



Brand Community as a Driving Factor of Brand Loyalty: An Empirical Study on Batik Vespa Club Pekalongan

Danang Satrio, Adi Prasetyo

Faculty of Economics & Business, University of Pekalongan, Indonesia

danangsatrio3003@yahoo.com, adiprase8711@gmail.com,

DOI: <https://doi.org/10.54099/ijmdb.v4i2.1584>

ARTICLE INFO

Research Paper

Article history:

Received: 4 September 2025

Revised: 5 October 2025

Accepted: 1 November 2025

ABSTRACT

This study aims to analyze the influence of brand community on brand loyalty among members of the Batik Vespa Club Pekalongan. Using a quantitative research approach, data were collected from 108 respondents selected through purposive sampling. The analytical method applied was multiple linear regression with SPSS to examine the effect of six independent variables, namely legitimacy, oppositional brand loyalty, celebrating brand history, sharing brand stories, integrating and retaining members, and supporting brand usage, on brand loyalty as the dependent variable. The findings reveal that celebrating brand history, integrating and retaining members, and supporting brand usage have a positive and significant effect on brand loyalty, while legitimacy, oppositional brand loyalty, and sharing brand stories do not show significant influence. Simultaneously, all six independent variables significantly affect brand loyalty with a contribution of 52.3%, while the remaining 47.7% is explained by other factors not included in this study. The results suggest that strengthening community activities, fostering solidarity, and providing practical support to members can enhance customer loyalty towards Vespa Piaggio.

Keywords: Brand Community, Brand Loyalty, Vespa, Pekalongan

This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.

INTRODUCTION

Seeing the increasingly fierce market competition, companies are required to have good skills in managing marketing strategies. One of the main assets in controlling market share is the brand, which is now considered one of the most valuable assets for companies (Durianto & Sitinjak, 2001). The role of the brand is no longer just a differentiator from competitors' products, but also an important factor in creating a competitive advantage (Simamora, 2009). In this context, Vespa has a unique position. Indonesia was even trusted to host an international Vespa community meeting (Handoyo, 2014). Interestingly, the President Director of PT Piaggio Indonesia, Marco Noto De Leiga, revealed that the population of the Vespa community in Indonesia is actually larger than in Italy, the brand's home country (Arifin, 2019). The concept of brand community itself, according to Muniz (2001), is a very specific form of community, where the bond between members is not limited to geographical location, but is built through social relationships that are established between fans and brand users. Furthermore, Durianto and Sitinjak (2001) emphasized that brand community can be an effective means to communicate product quality while strengthening brand image. This is because the image and quality that are maintained will help the company build a positive perception of its products. In the context of

the motorcycle community, its existence is usually born from the common interests and hobbies of its members towards motorcycles, with each community having a distinctive image and identity, both among other communities and in the eyes of the general public (Aji et al., 2015). Therefore, maintaining relationships with the brand community is important for companies, because through good relationships, customer loyalty to the brand can be maintained and continuously improved (Satrio, 2014).

This research departs from a number of previous studies that affirm the importance of the role of the brand community in building brand loyalty. Chaudhry and Krishnan (2019) found that brand community is the main driver of loyalty, even more influential than customer satisfaction. In line with that, Febriyanto (2018) shows that community commitment has a significant influence on brand loyalty, where the brand community is understood as a group of consumers who are bound through the use of brands together (McAlexander et al., 2002). Another study by Retno Purbaningtyas (2019) proves that there is a positive and strong relationship between brand communities. Meanwhile, Yudianto (2020) also emphasized that the brand community has a real effect on the loyalty of Yamaha motorcycle users. Furthermore, Febriyanto (2015) added measurement indicators such as legitimacy, brand story sharing, and celebration of brand history which further strengthens the evidence that brand communities have a significant contribution to brand loyalty (Aprianti et al., 2024; Awalludin & Heikal, 2024; Iskanto & Rahmalia, 2023).

This phenomenon underlies research to analyze the extent to which brand community can affect loyalty to a brand. In addition, there are still differences in research results that are interesting to be examined further. Chaudhry and Krishnan (2019) found that brand community has a significant effect on brand loyalty, while research by Arthur Julio Bawole et al. (2021) shows that brand community does not have a significant effect on brand loyalty.

