ABSTRACT

The development of smartphones as part of technology is very fast. With all its functions human activities are always supported by smartphones. One well-known smartphone brand is the iPhone brand. But based on sales data iPhone smartphone brand continues to decline. The decrease can be caused by brand communication, brand image, brand trust, and brand loyalty towards the iPhone brand.

The research method used in this study is a causal descriptive method with a quantitative approach. The population in this study were iPhone smartphone users in Indonesia, based on purposive sampling technique, it was found that the sample used was 400 iPhone smartphone users. Analysis of the data in this study uses the analysis method of Structural Equation Modeling (SEM) based on variance, namely Partial Least Square (PLS).

The results showed that brand communication has a significant effect on brand image, brand communication has a significant effect on brand trust, brand image has a significant effect on brand trust and brand trust has a significant effect on brand loyalty.

Keywords: Brand Communication, Brand Image, Brand Loyalty, Brand Trust, Structural Equation Modeling, iPhone (SEM).