

ABSTRACT

At this time, the development of marketing practices requires companies to be able to provide what the consumer wants. One of the rapidly growing industry is the motorcycle industry and one of the players in the motorcycle industry is Bajaj. Beginning to enter Indonesia, sales of Bajaj products is quite high but decreased a few years later that made their decision to pull out of Indonesia. Even so there are still many consumers who remain loyal to them even forming community of Bajaj. Researchers have agreed to conduct a study on how influence of brand community to brand loyalty in Naked Wolves Indonesia community chapter Bandung. The theory that became the basic of this research are about brand community (shared consciousness, ritual and tradition, and moral responsibility) and brand loyalty. The method of this research is quantitative method with data collection techniques through offline and online questionnaire to 125 members of NWI chapter Bandung as respondents. Questionnaire results was processed with multiple regression analysis method. The result of this research shows that subvariabel of brand community are shared consciousness and moral responsibility give positively impact and significant to brand loyalty on NWI community. But subvariabel ritual and tradition give impact not significant to brand loyalty on NWI community.