

ABSTRAC

Gadget trends are growing very rapidly due to the rapid dissemination of information through social media. With so many gadget trends influencing society, especially among young people who like to use new things because of technological advances. Apple is one of the best gadget brands and has a good image in the market. Apple is an international brand that still exists today. The purpose of this study was to determine the effect of brand image and electronic word of mouth on social media YouTube on customer loyalty for Apple products

This study uses a quantitative approach to the type of descriptive and causal research. Sampling was carried out using the non-probability sampling method of accidental sampling with a total of 100 respondents using Apple products. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of the descriptive analysis, the brand image variable is included in the very good category with a percentage value of 84.8%, the electronic word of mouth variable is included in the good category with a percentage value of 80.7%, and the customer loyalty variable is included in the good category with a percentage value of 82.0%. Based on the results of the study, it shows that brand image and electronic word of mouth have a partially significant effect on customer loyalty. and brand image and electronic word of mouth have a simultaneous effect on customer loyalty with a percentage of 53.7% while the remaining 42.5% is influenced by other factors not examined in this study