

PENGARUH *BRAND COMMUNITY* TERHADAP *WORD OF MOUTH* DI
KOMUNITAS *THE SYNDICATES VESPA (PIAGGIO)* BANDUNG

Rischa Nuryati
10090311215

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui profil komunitas *The Syndicates Vespa (Piaggio)*, untuk mengetahui *Brand Community Vespa* terhadap produk di komunitas *The Syndicates Vespa (Piaggio)*, untuk mengetahui komunikasi *Word of Mouth* yang terjadi di komunitas *The Syndicates Vespa (Piaggio)*, dan pengaruh *Brand Community* terhadap *Word of Mouth* di komunitas *The Syndicates Vespa (Piaggio)*.

Jenis penelitian yang dilaksanakan ini bersifat verifikatif dengan menggunakan teknik pengumpulan data insidental sampling dengan menggunakan 100 sampel responden anggota komunitas *The Syndicates Vespa (Piaggio) Bandung*. Analisis data yang digunakan untuk menguji hipotesis adalah analisis regresi.

Hasil penelitian ini menunjukkan bahwa *Brand Community* terhadap *Word of Mouth* di komunitas *The Syndicates Vespa (Piaggio)* tergolong cukup kuat, artinya *Brand Community* secara signifikan berpengaruh positif terhadap *Word of Mouth*.

Kata kunci: *Brand Community, Word of Mouth*.

THE EFFECT BRAND COMMUNITY OF WORD OF MOUTH
CASE STUDY ON THE SYNDICATES VESPA (PIAGGIO) COMMUNITY
BANDUNG

Rischa Nuryati
10090311215

ABSTRACT

The purpose of this study was to determine to know the profil of the syndicates vespa (Piaggio) community, to know the perseption of respondent about Brand Communtiy to product in The Syndicates Vespa (Piaggio), to know word of mouth communication happensin The Syndicates Vespa (Piaggio), and to know about the impact of Brand Community to Word of Mouth.

This type of research is verification conducted using incidental sampling techniques of data collection using a sample of 100 members of The Syndicates Vespa (Piaggio). Analysis of the data used to test the hypothesis is regression analysis.

These results indicate that the implementation of Brand Community of Word of Mouth in The Syndicates Vespa (Piaggio) Community is quite strong, which means Brand community is significantly positive effect on Word of Mouth.

Keywords : Brand Community, Word of Mouth.