

## ABSTRAK

**Aisha Aldila Hakim, 2013: Pengaruh Komunitas Merek dan Citra Merek terhadap Loyalitas Merek Motor Honda Tiger (Survei Pada Komunitas Motor Bekasi Tiger Club). Skripsi S1, Jakarta: Program studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta, Januari 2013.**

Tujuan penelitian ini adalah: 1) Mengetahui deskripsi komunitas merek, citra merek, dan loyalitas merek motor Honda Tiger pada komunitas merek Bekasi Tiger *Club*, 2) Mengetahui pengaruh komunitas merek dan citra merek secara simultan atau bersama-sama terhadap loyalitas merek motor Honda Tiger pada komunitas motor Bekasi Tiger *Club*, 3) Mengetahui pengaruh komunitas merek terhadap loyalitas merek motor Honda Tiger pada komunitas motor Bekasi Tiger *Club* 4) Mengetahui pengaruh citra merek terhadap loyalitas merek motor Honda Tiger pada komunitas motor Bekasi Tiger, 5) Mengetahui variabel mana diantara komunitas merek dan citra merek yang lebih dominan mempengaruhi loyalitas merek. Unit observasi adalah 112 responden anggota komunitas motor Bekasi Tiger *Club* di Bekasi. Desain penelitian yang digunakan adalah deskriptif dan kausal. Teknik penentuan sampel menggunakan teknik *convenience sampling*. Teknik pengumpulan data menggunakan kuesioner dengan skala Likert dari 1 sampai 5. Hasil analisis deskriptif menunjukkan: 1) Komunitas motor Honda Tiger sudah terlihat baik. dalam hal hubungan intrinsic antar anggota, tradisi, dan tanggung jawab moral. 2) Citra Merek motor Honda Tiger terlihat baik dalam hal atribut, manfaat dan evaluasi menyeluruh. 3) Loyalitas merek motor Honda Tiger terlihat baik dalam hal pengukuran sikap dan kebiasaan. Hasil dari hipotesis penelitian ini melalui uji t dan uji F menunjukkan bahwa terdapat pengaruh variabel komunitas merek terhadap loyalitas merek, terdapat pengaruh citra merek terhadap loyalitas merek, dan terdapat pengaruh dari komunitas merek dan citra merek secara simultan atau bersama-sama terhadap loyalitas merek. Berdasarkan koefisien determinasi sebesar 51.3%, maka variasi loyalitas merek sebesar 51.3% ditentukan oleh variabel komunitas merek, citra merek.

Kata kunci: komunitas merek, citra merek, loyalitas merek, motor Honda Tiger, komunitas motor Bekasi Tiger Club

## **ABSTRACT**

*Aisha Aldila Hakim, 2013: The Influence of Brand Community and Brand Image to the Brand Loyalty of Honda Tiger (Survey on Motor Cycle Community Bekasi Tiger Club) Skripsi S1, Jakarta: Study Program of S1 Management, Faculty of Economics, State University of Jakarta, January 2013.*

*The purpose of this study are: 1) Knowing the description of brand community, brand image, and brand loyalty on motor cycle community Bekasi Tiger Club. 2) Knowing the influence of brand community and brand image simultaneously or together against brand loyalty on motor cycle community Bekasi Tiger Club, 3) Knowing the influence of brand community on brand loyalty on loyalty on motor cycle community Bekasi Tiger Club, 4) Knowing the influence of brand image to the brand loyalty on motor cycle community Bekasi Tiger Club, 5) Knowing which variable between brand community and brand image, is more dominant to brand loyalty. The observation unit is 112 of Bekasi Tiger Club's member at Bekasi. Research designs used are descriptive and causal. Sample determination technique using convenience sampling. Data collection techniques using a questionnaire with a Likert scale from 1 to 5. The results of descriptive analysis showed: 1) Brand Community of Tiger Motor Sport has already looks good in terms of internal relation of member, tradition, and moral responsibility. 2) Brand Image of Tiger Motor Sport has already looks in terms of attribute, advantages, and thorough. 3) Brand Loyalty of Tiger Motor Sport has already looks in terms of behavioral and attitudinal loyalty. The results of this research through hypothesis testing of t and the F-test show that there is the influence of brand community on the brand loyalty, there is the influence of brand image on brand loyalty, and there is the influence of brand community and brand image simultaneously or together against on brand loyalty. Based on the determination of the coefficient of 51.3 %, then variation of brand loyalty is 51.3% determined by variable brand community and brand image. .*

*Keywords: brand community, brand image, brand community, Tiger Motor Sport, Bekasi Tiger Club.*