

ABSTRACT

Community became one of the interesting things to study in the field of business, especially the shift from the individual to the new social marketing. Opportunities that can be studied from the community can be used as an opportunity that is applied. Kymco Community became one of the unique communities in which its products are a step in Indonesia and has low awareness Inodenesia society will brand Kymco makes researchers feel the need meniliti about how the role of the community can make kymco lovers can continue to be loyal or Loyal. The aim of this study was to determine the influence of the brand community (legitimacy, brand loyalty opposition, celebrating the brand's history, sharing stories brands, integration and retain members, and assist in the use of brand) on brand loyalty either simultaneously or partial Kymco Group Bandung.

This type of research used in this research is descriptive and causal, using simple random sampling technique. The number of samples taken 70 respondents, drawn from members of Kymco Group Bandung.

Based on regression analysis techniques, the effect of sub-variables on community brand to brand loyalty influential variables simultaneously. Partially, the variable sub legitimacy, celebrating the brand's history, sharing stories brands, integration and retain members provide a significant and positive effect on brand loyalty brand loyalty, while sub-variables opposition, and assist in the use of the mark does not give effect to brand loyalty. With sub legitimasi variables have the greatest influence in building brand loyalty. Determinasi showed that six independent variables, namely legitimacy (X1), brand loyalty opposition (X2), celebrating the history of the brand (X3), share brand stories (X4), integration and retaining members (X5), and assist in the use of the brand (X6) is able to explain the influence on the dependent variable of brand loyalty (Y) by 60, 6%

Based on the research results, the brand community can build brand loyalty company. Therefore it can be used Kymco brand community as a share of the market, media promotion and business strategy.

Keywords: community brand, brand loyalty. community