INTENTION TO CONTINUE PARTICIPATING: SYSTEM INTERACTIVITY, VIRTUAL SITES, COMMUNITY COMMITMENT IN ONLINE HIJABS COMMUNITY

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Abstract: This study aims to examine system interactivity affecting member commitment and intention to continue participating in the online hijabs community. At the same time, testing how the role of virtual sites in the form of posting in strengthening the relationship (moderate) system interactivity to continue to participate in the online hijabs community. An online hijabs community was researched because the problem observed in the research was relevant to the virtual community. Based on 358 valid responses from students in Surabaya who actively joined the online hijabs community obtained from questionnaires at each university in Surabaya, structural equations modeling (SEM) was used to test the research model. The results show that system interactivity affects commitment to the community, but does not affect the intentions of members to continue their participation in online hijabs communities. Likewise, commitment to the community does not stimulate the intentions of members to remain actively participating in online hijabs communities. Although, an interesting form of posting can strengthen the system’s interactivity relationship of members’ intentions to continue their participation in online communities. Implications for both marketing theory and practice, limitations, and future research on video storytelling in social media are discussed.

Keywords: Virtual Community, System Interactivity, Posting Form, Commitment


In the last few years, the internet has emerged as one of the main tools to activate and facilitate interaction between large numbers of people around the world. All aspects of connections such as scope, boundaries, and dynamics are dramatically changed by the internet. People can communicate online, build relationships and enjoy themselves through various platforms on the internet such as social media, couriers, and blogs (Kuo and Feng, 2013). The more people interact with cyberspace, the potential to have social influence and create the same characteristics as traditional communities. Communicating groups of
cyberspace are called virtual communities. Virtual communities as virtual spaces are based on information technology and depend on the contact and interaction of their members and result in personal relationships between members of cyberspace (Zheng et al., 2013). Virtual communities have increased rapidly (Bulger, 2016) and have received widespread attention in the past decade (Kamboj and Rahman, 2016). Although the number of virtual communities has increased rapidly, the number of committed members of the community is still small (Lin, 2010; Wang et al., 2012). Several marketing studies have documented that commitment is positively related to customer retention (Kaltcheva et al., 2010; Shi et al., 2011; Vuuren et al., 2013; Hoppner et al., 2015; Wu et al., 2016). Whereas in the context of virtual communities, member commitment has a significant influence on voluntary behavior (Bateman et al., 2011; Chen and Wei, 2017) and the success of virtual communities (Gruner et al., 2014; Liao et al., 2017). Thus, the main purpose of virtual communities is to persuade members to stay together and commit to the community. Virtual communities are believed to have a greater influence on consumers and are more credible than commercial communities (Kaiser and Bodendorf, 2012). On the other hand, this virtual community can also harm the company because negative messages from dissatisfied consumers can threaten their image (Duhan and Singh, 2014; Pathak and Pathak-Shelat, 2017). Therefore, it is very interesting to understand more deeply how to maintain the number of virtual communities. For example, previous research examined the sustainability of virtual communities from a systems perspective. The results show that perceived usefulness and perceived ease of use determine the sustainability of virtual communities (Shi et al., 2010). Kuo and Feng (2013), also found that web sites characteristics, system quality, and relationship quality (Sun, 2010) helped members establish their interactions in online communities. Although overall, research shows that system characteristics affect individual intentions to remain in virtual communities (Zheng et al., 2013). The study conducted by Wang et al. (2012), showed different results where the characteristics of the system do not affect commitment to virtual communities. When the online system works as expected by members, the more likely the members are committed, and the greater the commitment to members of the community, the greater their intention to continue to participate in society (Bock et al., 2015).

An interesting form of posting can make members continue to interact with their online communities. Interactions and topics that are being discussed need to be managed as factors that influence the commitment of members in virtual communities. A well-designed virtual site tends to attract members more often interacting and encourage them to spend more time for the community (Wang et al., 2012). Likewise, administrators from virtual communities must pay attention to the creation of content types of the provision of facilities and the appearance of more interesting content to create conditions that can cause members to spend more time for society (Gao and Bai, 2014). Virtual communities have been accepted as effective tools for managing relationships of consumers (Kang et al., 2014), including in the context of marketing the Muslim fashion business. It is believed that the online hijabs community has a significant role in improving the performance of the Muslim fashion business in the following years because now the internet is becoming more commoner (Hays et al., 2013; Standing et al., 2014). This online hijabs community also plays an important role as a tool for managing customer relationships that will support the marketing of Muslim fashion businesses to maintain with their customers, intimately engage with customers through two-way interactions with other members based on mutual interests, and retain customers by enhancing relationships of others travelers (Castronovo and Huang, 2012; Jung et al., 2013; Khodakarami and Chan, 2014).

