

ABSTRACT

Transportation services are a community need to support mobility. Motorcycles occupy the first position, illustrating that Indonesian people consider motorbikes to be more efficient and effective in supporting their daily mobility. Product brand is one of the elements to win market share. Brand community is one of the most effective tools in building a brand image. Therefore, the purpose of this study is to see how much influence the brand community has on brand image.

This research uses a variety of variable test methods in order to get accurate results. The results of this study will be described in detail based on the results of the normality test, heteroscedasticity test, linear test, simple regression test, hypothesis test, correlation test, and test of the coefficient of determination. In the results section will be explained descriptively to make it easier for the reader.

Based on the results of this study, there is an influence between the brand community on the Yamaha Nmax Brand Image in Bandung with a percentage value of the coefficient of determination of 69.2%. It is hoped that further research can expand or continue this research using other variables or with other objects.

Keywords: Brand Community, Brand Image, Yamaha Nmax