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**PENGARUH *BRAND COMMUNITY* DAN  
*BRAND EXPERIENCE* TERHADAP *BRAND LOYALTY*  
(Survei Pada Anggota Komunitas Motor Suzuki di Indonesia)**

**SKRIPSI**

Diajukan untuk Memenuhi salah satu syarat  
menempuh Ujian Sidang Sarjana pada  
Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA  
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**LEMBAR PENGESAHAN**  
**PENGARUH *BRAND COMMUNITY* DAN *BRAND EXPERIENCE***  
**TERHADAP *BRAND LOYALTY***  
**(Survei Pada Anggota Komunitas Motor Suzuki di Indonesia)**


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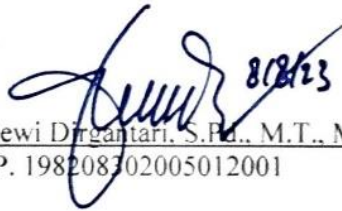
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## PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh brand community dan brand experience terhadap brand loyalty (Survei pada Anggota Komunitas Motor Suzuki di Indonesia)**” beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

Atas pernyataan ini, saya siapkan menanggung resiko/sanksi yang dijatuhkan kepada saya apabila di kemudian hari adanya pelanggaran etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Juli 2023

Yang membuat pernyataan,



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## ABSTRAK

Bagaskoro Aji Purnomo (1805120) “**Pengaruh *Brand Community* dan *Brand Experience* terhadap *Brand Loyalty* (Survei Pada Anggota Komunitas Motor Suzuki di Indonesia)**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *brand community* dan *brand experience* terhadap *brand loyalty* pada anggota komunitas motor Suzuki di Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 1.085 dengan sampel berjumlah 200 responden yang merupakan anggota komunitas motor Suzuki di Indonesia dengan menggunakan Teknik *simple random sampling*. Data diolah secara statistic dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *brand community* dan *brand experience* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *brand community* dan *brand experience* terhadap *brand loyalty* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *brand community* dan *brand experience* akan semakin baik juga *brand loyalty* yang muncul pada konsumen untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *brand community* paling tinggi dalam membentuk *brand loyalty* adalah *moral responsibility* dan dimensi *brand community* paling rendah dalam membentuk *brand loyalty* adalah *consciousness of kind*. Dimensi *brand experience* yang memiliki kontribusi paling tinggi dalam membentuk *brand loyalty* adalah *behavioral* serta yang paling rendah membentuk *brand loyalty* adalah *sensory*.

**Kata Kunci:** *brand community, brand experience, brand loyalty.*

## ABSTRACT

Bagaskoro Aji Purnomo (1805120). *“The Influence of Brand Community and Brand Experience on Brand Loyalty (Survey on Suzuki Motorcycle Community Members in Indonesia)”* under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

*This study aims to obtain an overview and understanding of the influence of brand community and brand experience on brand loyalty towards Suzuki motorcycles. The research utilizes a descriptive and verification method with a quantitative approach. The population of this study consisted of 1,085 individuals, and a sample of 200 respondents who are members of the Suzuki motorcycle community in Indonesia was selected using the simple random sampling technique. The data were statistically processed using Structural Equation Modeling (SEM). The findings of this research indicate that both brand community and brand experience have a positive and significant influence on brand loyalty. This is demonstrated by the critical ratio values, which are greater than the minimum threshold, indicating a positive and significant effect of brand community and brand experience on brand loyalty simultaneously. This suggests that the better a company focuses on brand community and brand experience, the higher the brand loyalty among consumers towards that company. The study reveals that the highest contribution of the brand community in forming brand loyalty is related to moral responsibility, while the lowest contribution is related to consciousness of kind. As for brand experience, the dimension with the highest contribution in forming brand loyalty is behavioral, while the dimension with the lowest contribution is sensory.*

**Keywords:** *brand community, brand experience, brand loyalty*

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## KATA PENGANTAR

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "Pengaruh *brand Community* dan *brand experience* terhadap *brand Loyalty* (Survei pada Anggota Komunitas Motor Suzuki di Indonesia)" beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik oranglain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinil dan otentik.

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