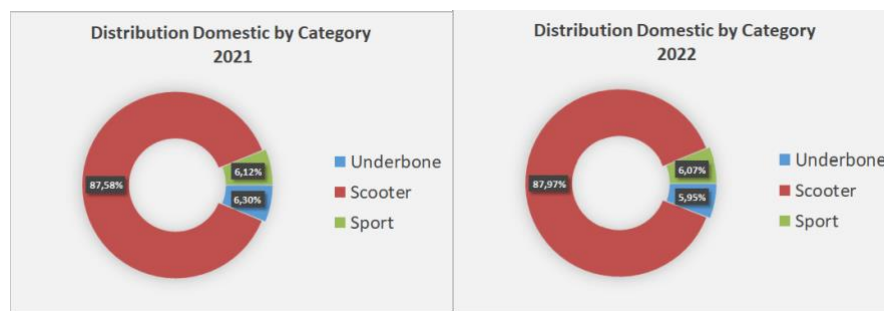


# CHAPTER 1

## INTRODUCTION

### 1.1 Overview of Research Objects

Over time, transportation services are an important need to support people's daily lives and lifestyles. Transportation is needed to become the main means of movement of people every day. Based on data from the Central Bureau of Statistics (2020), vehicles with the highest annual average growth in Indonesian vehicles or means of transportation are passenger cars, buses, freight cars and motorcycles. Between 2016 and 2020 there were motorcycles (5.03%) and in 2020 there were 115,023,039 motorcycles.



**Figure 1.1 Distribution of Domestic Motorcycles by Type**  
(Source: Data from the Indonesian Motorcycle Industry Association, 2022)

According to research conducted by AISMI (2022) it is known that when using motorbikes, the main choice of Indonesian people is the type of scooter. Compared to the other two types, namely the underbone type and the sport type. The high interest in this type of scooter has made competition in the automotive industry even more difficult for companies that manufacture motorcycles, especially scooters. Motorcycle brands that produce and market scooters in Indonesia include Honda, Kawasaki, Suzuki, TVS, Yamaha, Vespa Piaggio and so on. Among the many motorcycle brands, each brand has its own advantages that are attractive to consumers. Widodo (2020) also notes that many motorcycle brands have emerged and this has had an impact on intense competition in the market, so brands must continue to innovate to produce quality and better products.

West Java is the top five provinces in Indonesia with the highest number of scooter users along with East Java, DKI Jakarta, Central Java and North Sumatra. According to a survey conducted by the National Police at BPS (2021), motorcycle users in West Java alone reached 12,863,918. This figure is considered very high compared to other cities. Along with the large number of motorbike users in West Java, the city of Bandung which is the capital of the province is also enlivened by the phenomenon of brand communities formed through the use of brands and similar brands. Yamaha is a brand that has several communities in the city of Bandung.

According to [fortuna-motor.co.id](http://fortuna-motor.co.id), Nippon Gakki Co., Ltd is the name of the company that became the forerunner of Yamaha. Its founder is Torakusu Yamaha. Torakusu founded a company called Yamaha Organ Factory in 1888. By 1990, the company was producing pianos which were very successful in the market. This prompted the company to expand production into harmonicas and phonographs. Precisely in 1987, the company changed its name to Yamaha Corporation (Fortuna, 2020).



**Figure 1.2 Yamaha Logo**

(Source: [Fortuna-Motor.co.id](http://Fortuna-Motor.co.id), accessed on 8 April, 2023 18.19 WIB)

By having certain advantages, Yamaha Indonesia certainly has the characteristics of its own product. Some of the advantages that characterize Yamaha motorcycle products are the inclusion of a Diasil Cylinder on the engine and a Forged Piston which makes pulling easier and Blue Core Technology on Yamaha motorcycles which can make fuel more efficient. Another advantage that can be found in Yamaha motorcycle products is that it is easy to find original

Yamaha spare parts and accessories. (Yamahamu.co.id, accessed April 8, 2023 18.32 WIB)

According to Medcom.id, Based on the desire to be the first and different from the others, and has been named as a famous food city of Bandung, a Nmax Bandung Community (BNC) community was formed. Devianto Wahjoe as the President Director of BNC conveyed on the first birthday opportunity held in the city of Bandung, West Java. On March 12, 2016, BNC became the largest Yamaha NMAX community with more than 660 members (Rachmanto, 2016).



