ABSTRACT

The information and communication technology industry attracts the intention of so many customers so that the opportunities for technology companies introducing their products are increasing along with the times. One example of the intense competition in the industry is the competition in the mobile phone industry. iPhone is a product of the Apple company that competes in the mobile phone industry.

This study focus on determining the effect of perceived quality, brand image, brand experience, brand equity and customer loyality on iPhone customer in Semarang City.. The data source used in this research is primary data, the sampling technique chosen in this research is the nonprobability sampling. 121 respondents obtained used accidental sampling. Structural Equation Modeling (SEM) was used as a statistical instrument and to test various hypotheses that have been determined in this research.

The results showed that perceived quality has a positive effect on brand equity; brand image has a negative effect on brand euity; brand experience has a negative effect on brand euqity; and brand equity has a positive effect on customer loyality.

Keywords: Perceived Quality, Brand Image, Brand Experience, Brand Equity, Customer Loyality, SEM, AMOS.