INTISARI

Penelitian ini bertujuan untuk menguji pengaruh peran Community Identification dan Company Identification dalam membangun loyalitas terhadap Kawasaki. penelitian ini menggunakan pendekatan kuantitatif dengan responden yang menggunakan Kawasaki dan tergabung dalam komunitas Kawasaki. Responden dalam penelitian ini berjumlah 350 orang. Penelitian ini menggunakan model SEM (Structural Equation Modeling) melalui software AMOS 22 untuk pengujian measurement dan structural. Temuan penelitian ini menunjukan bahwa Company identification dan Community Identification memiliki pengaruh positif dan signifikan terhadap attitudinal loyalty.

Kata kunci: *Brand communities, Company Identification, Community Identification, Attitudinal Loyalty*

ABSTRACT

This study aimed to examine the effect of the role of Community Identification and Company Identification in Building loyalty to Kawasaki. This study uses a quantitative approach to those using and members of the community Kawasaki. Respondents in this study amounted to 350 people. This study uses SEM (Structural Equation Modeling) through AMOS 22 software for measurement and structural testing. The findings of this study show that the identification and Community Identification Company has a positive and significant impact on attitudinal loyalty.

Key Words: *Brand communities, Company Identification, Community Identification, Attitudinal Loyalty*