

## ABSTRACT

Indonesia is ranked second after India as the internet user using the most smartphones in the world. The report states that Indonesia has a 67% percentage of the number of mobile internet users. Indonesia is the second largest internet user via smartphone after India, which proves that today's society is dependent on smartphones for daily needs not only for communication but for daily needs. Apple is one company that has succeeded in creating a strong brand image in the minds of customers. This is evident from the high growth in sales of Apple smartphone products, namely the iPhone. Smartphone users in Indonesia in 2016-2019 increased in 2019 to 2016 smart phones described as having decreased in terms of customer loyalty.

This research uses quantitative methods, with the aim of descriptive and causal research, not intervening data, the unit of analysis is individual with non-contrived settings and the time of the study is cross section. In collecting data, this study used online through social media with a sample of 385 valid respondents, with the criteria of respondents as iPhone users throughout Indonesia and divided into five regions, namely Java, Sumatra, Kalimantan, Sulawesi, and Bali. The sampling technique uses non probability sampling with purposive sampling. Data analysis techniques using the SmartPLS 3.0 application, as well as hypothesis testing with a partial T test. The results of this study are all hypotheses are accepted. The results showed that Brand Communication, Brand Image and Brand Trust on iPhone had a positive and significant effect on Brand Loyalty.

**Keywords:** Brand Image, Brand Communication, Brand Trust, Customer Loyalty, Structural Equation Modeling (SEM)