

The emergence of the phenomenon of increased purchases of smartphones, making each company should be aware of a need to maximize the assets of the company for the survival of the company, especially for companies that produce mobile products. Currently the competition companies to compete for consumers are no longer limited to the functional attributes of a product just for example like product usability, but has been associated with a brand that is able to provide a special image for its users. Describes the product as a commodity that is exchanged, while the brand describes the specifications of its customers.

Iphone is one of the smartphones that have been accepted in the community as a smartphone with a good image. In Indonesia, especially in Bandar Lampung Iphone inherent strong brand image in the minds of consumer smartphone users. Customer has a good awareness of the products Iphone. But if brand awareness is one indicator of the brand equity of these Iphone products, has a positive effect on customer loyalty itself.

The study aims to examine and analyze the effect of Brand Awareness, Perceived Quality, Brand Assotiation, Brand Loyalty terhadaployalitas Iphone customers in Bandar Lampung.

The type of research conducted in this study is library research, namely by

studying the literature that have close links with this research.

Field research, namely by taking the data directly to the questionnaires. The technique used in this study sample was accidental sampling. Accidental sampling is done by giving questionnaires to be filled to the respondents who have had an Iphone products. In this study the number of samples taken as many as 100 people, which is a part of the population as respondents. Penelian will be processed using multiple regression (Multiple Regression), a minimum sample size of 50 respondents.

Based on the results of research conducted proved that the brand equity (brand equity) effect on customer loyalty. Based on the results of the calculation of R², the results showed that the effect of brand equity (brand equity) on customer loyalty, customer amounted to 0,566. This means brand equity (brand equity) acts affecting customer loyalty by 56.6% simultaneous test on the effect of brand equity (brand equity) Iphone products to customer loyalty shows that the value of the F-count is 30,977 and 2,470 for the F-table. A comparison between the calculated value of F and F-table, it can be concluded that the F-count > F-table (30,977 > 2,470), which means that the influence of brand equity (brand equity) on customer loyalty. This suggests that brand equity (brand equity) on a product may result in the customer make a choice whether he will switch to or remain loyal to the product. Thus trying to instill confidence in the public that the product is superior to the Iphone other smartphone products can dilakukan to improve the image of the product through various media.