

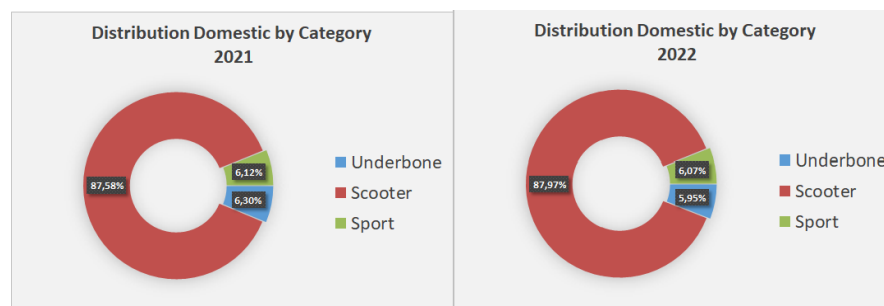
CHAPTER I INTRODUCTION

1.1 Overview of Research Objects

Along with the times, transportation facilities have become the main needs of the community to support daily activities with a fast-paced lifestyle, making people think that in supporting their dense daily mobility, transportation facilities are needed. According to data summarized by the Central Statistics Agency (2020) among the vehicles or means of transportation in Indonesia, namely passenger cars, buses, goods cars and motorcycles, the types of vehicles that have the highest average growth per year are from 2016 to 2020. are motorcycles (5.03%) with a total of 115,023,039 motorcycles in 2020.

The news portal Detik (2021) reports that motorbikes are the choice of most people due to the more affordable price factor and the more efficient use of fuel. In this high growth of motorcycle users, it is known that among a number of types of motorcycles in Indonesia, the scooter type is the most in demand in Indonesia as shown in the graph below:

Figure 1.1 Domestic Motorcycle Distribution by Type



Source: Data from the Indonesian Motorcycle Industry Association (2022)

According to a survey conducted by AISMI (2022) it is known that the scooter type is the main choice of the Indonesian people in the use of motorcycle vehicles

compared to the other two types, namely the underbone type and the sport type. The high number of motorcycle enthusiasts with this type of scooter makes the competition in the automotive industry in companies that produce motorcycles, especially scooters, increasingly tight. Motorcycle brands that produce and distribute scooter types in Indonesia are Honda, Kawasaki, Suzuki, TVS, Yamaha, Vespa Piaggio and so on. From a number of motorcycle brands, each brand has its own advantages that are attractive in the eyes of consumers. Widodo (2020) also stated that the high number of motorcycle brands that have sprung up and this has an impact on high market competition, so brands are required to continue to innovate in publishing quality and superior products.

West Java is the top five provinces in Indonesia with the highest scooter-type motorcycle users along with East Java, DKI Jakarta, Central Java and North Sumatra where according to a survey conducted by the Indonesian National Police in the BPS (2021), West Java alone has a total of 12,863,918 bicycle users. motorcycle. This figure is considered very high compared to other cities. Along with the high number of motorcycle users in West Java, the city of Bandung, which is the capital of the province, is also enlivened by the phenomenon of a brand community which is formed on the basis of similarities in the use of a brand and Vespa is one of the brands that has a number of communities in the city of Bandung.

The sheer number of retro lifestyle trends in society, especially among teenagers through the narrative of Nuradin and Lestari (2019), has an influence on increasing the number of vehicles from products other than Vespa that are developing in Indonesia, one of which is the Vespa Piaggio brand produced by PT Piaggio. Vespa is in great demand and remains the choice today because it had a good reputation in the past. And said by Agil (2016) Bandung is one of the cities that has a high fan of Vespa, making widely used and favored by young people in the city of Bandung.

Vespa Piaggio is a publicly traded Italian motorcycle manufacturer. Piaggio and C. SpA have their headquarters in Pontedera, Italy and employ a total of 6,700 employees, with a production volume of 653,300 vehicles in 2011. The company, founded by Rinaldo Piaggio in 1884, operates in 50 countries with five research centers and has become a successful bicycle manufacturer. the fourth largest scooter in the world.