Based on these problems, the purpose of this study is to analyze the influence of brand community on brand loyalty in Vespa Piaggio automatic scooter users in Pekalongan City. This study also aims to find out the extent to which the brand community plays a role in increasing and maintaining customer loyalty, even though the price of Vespa Piaggio is relatively higher than other automatic scooters. In addition, this study is intended to compare the findings obtained with the results of previous research, so that it is expected to be able to answer the research gap while enriching the study of the role of the brand community in building brand loyalty.

LITERATURE REVIEW

Brand Loyalty

Brand loyalty basically means the loyalty or commitment of consumers to a brand. Schiffman and Kanuk (2004) call brand loyalty the highest outcome of consumer behavior, which is demonstrated through the consistency of purchases on the same brand. Brand loyalty also serves as an indicator of customer attachment and the possibility of moving to another brand. The higher the loyalty, the less likely consumers are to switch even though there are many alternatives with different prices or quality (Duriyanto & Sitinjak, 2001). Some experts assert that brand loyalty reflects a positive attitude, commitment, and a tendency to make repeat purchases. Mowen & Minor (2001) stated that loyalty is present when consumers have a positive attitude and plan to continue making purchases in the future. Dharmmesta (1999) emphasizes consistency of consumption, while Oliver in Tjiptono (2006) refers to loyalty as a strong commitment to buy back despite situational influences or marketing efforts from competitors. Thus, loyalty is not only related to preferences, but also to the real behavior of consumers. Brand loyalty develops through several stages. Swastha (2010) explained the existence of four dimensions, namely: cognitive (belief in brand attributes), affective (emotional attachment), conative (intention to buy back), and action (recommending or promoting the brand to others). This process shows that brand loyalty includes aspects of attitudes as well as real consumer behavior. Furthermore, there are factors that affect loyalty. Gounaris and Stathakopoulos (2004) divide it into three main groups, namely: consumer drivers (age, experience, and personality), brand drivers (reputation and availability of replacement brands), and social drivers (influence of social groups and peer recommendations). These factors show that loyalty is not only influenced by product quality, but also

the social environment and brand image in the eyes of consumers (McAlexander, Schouten, & Koenig, 2002).

Brand community

Brand community is a special form of community formed on the basis of consumer attachment to a certain brand (Muniz & O'Guinn, 2001). This community is not limited by geographical aspects, but rather emphasizes more on the social bonds, values and shared experiences built among the brand's fans. Brand communities act as a forum for interaction between consumers and brands and between fellow consumers, so that they are able to create a sense of belonging and strengthen emotional bonds to the brand. McAlexander, Schouten, and Koenig (2002) emphasized that brand communities are formed through a triangular relationship between consumers–brands, consumers–products, and other consumers. This bond is strengthened by active participation in community activities, such as meetings, discussions, and social activities that bring a common identity. Through these interactions, brand communities function as a means to share experiences, information, and stories about brands, as well as become a medium in maintaining consumer loyalty (Chongbang et al., 2025; Deprian & Widanti, 2024; Rakhman, 2023).

Some important dimensions in brand community according to McAlexander et al. (2002) include: (1) consciousness of kind, which is a sense of togetherness and collective identity among members, (2) shared rituals and traditions in the form of customs, symbols, or celebrations inherited to strengthen community bonds, and (3) moral responsibility, which is a sense of moral responsibility between members to support each other and maintain the image of the community and the brand carried. These three dimensions make the brand community not only a social group, but also a strategic asset for companies in building brand loyalty.

Hypothesis Development

The framework of this research confirms that brands are an important asset of a company whose sustainability is highly determined by consumer loyalty. In the face of increasingly fierce competition, the brand community is an effective strategy to build and maintain loyalty. Brand communities act as binders that create a sense of belonging, solidarity, and more human interaction between companies and consumers. Through a community, companies can understand needs, listen to aspirations, and strengthen customer attachment to the brand. Brand loyalty born from the community can be seen through six indicators put forward by Muniz and O'Guinn (2001), namely legitimacy, opposition brand loyalty, celebrating brand history, sharing brand stories, integrating and retaining members, and helping in brand use. Meanwhile, brand loyalty itself is reflected in consumer loyalty, not easily switching to other brands, talking positively about the brand, and encouraging those closest to you to use the product. Based on this framework, this study focuses on analyzing the relationship between the brand community dimension and brand loyalty, which is then formulated into the development of the research hypothesis.

