The Effect of Associated Mediation, Loyalty, Brand Image, and the Quality Accepted to the Equity of the Brand

Sarwani[1], Heru Suprihhadi[2], Andry Herawati[3]

[1]Faculty of Administrative Sciences, Dr. Soetomo University Surabaya
[2]Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya
[3]Faculty of Administrative Sciences, Dr. Soetomo University Surabaya
[1]sarwani_mm@yahoo.com, [2]herusuprihhadi@stiesia.ac.id, [3]andryherawati@yahoo.co.id

Abstract. *One of the essential topics in marketing management is subject to brand equity. Initially, brand equity was recognized to can be given to bring added value to a product in the means corporate brand name. It is imperative to acknowledge that brand equity is an inseparable part of marketing and essential to the organization to create and build intense brand name organization experiences that will influence the decision-making process to brand name organization choice for membership. Thus, this study aims to prove and analyse the indirect influence amongst the brand equity dimensions on brand equity. For this study's purpose, brand equity dimensions include brand awareness, brand association, brand loyalty, brand image and perceived quality. In this study, a sum of 120 usable questionnaires from cooperation enterprises active membership was gathered. The result indicates that only a mediating influence brand loyalty of brand association on brand equity, and a mediating influence the perceived quality of the brand image on brand equity.*

Keywords: Brand Awareness; Brand Association; Brand Loyalty; Brand Image; Perceived Quality and Brand Equity for organizational brand name.

I. INTRODUCTION

One of the essential topics in marketing management is brand equity. The term brand can be expressed in the form of symbols, names, signs, letters, images that indicate the product or service or the name of a business entity. Brand equity was initially introduced by Farquhar [1], which states that brand equity provides added value to products. According to the study conducted by Kapferer [2] and Keller [3], brand equity is created for products or services that directly or indirectly provide added value. In many studies, brand equity shows two different perspectives for academics, namely, financial perspective and customer perspective. In a financial perspective, brand equity is a consideration of valuation based on the market value of the company's assets as suggested by the study results of Farquhar et al., [4]; Simon and Sullivan [5]. Meanwhile, the customer perspective that the consideration of brand equity is based on customer reactions to the brand name as stated in the results of a study by Keller [6]; Shocker and Weitz [7]. This research is concentrated on the customer point of view or perception to assess brand equity.

Customer-based brand equity is usually divided into two categories, namely consumer behaviour according to the study by Farquhar [1] and consumer perception according to the study of Mahajan et al., [8]. The results of the study by Mahajan et al., [8] found that the level of consumer perception can be used to assess customer-based brand equity, while the argument from Farquhar's [4] study is that brand equity can change consumer attitudes towards products. Keller [6] states that brand knowledge combines brand image and brand awareness. The image of the brand is so strong that it can increase the value of the product [9].

Meanwhile, Blackston [10], the results of his study, claims that the definition of a brand is defined as a brand subjectively and objectively to a product or company name so that it has personality characteristics and is an attitude of respect for the brand. As for Prasad and Dev [11], their study results indicate that there is a process to assess brand equity, brand performance and brand awareness that must be taken into consideration.

Therefore, according to Aaker, the results of his study indicate that the quality received from the company, brand awareness, brand association, and brand loyalty becomes a process to evaluate the degree of brand equity. As a result, it could be shown to disagree in the research linking the dimensions of brand equity to identify the dimensions of brand equity and show the mediation of the relationship with brand equity [12];[13].

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As an object of research, as seen in the phenomenon of the existence of "Waspada Women Cooperative", is the name of a women's cooperative which is well known in the city of Surabaya and was founded in 1959. Although at that time, they did not understand in depth the meaning and benefits and uses of cooperatives but armed with a strong determination to establish cooperative. Even mothers who are members of this arisan group think that the cooperative is an association of people who save money that can be borrowed back by those who join it. Exactly on February 4, 1964, a cooperative was formed under the name "Koperasi Wanita Waspada" or Kopwan Waspada and was certified as a Legal Entity Number: 710 / I / 3322 / II having its address at Jalan Kedung Anyar Gg. V Number 14 Surabaya. Since 1998 until now, the stewardship posture along with the assigned positions and job descriptions which are its duties and obligations can be said to be eligible to become a cooperative following applicable laws and regulations, namely Law No.25 of 1992 concerning cooperatives, including types of consumer cooperatives. Which specifically serves women as its members, with its business units consisting of Savings and Loans, Shops, and KPPK (Small Merchants and Entrepreneurs Group).

