

Analisis Strategi Marketing melalui Brand Community dalam Meningkatkan Brand Loyalty (Studi pada Brand Pigeon Teens) = An Analysis of Marketing Strategies through Brand Community in Fostering Brand Loyalty: A Case Study of Pigeon Teens

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Abstrak

Penelitian ini bertujuan untuk menganalisis bagaimana komunitas merek (brand community) Pigeon Teens atau dikenal dengan Teens Club memanfaatkan pendekatan digital dalam membangun loyalitas merek pada segmen remaja di Indonesia. Studi ini menggunakan pendekatan kuantitatif dengan teknik pengambilan data survei terhadap 30 anggota komunitas Teens Club. Variabel yang diteliti mencakup brand community identification, digital community engagement, dan brand loyalty. Hasil penelitian menunjukkan bahwa brand community identification, memiliki pengaruh signifikan terhadap digital community engagement, yang pada akhirnya meningkatkan brand loyalty. Penelitian selanjutnya disarankan untuk melibatkan lebih banyak responden, mengeksplorasi faktor eksternal, dan menggunakan desain longitudinal guna memahami dinamika komunitas merek dalam jangka panjang.

.....This study aims to analyze how the brand community of Pigeon Teens, known as Teens Club, utilizes digital approaches to build brand loyalty among the teenage segment in Indonesia. A quantitative approach was applied, using survey techniques to collect data from 30 members of the Teens Club community. The variables studied include brand community identification, digital community engagement, and brand loyalty. The results show that brand community identification significantly influences digital community engagement, which subsequently enhances brand loyalty. Future studies are recommended to involve larger sample sizes, explore external factors, and adopt a longitudinal design to better understand the dynamics of brand communities over time.