TP (2013), Nascimento, et al., 2018 showed that information sharing activities in the community in South Korea contributed to building members' loyalty to their communities, encouraging member participation in community activities and encourage members to recommend their community to others. Wu and Sukoco (2010) show that information sharing activities in the iPhone online community in Thailand influence member participation in collective activities, the desire to recommend, and the behavior of members to remain loyal to their community.

## 2.5. Effect of Co Creation Variables on Behavioral Intentions

Co-creation activities carried out by CLC members have a positive influence on behavioral intentions. Previous discussions indicated that social identity has an influence on co-creation and behavioral intentions of community members. This study further argues that the influence of social identity on behavioral intentions will not be as large as when the influence is through co-creation. According to Sukoco and Setiawan (2013), Kauppinen- Raisanen et al, 2018), self-identification of members of the community - sense of community - has a greater influence when members have a high frequency to share knowledge - co- consumption and co-production. Although self-identification of high community, but if they lack interaction with other members tend to have the intention to participate or recommend low- level communities (Zhang, 2010), Nascimento, et al., (2018)

## 2.6. Effect of Social Identity on Behavioral Intent is mediated by Co Creation Activities

The influence of the social identity possessed by CLC members on their behavioral intentions will be mediated by the co-creation activities they undertake. This is reinforced by the opinion of Brown et., Al. (2003), Malik, et al., (2018) in their study related to retrobranding and argued that the Coffee Lovers Community can give rise to nostalgic preferences. This is in line with the opinion of Brown and Humphreys (2002), Malik, et al., (2018) that the tendency towards nostalgia contributes to the formation of the identity of members of the social community and strengthens the commitment to achieve the common goals of a social community through the behavior of members of the community (Stets and Burke 2000). Brown et., Al (2003), Kauppinen-Räsänen et al, (2018) shows how Volkswagen producers collaborate and seek information from Old Beetle fans in the brand community to create new personalities for New Beetle and get input from fans to perfect their products (co -production). It can be concluded that the influence of social identity on behavioral intentions will be stronger if community members have high Co-creation activities compared to low ones.

## 3. Research Methodology

The population of this research is all members of the coffee lovers community in Sidoarjo City (cannot be identified in number (infinite)). The number of samples is determined by the mechanism of rule of thumb 5 (five) to 10 (ten) times the number of indicators (Hair, 2011: 762). There are as many as 17 indicators, so the recommended number of samples is  $17 \times 10$  times = 170 samples. While the sample is selected using the snowball sampling technique, which is a member of the coffee-loving community in Sidoarjo and has been a customer in KisahKitaNgopi during the data collection period, can take the time to fill out the questionnaire and recommend other community members as respondents.

Data is processed and presented based on the principles of descriptive statistics, for the purpose of discussion. Whereas for the purposes of analyzing and testing hypotheses an inferential statistical approach is used. The analysis used to answer the hypotheses in this study uses the structural equation model (Structural Equation Model or SEM) using the AMOS program package.