**Figure 1.3 Safety Riding Event With Nmax Community in Bandung**  
(Source: Motorplus-online.com, accessed on September 1, 2023, 11.32 WIB)

The safety riding education activity was attended by 30 participants from three Yamaha NMAX motorcycle communities in Bandung. By continuing to comply with the health program, this activity becomes a place for friendship between the Yamaha Nmax community who are members of the auspices of the Yamaha Riders Federation Indonesia (YRFI) Bandung. Safety riding material contains theory and practice, starting from remembering traffic signs, preparation before riding. "This activity is a routine agenda from YRFI Bandung friends to increase awareness about the importance of safety riding when riding," said Yamaha Riding Academy Instructor (Setiadi, 2022).



**Figure 1.4 Bandung Nmax Community Logo**  
(Source: andrya.staff.telkomuniversity.ac.id,  
accessed on 8 April, 2023 19.23 WIB)

Nmax Bandung is a community where Nmax Bandung users gather. The Nmax community that first appeared in Bandung itself was the Bandung Max Community (BMC) in March 2015. However, in August 2015, the community was finally split into two parts with the Bandung Nmax Community (BNC) due to conflicts between members and the emergence of other groups. small group. (Andrybrew.blog, accessed April 8, 2023 19.29 WIB)



**Figure 1.5 Nmax Bandung Merchandise**  
(Source: Instagram Nmax.Bandung, accessed on 8 April, 2023 19.33 WIB)







In 2021, Nmax Bandung stands as a community dominated by the millennial and more modern generations. Nmax Bandung has become an icon for Yamaha Nmax users in Bandung because it has 10 million followers on Instagram social media. Not only as a community, Nmax Bandung itself displays its merchandise to make it easier for fellow Yamaha Nmax users in Bandung to get to know each other among members of the Bandung Nmax community and of course to attract the attention of Yamaha Nmax users in Bandung who have not yet joined the Bandung Nmax community.

The Nmax Bandung community also often holds a weekly gathering event called "Sunday Morning Ride" and an event every Friday called "Friday Gathering". With regular events every Friday and Sunday, the Nmax Bandung community has the most followers among the Yamaha Nmax user community in Bandung. Launching from Id.quora.com, the image of an Nmax motorbike rider seems arrogant because of the presence of unscrupulous people. With many people feeling that Nmax is like a big motorbike (Motor Gede) it makes certain people ride arrogantly.

According to Instagram social media, it can be seen that as the first Yamaha Nmax community standing in the city of Bandung. Bandung Nmax Community has fewer followers than newer born communities in the city of Bandung. The Bandung community has 7,539 followers, while NMAX Bandung has 10,100 followers. Unlike the thing with the All New Nmax Bandung community, this community only accommodates Yamaha Nmax products with the latest designs.

**Table 1.1 Follower Data for the Yamaha Nmax Bandung Community on Instagram**

No	Community	Followers
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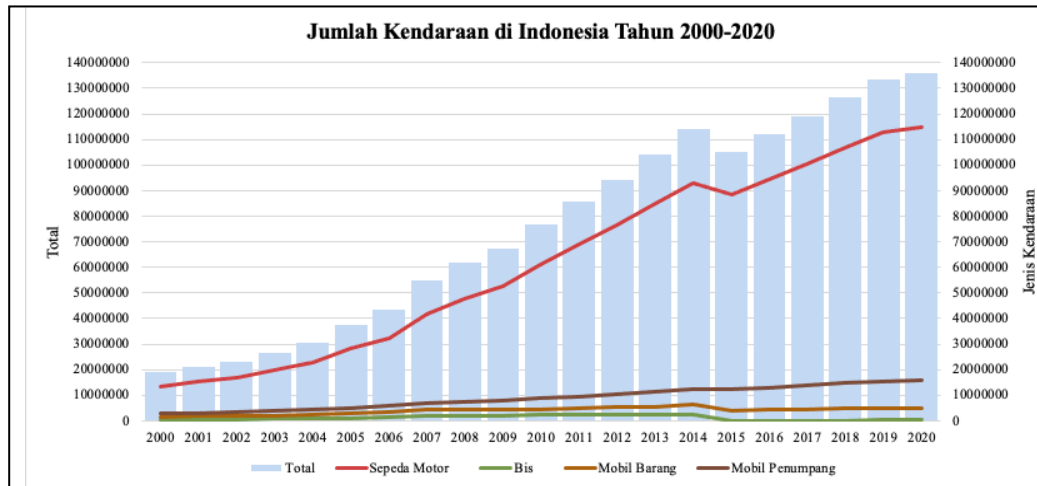
1	 <p>← <b>nmax.bandung</b> 🔔 ⋮</p> <p> <b>550</b> Posts   <b>10.1K</b> Followers   <b>341</b> Following</p> <p><b>OFFICIAL ACCOUNT</b> Community Organization Welcome, riders nmax bandung!! •@nmaxbandung.merch •Dm 📩 for business</p>	10.100+
2	 <p>← <b>bandungnmaxcommuni...</b> ⋮</p> <p> <b>1,156</b> Posts   <b>7,539</b> Followers   <b>544</b> Following</p> <p><b>Bandung Nmax Community</b> Community ONCE A BROTHER ALWAYS BROTHER - Home Base BNC. Jl. Sekejati No 18 ( Kiaracandong - Band... more <b>See translation</b> <a href="https://bit.ly/BandungNmaxCommunityRegistrasi">bit.ly/BandungNmaxCommunityRegistrasi</a></p>	7.539
3	 <p>← <b>allnewnmaxbandung</b> ⋮</p> <p> <b>158</b> Posts   <b>2,302</b> Followers   <b>312</b> Following</p> <p><b>A.N.N.B</b> Community WELCOME NEW MEMBER OFFICIAL ALL NEW NMAX BANDUNG ⚠️ Silaturahmi Duduluran... more <b>See translation</b> <a href="https://linkfly.to/40313Vex738">linkfly.to/40313Vex738</a></p>	2.302

