

### LIST OF FIGURES

Figure 1. 1 Domestic Motorcycle Distribution by Type .....	8
Figure 1. 2 Vespa Piaggio logo .....	10
Figure 1. 3 Bandung Runway Community Logo .....	11
Figure 1. 4 Growth in the Number of Vehicles in Indonesia .....	13
Figure 2. 1 Framework.....	44
Figure 3. 1 Research Stages .....	50
Figure 4. 1 Characteristics of Respondents .....	67
Figure 4. 2 Characteristics of Respondents by Gender .....	67
Figure 4. 3 Continuum Line Legitimacy Dimensions .....	70
Figure 4. 4 Dimensions of Oppositional Brand Loyalty Continuum Line .....	72
Figure 4. 5 Dimensions Celebrating the History of the Brand Continuum .....	74
Figure 4. 6 Dimensions of Sharing Brand Stories Continuum .....	76
Figure 4. 7 Dimensions of Integrating and Retaining Members Continuum Line .....	78
Figure 4. 8 Dimensions of Assisting in the Use of the Brand Continuum Line .....	80
Figure 4. 9 Continuum Line Brand Community .....	82
Figure 4. 10 Mystery Continuum Line .....	84
Figure 4. 11 Dimensions of Sensuality Continuum Line .....	86
Figure 4. 12 Intimacy Continuum Line .....	88
Figure 4. 13 Variable Continuum Line Brand Image .....	89
Figure 4. 14 Kolmogorov-Smirnov One Sample Test.....	91
Figure 4. 15 Heteroscedasticity Test Results .....	92
Figure 4. 16 Correlation Coefficient Test Results .....	94
Figure 4. 17 Coefficient of Determination Test Results .....	95
Figure 4. 18 Simple Linear Regression Test Results .....	96
Figure 4. 19 Hypothesis Test Results T.....	98