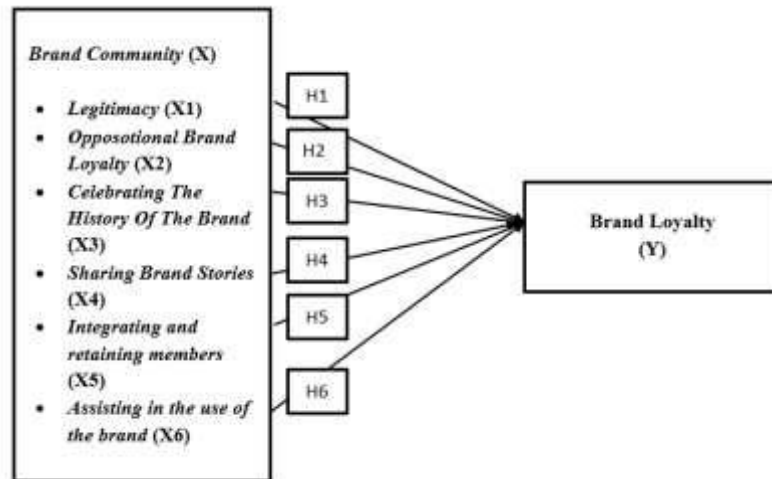


Figure 1. Framework

Based on the description of the frame of thought, background, problem formulation, and literature review, the hypothesis of this research is formulated as follows:

- H1: Legitimacy has a positive and significant effect on brand loyalty.
- H2: Opposition brand loyalty has a positive and significant effect on brand loyalty.
- H3: Celebrating brand history has a positive and significant impact on brand loyalty.
- H4: Sharing brand stories has a positive and significant effect on brand loyalty.
- H5: Integration and retention of members has a positive and significant effect on brand loyalty.
- H6: Helping in the use of brands has a positive and significant effect on brand loyalty.

METHOD

The type of research used in this study is quantitative research, which is a research method based on the philosophy of positivism, used to research a specific population or sample, and uses research instruments in data collection, as well as aiming to test hypotheses that have been formulated previously (Sugiyono, 2009). This study is causal because it examines the relationship between variables, so that there are independent variables (free) and dependent variables (bound). The research population includes all members of the Motor Scooter Matic Vespa Piaggio Batik Vespa Pekalongan community totaling 108 people, with a sampling technique using purposive sampling, which is the selection of samples based on the consideration of certain characteristics relevant to the purpose of the study. Data analysis was carried out using multiple linear regression to determine the influence of independent variables on dependent variables, with the entire data processing and testing process assisted by the SPSS program. The hypothesis test in this study was carried out in several stages, namely a partial test (t test), a simultaneous test (F test), and a determination coefficient test (R^2). The t-test is used to determine the influence of each independent variable partially on the dependent variable, with the decision-making criterion that if the significance value < 0.05 , H_0 is rejected and the independent variable has a significant effect on the dependent variable, while if the significance value is > 0.05 , H_0 is accepted. The F test is used to assess the influence of all independent variables simultaneously on the dependent variable, where H_0 is rejected if the significance value < 0.05 , which means that the independent variables together have a significant effect on the dependent variable. Furthermore, the coefficient of determination (R^2) test is used to measure the extent to which independent variables are able to explain the variation of dependent variables, with a value of R^2 close to 1 indicating better explanatory ability, while a low value indicates the limitations of the model, and if the value of R^2 is very high but many variables are not partially significant then indicates the presence of multicollinearity.

