



## ABSTRAKSI

Penelitian ini bertujuan untuk menunjukkan bagaimana komunitas merek berbasis media sosial mempengaruhi elemen-elemen dari model *customer-centric* (hubungan antara pelanggan dengan merek, produk, perusahaan, dan pelanggan lainnya) yang dapat mempengaruhi kepercayaan merek dan pada akhirnya akan mempengaruhi loyalitas merek. Terdapat tiga hipotesis yang diuji pada penelitian ini.

Metode penelitian yang digunakan adalah metode penelitian survei dengan pendekatan kuantitatif. Data penelitian diperoleh dari 150 responden melalui kuesioner yang disebarakan pada pelanggan yang tergabung dalam komunitas merek Citra, Nivea, Marina, dan Vaseline di media sosial Facebook. Pengujian hipotesis dilakukan menggunakan analisis regresi sederhana dan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa komunitas merek berbasis media sosial berpengaruh positif terhadap elemen-elemen dari model *customer-centric* (hubungan antara pelanggan dengan merek, produk, perusahaan, dan pelanggan lainnya) yang memiliki pengaruh positif terhadap kepercayaan merek dan pada akhirnya kepercayaan merek berpengaruh positif terhadap loyalitas merek.

Kata kunci: Model *Customer-Centric*, Komunitas Merek, Media Sosial, Kepercayaan Merek, Loyalitas Merek.



## ***THE IMPACT OF SOCIAL MEDIA BASED BRAND COMMUNITY ON BRAND LOYALTY***

### ***ABSTRACT***

*This study aimed to show how brand communities based on social media influence elements of the customer centric model (i.e., the relationships among focal customer and brand, product, company, and other customers), which in turn affect brand trust, and will ultimately affect brand loyalty. There are three hypotheses has been tested in this study.*

*Research method that used in this study is the survey method with quantitative approach. The data were obtained from 150 respondents through questionnaires which distributed to customers who are members of the brand community Citra, Nivea, Marina, and Vaseline on social media Facebook. The examination of hypotesis has been conducted through simple and multiple regression analyses.*

*The results of the hypotesis testing show that brand communities based on social media have positive effects on the relationships between customers and brands, products, companies, and other customers, which in turn have positive effects on brand trust and brand trust has positive effects on brand loyalty.*

*Keywords: Customer-Centric Model, Brand Community, Social Media, Brand Trust, Brand Loyalty.*