Figure 1.2 Vespa Piaggio Logo



(Source: Amazon.in, accessed on February 13, 2022 at 12:57 WIB)

Vespa Piaggio, which has certain distinctive characteristics compared to motorcycle products in terms of model, makes this Italian motorcycle have a certain attractive energy. Vespa Piaggio, an iconic and revolutionary vehicle of its time, became a symbol of respect for the Garuda Contingent of the Indonesian National Army. This dynamic has become a meaningful and profound historical moniker for Vespa in Indonesia. PT Piaggio Indonesia, which always shares its best innovations, has made Indonesians enthusiastic about Vespa. It is proven by the recognition of Indonesian citizens as one of the largest Vespa community bases in the world and active in the automotive industry for 75 years. PT Piaggio Indonesia is growing quite rapidly, peaking in 2021. Vespa Piaggio commemorates its 75th anniversary and commemorates the achievement of production of more than 19 million units.

Bandung Runway is one of the communities where the entire community of Vespa Piaggio users in Bandung gathers. Established in 2018, the Bandung Runway

community began to be active in attending various Vespa Piaggio events and its best achievement appeared in January 2022 when Bandung Runway became a media partner in the Vespa road race event "The Brotos". By having 11 thousand followers on Instagram social media, the Bandung Runway community has succeeded in becoming an icon for Vespa users in Bandung. Not only standing as a community, Bandung Runway also presents merchandise in the form of clothes and jackets. That way, it is easier for this community to attract people's attention to using Vespa.

Figure 1.3 Bandung Runway Community Logo






(Source: Bandung Runway Community Personal Documentation, accessed on 5 February 2022 at 12:52WIB)

Bandung Runway community has a good reputation among the Vespa Piaggio user community outside the city of Bandung. This is shown by the Vespa motorcycle community in Jakarta, Speeding Indo, who warmly welcomed the arrival of Bandung Runway in Jakarta. In addition, Bandung Runway often collaborates by creating events (Sunday Morning Ride with Jackhammerco, BdgRunway Online Meetup Contest with Speeding Indo).

The large number of Vespa Piaggio fans in Bandung is evidenced by the existence of communities using Vespa Piaggio in Bandung, including communities (Legal Turne, Move Bandung, and others). The Bandung Runway community, which regularly holds gatherings on Fridays with the theme "Friday Is Our Game" and "Sunday Morning Ride" on Sundays, keeps them in solidarity.

Table 1.1 Vespa Community Followers Data in Bandung on Instagram

NO	Community	Followers
1	<p>Instagram Bandung Runway</p>  <p>bdgrunway</p> <p>418 Posts 11.1K Followers 292 Following</p> <p>BDG RUNWAY Digital creator "WINTER SEASON" STOP WATCHING PREPARE UR ENGINE! @bdgrunway.marketplace shopee.co.id/bdgrunway?v=d41&smtt=0.0.3 Followed by sprint_casper, 00.30speedway and 58 others</p> <p>Following Message</p>	+11.100
2	<p>Instagram Legal Turne @legalturne</p>  <p>legalturne</p> <p>146 Posts 713 Followers 230 Following</p> <p>LEGAL TURNÉ @legalturne.ac @legalturne.racingteam</p> <p>BDG.INA //... more Followed by iqballifz, sprint.ungwu and 30 others</p> <p>Following Message</p>	+713
3	<p>Instagram Move Bandung</p>  <p>movebandung</p> <p>2,521 Posts 10.1K Followers 541 Following</p> <p>Modern Vespa Bandung Chapter Since 2011 Part of @move_ina Channel youtube : Move Bandung For General Info & Registration Info : +62 812 24403621 Bandung 40262 Followed by bdgrunway, apma21 and 14 others</p> <p>Follow Message Contact</p>	+10.100

(Source: Instagram Social Media, accessed on February 14, 2022 at 10.25 WIB)

1.2 Background

Transportation facilities are the main needs of the community to support mobility in this fast-paced era. A good and efficient means of transportation is a person's choice to support his needs. The growth in the use of transportation facilities in Indonesia itself is always increasing every year, this indicates the need or high public interest in automotive products. The following is a graph of the growth in the number of vehicles in Indonesia from 2000 to 2020:

