ABSTRACT

Foldable smartphones are a type of smartphone with a flexible screen that provides a unique foldable experience for users. Samsung released its first product, the Galaxy Z Fold, in 2019 to mark the beginning of the foldable smartphone era. The presence of various brands in the market makes the competition more interesting, with Apple as the main player in the Indonesian smartphone market. In terms of technology and phone design, Apple is often considered a pioneer.

This study aims to determine how much influence Customer Attitudes and Service Quality have on Brand Loyalty through Brand Trust as an intervening variable on iPhone users in the folding smartphone trend in Indonesia.

This research is a quantitative study with a causal research type. The population in this study amounted to 350 respondents using non-probability sampling purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique uses PLS-SEM (partial least square-structural equation modelling) with SmartPLS 4 software.

Based on the research results, Customer Attitudes has a positive and significant effect on Brand Loyalty, Service Quality has a positive and significant effect on Brand Loyalty, Customer Attitudes has a positive and significant effect on Brand Trust, Service Quality has a positive and significant effect on Brand Trust, Brand Trust has a positive and significant effect on Brand Loyalty. Then Customer Attitudes have a positive and significant effect on Brand Loyalty through Brand Trust, and Service Quality has a positive and significant effect on Brand Loyalty through Brand Trust.

Suggestions that can be given to the Company are that Apple is encouraged to maintain positive Customer Attitudes towards its products by consistently prioritizing innovations that are aligned with customer needs and the growing trend of folding smartphones can be both a challenge and an opportunity for Apple. Suggestions for future researchers are expected to explore deeper research on technology trends so that the research can be used as a comparison and is expected to add other variables that affect brand loyalty.

Keywords: consumer attitudes, service quality, brand trust, and brand loyalty