RESULT

Batik Vespa Club (BVC) Pekalongan is a community of *Vespa Piaggio* motorcycle users which was established on April 6, 2014. Since 2019 until now, community leadership has been entrusted to Ranu Wijaya. At the beginning of its formation, this community was established as a gathering place for Vespa motorcycle users and lovers in the Pekalongan area. Over time, the role of Batik Vespa Club has developed not only as a means of communication and togetherness between members, but also as a community that is active in various social activities. Some of the social activities that are routinely carried out include fundraising to help people affected by the tidal flood in Pekalongan City, the provision of compensation to orphans and orphans, and social service activities in prayer rooms that need repairs.

In addition, because the majority of its members are Muslim, the social activities carried out are also often oriented towards religious and humanitarian values. Community activities that include vehicle modifications, event organizing, social activities, and *intercity touring* have also encouraged increasing public interest in the use of Vespa Piaggio motorcycles in the Pekalongan area. Until now, the number of members of Batik Vespa Club Pekalongan has been recorded as 108 people from various circles, showing the existence and attractiveness of this community as a social forum and hobby that contributes positively to the surrounding community. Respondent descriptions are descriptions or identifications of the respondents who fill out the questionnaire in this study. The distribution of this questionnaire will be carried out on April 18, 2024. This identification includes gender, age, and occupation. The respondents who were used as subjects in this study amounted to 85 people.

Multiple Linear Regression Test

Based on the calculation of multiple linear regression between legitimacy (X1), opposition brand loyalty (X2), celebrating brand history (X3), sharing brand stories (X4), integrating and retaining members (X5), and assisting in brand use (X6) against brand loyalty (Y), which was carried out with the help of the SPSS 25 program, the following results were obtained:

Table 1. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Coefficients ^a	t	Itself.
		B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	5,652	,372		1,755	,083
	X1	,009	,117	,018	,078	,938
	X2	-,088	,116	-,125	-,753	,454
	X3	,129	,094	,225	1,677	,172
	X4	-,013	,111	-,026	-,118	,907
	X5	,361	,111	,361	3,244	,092
	X6	,446	,109	,433	4,093	,071

a. Dependent Variable: Y

Source : Primary data processed, 2024

Hypothesis Test

Partial test (t-test) A statistical t-test was used to analyze the influence of each independent variable on brand loyalty. This test was carried out by comparing the probability value of the t-calculated against the probability limit of 0.05. If the significance probability value is less than 0.05, then the variable has a significant effect individually. The results of the t-test conducted using the SPSS program can be seen in Table 4.29 below:

Table 2. Partial Test Results (t-test)

		Unstandardized Coefficients		Coefficients ^a Standardized Coefficients		
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	5,652	,372		1,755	,083
	X1	,009	,117	,018	,078	,938
	X2	-,088	,116	-,125	-,753	,454
	X3	,129	,094	,225	1,677	,012
	X4	-,013	,111	-,026	-,118	,907
	X5	,361	,111	,361	3,244	,029
	X6	,446	,109	,433	4,093	,031

a. Dependent Variable: Y

Source : Primary data processed, 2024

Based on the results of the hypothesis testing, the effect of each variable on brand loyalty can be described as follows: The legitimacy variable had a t-count of 0.078, which was smaller than the t-table value of 1.662, with a significance level of 0.938. Because the significance level was greater than 0.05 ($0.938 > 0.05$), this variable did not have a significant effect on brand loyalty. Therefore, H₀ was accepted and H_a was rejected, meaning that the hypothesis stating that higher legitimacy leads to higher brand loyalty was not supported. The opposition brand loyalty variable had a t-count of -0.753, which was also smaller than the t-table value of 1.662, with a significance level of 0.454. Since the significance level was greater than 0.05 ($0.454 > 0.05$), the variable did not significantly influence brand loyalty. Consequently, H₀ was accepted and H_a was rejected, indicating that the hypothesis proposing a positive relationship between opposition brand loyalty and brand loyalty was rejected.