## 4. Research Variable

TABLE 1: Research variable

Variable	Code	Item
<b>Social Identity</b> is Individual knowledge is related to emotional meanings and values that emerge as representations of social group membership	<b>Cognitive Identity</b>	
	CI1	I am assessing the compatibility between my personal identity with the identity of the Coffee Lovers Community (CLC) community and the identity of KisahKitaNgopi cafe
	CI2	I assess the compatibility between self-image and the identity of the Coffee Lovers Community (CLC) and the identity of KisahKitaNgopi cafe
	<b>Affective Identity</b>	
	AI 1	I feel I have become a part of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe
	AI 2	I have a feeling of belonging to the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe
	<b>Evaluative Identity</b>	
	EI1	I am a valuable member of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe
	EI 2	I am an important member of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe
	<b>Creation Co.</b> Is a concrete step of cooperation between service providers / products with customers through the communication process or listening to customer suggestions to improve service value	<b>C0-Consumption</b>
Coc1		When participating in community social media and KisahKitaNgopi cafe I usually actively share knowledge with others
Coc2		When discussing complex issues, I usually engage in advanced interaction with other members
Coc3		I usually involve myself in discussions with other members about topics that are general rather than specific
<b>Co Production</b>		
Cop1		I often post my critics about coffee products
Cop2		I usually spend a lot of time reviewing new coffee products and posting them on Instagram Story KisahKitaNgopi cafe
Cop3		Every time I know how to deal with the problems faced by certain coffee products, I advise companies to solve them
Cop4	I did something to make the development and innovation of a coffee product company and KisahKitaNgopi cafe easier	
<b>Behavioral intention</b> is a person's interests to behave when that person receives or gets certain treatment	<b>Intention to Participate</b>	
	ItP1	I intend to keep abreast of the activities of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe next month.
	ItP2	I intend to continue to participate actively in the activities of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe
	<b>Intention To Recommend</b>	
	ItR1	I would recommend the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe to coffee fans
	ItR2	If a friend or relative is looking for the Coffee Community, I certainly recommend the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe

Source: Processed Researcher, 2020

## 5. Analysis and Discussion

Based on the data contained in Table 2, the average respondent's assessment of the social identity variable shows that overall the respondent agreed with all statements representing the social identity variable. The statement items stating that "I am assessing the compatibility between my self-image with the identity of the Coffee Lovers Community (CLC) and the identity of KisahKitaNgopi cafe" have the highest average value, while the statement item which states that "I am a the most important members for the Coffee

Lovers Community (CLC) and KisahKitaNgopi cafe “have the lowest average value. The highest standard deviation is in the statement item which states “I am an important member (important) for the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe”. This shows that the answers given by respondents have further deviations than the other statements.

TABLE 2: Descriptive Statistics of Social Identity Variables

DESCRIPTION	CODE	Statement	Catagory	Mean	Stand Dev
Cognitive Identity	CI1	I am assessing the compatibility between my personal identity with the identity of the Coffee Lovers Community (CLC) community and the identity of KisahKitaNgopi cafe	Strongly agree	5,54	0,5870
	CI2	I assess the compatibility between self-image and the identity of the Coffee Lovers Community (CLC) and the identity of KisahKitaNgopi cafe	Strongly agree	5.27	0,5836
Affective Identity	AI1	I feel I have become a part of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe	Agree	5.19	0,6463
	AI2	I have a feeling of belonging to the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe	Strongly agree	5.26	0,6278
Evaluative Identity	EI1	I am a valuable member of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe	Agree	5.12	0,7679
	EI2	I am an important member of the Coffee Lovers Community (CLC) and KisahKitaNgopi cafe	Agree	5.05	0,7712

Source: Processed Researcher, 2020

The structural model is the relationship between latent variables (variables that cannot be measured directly and require several indicators to measure it) independent and dependent (Bollen, 1989). The results of the structural model test can be seen in Figure 5.6

Based on Figure 1 shows the relationship between constructs in the hypothesis shown by the regression value. It can be seen that there are almost all goodness of fit test criteria fulfilled with the relationship between variables having a positive relationship.

Table 3 shows that based on the chi-square criteria, CMIN / DF and RMSEA are FIT, while the criteria for GFI, AGFI, TLI and CFI are marginal Fit. This shows that the research

