

## **ABSTRACT**

*Personal computer market, especially mobile personal computer, is facing a highly competitive environment. Thus, the players in personal computer industry need to invent a major breakthrough in their marketing strategy. Brand evangelism, pioneered by Apple in 1984, can be an alternative marketing tool as brand evangelists will communicate positive information, ideas, and feelings toward a specific brand to others voluntarily in order to influence consumption behavior. This study aims to develop a consistent model that can be used to explore the phenomenon of brand evangelism and understand the dimensions involved in a consumer becoming brand evangelist. The research method of this study is based on the implementation of quantitative survey research design. The data used in this study were obtained by administering online questionnaires to 210 respondents who have used Apple MacBook for at least 6 months. The data analysis method used in this study is multiple regression analysis. The findings show that brand satisfaction, consumer-brand identification, brand salience, brand trust and opinion leadership lead to brand evangelism.*

*Keyword: brand, brand evangelism, brand satisfaction, consumer-brand identification, brand salience, brand trust, opinion leadership, mobile personal computer*