

## **ABSTRACT**

### **EFFECT OF BRAND COMMUNITY TO WORD OF MOUTH ON IM3 COMMUNITY IN BANDAR LAMPUNG**

**By**

**Lucky Charaka Bangsaratoe**

Community is built from a sense of solidarity and mutual interests. Community refers to an association that consists of people or groups in the region who hold events on a regular basis. Indosat IM3 community was formed in late 2010, formed because there are a variety of objectives and an understanding of the individual to the wider community to share experiences and create confidence in the IM3 card. IM3 lovers community can we know the community Indosat IM3 School community is in focus to students nationwide, IM3 Holic (Creative Inovative Learning Optimism High) Community Lampung, Indosat (Isat) BB Lampung. Currently IM3 Community not only for the education (universities and schools) but also consists of various Non-School community.

Many ways in which the telecommunications companies to retain customer loyalty, among others, to form a community. Community has an important role to increase the level of consumption and sale of Indosat IM3 products. The problems that can be formulated which Is brand community influence on Word of Mouth on

IM3 community in Bandar Lampung. This study was conducted to determine the influence of brand community on Word of Mouth on IM3 community in Bandar Lampung. The hypothesis of this study is how the Community trademark (X) significantly influence Word of Mouth (Y) at Community IM3 in Bandar Lampung.

The research method used is descriptive research method that uses the 105 respondents who were taken by using purposive sampling techniques sampling. Based on qualitative and quantitative analysis of the results it can be concluded that the "Brand Community consisting of: legitimacy (X1), oppositional brand loyalty (X2), celebrating the history of the brand (X3), sharing brand stories (X4), integrating and retaining members (X5) and assisting in the use of the brands (X6) jointly influence the Word of Mouth (Y) at the IM3 Community in Bandar Lampung". Therefore we can conclude that  $H_a$  is accepted and  $H_o$  is rejected. Factors of Brand Community on the legitimacy is the lowest variable effects on Word of Mouth, Indosat IM3 should be focusing more on services because community members have different rights that are not members of the community.