

## **ABSTRACT**

*Competition in the electronics industry, especially smartphones, is currently experiencing rapid development. Companies use various strategies and innovations to make customers loyal to their products. One of the well-known smartphones is the iPhone. This research was conducted to determine the effect of brand Image, product quality, and price on Apple iPhone customer loyalty in Indonesia.*

*The purpose of this research is to determine and analyze how the brand Image, product quality, and price that Apple provides to its customers, as well as the influence of brand Image, product quality, and price simultaneously and partially on Apple iPhone customer loyalty in Indonesia. This research uses quantitative methods with descriptive and causal research types. Sampling was done by using non-probability sampling method purposive sampling type, with the number of respondents as many as 226 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.*

*Based on the results of descriptive analysis, brand Image variables and overall product quality are in the Very good category, but the price and customer loyalty variables as a whole are in the Good category. The results of the multiple linear regression analysis technique, brand Image, product quality, and price simultaneously have a positive effect on Apple iPhone customer loyalty in Indonesia. The magnitude of the influence of brand Image, product quality, and price together is 53.1% on customer loyalty and the remaining 46.9% is influenced by other factors not examined in this study. Partially, brand Image, product quality, and price have a positive and significant effect on customer loyalty. The highest influence is price, followed brand Image variables and the lowest effect is product quality.*

**Keywords:** *Brand Image, Product Quality, Price, and Customer Loyalty.*