

ABSTRAK

ANALISIS PENGARUH *BRAND COMMUNITY* TERHADAP LOYALITAS
MEREK

Studi Kasus pada Anggota Komunitas Volkswagen Club Yogyakarta

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Penelitian ini bertujuan untuk menganalisis pengaruh *brand community* (kesadaran bersama, ritual dan tradisi, dan rasa tanggung jawab moral) terhadap loyalitas merek baik secara parsial maupun simultan pada anggota komunitas Volkswagen Club Yogyakarta. Penelitian ini dilaksanakan pada bulan April - Mei 2015 di Sekretariat Volkswagen Club Yogyakarta, Jl. Langastran Lor No. 8, Yogyakarta. Teknik pengambilan sampel ditentukan dengan teknik *purposive sampling*. Populasi dalam penelitian ini adalah anggota komunitas Volkswagen Club Yogyakarta yang memiliki kendaraan Volkswagen sendiri dan telah aktif dalam komunitas minimal satu tahun dengan jumlah 50 orang. Jumlah sampel dalam penelitian ini sebanyak 44 responden. Teknik analisis data menggunakan analisis regresi berganda, uji asumsi klasik, uji F, uji t. Berdasarkan hasil analisis data diperoleh bahwa ada pengaruh yang signifikan antara *brand community* (kesadaran bersama, ritual dan tradisi, dan rasa tanggung jawab moral) terhadap loyalitas merek secara simultan. Secara parsial, *brand community* (rasa tanggung jawab moral) berpengaruh secara signifikan terhadap loyalitas merek. Sedangkan *brand community* (kesadaran bersama), dan *brand community* (ritual dan tradisi) tidak berpengaruh secara signifikan terhadap loyalitas merek.

Kata kunci : *brand community*

ABSTRACT

INFLUENCE OF BRAND COMMUNITY OF BRAND LOYALTY
Case Study on Community Members Volkswagen Club of Yogyakarta

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This study aims to analyze the influence of brand community (consciousness of kind, shared ritual and tradition, and a sense of moral responsibility) on brand loyalty either partially or simultaneously on community members Volkswagen Club of Yogyakarta. This study was conducted in April - May 2015 in the Secretariat of the Volkswagen Club of Yogyakarta, Jl. Langastran Lor No. 8, Yogyakarta. The sampling technique is determined by purposive sampling. The population in this study is a community member of the Volkswagen Club of Yogyakarta, which has its own Volkswagen vehicle and has been active in the community for at least one year with the number of 50 people. The number of samples in this study were 44 respondents. Data were analyzed using multiple regression analysis, the classical assumption test, F test, t test. Based on the analysis of data shows that there is significant influence between brand community (consciousness of kind, shared ritual and tradition, and a sense of moral responsibility) on brand loyalty simultaneously. Partially, brand community (sense of moral responsibility) significantly influence brand loyalty. While the brand community (consciousness of kind) and brand community (shared rituals and traditions) do not significantly influence brand loyalty.

Keyword : brand community