

**PENGARUH *BRAND IDENTIFICATION* DAN *SENSE OF COMMUNITY* TERHADAP *BRAND LOVES*  
(Survei pada Pengguna Forum Jual Beli Kaskus di Kota Bandung)**

**SKRIPSI**

**Diajukan untuk Memenuhi Salah Syarat Menempuh Ujian Skripsi Sarjana  
Program Studi Pendidikan Bisnis**



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**LEMBAR PENGESAHAN**  
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## ABSTRACT

Fajar Gumelar Maulana (1400619), “**Pengaruh *Brand Identification* dan *Sense of Community* terhadap *Brand Loves* (Studi pada Pengguna Forum Jual Beli Kaskus di Kota Bandung)**”. Dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd.,S.Sos.,M.M. dan Drs. Bambang Widjajanta, M.M.

*Online buying and selling forums that became viral in Indonesia, but there were also many failures felt by startup companies, especially in the buying and selling forum. Increased competition is very difficult for companies to adapt to existing markets. The emergence of various services and easy access can make the company experience a relationship. Companies need to pay attention to the state of feelings that arise in the minds of consumers (brand loves) as an important aspect in the face of competition. Brand loves can be created through brand identification and the sense of community. This study aims to obtain (1) the description of the brand loves (2) the description of brand identification, (3) a description of the sense of community, (4) how the influence of brand identification on the brand loves, (5) how the influence of the brand of the brand loves. The type of research used is descriptive and verification. The method used is explanatory survey with a sample size of 107 respondents. The data analysis technique used is multiple regression analysis with Statistical Product for Service Solutions (SPSS) for Windows computer software tools. The findings of this study indicate that the description of brand identification is in a pretty good category, the sense of community is in the good category, while the brand image is in the middle category. Brand identification has a positive influence on the brand loves and the sense of community has a positive influence on the brand loves.*

**Keyword : Brand Identification, Sense of community, Brand Loves.**

## ABSTRAK

Fajar Gumelar Maulana (1400619), “**Pengaruh *Brand Identification* dan *Sense of Community* terhadap *Brand Loves* (Studi pada Pengguna Forum Jual Beli Kaskus di Kota Bandung)**”. Dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd.,S.Sos.,M.M. dan Drs. Bambang Widjajanta, M.M.

Forum jual beli *online* yang menjadi viral di Indonesia, tetapi banyak juga kegagalan yang dirasakan oleh perusahaan *startup* terutama pada forum jual beli. Meningkatnya persaingan yang tinggi sangatlah sulit untuk perusahaan beradaptasi pada pasar yang sudah ada. Munculnya berbagai layanan dan akses yang mudah dapat membuat perusahaan mengalami persaingan. Perusahaan perlu memperhatikan keadaan perasaan yang timbul dalam benak konsumen (*brand loves*) sebagai salah satu aspek penting dalam menghadapi persaingan. *Brand loves* dapat tercipta melalui *brand identification* dan *sense of community*. Penelitian ini bertujuan untuk memperoleh (1) gambaran *brand loves* (2) gambaran *brand identification*, (3) gambaran *sense of community*, (4) Bagaimana pengaruh *brand identification* terhadap *brand loves*, (5) bagaimana pengaruh *sense of community* terhadap *brand loves*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan adalah *explanatory survei* dengan ukuran sampel sebanyak 107 responden. Teknik analisis data yang digunakan adalah analisis regresi berganda dengan alat bantu *software* komputer *Statistical Product for Service Solutions (SPSS) for windows*.. Hasil temuan penelitian ini menunjukkan bahwa gambaran *brand identification* berada pada kategori cukup baik, gambaran *sense of community* berada pada kategori baik, sedangkan gambaran *brand loves* berada pada kategori sedang *Brand identification* memiliki pengaruh yang positif terhadap *brand loves* dan *sense of community* memiliki pengaruh positif terhadap *brand loves*

**Kata Kunci:** *Brand Identification, Sense of community, Brand Loves.*

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