# ABSTRACT

This study aims to investigate the influence of brand associations excellence, strength of brand association, the uniqueness of brand associations on customer loyalty of smartphone users iPhone brand. Sampling was done by purposive sampling. Purposive sampling is random sampling technique to establish criteria for each respondent separately. This study took a sample of 96 people to be used as a study. The results of this study indicate that the hypothesis is accepted. With significant advantages variabeal 0,018 for brand association, 0.003 to the variable strength of brand association, 0,007 unique variables associated merek.Variabel brand association excellence, strength of brand association has positive and negative berpengruh unique brand association to the purchasing decision.

**Keywords:Advantage brand association, brand association strength, uniqueness of brand associations, customer loyalty.**