

ABSTRAK

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Program Studi : Ilmu Administrasi Niaga
Judul : Pengaruh *Brand Community* Terhadap Loyalitas Merek (Studi Pada: Komunitas Motor Jakarta Mio Club)

Penelitian ini membahas tentang komunitas motor Jakarta Mio Club dalam mempengaruhi loyalitas merek pada Yamaha Mio. Penelitian ini menggunakan pendekatan kuantitatif dengan tujuan menjelaskan hubungan dua variable yakni *Brand Community* sebagai variable independen dan loyalitas merek sebagai variable dependen. Data dalam penelitian ini diperoleh melalui penyebaran kuesioner kepada anggota komunitas Jakarta Mio Club di Jakarta. Hasil penelitian menunjukkan bahwa *brand community* memiliki pengaruh signifikan terhadap loyalitas merek. Namun demikian peneliti menyarankan agar penggunaan *brand community* terhadap loyalitas merek disertai dengan penerapan komunikasi pemasaran lainnya.

Kata kunci:
Brand community, loyalitas merek

ABSTRACT

Name : Retno Purbaningtyas
Study Program : Business Administration
Title : The Impact of Brand Community Toward Brand Loyalty (On Study: Motorcycle Community Jakarta Mio Club)

This study discusses motorcycle community in Jakarta Mio Club brand loyalty influence on Yamaha Mio. Research using this quantitative approach with the goal of explaining the relationship of two variables Brand Community as the independent variable and brand loyalty as the dependent variable. Data obtained in this research through the distribution of questionnaires to members of the community Mio Club Jakarta in Jakarta. Results of research indicate that the brand community has a significant influence on brand loyalty. However, researchers suggested that the use of brand loyalty to the community along with the implementation of other marketing communications.

Keywords:
Brand community, brand loyalty