

TABLE OF CONTENTS

INTRODUCTION	1
CHAPTER I	1
1.1 Overview of Research Objects	1
1.2 Research Background	6
1.3 Problem Identification	11
1.4 Research Purposes	12
1.5 Research Uses	12
1.6 Time and Research Period	13
1.7 Systematics of Research Writing	14
LITERATURE REVIEW	15
CHAPTER II	15
2.1 Theory	15
2.1.1 Brand	15
2.1.2 Brand Community	17
2.1.3 Brand Image	26
2.2 Previous Research	29
2.3 Framework	43
2.4 Research Hypothesis	44
2.5 Scope of Research	44
RESEARCH METHODS	46
CHAPTER III	46
3.1 Types of Research	46
3.2 Operationalization of Variables and Measurement Scales	47
3.2.1 Variable Operationalization	47
3.2.2 Measurement Scale	50
3.3 Population and Sampel	50
3.3.1 Population	50
3.3.2 Sampel	51
3.4 Data Collection Techniques	52
3.4.1 Data Primer	52
3.4.2 Data Sekunder	53
3.5 Validity and Reliability Test	53
3.5.1 Validity Test	53
3.5.2 Validity Test Results	54
3.5.3 Reliability Test	58
3.6 Data Analysis Technique	58
3.6.1 Descriptive Statistics	59
3.6.2 Consecutive Interval Method (MSI)	60
3.6.3 Classic Assumption Test	61
3.6.4 Correlation Coefficient Test	62
3.6.5 Coefficient of Determination	63
3.6.6 Simple Linear Regression Analysis	64
3.6.7 Hypothesis Testing Design	64

RESEARCH RESULTS	66
CHAPTER IV	66
4.1 Data Collection.....	66
4.2 Characteristics of Respondents	66
4.2.1 <i>Characteristics of Respondents Based on Screening Questions</i>	67
4.2.2 <i>Characteristics of Respondents by Age</i>	67
4.2.3 <i>Characteristics of Respondents by Domicile</i>	68
4.2.4 <i>Characteristics of Respondents by Occupation</i>	68
4.3 Research Results	69
4.3.1 <i>Variables of Descriptive Research Results (X) Brand Community</i>	69
4.3.2 <i>Results of Variable Descriptive Analysis (Y) Brand Image</i>	82
4.3.3 <i>Consecutive Interval Method (MSI)</i>	90
4.3.4 <i>Classic Assumption Test Results</i>	91
4.3.5 <i>Correlation Coefficient Test Results Correlation Coefficient</i>	93
4.3.6 <i>Coefficient of Determination Test Results The coefficient</i>	95
4.3.7 <i>Simple Linear Regression Test Results Simple</i>	96
4.3.8 <i>Hypothesis Test Results</i>	97
4.4 Discussion of Research	98
CONCLUSIONS AND SUGGESTIONS.....	104
CHAPTER V.....	104
5.1 Conclusion	104
5.2 Suggestions	104
BILIOGRAPHY.....	106
ATTACHMENT	108
Attachment 1. List of Questionnaire Statements.....	108
Attachment 2. Variable X Validity Test Results.....	111
Attachment 3. Variable Y Validity Test Results.....	112
Attachment 4. Variable X Reliability Test Results	112
Attachment 5. Variable Y Reliability Test Results.....	112
Attachment 6. Normality Test Results	108
Attachment 7. Heteriscedasticity Test Results	113
Attachment 8. Correlation Coefficient Test Results	114
Attachment 9. Coefficient Determination Test Results	114
Attachment 10. Simple Linear Regression Test Results	114
Attachment 11. T Test Results	114