

ABSTRACT

Brand evangelism has become a critical aspect of brand loyalty and advocacy in the digital era. This study aims to explore the dynamics of brand evangelism, focusing on the influence of brand symbolism, brand personality, and brand trust on Apple Inc. users in Indonesia. Utilizing a quantitative approach, the research investigates how brand symbolism and brand personality contribute to building trust in the brand, which, in turn, drives positive brand referrals and evangelism behaviors. Data were collected through surveys distributed to Apple users, and structural equation modeling (SEM) was employed to analyze the relationships among the variables. The results indicate that brand symbolism significantly enhances brand trust, which plays a pivotal role in encouraging users to engage in positive brand referrals and evangelism. Additionally, brand personality was found to strengthen brand trust and positively influence brand advocacy behaviors. This study contributes to a deeper understanding of the factors driving brand evangelism in the context of Apple Inc., offering valuable insights for marketers in enhancing customer engagement and advocacy in an increasingly digital landscape. The findings highlight the importance of creating a strong brand identity and fostering trust to build long-term consumer loyalty and advocacy.

Keywords: *brand Evangelism, Apple Inc, Brand personality, Brand Trust*