

LIST OF FIGURES

Figure 1. 1 Domestic Motorcycle Distribution by Type	8
Figure 1. 2 Vespa Piaggio logo	10
Figure 1. 3 Bandung Runway Community Logo	11
Figure 1. 4 Growth in the Number of Vehicles in Indonesia	13
Figure 2. 1 Framework.....	44
Figure 3. 1 Research Stages	50
Figure 4. 1 Characteristics of Respondents	67
Figure 4. 2 Characteristics of Respondents by Gender	67
Figure 4. 3 Continuum Line Legitimacy Dimensions	70
Figure 4. 4 Dimensions of Oppositional Brand Loyalty Continuum Line	72
Figure 4. 5 Dimensions Celebrating the History of the Brand Continuum	74
Figure 4. 6 Dimensions of Sharing Brand Stories Continuum	76
Figure 4. 7 Dimensions of Integrating and Retaining Members Continuum Line	78
Figure 4. 8 Dimensions of Assisting in the Use of the Brand Continuum Line	80
Figure 4. 9 Continuum Line Brand Community	82
Figure 4. 10 Mystery Continuum Line	84
Figure 4. 11 Dimensions of Sensuality Continuum Line	86
Figure 4. 12 Intimacy Continuum Line	88
Figure 4. 13 Variable Continuum Line Brand Image	89
Figure 4. 14 Kolmogorov-Smirnov One Sample Test.....	91
Figure 4. 15 Heteroscedasticity Test Results	92
Figure 4. 16 Correlation Coefficient Test Results	94
Figure 4. 17 Coefficient of Determination Test Results	95
Figure 4. 18 Simple Linear Regression Test Results	96
Figure 4. 19 Hypothesis Test Results T.....	98