The Waspada Women's Cooperative, whose name is familiar to women for the area of operation in the city of Surabaya, is the only female cooperative that is quite old from its establishment and still exists to hold the identity of the cooperative, even the Mayor of Surabaya is pleased to be an honorary member of this cooperative. The development and growth and progress that has been achieved so far can be proven by the achievements and reputation that has been carried as a healthy cooperative which is considered by the Secondary Cooperative "Puskowanjati" that the Waspada Women's Cooperative is one of the top ten (10) members of the Secondary Cooperative "Puskowanjati." In 2007, the building can be built with an area of +/- 720 M2 with II floors. Also, it has also been realized that it has a Modern Retail or Retailer to accommodate and market the products produced by members. Of course, all of this cannot be separated from the cold hands of the professionalism of the management's role in generating and providing various training and skill activities for its members.

In 2008 the management developed the capacity of the "Waspada Women's Cooperative" through the creation of networks with the Integrated Protection Services (PPT) and Child Protection Services (PPA) in East Java. The aim is to protect women from the phenomenon of the emergence of Domestic Violence (KDRT) so that the "Alert" Women's Cooperative continues to provide counselling to its members in particular, as well as social and premarital adolescents in general. Apart from that, the awareness and togetherness of the members are manifested, among others: if there are members, namely husbands and children who are still dependents, if one day they die, the heirs will receive compensation; For members who pass away, if there is still a loan balance, it will be resolved with Member Care Savings (SPA) which aims not to burden the heirs.

This study aims to analyze, test, and discuss the effect of brand awareness on brand equity empirically through the mediation of brand association, brand association on brand equity through the mediation of brand loyalty, brand loyalty to brand equity through the mediation of brand image, and brand image on brand equity through mediation. Mediation of quality received at the Waspada Women Cooperative Surabaya.

Literature Review
Brand and Brand Equity

Expertise refers to knowledge, experience or skills related to the brands that are supported [14]. Professional marketers are perhaps a more special skill to create, maintain, enhance, and protect brands. Branding will be a priority in carrying out marketing activities. As illustrated by Toyota, Samsung, Sony, and other brands, the success of branding will create premium prices and bring more consumers to become loyal users of the product. The American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination thereof to identify goods or services from a single seller or group of sellers and to differentiate among its competitors' brands [15].

A brand is a product or service, and it can also be an organization name that shows an additional dimension that differentiates it from other products or services, or corporate names designed to satisfy customers with the same needs. Some differences occur due to the functional form,

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rationalization, or existence related to the brand's product performance. It can also be reasoned on a more symbolic, emotional, or intangible basis concerning what the brand represents. In practice, the definition of a brand does not have to be in the form of goods or services, but also the name of an organization or company, such as a salt warehouse cigarette brand which is a salt warehouse itself, besides being a product brand and the name of the company. According to Pride and Ferrell [16] defines brand equity as a financial and marketing value that is closely related to brand strength in the market, including actual proprietary brand assets, brand name awareness, brand loyalty, perceived brand quality, and brand associations.

Meanwhile, Lassar et al., [17] expanded the literature to assess brand equity with two different points of view: the financial and customer perspectives. The financial perspective is usually reflected by the company's brand value, such as a study conducted by Kim et al., [18]. Some of the main concepts about brand equity based on a review of the expansion of the literature can be put forward as follows: (1) Farquhar [4] states that brand equity can change by changing the mindset of consumers who have made entire product purchases; (2) Aaker [12] stated that brand equity could be evaluated through loyalty, association, brand awareness and quality received by consumers; (3) Keller [6] states that there are two methods for assessing customer-based equity (either directly or indirectly) by emphasizing two essential elements, namely brand image and brand awareness; and Mahajan et al., [8] stated that customer-based equity could be evaluated based on the level of customer understanding.

This study adopts a customer perspective on brand equity put forward by Aaker [12], while Aaker [13] considers brand equity as an aggregation of assets and liabilities. Five different dimensions can be created as a brand equity value: brand awareness, quality received, brand loyalty, brand association and proprietary brand assets. According to Keller [3], brand strength can be traced from customer perceptions and understanding of what is beneficial, observed, felt, and is related to the heart of the brand itself because of customer involvement with the reality of the brand that has been felt. Keller [6]; Cobb-Walgren et al., [19]; Del Rio et al., [20] showed that the value of brand equity could be significant when the brand gives meaning to the individuals

who feel it vice versa. Many researchers build a conceptualization of brand equity based on five factors as suggested by the results of a study by Lassar et al., [17], namely value, performance, social image, attachment, and trustworthiness. Aaker and Joachimsthaler [21] from their study define brand equity with several concepts by naming them brand awareness, brand association, brand loyalty and perceived quality. Other researchers such as Aaker [12];[13]; Blackston [10]; Cobb-Walgren et al., [19] argued from the results of their study that brand equity is a variety of structured factors consisting of brand loyalty, brand awareness, brand knowledge, customer satisfaction, perceived equity, brand association and other proprietary assets. This study's results are more to consider brand equity and other brand assets such as brand knowledge, brand awareness, brand image, brand loyalty, a quality that is accepted as an inseparable part of brand equity so that it is not independent as demonstrated by the Keller study [6]; Kirmani and Zeithaml [22]. Therefore, this research which will be discussed related to brand equity, is brand awareness, brand association, brand loyalty, brand image and perceived quality by customers.

