

ABSTRACT

THE EFFECT OF BRAND COMMUNITY ON VESPA MATIC BRAND AWARE IN SERANG, BANTEN

The need for motorbikes is not just an ordinary means of transportation, but for some people it has become part of the lifestyle. Likewise, people's buying interest in Vespa motorbikes is one illustration of this phenomenon. The purpose of this study was to determine the influence of the brand community on brand awareness on Vespa Matic in Serang, Banten. The total sample is 80 people. Data was collected through a questionnaire with a Likert scale which was processed using Microsoft Excel 2010 software and SPSS software version 26. The research method used was simple linear regression. The results of the study show that there is an influence of brand community on brand awareness of vespa matic in Serang, Banten. the hypothesis shows that the $t_{count} > t_{table}$ is $(22.084 > 1.664)$ with a significant value of $0.000 < 0.05$. This shows that the variable brand community (X) has a significant influence on brand awareness of Vespa matic in Serang, Banten. The brand community variable has an influence of 92.9% on brand awareness.

Keywords: brand community and brand awareness

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