The rapid development of the hijab in Indonesia has made hijabs communities appear in every Indonesian city. This condition is supported by the majority of Indonesian people who are Muslim. Where a woman is required to use the hijab. Women can not be separated from fashion and want to always look attractive. The desire to socialize and follow the development of fashion, especially the
LITERATURE REVIEW

The concept of virtual community was first defined by Schröder and Hölzle (2010), as a social group that originated from the internet when people discussed in this communication channel. Also, the internet provides the infrastructure to enhance the development of these communities to overcome space and time barriers on interactions that exist in traditional societies (Dessart et al., 2015; Sheth, 2017).

Wu et al. (2010), show that virtual communities can help meet four types of consumer needs, namely sharing resources, building relationships, trading, and living fantasies. This virtual community has great relevance to marketers. Understanding this community can make it possible to obtain valuable information to develop successful long-term relationships with customers. For example, analysis of community conversations can help obtain information about the needs and desires of certain individuals or groups of people (Bowler, 2010), as well as about the demographics, behavior, and concerns of Virtual members (Hsu et al., 2011).

Thus, the interaction of virtual communities can be seen from two conceptual angles is, which can be considered as interactions between humans and computers in online communities so that they can be considered from a technological interface perspective and as social interactions. In e-commerce environments, personal interactions mediated by computers and human-computer interactions contribute to the quality of relationships (Sun, 2010). Previous research also shows that system factors (usability, information quality, and system quality) can be used to identify characteristics that affect the success of virtual communities (Jin et al., 2010; Wang et al., 2012). So, virtual communities can focus on creating functional benefits that increase the

\[ \text{System Interactivity} \rightarrow \text{Community Commitment} \]

\[ \text{H1a} \rightarrow \text{H1b} \rightarrow \text{H3} \]

Figure 1. Research Model
interactivity of the system from a technology perspective. The research model is shown in Figure 1.

HYPOTHESIS DEVELOPMENT
Perceive System Interactivity

System interactivity refers to user interaction with technology. Perception of system interactivity refers to the perceived interaction between a website and the user of that site in a computer-mediated communication environment (Rose et al., 2012; Chu and Yuan, 2013; Yadav and Pavlou, 2014). System interactivity focuses on the ability of community site technology to provide feedback on members. The valuable technology attribute of virtual communities is the ease of use, intimacy, and effectiveness that can immediately provide feedback to users. Generally, the value a user assigns to an e-commerce system is influenced by the quality of the system (Arasanmi et al., 2013; Madapusi et al., 2014), and usually includes ease of use, intuition, flexibility, and response time of the information system (Kumar and Stylianou, 2014; Almaiah, 2018). A previous study further suggested that system quality affects the quality of relationships, which then has a significant impact on customer commitment (Sun, 2010) and the desire to continue to participate in virtual communities (Jin et al., 2010). As such, this research simply assumes that positive perceptions held by members of the ease of use of virtual sites and the ability to carry out activities that are expected to contribute to their commitment to the virtual community and their intention to continue participating in the virtual community. Based on this argument, this study proposes the following hypothesis:

**H1a:** Perceived system interactivity influences member commitment to virtual communities

**H1b:** Perceived system interactivity influences the intention to continue participating in virtual communities

Virtual Site or Posts Form

The number of members of a virtual community that has thousands of members has an impact on the difficulty of virtual community members to interact with each other which ultimately makes some members passive in the forum as long as they still get valuable information about other members. And in fact, the number of members of the virtual community that thousands of them make it difficult for them to have communication. More members allow the community to produce tens or even thousands of posts per day. This situation drives most of its members to become passive just by reading information about posting or creating any information because reading all posts take a lot of time.

