ABSTRACT

This study discusses how the influence of Brand Community on the Vespa Piaggio Brand Image in Bandung. This study uses a variety of test variables in order to obtain accurate results. The purpose of this research is to measure and answer the questions contained in this study. The results of this study will be explained in detail based on the results of the Normality test, Heteroscedasticity Test, Linear Test, Simple Regression Test, Hypothesis Test and Coefficient of Determination Test. In the results section will be explained descriptively narrative to make it easier for the reader. According to the 0.335 linear regression results on the Brand Community variable, brand image is affected by every 1% rise so it can be interpreted that there is a fairly close influence between the Brand Community on the Vespa Piaggio Brand Image in Bandung.

Keywords: Brand Community, Brand Image, Vespa Piaggio, Phenomenon, Research Proposal, Research Methodology, Research Result