Figure 1.4 Growth in the Number of Vehicles in Indonesia



(Source: Indonesian National Police in BPS, 2021)

Through the data summarized by BPS (2021) above, it can be seen that the type of motorized vehicle that has the highest number of users from year to year is motorcycles where there are 115,023,039 units recorded in 2020 with an average growth of users per year is by 11.5%, the second position is occupied by the type of passenger car vehicle where there were 15,797,746 units in 2020 with an average growth of 8.7%. Motorcycles that occupy the first position illustrate that the Indonesian people think that motorbikes are more efficient and effective in supporting their daily mobility.

From the graph of the growth of motorcycle users, it can be concluded that the target market for motorcycles in Indonesia also continues to experience growth,

which makes each company experience intense competition. Product brand is one of the elements to seize market share where according to Kotler (2017) a brand is an identification that forms the difference between a product or service with competitors in the form of design, symbol, name and communication. According to a survey conducted by AISMI (2022) it is known that the scooter type is the main choice of the Indonesian people in the use of motorcycle vehicles compared to the other two types, namely the underbone type and the sport type. Various brands of motorcycles that distribute scooter-type motorcycles in Indonesia are Honda, Kawasaki, Suzuki, TVS, Yamaha, Vespa Piaggio and so on.

The 1950s became the beginning of the birth and development of the Vespa in Indonesia. His presence was very well received because the Vespa has a unique shape and character. This one motor is certainly so interesting because of the story of a Vespa. Almost eight decades, this one brand has succeeded in creating loyalists of all ages, from young to old. The Vespa is getting more attention because it is a symbol of respect for the Garuda Contingent of the Indonesian National Army who served in Congo as the Indonesian Peacekeeping Force. Vespa is increasingly successful thanks to classic and iconic models such as the Vespa Sprint 150 cc, Vespa Super 150 cc and the Vespa Special 90 cc. Even today, this Vespa model is still very valuable (KumparanOTO, 2021).

According from kompas.com, PT Piaggio Indonesia strongly believes that Indonesia is ready to attract the attention of its automotive enthusiasts. Vespa Piaggio released its first automatic product in Indonesia which was given an electric starter facility in the 1990s, the product was known as the Vespa Corsa. Vespa Corsa started the change that was previously known to have its classic model into a modern Vespa, it made the Vespa Corsa a pioneer of automatic transmission motorcycles in Indonesia. Vespa as one of the pioneers of motorcycles in Indonesia promises to always have a young soul and is always relevant from generation to generation. Furthermore, PT Piaggio Indonesia wants to focus on creating other

iconic stories for the Indonesian people who love Vespa so much (Kompas.com, 2021). Piaggio Vespa as one of the pioneers of motorcycles in Indonesia has very tough competitors, it can even be said that the Vespa motorcycle as a motorcycle pioneer in Indonesia is even less competitive with its competitors, namely motorcycle brands originating from Japan.

Honda Motor Company, Ltd. is a Japanese manufacturer of cars, trucks, motorcycles, and scooters founded on September 24, 1948 in Hammamatsu, Japan by Soichiro Honda. Honda also manufactures all-terrain vehicles (ATVs), electric generators, power equipment, and garden equipment. Honda initially concentrated on producing motorcycles. This is demonstrated by the company's first motorcycle, the Honda D-Type, with a 98cc capacity and a top speed of 50 miles per hour.