(Source: Social Media Instagram, accessed on 9 April, 2023 14.15 WIB)

## 1.2 Research Background

Transportation services are the most important community need to support mobility in this fast-paced era. A good and efficient means of transportation is someone's choice to meet their needs. The growth of users of transportation

facilities in Indonesia itself is increasing every year which indicates a large public need or interest in automotive products. The following is a graph of the growth in the number of vehicles in Indonesia from 2000 to 2020.



**Figure 1.6 Increase in the Number of Vehicles in Indonesia**  
 (Source: Central Bureau of Statistics, accessed April 10, 2023 21.04 WIB)

Based on the data from BPS (2021) above, it can be seen that per year the type of motorcycle vehicle has the highest number of users in 2020. A total of 115,023,039 units with an average growth of users per year of 11.5%, the second position is occupied by the type of vehicle passenger cars where in 2020 there were 15,797,746 units with an average growth of 8.7%. Motorcycles occupying the first position illustrate that Indonesian people consider motorcycles to be more efficient and effective in supporting their daily mobility.

Based on the graph of the growth of motorcycle users, it can be concluded that the target market for motorcycles in Indonesia also continues to experience growth which makes every company experience intense competition. Product brand is one of the elements to win market share where according to Kotler (2017) brand is an identification that makes a difference between a product or service and competitors in the form of design, symbol, name and communication. According to a survey conducted by AISMI (2022) it is known that the scooter type is the main choice of Indonesian people when using motorbikes compared to the other two types, namely the underbone type and the sport type. Various motorcycle brands that distribute

scooter-type motorcycles in Indonesia are Honda, Suzuki, Yamaha, Vespa Piaggio and so on.

Launching from fortuna-motor.co.id, Nippon Gakki Co., Ltd is the name of the company that became the forerunner of Yamaha. Its founder is Torakusu Yamaha. He was born in 1851 and was the third child of the Kishu Tokugawa clan. He is passionate about machinery and technology and has worked as a medical equipment technician and watch technician. Initial entry of Yamaha motorcycles to Indonesia through general importers. This is because the Yamaha motorcycle factory does not yet exist in Indonesia. 1973 was the first time that Yamaha entered Indonesia from its factory in Japan. It was only in 1974 that Yamaha Indonesia Motor Manufacturing (YMMI) was established. This company manufactures Yamaha Motorcycles in Indonesia. Meanwhile, motorcycle assembly has been carried out since 1969 where all components were imported from Japan (Fortuna-motor.co.id, 2015).

Honda Motor Company, Ltd. is a Japanese manufacturer of cars, trucks, motorcycles and scooters founded on September 24, 1948 in Hammamatsu, Japan by Soichiro Honda. Honda also manufactures all-terrain vehicles (ATVs), electric generators, power tools and garden equipment. Honda initially concentrated on producing motorcycles. This was demonstrated by the company's first motorcycle, the Honda D-Type, with a displacement of 98cc and a top speed of 50 miles per hour. Regarding when Honda motorcycles entered Indonesia, Firman Lubis in Jakarta in the 1950s (2008:124) states that Honda motorcycles along with Yamaha and Suzuki entered Indonesia since the 1960s. Those Japanese brands were nowhere to be seen in the 1950s. After the 1970s, Honda quite dominated the streets of Indonesia. To the extent that in many areas in Indonesia there are certain times when all motorbikes are called Honda (CNBC, 2022).

