

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *sense of community* terhadap *brand love* dengan *brand commitment* dan *brand trust* sebagai variabel intervening pada produk Oriflame. Populasi yang digunakan adalah consultant dan juga sebagai konsumen yang melakukan pembelian di outlet Oriflame di Kota Semarang, dengan jumlah sampel sebesar 100 responden Teknik pengambilan sampel adalah *purposive* sampling. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *Sense of community* mampu memberikan dampak yang lebih besar agar para anggotanya mampu meningkatkan *brand commitment* dan mempunyai kepercayaan yang tinggi terhadap suatu merek. *Sense of community* mempunyai peran dalam menambah kecintaan konsumen terhadap suatu merek produk. *Brand commitment* dan *brand trust* juga mampu memberikan perubahan yang lebih baik bagi pihak consultant/konsumen untuk mencintai terhadap suatu merek produk. *Brand commitment* mampu menjadi variabel intervening antara *sense of community* terhadap *brand love*. *Brand trust* mampu menjadi variabel intervening antara *sense of community* terhadap *brand love*, artinya semakin anggota komunitas mampu memperkuat pemahaman satu sama lain untuk saling memiliki, maka akan memperkuat komitmen pelanggan terhadap suatu merek yang tentunya akan menambah kecintaan konsumen terhadap suatu merek produk.

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Kata Kunci : *Sense of community*, *brand commitment* dan *brand trust*, *brand love*

ABSTRACT

This study aims to determine and analyze the influence of sense of community on brand love with brand commitment and brand trust as an intervening variable on Oriflame products. The population used is the consultant and also as consumers who make purchases at Oriflame outlets in the city of Semarang, with a total sample of 100 respondents. The sampling technique was purposive sampling. The analysis tool is the path analysis, which was previously tested for validity and reliability as well as the classic assumption test.

The test results show that the Sense of community is able to have a greater impact so that its members are able to increase brand commitment and have high trust in a brand. Sense of community has a role in increasing consumer love for a product brand. Brand commitment and brand trust are also able to provide better changes for consultants / consumers to love a product brand. Brand commitment can be an intervening variable between sense of community and brand love. Brand trust is able to be an intervening variable between sense of community towards brand love, meaning that the more members of the community are able to strengthen each other's understanding to possess each other, then it will strengthen customer commitment to a brand which will certainly add to the consumer's love for a product brand.

Keywords: Sense of community, brand commitment and brand trust, brand love