Abfalter et al. (2012), states that virtual communities can provide high online convenience for their users. This is related to the ability to facilitate better information exchange and online interaction among its members. Therefore, administrators of this virtual community must pay attention to the creation of facilities and the appearance of more interesting content to create conditions that can cause members to spend more time for the community (Gao and Bai, 2014).

Successful interactions in online communities can be seen from every effort available to enable social interaction between members (Matzat, 2010; Shen et al., 2010). A well-designed virtual site tends to attract members to interact more frequently and encourage them to spend more time in the community (Wang et al., 2012). So, virtual sites or interesting forms of posting can make members continue to interact with their online communities. When the form of posts related to topics continues to be updated, new members tend to keep following the posts and may be interested in participating in discussions (becoming active). Based on the argument, this study proposes the following hypothesis:

**H2:** Virtual sites or interesting posts forms strengthen the relationship of system interactivity felt by members on the intentions of members to continue participation in virtual communities

Commitment

Meyer et al. (2002), grouped three types of commitment components, namely affective, normative, and ongoing commitments. Referring to Demirtas and Akdogan (2015), affective commitment is the extent to which an individual enjoys, is
emotionally involved, and identifies themselves as members of a community. Kimura (2013), added that members of affective commitments usually start to live in the society. Meanwhile, normative commitments occur when someone is willing to participate in a community for several reasons; like expecting some benefits by joining; which makes them motivated to stay with the community (Fullerton, 2014). Finally, Guay et al. (2016), suggest that ongoing commitment is an emotional attachment to the community based on an analysis of the consideration of the cost benefits of leaving or staying. In the context of online communities, sustainable intentions result from the satisfaction and loyalty of members of the community. The construction of sustainable intention is conceptually the same as buying intention because both are influenced by previous conditions experienced by individuals (Guay et al., 2016). Sustainable intentions can be grouped into two different types: first, the intention to continue consuming content provided by online communities, and second, the intention to continue to contribute information about other members of the society (Zhou et al., 2012).

When a virtual community wants its existence to last in the long run, it is important to the community to encourage its members to actively participate by asking questions, providing information, posting comments, or other forms into contribution (Shi et al., 2010). Hsu et al. (2010) and Zhou et al. (2012), find that members that have committed to the community are more likely to feel obliged to participate and contribute to society to maintain their existence. Bock et al. (2015), suggested that the greater the commitment of members to the community, the greater their intention to continue participating in society. Based on this argument, this study proposes the following hypothesis:

H3: Commitment of members in virtual communities influences the intentions of members to continue participation in virtual communities.

METHOD

Research respondents are students that are actively fuzed members of the online hijabs community. Survey data were collected from the University in Surabaya. Students who actively joined the members of the online hijabs community was selected as research samples because they felt they were already familiar with virtual community services. According to a recent survey conducted by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), the majority of internet users in Indonesia aged 19-34 years (49.52%) are virtual community users (APJII, 2017) so the context of this study is relevant to students as research samples. Where in the age group of higher education in Indonesia, the majority in the age group 20-24 years.

These students are asked to participate voluntarily while they are in class. They were asked about their perceptions of the online hijabs community where they belonged. The purpose of the survey and the importance of collaboration is emphasized. The questionnaire was given to all participants voluntarily. The questionnaire instructed these students to respond about their interactions with the system, their commitment, and intentions to continue to participate in the online hijabs community that was followed. Questionnaires distributed between February-April 2019. To assess their perception of the online hijabs community, a Likert scale was used. Among 658 students, 358 volunteered to participate in this study, achieving a response rate of 54%. Among these respondents, most of them averaged 19-20 years (62.1%), the majority are in the Faculty of Economics (58.2%) and had joined the online hijabs community for more than 2 years (30.6%).

Measurement

The size of the questionnaire consisted of four constructs namely perceived system interactivity, member commitment, member intentions to continue participation in online hijabs communities, and virtual sites in form of posting. All constructs were measured using a multi-item scale that had been validated in previous studies. Certain items are modified to represent the research context. Perceive system interactivity was measured using four items developed by Wang et al. (2012) and Noort et al. (2012). Commitment to members of a virtual community was measured using four items developed
by Nusair et al. (2013). Four items about the intentions of continue participating in virtual communities used in this study were adopted from Kusumasondjaja et al. (2012). Four items about virtual sites in this form of posting used in this study were adopted from Gao and Bai (2014). All items are measured using a seven-point Likert scale, which ranges from 1 = strongly disagree with 7 = strongly agree. The following are descriptions of indicators of research variables.