The celebrating brand history variable showed a t-count of 1.677, slightly higher than the t-table value of 1.662, with a significance level of 0.172. Although the t-count was greater than the t-table, the significance value exceeded 0.05 ($0.172 > 0.05$), which means the effect was not statistically significant. Therefore, H₀ was accepted and H_a was rejected, suggesting that celebrating brand history did not have a significant positive effect on brand loyalty. For the brand story sharing variable, the t-count was -0.118, smaller than the t-table value of 1.662, with a significance level of 0.907. Since the significance level was much greater than 0.05 ($0.907 > 0.05$), this variable had no significant effect on brand loyalty. As a result, H₀ was accepted and H_a was rejected, meaning that sharing a brand story did not significantly increase brand loyalty. Meanwhile, the integration and member retention variable had a t-count of 3.244, which was greater than the t-table value of 1.662, with a significance level less than 0.05. This indicates that the variable had a positive and significant effect on brand loyalty. Therefore, H₀ was rejected and H_a was accepted, confirming that higher levels of integration and member retention significantly increased brand loyalty. Finally, the helps in brand usage variable had a t-count of 4.093 with a significance level of 0.071. Since the significance value was greater than 0.05 ($0.071 > 0.05$), the variable did not have a statistically significant effect on brand loyalty. Thus, H₀ was accepted and H_a was rejected, meaning that assistance in brand usage did not significantly enhance brand loyalty.

Because of the six variables tested, three variables were accepted and three were rejected, the most dominant variable in influencing brand loyalty was the variable "helps in brand usage."

Simultaneous Test (F test)

The results of the F test using the SPSS program can be seen in Table 4.30. The conditions for accepting a hypothesis are if the p-value < 0.05 ; in this case, the hypothesis is accepted and H₀ is rejected. The results of the simultaneous tests can be seen in the following table:

Table 3. Simultaneous Test Results (F test)

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	6,513	6	1,085	16,341
	Residual	5,181	78	,066	
	Total	11,694	84		

a. Dependent Variable: Y

b. Predictors: (Constant), X6, X3, X5, X4, X2, X1

Source : Primary data processed, 2024

Based on the test results, an F-calculation value of 16.341 and an F-table of 2.12 with a significance value of 0.000 were obtained. Since the F-count is larger than the F-table ($16.341 > 2.12$) and the significance value is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the "Brand Community" (which includes legitimacy, opposition brand loyalty, celebrating brand history, sharing brand stories, integrating and retaining members, and assisting in the use of the brand) simultaneously has a positive effect on brand loyalty in the Batik Vespa Club (BVC) Pekalongan community".

Coefficient of Determination

The determination coefficient is a tool to measure how much an independent variable affects a dependent variable. The value of the determination coefficient ranges from 0 to 1, where the closer the number is to 1, the greater the influence of the independent variable on the dependent variable. The results of the determination coefficient can be seen in the following table:

Table 4. Determination Coefficient Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,746a	,557	,523	,258	,580

a. Predictors: (Constant), X6, X3, X5, X4, X2, X1

b. Dependent Variable: Y

Source : Primary data processed, 2024

The magnitude of the percentage of brand loyalty variables that can be explained by independent variables, as indicated by the determination coefficient (*Adjusted R Square*), is 0.523. This means that 52.3% of the variation in brand loyalty can be explained by variables such as legitimacy, opposition brand loyalty, celebrating brand history, sharing brand stories, integrating and retaining members, as well as assisting in brand usage. Meanwhile, the remaining 47.7% was explained by other variables not included in the study.

In this discussion, the data that has been processed will be explained. Based on the results of the instrument test, namely the validity test and the reliability test. The results of the validity test of all statements in the questionnaire are declared valid. This is shown by the $r\text{-count} > r\text{-table}$. The results of the reliability test of all statements were obtained that > 0.60 , then all statements in the questionnaire were declared reliable. After going through the classical assumption test, the data in this study has met the prerequisites, the data has been distributed normally, the research variables have been proven to have a linear relationship, free from multicollinearity and heteroscedasticity. Based on the results of the analysis, of the six variables studied, three variables were accepted and three variables were rejected. A more detailed explanation of this can be seen in the following discussion:

The Influence of Legitimacy on Brand Loyalty

Legitimacy descriptively falls into the good category, as the majority of members have strong emotional bonds, recognize the community logo well, and feel a solid sense of kinship among the community members. However, based on the test results, the legitimacy variable had a t-count of 0.078, which is smaller than the t-table of 1.662, with a significance level of 0.938. Because the significance level is greater than 0.05 ($0.938 > 0.05$), this variable does not have a positive and significant effect on brand loyalty. Thus, H_0 is accepted and H_a is rejected, so the first hypothesis that the higher the legitimacy, the higher the brand loyalty, is rejected.

