

LIST OF TABLES

Table 1.1 Follower Data for the Yamaha Nmax Bandung Community on Instagram...	5
Table 1.2 Sales Data for Automatic Motorcycles in Indonesia 2021 – 2022...	8
Table 1.3 Time and Period of Research	13
Table 2.1 Thesis Literature Review...	29
Table 2.2 Thesis Literature Review...	31
Table 2.3 Thesis Literature Review...	33
Table 2.4 Thesis Literature Review...	34
Table 2.5 International Journal Literature Review...	35
Table 2.6 International Journal Literature Review...	36
Table 2.7 International Journal Literature Review...	37
Table 2.8 International Journal Literature Review...	37
Table 2.9 National Journal Literature Review...	38
Table 2.10 National Journal Literature Review...	40
Table 2.11 National Journal Literature Review...	41
Table 2.12 National Journal Literature Review...	42
Table 3.1 Operational Variables...	47
Table 3.2 Research Score...	50
Table 3.3 Results of the Validity Test of Variable X...	54
Table 3.4 Validity Test Results for Variable Y...	56
Table 3.5 Reliability Test Results for Variable X & Y	58
Table 3.6 Score Interpretation Criteria	60
Table 4.1 Details of Research Questionnaire Distribution	66
Table 4.2 Respondents' Responses Regarding Legitimacy Dimensions...	69
Table 4.3 Respondents Oppositional Brand Loyalty Dimensions	71
Table 4.4 Respondents' Responses Regarding Dimensions of Celebrating Brand History	73
Table 4.5 Respondents' Responses Regarding Sharing Brand Stories	75
Table 4.6 Respondents' Responses to Integrating and Retaining Members Dimensions	77
Table 4.7 Respondents' Responses Regarding Brand Use Assistance...	79
Table 4.8 Recapitulation of Brand Community Variables	81

Table 4.9 Respondents' Responses Regarding the Dimensions of Mystery Dimension	83
Table 4.10 Respondents' Sensuality Responses	85
Table 4.11 Respondents' Responses About Intimacy	87
Table 4.12 Rekapitulasi Variabel Brand Image	87
Table 4.13 MSI Transformation Results.....	90