Table 1. Questionnaire Table

<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicators</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived system interactivity</td>
<td>Perceived interaction between the website and the user of the site in a computer-mediated communication environment</td>
<td>I feel that this online community system is fast</td>
<td>Wang et al. (2012); Noort et al. (2012)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I feel there are lots of things for me to manipulate in this online community system</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I feel it’s easy and intuitive to interact with this online community system</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>This online community provides information that makes it easy for me to access</td>
<td></td>
</tr>
<tr>
<td>Community Commitment</td>
<td>The emotional attachment that reflects the degree to which a particular online community is strongly rooted in an individual</td>
<td>It is easy to become attached to this online community</td>
<td>Nusair et al. (2013)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To become attached to this online community is very easy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>This online community has a great deal of attraction for me</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>This online community has a great deal of personal meaning for me</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I am afraid something will be lost if I stop using this online community</td>
<td></td>
</tr>
<tr>
<td>Intention to continue participating in the community</td>
<td>Desire to continue using actions in which individuals believe that joining the community will get something more</td>
<td>I will consider continuing my participation in this community</td>
<td>Kusumasondjaja et al. (2012)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I intend to continue my contribution to this community</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I intend to continue to participate in this community than any other community</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>If I can, I want to continue my contribution to this community</td>
<td></td>
</tr>
<tr>
<td>Virtual site or post form</td>
<td>The main core of all the contents of the writings that are in online media</td>
<td>For me, the topic of interesting posts is important</td>
<td>Gao and Bai (2014)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The topic of posts discussed in the virtual community is relevant to my interests</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Updates to the topic of posts discussed in virtual communities are very alarming</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The topic of posts discussed in the virtual community is related to me</td>
<td></td>
</tr>
</tbody>
</table>
RESULTS

Structural Equation Modeling (SEM) is a statistical approach to test causal relationships and test hypotheses between observed variables and latent variables in the research model. The main advantage of SEM is that it can estimate the measurement model and structure of the model, and achieve a good model fit after analysis and modification (Ngai et al., 2007). SEM has two main components: the measurement model is related to the relationship between observed variables and latent variables, while the structure model is related to the relationship between latent variables only. Besides, SEM integrates factor analysis, path analysis, and multiple regressions from first-generation techniques as a comprehensive statistical approach. SEM also provides several criteria for measuring the quality of the model and estimating measurement errors.

Data analysis includes three stages. First, test whether the data used has met the assumption of multivariate normality. Normality tests are carried out using a critical ratio skewness value of ± 2.58. Second, assessing the quality of measurements of this study used confirmatory factor analysis and reliability test. Measurement models are tested using a validity of convergent and reliability. The validity of each construct of this study was tested using standardized regression weight (SRW) (Chahal et al., 2016) and the reliability of each construct was tested using average variance extracted (AVE), as suggested in some literature (De Matos et al., 2007). Third, evaluate the suitability of the model (model fit) on the structural model that was tested by chi-square, GFI, AGFI, CFI, and RMSEA. To evaluate the structural equations model for path analysis. To evaluate the five goodness of fit indices, the chi-square, GFI, AGFI, CFI, and RMSEA statistical tests were performed. The structural equations model results obtained for the proposed conceptual model show that the chi-square ratio of degree of freedom (χ² / df) = 307.386, GFI = 0.909; AGFI = 0.947, CFI = 0.981 and RMSEA = 0.074. In general, fit statistics greater than or equal to 0.9 for GFI, NFI, RFI, CFI and 0.8 for AGFI show good model fit (Bagozzi et al., 1991). Furthermore, RMSEA values ranging from 0.05 to 0.08 are acceptable (Hair et al., 2013; Black and Babin, 2019).
Therefore, RMSEA suggests that the fit model of this study is acceptable. The high chi-square values in this study occurred because of the large sample size. According to Siddiqui (2013), chi-square tends to be sensitive to sample sizes of 200. Other fit indices such as GFI show that the proposed model has an adequate fit model.