This may be due to the lack of attention on the part of the Vespa Piaggio company to the rapidly growing community sector. These communities are still in their modest stages and many of them are formed by consumers themselves, which has an impact on the loyalty of the Vespa Piaggio brand. Thus, good legitimacy does not automatically increase brand loyalty because the phenomenon that occurs in the Vespa Pekalongan batik community members there do not really care about the Vespa Piaggio brand, most of them like the comfort and shape of their motorcycles, not the brand. The results of this study are not in line with Kusuma (2020) who stated that the better the legitimacy, the higher the brand loyalty. The results of this study are also not in line with Febryanto (2018) who stated that legitimacy has a positive and significant effect on brand loyalty.

DISCUSSION

The Influence of Opposition Brand Loyalty on Brand Loyalty

The loyalty of the opposition brand is descriptively included in the good category, because most of the members of the Batik Vespa Club community believe and feel satisfied to join the community, and actively participate in the ground coffee event (kopdar) that is held. However, based on the test results, the opposition brand loyalty variable had a t-count of -0.753, which is smaller than the t-table of 1.662, with a significance level of 0.454. Because the significance level is greater than 0.05 ($0.454 > 0.05$), this variable has no significant effect on brand loyalty. Thus, H_0 is accepted and H_a is rejected, so the second hypothesis that the higher the opposition's brand loyalty, the higher the brand loyalty, is rejected. Opposition brand loyalty is not dominant in influencing brand loyalty because many motor vehicle companies are more focused on innovation and technology, without paying attention to the potential of other sectors such as the motorcycle community. Therefore, the phenomenon that occurs in the field of high opposition brand loyalty will not increase brand loyalty because members of the Batik Vespa Club community are not all actively participating in the community. Although facts or phenomena in the field based on the results of the questionnaire show that the loyalty of the opposition brand is included in the good category.

The results of this study are not in line with Retno Purbaningtyas (2019) who stated that opposition brand loyalty has a positive and significant effect on brand loyalty. This is evidenced by the results of this study, which shows that opposition brand loyalty is not one of the factors that affect brand loyalty in a community.

The Impact of Celebrating Brand History on Brand Loyalty

Celebrating the brand's history descriptively is included in the good category, because most of the members of the Batik Vespa Club community actively participate in various community activities, such as participating in touring, social services, carrying out the tradition of greeting each member, and celebrating community anniversaries. Based on the test results, the variable celebrating brand history has a t-count of 1.677, which is larger than the t-table of 1.662, with a significance level of 0.172. Because the tcount is larger than the t-table, this variable has a positive and significant effect on brand loyalty. Thus, H_0 is rejected and H_a is accepted, so the third hypothesis that the higher the celebration of brand history, the higher the brand loyalty, is accepted. This shows that the higher the participation in celebrating the brand's history, the greater the brand loyalty formed. By celebrating the brand's history, members can understand the long journey of the Vespa Piaggio brand from its inception to becoming the big brand it is today, which in turn can build a strong attachment between consumers and brands. This result is also in accordance with the phenomenon that occurs in the field where members of the Vespa Club Pekalongan batik community are active in every community anniversary activity and

product. The results of this study are in line with the findings of Febryanto (2018), who stated that celebrating brand history has a positive and significant effect on brand loyalty. These findings are in line with what is happening in the field and the phenomenon that occurs shows that celebrating brand history is one of the factors that affect brand loyalty in a community.

The Influence of Brand Story Sharing on Brand Loyalty

Sharing brand stories descriptively is in the good category, because most of the members of the Batik Vespa Club community are active in sharing information about their experiences with the brand, as well as understanding the advantages and preserving the Vespa Piaggio brand well. However, based on the test results, the brand story sharing variable had a t-count of -0.118 which was smaller than the table's t of 1.662, with a significance level of 0.907. Because the significance level is greater than 0.05 ($0.907 > 0.05$), this variable has no positive and significant effect on brand loyalty. Thus, H_0 is accepted and H_a is rejected, so the fourth hypothesis that the higher the share of a brand's story, the higher the brand loyalty, is rejected. Although the phenomenon in the field among members of the Vespa club Pekalongan batik community shows that the activity of sharing brand stories can create attachment between members with the brand or product, this attachment does not automatically result in a positive attitude and loyalty to a particular brand.

