

## **ABSTRACT**

### ***THE INFLUENCE OF BRAND COMMUNITY, BRAND EQUITY, AND WORD OF MOUTH ON LOYALTY (Case Study on Honda CBR Motorcycle User Community Bandung)***

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*This study aims to determine and analyze: brand community, brand equity, word of mouth and loyalty. The influence of brand community, brand equity, and word of mouth on loyalty in the Honda CBR Bandung motorbike user community either partially or simultaneously.*

*The research method used in this study is a survey method. The population in this study were members of the Honda CBR Bandung motorbike user community, totaling 350 members. Sampling was taken by simple random sampling as many as 78 members. Data analysis technique using multiple linear regression analysis with SPSS V.20.*

*The results of the study partially show that brand community has a significant effect on loyalty, brand equity has a significant effect on loyalty, and word of mouth has a significant effect on loyalty. Meanwhile, simultaneously brand community, brand equity, and word of mouth have a significant effect on loyalty.*

***Keywords*** : *brand community, brand equity, word of mouth dan loyalitas*

## ABSTRAK

### **PENGARUH *BRAND COMMUNITY*, *BRAND EQUITY*, DAN *WORD OF MOUTH* TERHADAP LOYALITAS (Studi Kasus pada Komunitas Pengguna Motor Honda CBR Bandung)**

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Penelitian ini bertujuan untuk mengetahui dan menganalisis: *brand community*, *brand equity*, *word of mouth* dan loyalitas, Pengaruh *brand community*, *brand equity*, dan *word of mouth* terhadap loyalitas pada komunitas pengguna motor Honda CBR Bandung baik secara parsial maupun simultan.

Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. populasi dalam penelitian ini adalah anggota komunitas pengguna motor honda CBR Bandung yang berjumlah 350 anggota. Pengambilan sampel diambil secara *simple random sampling* yaitu sebanyak 78 anggota. Teknik analisis data menggunakan Analisis regresi linier berganda dengan SPSS V.20.

Hasil penelitian secara parsial menunjukkan *brand community* berpengaruh signifikan terhadap loyalitas, *brand equity* berpengaruh signifikan terhadap loyalitas, dan *word of mouth* berpengaruh signifikan terhadap loyalitas. Sedangkan secara simultan *brand community*, *brand equity*, dan *word of mouth* berpengaruh signifikan terhadap loyalitas.

Kata Kunci : *brand community*, *brand equity*, *word of mouth* dan loyalitas