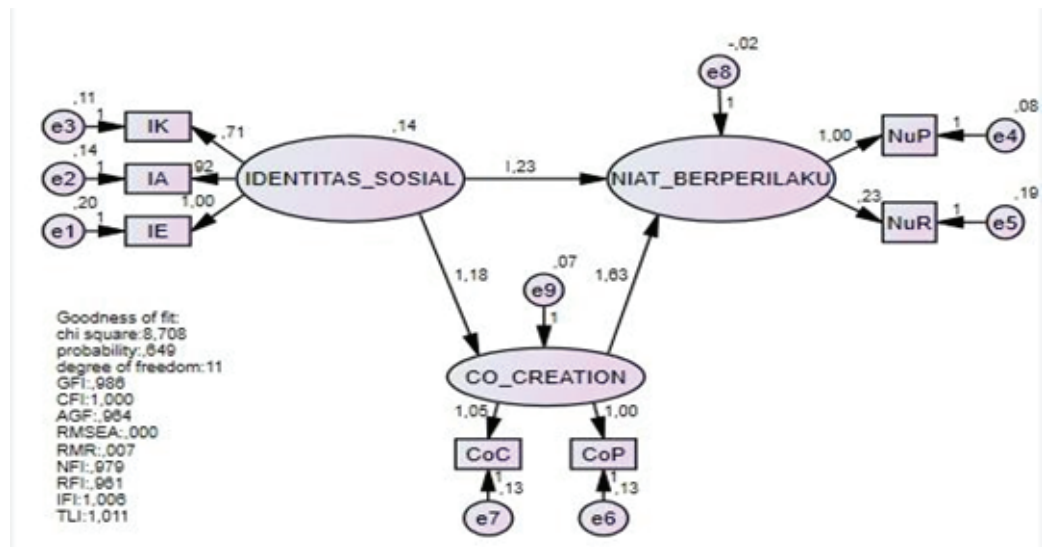


Figure 1: Figure Research Model (Source: Processed Researcher, 2020)

model that was built with exogenous variables of social identity, mediating variables of co creation activities and endogenous variables depends: intention to behave fit or significant, so the results show that the model used is acceptable. From several model feasibility tests, the model is said to be feasible if at least one of the model's feasibility test methods is met. In an empirical study, a researcher is not required to meet all the criteria of goodness of fit, but depends on the judgment of each researcher.

TABLE 3: Goodness of fit Model

Goodness-of-fit index	Cut-off Value	Value	Explanation
Chi-Square	<156.508	8.708	Fit
CMIN/DF	<2	0.649	Fit
GFI	≥0.9	.986	Marginal Fit
AGFI	≥0.9	.964	Marginal Fit
TLI	≥0.9	.1011	Marginal Fit
CFI	≥0.95	.1	Marginal Fit
RMSEA	≤0.08	.000	Fit

Source: Processed Researcher, 2020

### 5.1. Hypothesis test

Hypothesis testing is done by looking at the value of the critical ratio or the value of the probability of the output regression weight. If C.R. ≥ 2 or probability value <0.05 then H0 is rejected and the research hypothesis is accepted. Table 4 shows the results of testing the hypothesis of this study, showing that the influence of social identity on co-creation activities is positive and significant. The influence of social identity on



behavioral intentions also shows a positive and significant effect. Likewise, the effect of co creation activities on behavioral intentions shows a positive and significant effect.

TABLE 4: Research Hypothesis Testing Results

Explanation	C.R.	P	Explanation (P<0.05)
Co_Creation ← Social Identity	6.825	.000	Significant Positive
Behavioral Intentions ← Social Identity	2.146	.032	Significant Positive
Behavioral Intentions ← Co Creation	3.977	.000	Significant Positive

Source: Processed Researcher, 2020

### 5.1.1. Effect of Social Identity on Co-Creation Activities of Coffee Lovers Community Members in KisahKitaNgopi Cafe.