The results of this study are not in line with the findings of Retno Purbaningtyas (2019), who stated that sharing brand stories has a positive and significant effect on brand loyalty. On the contrary, the results of this study are in line with Anggun Septyani (2016) who showed that sharing brand stories is not a factor that affects brand loyalty in the community.

The Effect of Integration and Member Retention on Brand Loyalty

Integration and efforts to retain members descriptively are included in the category of excellent, because members of the Batik Vespa Club community show pride and maintain the good name of the community. Based on the test results, the integration and retaining member variables had a t-count of 3.244, which is greater than the t-table of 1.662. This shows that these variables have a significant effect on brand loyalty. Therefore, H_0 is rejected and H_a is accepted, so the fifth hypothesis, which states that the higher the level of integration and retention of members, the higher the brand loyalty, is accepted. With this variable being the dominant factor in influencing brand loyalty. Based on the phenomenon that occurs in the field in the batik community of the vespa club pekalongan, this significant influence is caused by the active participation of members in activities organized by the community.

The results of this study are in line with Cholilullah Yusuf (2018), who stated that integration and efforts to retain members have a positive and significant effect on brand loyalty. The findings of this study show that integration and member retention efforts have a positive and significant impact on increasing brand loyalty.

The Influence of Helping in the Use of Brands on Brand Loyalty

Descriptively, support in the use of the brand is in the good category, because most of the members of the Batik Vespa Club community respond positively to the exchange of information regarding Vespa Piaggio products and are willing to help fellow members in repairing motorcycles. Based on the test results, it shows that the variable "helps in the use of brands" has a t-count of 4.093 with a significance level of 0.071. Because the significance level is less than 0.05 ($0.071 < 0.05$), these variables have a positive and significant effect on brand loyalty. Thus, H_0 is rejected and H_a is accepted, so the sixth hypothesis that the higher the support in the use of the brand, the higher the brand loyalty, is accepted. With this variable being another dominant factor that affects brand loyalty. These findings reflect members' responsibilities to the community. One form of this responsibility is through direct action in helping other members, especially by utilizing the knowledge that has been gained from various years of experience using the brand. This is also done by members

of the Vespa Club Pekalongan batik community where community members always help each other in every problem related to the brand.

The results of this study are consistent with the findings of Cholilullah Yusuf (2018), who stated that support in the use of brands has a positive and significant effect on brand loyalty. The activity allows members to obtain more information about the Yamaha brand, thus creating a stronger attachment to the brand. Thus, support in the use of brands can increase brand loyalty.

CONCLUSION

Based on the results of the study, it can be concluded that the variables celebrating brand history, integration and retaining members, and support in brand use have a positive and significant effect on brand loyalty, while legitimacy, opposition brand loyalty, and brand story sharing do not have a significant effect, but simultaneously all independent variables have a significant effect with a contribution of 52.3%, while the remaining 47.7% are influenced by other factors outside the study. Therefore, the Vespa Piaggio company and community management are advised to strengthen activities that foster pride in the brand's history, increase solidarity and real support for members, while accommodating the different needs of individuals so that loyalty to the brand is maintained. For further research, it is recommended to expand the model by adding other variables such as the frequency of repurchases, customer satisfaction, and brand sensitivity, as well as using qualitative methods such as interviews or case studies to make the results of the research more comprehensive and in-depth.