Honda entered the motorcycle industry in Indonesia on June 11, 1971 through PT Federal Motor, now known as PT Astra Honda Motor (AHM). PT Federal Motor at that time only assembled Honda motorcycles, with components sent from Japan in the form of CKD (Completely Knock Down). Honda's first motorbike for the Indonesian market was indeed the S90Z, a business type motorbike which is the next generation of the Honda S90 type which has a 90cc 4 stroke engine (Tagar.id, 2022).



The 1950s marked the beginning of the birth and development of the Vespa in Indonesia. This motorbike is interesting because of the story of a Vespa. Nearly eight decades, this one brand has succeeded in creating loyalists of all ages, from young to old. The Vespa is getting more and more attention because it is a symbol of respect for the Garuda Contingent of the Indonesian National Armed Forces serving in the Congo as the Indonesian Peacekeeping Force. Vespa has been increasingly successful thanks to classic and iconic models such as the Vespa Sprint 150 cc, Vespa Super 150 cc and Vespa Special 90 cc. Even today, this Vespa model is still very valuable (KumparOTO, 2021). The following is data on motorcycle sales in Indonesia in 2021–2022.

Kabupaten/Kota Regency/Municipality	Jumlah Kendaraan Bermotor - Mobil Penumpang	Jumlah Kendaraan Bermotor - Bus	Jumlah Kendaraan Bermotor - Truk	Jumlah Kendaraan Bermotor - Sepeda Motor	Jumlah Kendaraan Bermotor - Jumlah
Bogor	184 107	973	48 430	1 433 350	1 666 860
Sukabumi	42 610	468	20 506	470 842	534 426
Cianjur	40 053	641	19 337	410 835	470 866
Bandung	125 496	982	37 763	957 033	1 121 274
Garut	35 819	915	16 234	388 271	441 239
Tasikmalaya	23 041	636	11 416	286 980	322 073
Ciamis	23 554	925	11 436	247 921	283 836
Kuningan	28 238	599	8 926	307 202	344 965
Cirebon	56 054	1 263	24 541	658 894	740 752
Majalengka	24 816	859	12 123	336 538	374 336
Sumedang	25 420	355	9 632	285 436	320 843

**Figure 1.7 The Data of Vehicles Users in West Java 2022**  
(Source: Central Bureau of Statistics, Accessed September 1, 2023, 11.14 WIB)

According to (RI, 2020) Bandung is on a second place with a high motorcycle users after Bogor. West Java is the top five provinces in Indonesia with the highest number of scooter users along with East Java, DKI Jakarta, Central Java and North Sumatra. According to a survey conducted by the National Police at BPS (2021), motorcycle users in West Java alone reached 12,863,918. This figure is considered very high compared to other cities. Along with the large number of motorbike users in West Java, the city of Bandung which is the capital of the province is also enlivened by the phenomenon of brand communities formed through the use of brands and similar brands. Yamaha is a brand that has several communities in the city of Bandung.

**Table 1.2 Sales Data for Automatic Motorcycles in Indonesia 2021 – 2022**

<b>Brand</b>	<b>2021</b>	<b>2022</b>
Yamaha	1.063.000	2.306.000
Honda	3.928.000	1.635.000
Vespa Piaggio	103.200	119.000

(Source: Research Data Process 2023)

Based on the data above, Kobayogas.com explains that sales of Yamaha motorcycles in 2022 will reach 2,306,000 units (Kobayogas.com, August 18, 2022). This proves that Yamaha has experienced an increase in sales from 2021 with sales of 1,063,000 units (Motor Plus-Online.com, 2022). Launching from Motor Plus-Online.com, in 2021 Honda achieved sales of up to 3,928,000 units (AISI Motor Plus-Online.com, 11 October 2022). However, in 2022 Honda experienced a decline in sales of 1,635,000 units (Putra, 2022). Reporting from Naikmotor.com, Vespa Piaggio has experienced an increase in sales from 2021 reaching 103,200 units to 119,000 units in 2022 (Permadi, 2022).

The sales table for automatic motorbikes or scooters in Indonesia in 2021 shows that Honda has outperformed the sales rate of automatic motorbikes or scooters in Indonesia with 2,855,654 units, followed by the Yamaha brand with sales of 1,063,866 units, of which the Piaggio brand is considered to be still has a low sales position compared to its competitors in this type of scooter.

