

ABSTRACT

As technology develops, the need for products capable of supporting mobility is highly sought after, including smartphone-based communication tools. Lenovo is one of the world's biggest technology companies that manufactures PCs and smartphones. There are indications that community loyalty to Lenovo smartphones has been declining over time, and there are some customer disappointments with Lenovo smartphone. The annual decline of Lenovo smartphone product users is something that needs to be explored to find out what factors influence the use of Lenovo smartphones.

By measuring the effect of brand communication, brand image, trust, and brand loyalty is expected to be able to maximize anything that affects loyalty on the Lenovo smartphone brand. The research method used is a quantitative method with Structural Equation Modeling (SEM) analysis technique. Brand communication has a direct positive influence on brand image but does not have a directly positive effect on brand confidence of Lenovo smartphones. Then the brand image has a positive directly effect on brand trust and brand trust has a directly positive effect on loyalty. Whereas brand communication and brand image have no directly positive effect on loyalty.

Brand communication and brand image have an indirect positive effect on brand loyalty with brand trust as an intermediary variable on brand loyalty to Telkom University student users in Bandung.

Keywords: *Brand Communication, Brand Image, Brand Trust, Loyalty, Lenovo*