

RINGKASAN

Loyalitas merek adalah salah satu ukuran keterikatan pelanggan terhadap sebuah merek. Ukuran tersebut mampu memberikan gambaran tentang mungkin tidaknya seorang pelanggan beralih ke merek lain, terutama jika didapati adanya perubahan, baik menyangkut harga atau lainnya terhadap merek tersebut, jika pelanggan yang sangat loyal kepada suatu merek maka, mereka tidak akan dengan mudah beralih ke merek lain apapun yang terjadi dengan merek itu. Oleh sebab itu perusahaan harus mempertahankan agar konsumen loyal terhadap merek mereka diataranya dengan identifikasi merek konsumen, komitmen komunitas merek dan keintiman merek.

Penelitian ini yang berjudul “Pengaruh Identifikasi Merek Konsumen Terhadap Loyalitas Merek Yang Dimediasi Oleh Komitmen Komunitas Merek Dan Keintiman Merek”. Tujuan penelitian ini adalah untuk mengetahui pengaruh hubungan antara identifikasi merek konsumen terhadap loyalitas merek yang dimediasi oleh komitmen komunitas merek dan keintiman merek. Penelitian ini dilakukan pada komunitas motor KNC (Kawasaki Ninja Club).

Jenis penelitian ini adalah penelitian survei. Jumlah responden yang digunakan sebanyak 160 orang. Teknik pengambilan sampel menggunakan *purposive sampling*. Kriterianya dalam penelitian ini adalah anggota yang berusia diatas 26 tahun, sudah mengikuti pertemuan antar anggota minimal 2 kali, memiliki sepeda motor Kawasaki. Metode pengambilan data menggunakan kuesioner. Dari hasil pengujian diketahui bahwa identifikasi merek konsumen berpengaruh positif dan signifikan terhadap komitmen komunitas merek dan keintiman merek, komitmen komunitas merek dan keintiman merek berpengaruh positif dan signifikan terhadap loyalitas merek, identifikasi merek tidak berpengaruh terhadap loyalitas merek.

Kata Kunci : Merek, loyalitas Merek, Identifikasi Merek Konsumen, Komitmen Komunitas Merek, Keintiman Merek,

SUMMARY

Brand loyalty is one of customer engagement measures with a brand. The measure is able to provide an idea about the possibility of a customer who moves to another brand, especially if there is a change, whether related to a brand's price tag or other things. If customers are very loyal to a brand, they will not easily move to any other brand no matter what happened. That is why, the companies must keep their customers loyal, such as through identification of customer's brand, the commitment of brand community and brand intimacy.

The study entitled "The Effect of Consumer-Brand Identification on Brand Loyalty Mediated by The Commitment of Brand Community and Brand Intimacy". The purpose of this study was to determine the effect of the relationship between identification of customer's brand on brand loyalty which was mediated by the commitment of brand community and brand intimacy. This research was conducted at the KNC (Kawasaki Ninja Club) motorcycle community.

The type of research was survey research. The number of respondents were 160 respondents. The sampling technique was purposive sampling. The criteria in this research were the members who were 26 years old above, should have attended member meetings at least twice and had a Kawasaki motorbike. The data collection method was questionnaire. Based on the result, it was known that consumer brand identification had a positive and significant effect on commitment of brand community and brand intimacy. Then, the commitment of brand community and brand loyalty had a positive and significant effect on brand loyalty, and last, brand identification has no effect on brand loyalty.

Keywords : Brand, Brand Loyalty, Consumers Brand Identification, Commitment of Brand Community, Brand Intimacy,