

Abstract

The growth of two-wheeled motorized community in the area of Bandung already semangkin rapidly, starting from the community of antique motor, motor and large motor small. It shows the growth of the community was calculated by the number two-wheel owner enthusiasts to join into the community. Related to this, to do research on factors – factors that encourage consumers two-wheel drive join the community. To find out the results of this study the author taking objects on community NakedWolves Indonesia Bandung Chapter or often referred to with the NWID chapter Bhumiparahjangan (BHUPAR).

Through this research will be made to members of the community assessment measurement NakedWolves Indonesia Bandung Chapter against variable similarity (similarity), the distinctiveness (uniqueness), status and uncertainty reduction (uncertainty) using confirmatory factor of technical analysis (CFA).

Method of data collection was done through the dissemination of questionnaires by media group chat whatsapp NWID Bandung chapter of social media and facebook NakedWolves Indonesia submitted to the members of the Bandung chapter NWID. From the questionnaires presented retrieved 122 valid questionnaires. Data processing using LISREL 8.80.

Based on the results of the data processing, can note that similarity variables showed a match to be the factors that push people joined komunitas NWID Bandung chapter, demonstrating the distinctiveness that the variable is suitable to be the factors that encourage people to join the community of NWID Bandung chapter status variables, show that these factors are suitable to be used as factors that encourage people to join the community of Bandung chapter NWID variable uncertainty reduction, and also suitable to serve as a factor that encourages people to join.

Based on the results of this research, demonstrating that from the overall similarity factors, distinctiveness, status, uncertainty reduction can encourage people to join the community. NWID Bandung chapter should be more held special events to boost relations between fellow members.

Keyword : Similarity; Distinctiveness; status; uncertainty reduction