

## **ABSTRACT**

*The rapid development of information and communication technology causes significant changes to people's lives, especially in terms of communication. The needs of society in this era of globalization in the form of smartphones are high because technology continues to develop. This study aims to determine the effect of Brand Image, Brand Experience, Brand Trust, and Brand Satisfaction on Brand Loyalty of Iphone smartphones. In this study, the population studied were all people who bought and used Iphone smartphones. The sample in this study amounted to 195 people using purposive sampling technique. The data is then processed using the Lisrel Structural Equation Model (SEM) method. Based on the test results, it is known that Brand Trust can be influenced by Brand Image and Brand Experience, then Brand Satisfaction is proven to be influenced by Brand Image and Brand Experience, in addition it is known that Brand Satisfaction has a positive effect on Brand Loyalty.*

**Keywords:** *Brand Image, Brand Experience, Brand Trust, Brand Satisfaction, Brand Loyalty*