The results of the Structural Equation Modeling analysis with Amos (Table 4) show that social identity variables significantly influence the co-creation activities of Coffee Lovers Community in KisahKitaNgopi Cafe. This is indicated by C.R.  $\geq 2$  or probability value  $<0.05$ . This proves that the first hypothesis (H1) which states that there is a significant influence between social identity and the Co-Creation activities of Coffee Lovers Community members in KisahKitaNgopi Cafe can be accepted. In other words, if a cafe customer increases their social identity, it will result in an increase in the co creation activities of members of the Coffee Lovers Community in KisahKitaNgopi Cafe. The results of this study are in line with research conducted by Kauppinen-Raisanen et al., (2018) which shows that the effect of consumer personality and social identity on preferences for brand excellence will influence their choices. Also supported by findings from research Sukoco, Badri Munir and Untung Teko., TP (2013) which shows that there is an influence of social identity on co-creation and behavioral intentions of community members. According to Tajfel (1978) Kauppinen-Raisanen et al, 2018, a person finds its social identity through self-awareness that it is a member of a group, has an emotional bond, and has a positive evaluation of the group so that someone with a higher social identity will have a tendency on co creation activities. On the other hand the descriptive statistics of Social Identity variables indicate that there is one statement that has the lowest mean “I am an important member of the Coffee Lovers Community (CLC) and KisahKitaNgopi Cafe”. Whereas the highest standard deviation is in the statement item which states “I am an important member for the Coffee Lovers Community (CLC) and KisahKita Ngopi Cafe” This shows that the answers given by respondents have further

deviations than other statements, and at the same time this becomes an important finding that the customer’s social identity needs to be supported by café efforts to make the customer an important member in creating co-creation activities.

Evaluation and improvement of Social Identity variable indicators that can be carried out by KisahKitaNgopi Cafe are summarized in Table 5 below:

TABLE 5: Managerial Implications of Social Identity Variables

Number.	Indicators	Managerial Implications
1	I am an important member of the Coffee Lovers Community (CLC) and KisahKitaNgopi Cafe	Mholding activities that involve community members so that members feel a part of contributing to the community and customers of KisahKltaNgopi Cafe
2	I am an valuable member of the Coffee Lovers Community (CLC) and KisahKitaNgopi Cafe	Organizing routine activities that only involve community members so that members feel part of contributing to the community and customers of KisahKltaNgopi Cafe. For example: social gathering, charity activities, social activities, awarding activities related to coffee

### 5.1.2. The Effect of Co-Creation Activities on the Behavior Intention of Coffee Lovers Communities in KisahKitaNgopi Cafe.

The results of the Structural Equation Modeling analysis with Amos (Table ??) show that the co creation activity variable has a significant effect on the intention to behave in coffee lovers community members in KisahKitaNgopi cafe. This is indicated by C.R.  $\geq 2$  or probability value  $<0.05$ . Thus this study proves that the second hypothesis (H2) which states there is a significant influence between co-creation activities on the behavioral intentions of Coffee Lovers Community members in KisahKitaNgopi Cafe can be accepted. In other words, if the co creation activity increases, the intention to behave in the Coffee Lovers Community in KisahKitaNgopi Cafe will also increase.

The results of this study are in line with research conducted by Jarvi, H., Kahkonen, A.-K., & Torvinen, H. (2018) and Sukoco, Badri Munir and Untung Teko., TP (2013) who found that co-creation activities affect the intention to behave in community members. This knowledge sharing activity is a means for producers to do the co-creation process with their consumers (co-creation), thus if co-creation activities increase, this will also increase the intention to behave in community members to participate or to recommend KisahKitaNgopi Cafe. Furthermore, Sukoco and Setiawan (2013), Kauppinen-Räsänen et al, 2018 also explained, that members’ self-identification of the community - sense of community - had a greater influence when members had a high frequency of sharing

knowledge - co- consumption and co-production. On the other hand the co creation variable descriptive statistics show that there is one statement that has the lowest mean value of “I often post my critics about coffee products” having the lowest average value. The highest standard deviation is in the statement item which states “I often post my criticisms about coffee products”. This shows that the answers given by respondents have further deviations than other statements and at the same time this becomes an important finding that the customer’s co-creation activities need to be supported by freedom and openness in receiving criticism from fellow community members.