Based on the above data, motorcycle products from Japan, namely Yamaha, have stable and increasing sales. Unlike the case with the same competing products from Japan, namely Honda. Despite achieving quite high sales in 2021, Honda has experienced a significant decline in sales in 2022. And followed by Vespa Piaggio sales data which has increased but not too significantly because only certain people have a hobby of buying these European products.

Yamaha was first founded in 1887, Torakusu Yamaha founded a company that made organ piano musical instruments at that time. The company was named Yamaha Corp Nippon Gakki. Not long after that, Yamaha became famous as a

world-renowned musical instrument maker. The logo created on June 1, 1955 established a new company again called Yamaha Motor Corp which was separate from Yamaha Corp Nippon Gakki, but remained in the same group. The motorbike that was produced by Yamaha for the first time was a single cylinder 2 stroke motorbike with a capacity of 125cc. Where is this motorbike a copy of the 125cc DKW (Klikmania.net, 2018. Accessed April 12, 2023 14.58 WIB).

The history of the Yamaha Nmax began on February 15 2015. This motorbike was born for the first time in the world by taking the location of the Sentul Circuit, West Java. This Yamaha Nmax is indeed not the first large automatic motorbike in Indonesia, because previously there was a Honda PCX 150 first. However, this Yamaha Nmax product offers something different, starting from a more affordable price and a more aggressive engine performance. It is proven by one of its technologies, namely variable valve technology (VVA) which is useful for dispensing much greater torque and power in each engine rotation range (Moladin.com, 2020. Accessed April 10, 2023 21.13 WIB).

On December 3, 2019, the history of the second generation Yamaha Nmax begins. This motorbike received a full revision compared to the previous version, starting from the engine, features, to the design changes. By having a more muscular appearance and flatter front and rear lights that make this second generation Yamaha Nmax product seem aggressive. Apart from that, Yamaha Nmax also provides special modern features in the highest variant, such as an instrument panel that can connect to a smartphone (Y-Connect), Keyless, Traction Control, and rear suspension with hardness settings (Moladin.com, 2020. Accessed April 10, 2023 22.13 WIB).

According to O'Guinn (2001), brand community can have an impact on brand equity, which has several components including brand loyalty, perceived quality, brand awareness, and brand associations. According to Fournier in Jannah (2019), brand communities tend to influence four parts of brand equity, namely brand loyalty, perceived quality, brand awareness, and brand associations, as well as brand communities that are aligned with brands that are considered capable of seizing the market from competitors.

Brand is considered as the main aspect for the product and it contributes to the success of the marketing organization. According to Tjiptono (2011) brand is what

identifies a product and helps differentiate it from other products in the form of a name and symbol so that consumers can easily recognize when they want to buy a product category. As stated by Sangadji and Sopiah (2013) that the use of a brand is not only an identity for a product, but currently the brand is an important factor in competition which is judged by the prestige given by the brand to its users. According to Yusuf (2011), the important role of brands in bringing products closer to consumers is to provide choices to consumers, simplify decisions, ensure quality, reduce risk, which helps in self-expression and brings joy and friendship.

Building a strong brand image in the minds of consumers can be achieved through community involvement. This is consistent with the statement of Kotler and Keller (2013: 12) that the consumer community exists within the brand community and is one of the most effective tools in building a brand. The consumer community allows customers to focus their attention on the brands they own. The broadening of the various customer communities that influence brand development strategy can be seen as the consumer community. This is because the community has shown a significant influence on the brand choices of its members.

According to detik.com, the number of motorbike users continues to grow from year to year. On September 2, 2022, the population of motorbikes in Indonesia reached 120 million units. According to data reported by Korlantas Polri, there are 120,254,398 motorbikes circulating in Indonesia. This nominal is almost six times the number of passenger cars in the country (Accessed April 12, 2023 15.11 WIB).

West Java is the province with the third largest population in Indonesia after Central Java and DKI Jakarta. Central Java has recorded 17,422,146 motorbikes, DKI Jakarta has 16,968,393 motorbikes, and West Java has 15,551,338 motorbikes. (Detik.com, 2022. Accessed April 12, 2023 15.13 WIB).

