

## **THE EFFECT OF ASSOCIATION MEDIATION, LOYALTY, BRAND IMAGE, AND PERCEIVED QUALITY ON BRAND EQUITY**

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**Abstract:** One of the important topics in marketing management was about brand equity. While, brand equity was acknowledged giving added value on a product, in this case organization brand. This was essential since brand equity became a missing puzzle for each organization to build and create experiments power of organization brand which affected the process of decision making to consider the name of organization brand. Therefore, this research aimed to analyse and find out indirect effect among the dimensions of brand equity on the brand equity. Those dimensions included brand awareness, brand association, image loyalty, brand image, and perceived quality. Moreover, this research collected 120 questionnaires from samples of active member of cooperation business entity. Furthermore, this research concluded that the brand loyalty mediated the effect of brand association on the brand equity; and the perceived quality mediated the effect of brand image on the brand equity.

**Keywords:** Brand Awareness, Brand Association, Brand Loyalty, Brand Image, Perceived Quality, Brand Equity on the Organization Brand

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