

ABSTRACT

Of the various smartphone brands circulating in Indonesia, Samsung is the smartphone brand that has the highest market share in Indonesia, followed by Oppo and iPhone as of the period January 2020 to October 2022 leading the way with fluctuating growth rates, while the iPhone smartphone brand shows a gradual increase continuously on its market share from year to year although slowly. Based on the Top Brand Index data for 2022, iPhone has a percentage of 12%, while Samsung has a percentage of 33% and Oppo has 20.6%, so it can be said that the iPhone is still lagging behind in terms of branding when compared to its competitors. It was also found that the iPhone still has weaknesses in building brand awareness, brand image and brand trust.

This study aims to determine the effect of brand awareness, brand image and brand trust owned by the iPhone on its brand loyalty. This study used a quantitative method by distributing questionnaires to 386 samples of iPhone users who live in big cities in Indonesia. This study uses IBM Software (SPSS) as a data processing tool and uses multiple linear regression analysis as a data analysis technique.

The results of this study indicate that if 387 respondents live in ten major cities in Indonesia, namely East Jakarta, Surabaya, Bekasi, Bandung, Medan, West Jakarta, South Jakarta, Depok, Tangerang, and North Jakarta, this research shows that awareness brand, brand image, and brand trust have a positive and significant influence on brand loyalty.

Keywords: Brand awareness, brand image, brand trust, brand loyalty