

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *communication, rituals/symbols, brand history* terhadap *brand community identification* serta pengaruh *brand community identification* terhadap *emotional attachment* Djarum Black Motor Community (BMC) Surabaya. Penelitian dilakukan pada anggota Djarum Black Motor Community (BMC) Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modelling* (SEM) dengan *software* LISREL versi 8.7. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *probability sampling* dengan jenis *simple random sampling*. Data diperoleh melalui survei dengan menanyakan langsung kepada responden melalui kuesioner. Jumlah sampel dalam penelitian ini adalah 150 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *Communication* terhadap *Brand Community Identification*, *Rituals/Symbols* terhadap *Brand Community Identification*, *Brand History* terhadap *Brand Community Identification*, serta *Brand Community Identification* terhadap *Emotional Attachment* Djarum Black Motor Community (BMC) di Surabaya.

Kata kunci: *Communication, Rituals/Symbols, Brand History, Brand Community Identification*, dan *Emotional Attachment*

ABSTRACT

This study aims to know and examine the influence of perception communication, rituals/symbol, brand history towards brand community identification and brand community identification towards emotional attachment on Djarum Black Motor Community (BMC) in Surabaya. This research was undertaken on members of Djarum Black Motor Community (BMC) in Surabaya.

Data processing was performed using Structural Equation Modelling (SEM) with LISREL 8.7 software version. The sampling technique used in this research is a probability sampling techniques with this type of simple random sampling. This research uses surveys to gather data by asking directly to respondent through the questionnaire. The number of samples in this study are 150 respondents.

The results of this study showed the influence of the Communication toward Brand Community Identification, Rituals/Symbols toward Brand Community Identification, Brand History toward Brand Community Identification, and Brand Community Identification toward Emotional Attachment on Djarum Black Motor Community (BMC) in Surabaya.

Key words: Communication, Rituals/Symbols, Brand History, Brand Community Identification, and Emotional Attachment