Regarding when Honda motorcycles entered Indonesia, Firman Lubis in Jakarta 1950s (2008:124) mentioned that Honda motorcycles, along with Yamaha and Suzuki, had entered Indonesia since the 1960s. Those Japanese brands were nowhere to be seen in the 1950s. After the 1970s, Honda quite dominated the streets of Indonesia. To the extent that, in many areas of Indonesia, there are certain times when all motorcycles are referred to as Honda (CNBC, 2022)

Honda entered the motorcycle industry in Indonesia on June 11, 1971, through PT Federal Motor, which is now recognized as PT Astra Honda Motor (AHM). PT Federal Motor only assembled Honda motorcycles at the time, with the components shipped from Japan inside the form of CKD (Completely Knock Down). Honda's first motorcycle for the Indonesian market was indeed the S90Z, a business type motorcycle that is the upcoming generation of the Honda type S90, which has a 90cc 4 stroke engine. At the time, Honda produced only 1,500 units in its first year, but this number has steadily increased from year to year until currently. 2022 (Tagar.id)

Launching from fortuna-motor.co.id, Nippon Gakki Co., Ltd. is the name of the company that became the forerunner of Yamaha. Its founder is Torakusu Yamaha. He was born in 1851 and was the third child of a family of the Kishu Tokugawa Clan. He is very interested in machines and technology and has worked as a medical equipment technician as well as a watch technician (Fortuna-motor.co.id, 2015)

The initial entry of Yamaha motorcycles into Indonesia was through general importers. This is because the Yamaha motorcycle factory does not yet exist in

Indonesia. 1973 was the first time Yamaha entered Indonesia from its factory in Japan. It was only in 1974, Yamaha Indonesia Motor Manufacturing (YMMI) was established. This company manufactures Yamaha Motorcycles in Indonesia. Meanwhile, the assembly of motorcycles has been carried out since 1969 where all components are imported from Japan. (Fortuna-motor.co.id, 2022)

The following is data on motorcycle sales in Indonesia in 2020-2022:

Table 1.2 Sales of Matic Motorcycles/Scooters in 2021

Brand	2021	2022
Yamaha	1.063.000	2.306.000
Honda	3.928.000	1.635.000
Vespa Piaggio	103.200	119.000

Source: Research Data Processed 2022

Based on the data above, Kobayogas.com explained that sales of Yamaha motorcycles in 2022 reached 2,306,000 units (Kobayogas.com, August 18, 2022). This proves that Yamaha has increased from the year before in 2021 with sales of 1,063,000 units (Motor Plus-Online.com, 2022).

According from Motor Plus-Online.com, in 2021 Honda achieved sales of up to 3,928,000 units (AIS I Motor Plus-Online.com, 11 Oktober 2022). Meanwhile, in 2022 Honda experienced a decline in sales to 1,635,000 units (Putra, 2022). According from naikmotor.com, Vespa Piaggio managed to increase sales from 103,200 units in 2021 to 119,000 units in 2022 (Permadi, 2022)

In the table of sales of automatic motorcycles or scooter types in Indonesia in 2021, it shows that Honda outperformed the sales level of automatic motorcycles or scooters in Indonesia by 2,855,654 units and followed by the Yamaha brand with sales of 1,063,866 units, which then there are the Kawasaki, Suzuki and TVS brands took the next sales positions. The Piaggio brand is still considered to have a low sales position compared to its competitors in scooter types.

Based on the data above, the European motorcycle product, Vespa Piaggio, was born first in Indonesia compared to competing products such as Yamaha, Honda, and Suzuki from Japan. However, these Japanese products can make the sales market for Japanese motorcycle products more than the sales market for Vespa. This does not make Vespa lose customers when viewed from the number of sales of Vespa products with its competitors.

According from katadata.co.id, Managing Director dan Country CEO PT Piaggio Indonesia, Marco Noto La Diega said that the construction of the factory in Cikarang in 2021 is proof of the company's commitment to Vespa consumers in Indonesia. "Through a long history in Indonesia, I believe that Vespa fans in Indonesia will fill the second position after Italy. This is a simple fact, but it confirms that Italy and Indonesia have the same passion," Marco said. (Cahaya Puteri Abdi Rabibi, 2021).

There is a phenomenon that motorized vehicles do not always act as a means of transportation, but also make motorized vehicles a lifestyle where motorized vehicles can be an image and pleasure for their owners (Rafif & Mawardi, 2017). With the high enthusiasm of the community towards motorbikes, a forum or place for distributing hobbies for motorbike users began to be formed which can also be referred to as groups or communities of motorbike lovers. Community is an association of a number of individuals to form an organization that has a common background and interests. Meanwhile, the brand community is a group of people who are formed and selected personally, according to McAlexander and Schouten (2002) based on the similarities of passion and commitment to the product of a particular brand.

