

ABSTRACT

This study aims to analyze the influence of brand community on brand loyalty within Rubi Community, a customer community established by the skincare brand Avoskin. The objectives include examining how interaction is formed within the community, the level of brand loyalty among members, and the extent to which brand community affects brand loyalty. A quantitative approach was employed through a survey of 98 active members, selected using purposive sampling. The instrument used was a 4-point Likert scale questionnaire developed based on indicators of brand community and brand loyalty. Data analysis included validity and reliability tests, followed by descriptive analysis to illustrate the condition of each variable. Furthermore, classical assumption tests (normality and heteroscedasticity) were conducted to ensure the feasibility of the regression model. The relationship between variables was tested using simple linear regression, along with coefficient of determination (R^2) and t-test to measure the significance of the effect. The results show that brand community has a positive and significant influence on brand loyalty. The dimensions of shared consciousness, rituals and traditions, and social responsibility contribute to loyalty, as reflected in repurchase intention, positive word of mouth, and constructive complaints. These findings provide strategic implications for brands to strengthen customer loyalty through effective and sustainable brand community management.

Keywords: Brand Community, Brand Loyalty, Rubi Community, Avoskin, Customer Loyalty