

## ***ABSTRACT***

*This study aims to analyze the factors that influence brand loyalty in iPhone consumers who are domiciled in Semarang, using variable brand value, brand satisfaction, brand trust, and brand loyalty are expected to be a strategy for companies to get customer loyalty.*

*In analyzing the data in this study using a quantitative approach to the method of analyzing structural equation models (SEM) using AMOS software in 159 customers who have been determined to become research respondents of the study through non-probability sampling techniques.*

*This study consists of six hypotheses proposed, the results of the study prove that all six hypotheses were accepted and proved to have a significant positive effect on the relationship: 1) brand value with brand satisfaction, 2) brand value with brand trust, 3) brand satisfaction with brand trust, 4) brand value with brand loyalty, 5) brand satisfaction with brand loyalty and 6) brand trust with brand loyalty. The results of this study are expected to provide input for companies to develop strategies to get loyalty from customers.*

***Keywords: Brand Loyalty, Brand Satisfaction, Brand Value, Brand Trust.***