Hypothesis Test

SEM approaches are used in the data analysis of this study. Figure 1 presents the results of a structural model with non-significant paths as dashed lines and standardized path coefficients between constructs. To test hypotheses, path coefficient scores and significant values are used. The results are shown in Table 3, where Figure 2 shows the results of the hypothesized structural model.

Statistical results reveal that H1a is accepted, meaning that system interactivity has a significant effect on member commitment to the community of online hijabs. Based on the results of statistical tests, it was found that the significance value of the effect of system interactivity on member commitment to the online hijabs community was 0.000 with an estimate of 0.365. This means that when the level of system interactivity in the online hijabs community is felt the higher, the higher the likelihood that individual members are committed to the online hijabs community. Conversely, perceived system interactivity did not affect the intentions of members to continue to participate in the online hijabs community, so H1b was rejected. Based on the results of statistical tests, it was found that the significance of the effect of the perceived system interactivity on the intention to continue participating in the online hijabs community was 0.165 with an estimate of 0.066.

<table>
<thead>
<tr>
<th>Construct</th>
<th>The Estimate of Standardized Regression Weights</th>
<th>AVE</th>
<th>c.r.</th>
</tr>
</thead>
<tbody>
<tr>
<td>System Interactivity (SI)</td>
<td>0.749</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Interactivity 1</td>
<td>0.537</td>
<td>-2.083</td>
<td></td>
</tr>
<tr>
<td>Interactivity 2</td>
<td>0.645</td>
<td>-1.970</td>
<td></td>
</tr>
<tr>
<td>Interactivity 3</td>
<td>0.720</td>
<td>-0.365</td>
<td></td>
</tr>
<tr>
<td>Interactivity 4</td>
<td>0.708</td>
<td>-1.922</td>
<td></td>
</tr>
<tr>
<td>Virtual site (VS)</td>
<td>0.722</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual site 1</td>
<td>0.663</td>
<td>0.256</td>
<td></td>
</tr>
<tr>
<td>Virtual site 2</td>
<td>0.572</td>
<td>-0.657</td>
<td></td>
</tr>
<tr>
<td>Virtual site 3</td>
<td>0.652</td>
<td>-0.649</td>
<td></td>
</tr>
<tr>
<td>Virtual site 4</td>
<td>0.620</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community commitment (CC)</td>
<td>0.682</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commitment 1</td>
<td>0.682</td>
<td>0.087</td>
<td></td>
</tr>
<tr>
<td>Commitment 2</td>
<td>0.646</td>
<td>-1.174</td>
<td></td>
</tr>
<tr>
<td>Commitment 3</td>
<td>0.609</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commitment 4</td>
<td>0.620</td>
<td>-2.440</td>
<td></td>
</tr>
<tr>
<td>Intention to continue (IC)</td>
<td>0.785</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intention 1</td>
<td>0.690</td>
<td>-1.266</td>
<td></td>
</tr>
<tr>
<td>Intention 2</td>
<td>0.685</td>
<td>-0.893</td>
<td></td>
</tr>
<tr>
<td>Intention 3</td>
<td>0.681</td>
<td>-0.590</td>
<td></td>
</tr>
<tr>
<td>Intention 4</td>
<td>0.705</td>
<td>-2.179</td>
<td></td>
</tr>
<tr>
<td>Multivariate</td>
<td>-0.427</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2. Normality Test, Loading Factor, and Reliability Test For The Measurement Model
Furthermore, the virtual site in this case the posting form strengthens the relationship of system interactivity with the intention of hijabs members to continue participation in the online hijabs community, therefore **H2 is accepted**. Based on statistical tests, it was found that the significance value of the posting form was 0.072 at a significant level of 0.1 with an estimate of 0.001. This means that the form of posting can strengthen the interactivity of the system towards the intention of the continue of hijabs members to participate in the online hijabs community.

Finally, the commitment to hijabs members of their community was confirmed to have no significant effect on the intention of hijabs members to continue participation in the online hijabs community, therefore **H3 was rejected**. Based on statistical tests, it was found that the significance value of the influence of the commitment to hijabs members of the intention of continuing participating in the online hijabs community was 0.624 with an estimate of 0.027. This means that there is no significant influence on the commitment to hijabs members of the online hijabs community with their intentions to continue participating in the community.