Brand Awareness

Brand awareness is the essence and critical element of brand equity, as suggested by the results of Aaker [13] study, which defines brand awareness as the resilience of a brand that is embedded in the memory of customers. Meanwhile, the Cobb-Walgren et al., [19] study states that brand awareness is an essential factor in selecting customers for products. Therefore, brand awareness needs to be created that shows feasibility, increases familiarity, and provides a strong association about the purchase experience and product offered as presented in the study's results by Keller [3]. The argument put forward is that brand awareness can influence customer decision-making to purchase goods through a strongly associated brand. On the other hand, Pitta and Katsanis [23] argue that there is a relationship between brand awareness and brand association, while Atilgan et al., [24] and Pappu [25] state that there is a correlation between the brand association and brand awareness from the results of their study.

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Brand Association

Brand association and brand equity are believed to have a strong correlation from the results of Aaker [26] study, and both parties have an association that can improve customer memory of the product brands they buy. The study results by Keller [3] state that brand association can be created through associations shown by the attitudes, attributes, and benefits it generates. Brand association is also an act of gathering information (Van Osselaer and Janiszewski [27] to execute brand differences and expansion, according to Aaker [13]. Meanwhile, the results of the study by James [28] also discussed a high influential association that would help to encourage product quality and branding. Likewise, the study results of Yoo et al., [29] and Atilgan et al., [24] state that a strong brand association will also indicate high brand loyalty.

Brand Loyalty

According to Aaker [12], brand loyalty from the results of his study states that it is a symbol of the results of a set of constructive thoughts that lead to the brand and shows the constant purchase of product brands at all times. Brand loyalty is also an essential element when customers evaluate product brands in value because loyalty can generate profits. Assael [30], Samuelsen and Sandvik [31] state that two approaches can be used to understand brand loyalty. In the marketing book for a behavioral approach to brand loyalty, the first approach provides confidence that the constant purchase of one product brand for each time is an indicator of brand loyalty. In textbook marketing, the second approach to a cognitive approach to brand loyalty suggests that buying behavior is not solely reflected by not just brand loyalty. Yoo et al., [29] in their study showed that brand loyalty has a strong influence on customer decisions to purchase similar products or brands to shift the products or brands of its competitors. The conclusion is that brand loyalty is the core value of the product brand. Various studies have found that there is a strong positive relationship between customer loyalty and brand image.

Brand Image

The brand image of the study by Keller [6] defines that the brand has been carried in the minds of consumers who are always associated with it. A brand image can also be interpreted as a consumer's thoughts and feelings regarding a product's brand, such as a study by Roy and Banerjee [32]. Aaker [12], in his study, showed that brand image could be interpreted as an association that is collected significantly in the minds of consumers. In their study, Kotler, and Armstrong [15] stated that brand image is a set of unshakable beliefs about the reality of the brand it consumes. According to the study by Bearden and Etzel [33] and Park and Arinivasan [34], they argue that brand loyalty is strongly related to the uniqueness of a particular type of product.

Consequently, customer behavior will be influenced and determine the choice of the intended brand image, as suggested by the study results from Burmann et al., [35]. Therefore, consumers always try to find products that have provided a brand image obtained from the overall perception derived from individual product specifications, so that products with high brand images will be the choice because they are believed to provide superior quality and value, as suggested by the study results, from Richardson et al., [36]. Thus, according to the study results by Jacoby et al., [37], in conducting their experimental research, they found that consumer perceptions of value and quality significantly affect brand image.

Quality Received

One of the essential elements of brand equity is the quality received, and this becomes an essential part of studies to assess brand equity. Aaker [12] states that the quality received is the overall customer perception of a product or service's quality and greatness compared to similar products or services offered by its competitors. The results of studies by Zeithaml [38], Erenkol and Duygun [39] state that product quality is the difference from the quality received, this is because the quality received is a buyer's subjective assessment of the product. The quality received cannot be sufficient as a determinant of justice because the quality of perception itself becomes a construct summary, as argued by Aaker, (1991: 85-86). However, the results of the study by Zeithaml [38] stated that the quality received can be used as a real action as a critical factor influencing product choices for consumers. Motameni and Shahrokhi [40] and Yoo et al., [29] from the results of their study, show that the quality received is positively related to brand equity.

