

## ABSTRACT

Many Indonesian youngsters use smartphones. The aims of this research were (1) studying the brand image which was determined by brand association; (2) studying the loyalty of Jakarta youngsters in using smartphones; and (3) determining the effect of brand image on loyalty of Jakarta youngsters in using smartphones. This research was conducted using conclusive-quantitative method. Jakarta youngsters who use smartphones became samples in this research. Data analysis was conducted using double linear regression. Quantitative determination result shows that user association and experiential benefits are the most effective factors on loyalty of youngsters in using smartphones. Some ineffective factors are firm, brand personality, celebrity/ character, usage/ experience, product class, price, product-related attributes, functional benefits, and symbolic benefits.

**Keywords:** Smartphone, youngster, brand image, loyalty.

## ABSTRAK

*Di Indonesia penggunaan smartphone banyak dipakai oleh anak muda. Penelitian ini bertujuan untuk (1) mengetahui gambaran brand image yang diukur dengan asosiasi merek dan (2) loyalitas pengguna smartphone bagi anak muda di Jakarta, serta (3) mengukur pengaruh brand image terhadap loyalitas merek pengguna smartphone bagi anak muda di Jakarta. Penelitian ini menggunakan metode konklusif-kuantitatif dengan sampel anak muda di Jakarta. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil pengujian kuantitatif menunjukkan bahwa asosiasi user dan experiential benefits paling besar mempengaruhi loyalitas anak muda terhadap merek smartphone yang dimiliki. Sedangkan beberapa faktor yang tidak berpengaruh terhadap loyalitas merek anak muda adalah the firm, brand personality, celebrity/character, usage/experience, product class, price, product related attributes, functional benefits, dan symbolic benefits*

**Key word:** *Smartphone, anak muda, brand image, loyalty*