### DISCUSSION

#### System Interaction

The results of the study found that the interactivity of the system in the hijabs community allows its members to have good quality system interactivity so that it is likely that members of the hijabs community are committed to living in their community. The results of this study support previous studies by Huang and White (2010) and Wang et al. (2012). In research Garett et al (2016), argue that online systems that are not well designed have low system interactivity so that which can cause frustration among community members that eventually encourage them to leave the forum. Conversely, when hijabs community members feel happy when applying the online system, then their commitment to remain in their community will increase (Ksiazek et al., 2016). The same was stated by Zhou et al. (2014), the good quality of the online system as perceived by members will increase the value they get from the community so that it motivates them to commit to living in their virtual community. The quality of good online system interactivity involves the design of virtual sites, the appearance, and layout of the online, the speed in loading entries.

In contrast, the system interactivity felt by members of online hijabs has not been able to influence them to continue to participate in their online communities. This is because they feel the good quality of system interactivity did not necessarily make them actively involved in creating and posting information on their community’s virtual sites. Although they remain committed to the hijabs community, it does not stimulate them to continue participating in the community. Their participation is only just to follow the trend of participating in the hijabs community or they may see that there are posting content that is relevant to their interests. These results contradict the results of research conducted by Bock et al. (2015), which states that the more the quality of system interactivity is perceived, the higher the intention of members to continue to participate in online communities.

<table>
<thead>
<tr>
<th>Hipotesis</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>Probability</th>
<th>Hasil</th>
</tr>
</thead>
<tbody>
<tr>
<td>System interactivity → community commitment</td>
<td>0.365</td>
<td>0.70</td>
<td>5.201</td>
<td>0.000*</td>
<td>Supported</td>
</tr>
<tr>
<td>System interactivity → intention to continues participating</td>
<td>0.066</td>
<td>0.048</td>
<td>1.387</td>
<td>0.165</td>
<td>Rejected</td>
</tr>
<tr>
<td>Community commitment → intention to continues participating</td>
<td>0.027</td>
<td>0.055</td>
<td>0.490</td>
<td>0.624</td>
<td>Rejected</td>
</tr>
<tr>
<td>Post form → intention to continues participating</td>
<td>0.001</td>
<td>0.000</td>
<td>1.800</td>
<td>0.072</td>
<td>Supported</td>
</tr>
</tbody>
</table>

*Signifikan pada 0.1 (10%)
Virtual Site in The Form of Posts

The number of thousands from the online hijabs community in Surabaya makes it difficult for members of dyadic communicate, thus impacting passive membership. More and more members of the hijabs community allow the community to produce tens or even thousands of posts per day. This condition encourages some members of the hijabs community to tend to be passive, just to read information without posting or creating information.

System interactivity focuses on the ability of virtual communication site technology to provide feedback on its members. The valuable technology attribute of this virtual community is when users feel the ease, intimacy, and effectiveness of a system that can immediately give feedback to users. The findings of this study indicate that form of posting strengthens the relationship of system interactivity with the intentions of members to continue their participation in the online hijabs community. This is because when online hijabs members feel the ease and effectiveness of a system accompanied by interesting and updated posting topics, members of the hijabs community will be attracted to interact more frequently and encourage them to participate by spending more time in the online hijabs community (Wang et al., 2012).

Likewise, Eid (2011), states that virtual communities can provide high online convenience for their users. This is related to the ability of the community to facilitate better exchange of information and online interaction among its members more easily and quickly which is supported by good quality system interactivity. So that the creation of forms of posts that are relevant to the interests of hijabs members can create better conditions that cause members to spend more time for their communities (Gao and Bai, 2014).

Commitment

Other findings in this study indicate that members that are committed to their community will tend not to continue their participation in their community. This finding contradicts the research of Bock et al. (2015), which suggests that hijabs members who are committed to their community would prefer to continue their participation in the community. Usually, these hijabs online are interested in getting new information related to current Muslim fashion trends. If other members of the hijabs community talk about topics that are not in their interest, they are most likely reluctant to take an active role in the community. The passivity of the members of the hijabs community shows that even though they are committed to staying in the online hijabs community, they are not willing to participate actively in the online hijabs community. The consistency of the online hijabs community depends on the active participation of hijabs members (Shi et al., 2010). As stated by Shi et al. (2010) and Khansa et al. (2015), which states that it is important for the community to encourage online hijabs members to actively participate by posting or creating information by asking questions, exposing comments, or other forms into contribution (Correa and Jeong, 2011). Thus, to encourage the intention to sustainably participate in online communities, a better quality online system is expected.

