

## ABSTRACT

Research aims to understand and to analyze the influence of brand community on the loyalty to brand Toyota Avanza in Palembang, either simultaneous or partial. This type of research is to describe the relationship between variables brand community with Toyota Avanza brand loyalty through hypothesis testing. The sample of research is 80 respondents selected from official member of car community, Toyota Avanza club indonesia chapter in Palembang. Sampling technique is purposive sampling of be called also as judgment sampling. It is a random sample selection which is used based on certain consideration, which is commonly based on research goal or research problem. this study also used to test the instrument which include validity, reliability and classic assumption test. Hypothesis testing using F test and T test. For data analysis techniques using multiple linear regression.

**Keyword : *Brand Community, Brand Loyalty, Mobil Toyota Avanza***