

INTISARI

PENGARUH *BRAND COMMUNITY* TERHADAP LOYALITAS MEREK (Survey pada Komunitas Toyota Yaris Club Indonesia Chapter Bandung Dealer Toyota AUTO2000 Bandung)

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Tujuan dari penelitian ini adalah mengetahui bagaimana pelaksanaan *Brand Community*, bagaimana tanggapan konsumen tentang pelaksanaan *Brand Community*, bagaimana Loyalitas konsumen terhadap merek serta seberapa besar pengaruh *Brand Community* terhadap Loyalitas merek. Penelitian ini dilakukan di Dealer Toyota AUTO2000 Bandung dengan jumlah sampel 100 orang responden Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif. Penelitian ini menggunakan teknik *Simple Random Sampling* dengan menggunakan alat pengumpulan data melalui kuesioner.

Berdasarkan penelitian menunjukkan bahwa pelaksanaan *Brand Community* yang dilakukan oleh Dealer Toyota AUTO2000 Bandung tergolong cukup efektif. Tanggapan pelanggan tentang pelaksanaan *Brand Community* pada komunitas Toyota Yaris Club Indonesia Chapter Bandung Dealer Toyota AUTO2000 Bandung secara signifikan berpengaruh positif terhadap loyalitas merek

Kata kunci: *Brand Community, Loyalitas Merek.*

ABSTRACT

INFLUENCE OF BRAND COMMUNITY ON BRAND LOYALTY (Survey Community Toyota Yaris Club Indonesia Chapter Bandung on Dealer Toyota AUTO2000 Bandung)

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The purpose of this study was to determine how the implementation of brand Community, how the responses of consumers about the implementation of brand Community, how the brand loyalty of consumers and how much brand community influence on brand loyalty. This research was conducted in the Dealer Toyota AUTO2000 Bandung with a sample of 100 respondents. The method used in this research is descriptive and verification methods. This study uses a sampling random sampling using data collection through questionnaire tool.

Based on the results of the study show that execution of brand Community by Dealer Toyota AUTO2000 Bandung is quite effective. The customer feedback on the implementation of brand Community and the level of brand loyalty are included in the category quite well. The test results prove the hypothesis that there are influence of brand Community on Toyota Yaris Club Indonesia Chapter Bandung Dealer Toyota AUTO2000 Bandung were significantly positive on brand loyalty.

Keywords: Brand Community, Brand Loyalty.