CONCLUSIONS

This study proposes that system interactivity influences the commitment of members in the online hijabs community and the intention to continue to participate in the online hijabs community. The role of virtual sites in this form of posting strengthens the system’s interactivity relationship to continue to participate in the online hijabs community. The findings of this study reveal that system interactivity affects commitment to the community, but does not affect the intentions of members to continue their participation in online hijabs communities. Commitment to the community does not stimulate the intentions of members to remain actively participating in online hijabs communities. The study found that an interesting form of posting was able to strengthen the system’s interactivity relationship with members’ intentions to continue their participation in online communities. Although in previous studies system interactions did not contribute to the formation of commitment (Wang et al., 2012). This paper pro-
vides further empirical evidence that the most important predictor of member commitment to online communities is system interaction.

IMPLICATIONS AND LIMITATIONS

The increasing importance of the existence of this virtual community is driving many communities in cyberspace. For this reason, administrators must increase their understanding of how to maintain and develop a commitment to their members. Administrators must ensure that members of their community apply appropriate efforts in building relationship commitments. Based on the findings of this study, system interactivity affects the formation of member commitments to virtual communities. However, member commitment does not affect member intentions to continue their participation in virtual communities. That is, the higher the perceived interaction between virtual sites and online hijab community members in a computer-mediated communication environment, the higher the level of commitment of hijab members to the website.

The high commitment to members of the online hijab community does not necessarily guarantee their high intention to continue participation in the online hijab community. The quality of the interactivity system is accompanied by an interesting form of posting, it can increase the intention to sustain the participation in members of the hijab community. Therefore, the contribution of this study is so that the interests of members of the hijab community are used to determine the position of the application to select the topic of discussion. This research shows that online community administrators can encourage member commitment by presenting and discussing topics of interest to current community members. In short, the impact of system interactivity on member commitment and the intentions of continuing member participation in online communities are very useful. This finding enhances our understanding of the impact on the quality of system interactivity in influencing member commitments and subsequently influencing the intentions of continuing participation if the form of their posts is good and interesting.

This study is only focused on students in Surabaya. Because the researcher chooses a research context that is relevant to students, the research context becomes the research subject. This study examines the system interactivity that has the potential to affect the commitment of online hijab members. Wang et al. (2012), suggest that online community interaction can be seen from two conceptual points of view. Social interaction, names, communication between community members and other members through online community platforms and online community human-computer interaction from the perspective of the hijab community interface. Besides, virtual communities sort themselves into groups of individuals related to their interests and goals (Leal et al., 2014). The latter is based solely on the perception of the virtual community as a whole.

RECOMMENDATIONS

This research only focuses on University students at Surabaya. Because researchers choose research contexts that are relevant to students, they are used as subjects. However, if there are further studies that wish to apply these findings to different populations, they must use them with caution. The next step involves replicating these findings in a more general context.

This study examines system interactivity that has the potential to influence the commitment to online hijab members. Wang et al. (2012), show that online community interaction can be seen from two conceptual points of view. First, social interaction, name, communication between community members and other members through online community platforms, and online community human-computer interaction from the perspective of the hijab community interface. Besides, virtual communities sort themselves into groups of individuals associated with their interests and goals (Leal et al., 2014). Second, if the issues discussed in the online community are felt to be important, and members are motivated to participate in this community. So the factors of the relationship between individuals such as the level of involvement of the issues of each
member of the hijabs are very important to further research. By exploring potential antecedent variables, such as factors related to individuals. Future research can provide additional insight guidance to assist online administrators in developing commitment strategies. Third, these researches are only based on the overall perception of the virtual community. Future research must identify and explore other situational factors, such as the characteristics of different online communities (for example, commercial and non-commercial communities). Future studies must also clarify significant validation concerns by choosing different community characteristics. Online community administrators strive to increase the desire for users to remain in the community. Therefore, understanding how to retain users has become an important topic of online consumer behavior. Additional academic research is needed to increase our understanding of the predictors of commitment patterns of virtual community members.

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