Vespa World Club Former President (2012-2021) Martin Stift gives his views regarding the Indonesian Vespa community when compared to the general community such as in Europe. "The unique aspect of the Indonesian Vespa community that was highlighted by the stift was the large number of female riders who joined the community or rode and the vests they wore. So with that, I can say many things are unique and extraordinary from Indonesia". Said Stift as a man who served as President of the Vespa World Club for 9 years. (antaranews.com, 2022)

Kompas.com launches that the Vespa community in Indonesia is recognized as one of the largest in the world. This was further proven after the Vespa World Days (VWD) performance which was held in Nusa Dua, Bali, Indonesia from 9-12 June 2022. "What was surprising was the enthusiasm and sense of brotherhood." Stift continued. (Otomotif.Kompas.com, 2022)

The concept of sense of community explained by Sarason in Retno (2009) explains that in the course of a community there is a perception of similarity and belief in interdependence with other people in the group and believes that they are part of a larger structure. The existence of this concept encourages companies to support activities and provide facilities for the brand community which will

ultimately form a long term relationship with consumers through the presence of the brand community. According to Tjiptono (2011), the emergence of many different brand communities has an influence on brand development strategies. Furthermore, the existence of a brand community in Indonesia is not a new thing, where the effort to form it is not only out of taste, but also internal.

According to Ali, DSF et al. (2017), the power of the community aids in the branding process. The community is made up of both offline and online societies. With the advent of digital media, brands can now create spontaneous non-geographic brands of community engagement in cyberspace. Marketers are increasingly understanding the value of community virtual brand names as a tool for developing Brand Consumer Relationships. Marketers are also fascinated by online creation and management.

According to O'Guinn (2001), brand community can have an impact on brand equity, which has several components, including brand loyalty, perceived quality, brand awareness, and brand associations. According to Fournier in Jannah (2019), the brand community tends to affect four parts of brand equity, namely brand loyalty, perceived quality, brand awareness, and brand associations, as well as brand communities that are aligned with brands that are thought to be capable of capturing the market from competitors.

Brand is considered as a major aspect for a product and contributes to the success of a marketing organization. According to Tjiptono (2011) a brand is what identifies a product and helps differentiate it from other products in the form of a name and symbol so that it is easy for consumers to recognize when they want to buy a product category. As stated by Sangadji and Sopiah (2013) that the use of a brand is not only the identity of a product, but nowadays the brand is an important factor in competition which is judged by the prestige given by the brand to its users. According to Yusuf (2011), the important role of brands in bringing products closer to consumers is to provide choices to consumers, simplify decisions, ensure quality, reduce risk, which helps in self-expression and brings joy and friendship.

Building a powerful brand image in the minds of consumers could be accomplished through community involvement. This is consistent with Kotler and Keller's (2013:12) assertion that a consumer community exists within the brand community and is one of the most effective tools in brand building. Consumer communities allow customers to focus their attention on the brands they own. The expansion of various customer societies that influence brand development strategy

can be seen as consumer community. This is because the community has demonstrated a significant influence on the brand choices of its members.

Keller (2003) defines brand image as the attributes, benefits, attitudes, and uniqueness that distinguish a company's from its rivals. A good Brand Image is expected to add more value in the eyes of customers. If a company is successful in creating a positive and powerful image, the results will be felt in the long run, particularly if it is always capable of keeping it, namely by consistently delivering on the promises associated with the image that was purposefully formed.

According from detik.com, the number of motorcycle users from year to year continues to grow. It was recorded that on September 2, 2022, the motorcycle population in Indonesia reached 120 million units. According to data reported by the Korlantas Polri, there are 120,254,398 motorcycle units circulating in Indonesia. This nominal is almost six times more than the number of passenger cars in the country.