According to PikiranRakyat.com, Bandung is one of the three regions in West Java with the largest population of users. According to the recapitulation of the Regional Office of the Pajajaran Samsat, Kawalayaan, Soekarno-Hatta, Padalarang, Rancaekek, Soreang, and Cimahi, Bandung Raya has 2,906,286 motorcycles. This figure is compared to 682,853 private cars and 30,231 public transportation/taxi modules (Accessed April 12, 2023 15.15 WIB).

Followed by Bogor in second place, which is known as the area of a million public transportation, it turns out that it has fewer angkots/taxis than Bekasi in first

position. Angkot/taxis in Bogor Regency, which reached 14,137 units, actually outperformed the number of angkot/taxis in Bogor City, which reached 5,886 units. Meanwhile, the number of private cars in Bogor Regency and City together, when added together, has not been able to beat the number of cars in Bekasi City which reached 249,255 units.

Bekasi is the area with the highest number of motorbikes and public transportation/taxi in West Java. Bekasi City reached 1,259,146 motorbikes, 313,776 private cars, and 21,056 public cars. Meanwhile, Bekasi Regency reached 1,231,699 motorbikes, 203,023 private cars, and 11,327 public cars (Gita Pratiwi A, 2017).

Based on the phenomenon that became the background of this study, therefore researchers will examine whether the Brand Community in Bandung can improve the Brand Image itself. Based on the background that the researchers have described above, the title of this study is **"The Influence of Brand Community on Brand Image on Yamaha Nmax Motorcycles in Bandung"**.

### **1.3 Problem Identification**

Based on the background of the research that has been done, the identification of the research problem can be generated, as follows:

1. How far is the Brand Community impacts for Yamaha Nmax products in Bandung?
2. How far is the Brand Image impacts for Yamaha Nmax products in Bandung?
3. How much influence does the Brand Community have on the Yamaha Nmax Brand Image in Bandung?

### **1.4 Research Purposes**

Based on the identification of the problems that have been made, the objectives of this study are as follows:

1. To find out how far is the Brand Community for Yamaha Nmax products in Bandung.
2. To find out how far is the Brand Image for Yamaha Nmax products in Bandung.

3. To find out how much influence the Brand Community has on the Yamaha Nmax Brand Image in Bandung.

### 1.5 Research Uses

The results of this study are expected to be useful for all parties. The usefulness of this research is grouped into two, namely theoretical and practical. The benefits obtained from this research are as follows:

1. Theoretical aspect

This research is expected to provide learning and scientific input for Communication Science research, especially regarding brand marketing communications through brand communities and also regarding brand equity, especially brand image and can be used as a reference for further research.

2. Practical aspect

For companies or brands, it is hoped that this research can be used as input to maintain and establish better relationships with existing and newly formed Yamaha Nmax brand communities to improve the Yamaha Nmax brand image in the city of Bandung.

### 1.6 Time and Research Period

This research was conducted by taking the research object, namely Yamaha Nmax motorbike users in the city of Bandung, and to conduct this research needed time from 01 November 2022 to May 2023. The following are details of the time and period of research to be carried out:

**Table 1.3 Time and Period of Research**

No	Research Stages	Nov	Dec	Jan	Feb	Mar	Apr	Mei	Jun	July	Aug
1.	Research preparation										

2.	Determine topic and title	■									
3.	Arrange Chapter I-III		■	■	■						
4.	Research Proposal Revision		■	■	■	■					
5.	Proposal Defense						■				
6.	Proposal Defense Revision							■			
7.	Research								■		
8.	Arrange Chapter IV-V									■	
9.	Thesis Defense										■

(Source: Researcher Processed Data, 2023)

### 1.7 Systematics of Research Writing

For ease of reading, in general this research will be divided into five chapters consisting of:

#### CHAPTER I INTRODUCTION

- 1.1 Background
- 1.2 Problem Identification
- 1.3 Research Objectives
- 1.4 Purpose of Research
- 1.5 Time and Research Period
- 1.6 Systematic Research

#### CHAPTER II LITERATURE REVIEW

2.1 Summary of Theory

2.2 Previous Research

2.3 Research Framework

2.4 Research Hypothesis

2.5 Research Scope

### CHAPTER III RESEARCH METHOD

3.1 Types of Research

3.2 Operationalization of Variables & Measurement Scales

3.3 Population and Sample

3.4 Data Collection Techniques

3.5 Validity and Reliability Test

3.6 Data Analysis Techniques

### CHAPTER IV RESEARCH RESULTS

4.1 Characteristics of Respondents

4.2 Research Results

4.3 Research Discussion

### CHAPTER V CONCLUSIONS & SUGGESTIONS

5.1 Conclusion

5.2 Suggestions