

## **THE EFFECTS OF BRANDS COMMUNITY AND BRAND TRUST ON BRAND LOYALTY**

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### **ABSTRACT**

*Indonesia is a potential market for two wheel motorcycle riders especially Harley Davidson. Harley Davidson brand has gained the trust of consumers in Indonesia because there is a pride to drive the motor. HD brand trust towards the motor is likely to give effects on brand loyalty.*

*The purpose of this study aims to test the effects of brand community on brand loyalty in the Republic of Harley, to test the effect of brand trust on brand loyalty in the Republic of Harley, and to examine the effects of brand communities and brand trust on brand loyalty. Using a quantitative research method, this study involved as many as 45 riders from 3 motorcycle clubs in Surabaya as research samples.*

*This study found that brand community does not have effects on brand loyalty in HD bikers partially, brand trust partially have significant effects on brand loyalty in HD bikers, and brand communities and brand trust simultaneously have effects on brand loyalty of HD motorists.*

**Keywords:** Brand community, brand trust, brand loyalty

### **INTRODUCTION**

Harley Davidson is one of motorcycle brands that have participated in the motorcycle market competition in Indonesia. This bike has middle upper class market consumers. Customers who buy this bike are not for the sake of its function such as a mean of transportation but rather to satisfy their lifestyle. Having been founded in Milwaukee United States in 1903, Harley Davidson motorcycles was produced by Harley Davidson Motorcycle Company (HDMC). In Indonesia, Harley Davidson became known to the public since the 1950s.

The strength of Harley Davidson's brand community is high enough to contribute to the sales of Harley Davidson motorcycles. In 2007, Harley Davidson motorcycle sales in Indonesia rose by 25 percent each year. ATPM was the highest compared with other motorcycle 500cc upwards, the composition of which consisted of 40 percent of purchases by older consumers and 60 percent by new customers. Starting in 2014, the sales of Harley Davidson motorcycles decreased dramatically due to the price increase of motor- that is almost 100 percent- and low