

**PENGARUH *BRAND COMMUNITY* TERHADAP LOYALITAS MEREK  
PENGGUNA SEPEDA MOTOR VESPA (Survei Pada Pengguna Vespa Matic  
Piaggio di Media Instagram @SpeedingIndo).**

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**Abstrak**

Penelitian ini membahas mengenai pengaruh *brand community* terhadap *brand loyalty* pengguna sepeda motor Vespa pada media komunitas Vespa Speeding Indonesia. Tujuan dari penelitian ini yaitu untuk mengetahui seberapa besar pengaruh *brand community* terhadap *brand loyalty*. Teori yang digunakan dalam penelitian ini adalah *Theory Reasoned Action*. Konsep dasar *brand community* terbagi menjadi tiga yaitu *consciousness of kind*, *shared rituals and tradition*, dan *sense of moral responsibility*. Penelitian ini menggunakan pendekatan kuantitatif dengan survei yang dilakukan menyebar kuisioner kepada 100 orang pengikut instagram Vespa Speeding Indonesia yang sudah menggunakan sepeda motor Vespa dan setidaknya sudah mengikuti kegiatan komunitas minimal satu kali. Hasil penelitian ini menunjukkan bahwa *brand community* memiliki pengaruh yang cukup signifikan terhadap *brand loyalty* skuter matic Vespa Piaggio pada media komunitas Vespa Speeding Indonesia.

Kata Kunci: *Brand Community, Brand Loyalty, Komunitas, Theory Reasoned Action.*

**INFLUENCE OF BRAND COMMUNITY TO BRAND LOYALTY ON  
MOTORCYCLE (Survey on Vespa Matic Piaggio in the Instagram Media of  
@SpeedingIndo)**

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**Abstract**

*This research discusses the influence of brand community on brand loyalty of Vespa Piaggio motorcycle in media community Vespa Speeding Indonesia. The purpose of this research is to know how much influence the brand community on brand loyalty. The theory used in this study is Reasoned Action Theory. The basic concept of brand community is divided into three pillars, namely consciousness of kind, shared rituals and tradition, and sense of moral responsibility. This research used a quantitative approach with a survey by distributing questionnaires to 100 followers of Vespa Speeding Indonesia in Instagram that who had been using Vespa Piaggio and had at least been following the community activities at least once. The result of this study showed that the brand community has a significant influence on Vespa Piaggio in the media community of Vespa Speeding Indonesia.*

*Keywords : Community, Brand Community, Brand Loyalty, Reasoned Action Theory.*