REFERENCES

- Aji, A., Fauzi, A., & Fanani, D. (2015). The influence of brand community on loyalty (Survey on members of the Honda Tiger Neo_Gat's Malang motorcycle community). *Journal of Business Administration (JAB)*, 29(1), 104–111. Retrieved from <https://www.bps.go.id>
- Alba, J. W., & Hutchinson, J. W. (2001). Dimensions of consumer expertise. *Journal of Consumer Research*.
- Aprianti, I., Nugraha, T., & Nurfadilah, L. (2024). The Effect of Customer Relationship Management and Customer Satisfaction on Customer Loyalty: Customer Relationship Management, Customer Satisfaction, Customer Loyalty. *International Journal of Law, Policy, and Governance*, 3(2), Article 2. <https://doi.org/10.54099/ijlpg.v3i2.913>
- Arifin. (2019). The influence of brand community on brand loyalty of Yamaha motorcycles. CV Alfa Beta.
- Awalludin, A., & Heikal, J. (2024). The Influence of Offering Equity, Brand Equity, and Relationship Equity on Customer Satisfaction and Customer Loyalty. *International Journal of Management and Business Applied*, 3(2), Article 2. <https://doi.org/10.54099/ijmba.v3i2.1083>
- Chongbang, N., Rawal, D. S., & Iskanto, D. (2025). Green Enterprises as a Catalyst for Strengthening Community Capacity in Local Reconstruction Efforts in Western Nepal. *ADPEBI International Journal of Business and Social Science*, 5(2), Article 2. <https://doi.org/10.54099/aijbs.v5i2.1330>
- Deprian, A., & Widanti, A. (2024). The Influence Of Product Quality, Service Quality, Price And Brand Image On Shopee Customer Satisfaction. *International Journal of Management and Digital Business*, 3(2), Article 2. <https://doi.org/10.54099/ijmdb.v3i2.771>
- Durianto, D., & Sitinjak, T. (2001). Strategies conquering the market through research equity and brand behavior. Gramedia Pustaka Utama.
- Febriyanto. (2018). The influence of brand image and brand trust on brand loyalty in Aqua brand bottled water products (Study on Aqua brand bottled water consumers in Gorontalo City).



- Ghozali, I. (2011). Application of multivariate analysis with SPSS program. Universitas Diponegoro.
- Handoyo. (2014). Analysis of the influence of brand community on brand loyalty in the Yamaha V-Ixion Club Chapter Malang motorcycle community.
- Iskamto, D., & Rahmalia, K. F. (2023). Customer Review, Influencer Endorsement, and Purchase Intention: The Moderating Role of Brand Image. *Shirkah: Journal of Economics and Business*, 8(3), Article 3. <https://doi.org/10.22515/shirkah.v8i3.601>
- Karimah, I., & Nurhayati, S. (2023). The role of organizational culture and leadership in improving employee performance. *Journal of Economics and Business*, 26(2), 140–149. <https://doi.org/10.31941/jebi.v26i2.3401>
- Kotler, P. (1991). *Marketing management*. Prentice Hall.
- Kusuma, F. M. (2010). Analysis of the influence of brand community on Honda Megapro users. Universitas Diponegoro.
- Marc, R. (2001). Increasing brand equity with interactive online communities.
- McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38–54. <https://doi.org/10.1509/jmkg.66.1.38.18451>
- Rakhman, S. (2023). The Influence of Population Policy Implementation and Service Quality on Community Satisfaction in Making Electronic ID Cards at the Badung Civil Registry Office. *International Journal of Entrepreneurship and Business Management*, 2(2), Article 2. <https://doi.org/10.54099/ijebm.v2i2.799>
- Rangkuti, F. (2006). *Marketing research*. Gramedia Pustaka Utama.
- Satrio, D. (2014). Determinant analysis between job satisfaction and nursing performance (Case study of BRSUD Batang Regency). *Journal of Economics and Business*, 15(2), 60–71. <https://doi.org/10.31491/jebi.v15i2.230>
- Satrio, D. (2020). Viral marketing of cultural products: The role of emotions and cultural awareness influencing purchase intent.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behavior*. Prentice Hall.
- Sugiyono. (2009). *Business research methods*. Alfabeta.
- Taruna, S. (2024). Analysis of the customer satisfaction index of Perumda Tirtayasa Kota.
- Thompson, S. A., & Sinha, R. K. (2008). Brand community and new product adoption: The influence and limits of oppositional loyalty. *Journal of Marketing*, 72(6), 65–80. <https://doi.org/10.1509/jmkg.72.6.6>