

SKRIPSI

**THE EFFECT OF BRAND TRUST, PERCEIVED QUALITY, AND
BRAND DURABILITY TOWARDS CUSTOMER LOYALTY
WITH CONSUMER SATISFACTION AS AN INTERVENING
VARIABLE: A STUDY ON IPHONE USERS STUDENTS IN
MEDAN**

Written as a partial fulfillment of the academic requirements
to obtain the degree of Sarjana Manajemen

By:

NAME : STEVANIE

ID NUMBER : 03011210095



**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2025**