Evaluation and improvement of indicators of co-creation activity variables that can be carried out in the Café of Story Story summarized in:

1. Community members are given space to be able to submit honest and open advice and input relating to the café or coffee
2. Awarding and rewarding for actively participating community members
3. Community members are given space to be able to submit suggestions and input relating to cafes and coffee

### **5.1.3. The Influence of Social Identity on the Behavior Intention of Coffee Lovers Community in KisahKitaNgopi Cafe.**

The results of the Structural Equation Modeling analysis with Amos (Table 4) show that the social identity variable has a significant effect on the behavioral intention variables of the Coffee Lovers Community in KisahKitaNgopi Cafe. This is indicated by C.R.  $\geq 2$  or probability value  $<0.05$ . This proves that the third hypothesis (H3) which states that there is a significant influence of social identity on the intention to behave in the Coffee Lovers Community in KisahKitaNgopi Cafe is acceptable. In other words, if social identity increases, the intention of behaving in the Coffee Lovers Community in KisahKitaNgopi Cafe also increases. The results of this study are in line with research conducted by Brown and Humphreys (2002), Malik, et al., 2018) that the tendency towards nostalgia contributes to the formation of the identity of members of the social community and strengthens the commitment to achieve the common goals of a social community through the behavior of members of the community (Stets and Burke, 2000). Brown et., Al (2003), Kauppinen-Räsänen et al, 2018) shows how Volkswagen producers collaborate and seek information from Old Beetle fans in the brand community to create new personalities for New Beetle and get input from fans to perfect their products (co

-production). It can be concluded that the influence of social identity on behavioral intentions will be stronger if community members have high Co-Creation activities.

On the other side, descriptive statistics of the intention to behave variable indicate that there is one statement that has the lowest mean value: "I intend to continue to actively participate in the activities of the Coffee Lovers Community (CLC) and KisahKitaNgopi Cafe". While the highest standard deviation is in the statement item which states "I intend to continue to actively participate in the activities of the Coffee Lovers Community (CLC) and KisahKita Ngopi Cafe" This shows that the answers given by respondents have further deviations than the other statements and at the same time this becomes an important finding that the intention to behave in customers needs to be supported by active participation in the activities of the Coffee Lovers Community (CLC) and KisahKitaNgopi Cafe.

Evaluation and improvement of indicators of behavioral intention activity variables that can be carried out by Café KisahKitaNgopi Cafe summarized in: Involving community members to feel valued and important to the community and also the KisahkitaNgopi Cafe through routine activities held at the Cafe, for example Ladies Night every Wednesday

## 6. Conclusions and suggestions

### 6.1. Conclusions

Based on the results of research and discussion previously stated, it can be concluded that: 1). There is a significant influence between social identity on the Co-Creation activities of coffee lovers community members in KisahKitaNgopi Cafe.2). There is a significant influence of Co-Creation activities on the behavior of members of the coffee connoisseurs community in KisahKitaNgopi Cafe.3) There is a significant influence between social identity on the intention to behave in coffee connoisseurs community members in KisahKitaNgopi Cafe.

### 6.2. Suggestions

Based on the results of research, discussion, and conclusions obtained, the suggestions that can be given are as follows:

1. For KisahKitaNgopi Cafe

- (a) From the results of this study it was found that the social identity variable and co creation activity significantly influence the behavioral intention of the connoisseurs community kopi KisahKitaNgopi Cafe, so the cafe is recommended to really optimize aspects of freedom for community members to express their social identity and at the same time respond to all the co creation activities that are offered so that it will form an intention to behave positively for the KisahKitaNgopi Cafe.
- (b) Looking at the descriptive statistics of each variable, the average rating of the respondent on the co creation variable in this case is that the co consumption activity has the lowest value among the other variables. Therefore, the community of KisahKitaNgopi Cafe needs to make efforts related to increasing co- consumption activities such as creating activities that involve members in advanced interactions with other members
2. For further researchers
- (a) This research focuses on the research instrument in the form of a questionnaire, so it is recommended for further researchers to use information gathering techniques such as observation, interviews, and discussions in order to obtain more in-depth information.
- (b) This study uses three variables, namely social identity, co-creation activities and behavioral intentions. For future researchers, other variables such as empathy, service recovery, image, and other variables relevant to behavioral intentions can be added so that the resulting research has a wider scope and will be more beneficial for service providers and other industries.

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