West Java is the province with the third highest population in Indonesia after Central Java and DKI Jakarta. It is noted that Central Java has 17,422,146 motorcycles, DKI Jakarta has 16,968,393 motorcycles, and West Java has 15,551,338 motorcycles. (Detik.com, 2022)

Figure 1.5 Potential of Motorized Vehicles by Type in the City of Bandung, 2020

Jenis Kendaraan	Kota Bandung I Pajajaran	Kota Bandung II Kawalayaan	Kota Bandung III Soekarno Hatta	Total Kendaraan Bermotor
Sedan, Jeep, Minibus				
Pribadi	114 461	129 094	115 886	359 441
Dinas	503	3 393	2 517	6 413
Umum	1 078	2 517	1 174	4 769
Bus, Microbus				
Pribadi	757	1 019	384	2 160
Dinas	68	359	21	448
Umum	1 008	1 273	968	3 249
Truck, Pick up				
Pribadi	25 457	19 015	15 933	60 405
Dinas	97	1 386	845	2 328
Umum	2 603	845	1 047	4 495
Alat Berat				
Pribadi	0	3	0	3
Dinas	0	4	0	4
Umum	0	0	0	0
Sepeda Motor, Scooter				
Pribadi	414 343	378 330	324 106	1 116 779
Dinas	672	10 052	576	11 300
Umum	0	1	0	1
Total				
Pribadi	555 018	527 461	456 309	1 538 788
Dinas	1 340	15 194	3 959	20 493
Umum	4 689	4 636	3 189	12 514
Jumlah KBM	561 047	547 291	463 457	1 571 795

(Source : bandungkota.bps.go.id, 2021)

According to Bandungkota.bps.go.id, The Bandung Statistics Center has community data with a total of 1,571,795 motorized vehicle users. And the highest total was obtained by motorbike users with a total of 1,116,779.

According to Detik.com, in 2021 Bandung is one of the three regions with the second highest motorbike users after Bogor. Bandung City has a total of 1.5 million motorbike users. The number was taken from his three service departments: Bandung City I (Pajajaran), Bandung City II (Kawalyaan) and Bandung City III (Soekarno Hatta).

Bekasi is The district/city with the third highest number of electric vehicles is Bekasi with a total of 1.5 million vehicles. In fourth place is Bekasi province, with a total of 1.4 million electric vehicles. There is only one office each in Bekasi Regency and City.

Referring to previous research conducted by Agnes Citra Utami Kustantyasih with the title "The Influence of Brand Community and Product Attributes on Brand Image and Its Impact on Consumer Purchase Interest for Honda CBR150 (CBU)" states that judging from the descriptive analysis of variable X1 Brand Community, variable X2 Product Attributes and variable Y The Impact on Buying Interest as a whole is in the very good category, there are variables X1 and X2 that have an effect on variable Y. Another research that is used as a reference in the study is entitled "The Influence of Online Community Experience on Brand Image and Brand Engagement in the Formation. of Value Co-Creation" researched by Helen Andries, William Agustinus Areros, and Riane Johnly Pio. Stating that from the analysis of researchers who explained that knowing the X1 Online Community variable and Y1 Brand Image variable, Y2 Brand Engagement variable. The existence of an influential X1 Online Community Experience variable based on the Y1 Brand Image variable and the Y2 Brand Engagement variable.

Therefore, researchers will examine whether Brand Community in Bandung is a very strong reason to improve the brand image itself. Based on the background that the researcher has described above, the title of this research is "The Influence of Brand Community on Customer Loyalty for Piaggio Vespa Motorcycles in Bandung"

1.3 Identification of Problems

The identification of the problem in the research is "How much influence does the brand community have on the Vespa Piaggio brand image in Bandung?"

1.4 Research Purposes

The purpose of this study was to determine the influence of brand community on the brand image of Vespa Piaggio in Bandung.

1.5 Benefits of Research

1.5.1 Theoretical Benefits

This research is expected to provide learning and scientific input for Communication Science research, especially regarding brand marketing communication through the brand community and also regarding brand equity, especially brand image and can be used as a reference for further research.

1.5.2 Practical Benefits

