

Analisis pengaruh individual, group, dan relational influence terhadap community participation komunitas motor Yamaha MAX Series Bandung, Depok, dan Jakarta = Analysis the effect of individual, group, and relational influence toward community participation motorcycle community Yamaha MAX Series Bandung, Depok, and Jakarta

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Abstrak

Brand community terbentuk melalui hubungan sosial yang terjadi di antara para anggota sebagai pengagum merek. Keterkaitan yang kuat antara pelanggan dan merek dapat terjadi ketika pelanggan berpartisipasi aktif melalui member interaction dan activities involvement. Terdapat tiga variabel pembentuk partisipasi komunitas merek yaitu individual, group, dan relational influence. Penelitian ini memiliki tujuan untuk menganalisis pengaruh individual, group, dan relational influence terhadap community participation komunitas motor Yamaha MAX series Bandung, Depok, dan Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dan data dikumpulkan menggunakan kuesioner dari anggota komunitas motor Yamaha MAX series Bandung, Depok, dan Jakarta. Teknik penarikan sampel yang digunakan dalam penelitian ini adalah non-probabilita dengan teknik purposive. Hasil penelitian menunjukkan bahwa individual, group, dan relational influence memiliki pengaruh yang signifikan terhadap community participation komunitas motor Yamaha MAX series Bandung, Depok, dan Jakarta.

Brand community is formed through social relationships that occur among members as brand admirers. A strong relationship between customers and brands can occur when customers participate actively through member interaction and activities involvement. There are three variables forming brand community participation, namely individual, group, and relational influence. This study aims to analyze the influence of individual, group, and relational influences on community participation of the Yamaha MAX series motorcycle community in Bandung, Depok, and Jakarta. This study used a quantitative approach and data were collected using a questionnaire from members of the motorcycling community Yamaha MAX series Bandung, Depok, and Jakarta. The sampling technique used in this study is non-probability with purposive technique. The results showed that individual, group, and relational influence had a significant influence on community participation of the Yamaha MAX series motorcycle community in Bandung, Depok, and Jakarta.