

ABSTRACT

The development of information technology has significantly transformed consumer behavior, particularly among Generation Z, who are highly connected to digital devices and have high expectations for product quality and innovation. Apple, as one of the leading global technology brands with strong appeal among young people, faces challenges in maintaining consumer loyalty amidst increasingly competitive market conditions. In this context, aspects such as brand equity, product quality, and product innovation become crucial factors influencing consumer loyalty, especially when mediated by consumer satisfaction. This study aims to analyze the influence of brand equity, product quality, and product innovation on consumer loyalty with consumer satisfaction as a mediating variable, specifically among Apple product users from Generation Z in Indonesia.

This research employs a quantitative causal approach with a survey method by distributing questionnaires to 200 respondents who are Apple product consumers from Generation Z in Indonesia. The researcher used a non-probability sampling procedure with a purposive sampling technique. The data analysis technique used is Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, using SmartPLS version 4.1.1.2 software to test both direct and indirect relationships between variables.

The results show that brand equity, product quality, and product innovation have a positive and significant effect on consumer satisfaction. Consumer satisfaction also has a significant effect on consumer loyalty and significantly mediates the relationship between the three independent variables and loyalty. These findings indicate that satisfaction plays an essential role in building loyalty in a competitive market environment. Therefore, companies such as Apple must continue to maintain and improve product quality and deliver relevant innovations that meet the needs of Generation Z consumers while strengthening the existing brand equity.

Keywords: *Brand Equity, Product Quality, Product Innovation, Consumer Satisfaction, Consumer Loyalty, Generation Z, Apple*