

## **ABSTRACT**

*This research, aim was to know the effect of brand community topurchasing decisionof Piaggio Vespa in Palembang City. The background of this research was determaining how the role of brand community for customerandPiaggio Vespa community ownerby purchasing decision. This research is qualitative with design descriptive method. The result of multiple linear regression analisys showed that  $Y = 4,866 + 0,062 X_1 + (-0,087) X_2 + 0,022 X_3 + 0,083 X_4 + 0,027 X_5 + 0,476 X_6$ . The result of coefficient of regression determination (Adjusted R Square) is 0,191 meanwhile legitimacy, oppositional brand loyalty, celebrating the history of the brand, sharing brand stories, integrating andretaining members,assisting in the use of the brand variable effect to purchasing decission with contributed 19,1 % and 80,9 % influence by other variable besides of this research.The conclution of this research legitimacy, oppositional brand loyalty, celebrating the history of the brand, sharing brand stories, integrating andretaining members,assisting in the use of the brandby purchasing decission to Piaggio Vespa customer in Palembang city. The company moreseriously for explore the marketing targeteting, suchas sport, musicoreducation events continously, it can be added of purchasing decission involvment , andremember about of Vespa Piaggio brand inthecustomer mindedeventoughmanybrand of motorcycle anotherandmore inovationin product design. Brand community can becomeproduct promotion and marketing, inovation, brand image, product image, supplier image, marketing value added for supplier.*

**Keyword: Brand Community, Royalty , and customer purchasing intention**