

## Analisis pembentukan brand relationship melalui brand community studi kasus : komunitas motor di Jakarta dan Depok = Analysis the formation of brand relationship through brand community

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20412735&lokasi=lokal>

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### Abstrak

Tujuan penelitian ini adalah meneliti peran brand community dalam pembentukan brand relationship. Variabel yang diteliti adalah brand community identification, brand community commitment, brand identification, brand commitment, dan brand attachment. Hasil penelitian menunjukkan bahwa anggota komunitas yang memiliki brand community identification dan brand community commitment cenderung untuk memiliki hubungan dengan brand, yaitu brand identification, brand commitment, dan brand attachment. Responden adalah anggota komunitas motor yang berada di wilayah Jakarta dan Depok, dan data diolah menggunakan PLS-SEM.

.....The purpose of this study is to investigate the role of brand community in shaping brand relationship. The variables studied are brand community identification, brand community commitment, brand identification, brand commitment and brand attachment. The results showed that members of the community who have a brand community identification and brand community commitment tend to have a relationship with the brand, that is brand identification, brand commitment, and brand attachment. Respondents are members of motorcycle communities who are in Jakarta and Depok, and the data is processed using the PLS-SEM.