

## Pengaruh brand community terhadap brand loyalty Piaggio vespa matik pada komunitas scooterfixed = The influence of brand community on brand loyalty Piaggio vespa matic on scooterfixed community

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### Abstrak

Penelitian ini membahas mengenai pengaruh brand community terhadap brand loyalty Piaggio Vespa matik pada komunitas Scooterfixed. Tujuan penelitian ini untuk mengetahui pengaruh brand community terhadap brand loyalty dan dimensi mana dari brand community yang paling berpengaruh terhadap brand loyalty. Konsep dasar dari brand community terbagi menjadi tiga pilar penting yaitu consciousness of kind, shared rituals and tradition, dan sense of moral responsibility. Penelitian ini menggunakan pendekatan kuantitatif. Survei dilakukan dengan menyebar kuesioner kepada 100 orang anggota komunitas Scooterfixed yang telah dua kali melakukan pembelian motor Piaggio Vespa matik. Hasil penelitian ini menunjukkan bahwa brand community memiliki pengaruh yang signifikan terhadap brand loyalty Piaggio merek Vespa matik pada komunitas Scooterfixed.

*This study discusses the influence of brand community on brand loyalty Piaggio Vespa matic on Scooterfixed community. The purpose of this study to determine the influence of brand community on brand loyalty and which dimension of the brand community most influential on brand loyalty. The basic concept of brand community is divided into important three pillars, namely consciousness of kind, shared rituals and tradition, and sense of moral responsibility. This research uses quantitative approach. The survey was conducted by distributing questionnaires to 100 members of the Scooterfixed community who had made two purchases of the automatic Piaggio Vespa motor. The results of this study indicate that the brand community has a significant influence on the brand loyalty Piaggio Vespa matik on Scooterfixed community.*