ABSTRACT

To keep company alive and always ready to face competition, most of the company are using brand as tool. Customers attach meanings to brands and develop brand relationships. Brand loyalty is a measurement of correlation of loyalty between customers with the brand. This measurement will gives picture about possibilities of changing behavior to purchase other product. There are some attribute that can measure customer satisfaction universally: (X1) **Attributes related to the product***; (X2)* **Attributes related to service***; (X3)* **Attributes related to purchase.** *It means that to increase* **Brand loyalty** *(Y), company can only focus on this related factor that has influence toward Brand loyalty. This research is using for point of interval scale as the level of measurement range from strongly disagree until strongly agree. Populations that being used are people who using BlackBerry Smartphone in Surabaya. Technique of sample collection that has been used in this research is non - probability sampling with random techique. This reserach can explained about 38.2 percent correlation between independent variable toward brand loyalty. It is concluded that most variable direct influence to the brand loyalty is the attribute product that is 42.8 percent with standard coefficient 0.428. The second variable that has direct influence is purchase attribute is about 17.8 percent with standard coefficient 0.178. The last variable which is service attributes has not have influence on the loyalty.*

Keyword*: Customer Satisfaction, Brand Loyalty*