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Development of Research Hypotheses
Influence Between Brand Awareness, Brand Equity and Brand Association

The argumentation from Keller [6] states that brand awareness that is created influences the buyer's decision-making process through brand associations inherent in the buyer's memory. There is a correlation between brand awareness and brand association such as the results of studies from Atilgan et al., [24], Pappu [25]. Brand awareness itself is a fundamental attribute, and the first time it reflects brand equity for customers according to the results of studies by Aaker, (1991, 1996), Tong and Hawley [41]. As a result, brand awareness is constructed into brand equity in a set of consumer minds, such as a study by Huang and Sarigollu [42], and affects the attitudes and perceptions of its customers. Aaker [12] in his study, believes that brand association and brand equity have a strong relationship with each other because brand association becomes an element that helps a memorable brand. The resulting high brand awareness will provide a strong brand association, and a strong brand association is created that will positively affect brand equity because of the brand association itself, this is the direction of the review of the commitment and quality of the brand itself so that the customer shows that habit of buying the brand. All of them help in considering making a purchase, as suggested by the results of the studies of Aaker [12], Tong and Hawley [41], Marinova et al., [43], and Yoo et al., [29]. The study results by Severi and Kwek [44] show a positive and significant relationship between brand awareness and brand equity mediated by brand associations. Based on the description that has been put forward the relationship between brand awareness, brand association and brand equity that can be demonstrated, there are still weaknesses in the study to evaluate the relationship by creating mediation between the three constructs. Thus, to evaluate the relationship between brand awareness and brand equity mediated by brand association, a hypothesis can be shown.

H1: There is an effect of brand awareness on brand equity mediated by the association brand.

Influence Between Brand Awareness, Brand Equity and Brand Association

Brand association is an element that helps a brand never to be forgotten by its customers. Aaker [12] in a study defines brand loyalty as a symbol of the results of a set of constructive thoughts that lead to a brand and show a constant purchase of a product brand every time. The results of studies conducted by Atilgan et al., [24] and Yoo et al., [29] found that if customers have more positive associations towards a brand, they are more loyal to the brand and so on. Aaker [12] in his study believes that brand association and brand equity are strongly and positively related to one another, as long as the direction of his review is on commitment and quality, customers show purchases that are so familiar with the brands they buy, as a study by Aaker [12], Tong and Hawley [41], Marinova et al., [43], and Yoo et al., [29]. Whereas Oliver [45] defines brand equity as a strong commitment to the desired or consistent pattern of product or service choices in the future, affected by stored situations and marketing efforts that have potential causes for behavior to shift or shift to others. Travis [46] in his study stated the meaning and purpose of brand equity by building brand loyalty, theoretically there is a relationship between brand association, brand loyalty and brand equity that has been approved, but there are still weaknesses or shortcomings that are mediated between the three constructs. The results of the study by Severi and Kwek [44] show that there is a positive and significant relationship between brand association and brand equity mediated by brand loyalty. Therefore, to evaluate the relationship between brand association and brand equity, mediation by brand loyalty is required. Thus, the hypothesis formulated is:

H2: There is an effect of brand association on brand equity mediated by loyalty brand.

The Influence between Brand Loyalty, Brand Equity and Brand Image

Brand loyalty according to the results of the study by Yoo et al., [29] has the power to influence customer decisions in making purchases of similar products or brands and switch lower to competing brands. Brand image can be defined as the feelings and thoughts of consumers towards a particular product brand, such as a study by Roy and Banerjee [32]. Meanwhile, Yoo et al., [29] argued that there is a positive relationship between brand loyalty and brand image. So, brand loyalty is embedded in the heart which becomes brand equity. Gladden and Milne [47] from the results of their study show that there is a belief that one of the

components of brand equity is brand image. Based on the description that has been stated the relationship between brand loyalty, brand image and brand equity that can be shown, but there are still weaknesses or shortcomings in the study to evaluate the relationship by creating mediation between the three constructs. Severi and Kwek [44] show a positive and significant relationship between brand loyalty and brand equity mediated by brand image. Thus, to evaluate the relationship between brand loyalty and brand equity, which is indicated by the brand image, a hypothesis can be formulated:

H₃: There is a mediated effect of brand loyalty on brand equity by the brand image.

Influence between Brand Image, Brand Equity and Quality Received

Richardson et al., [36] from the results of their study stated that consumers always try to find products that have provided a brand image obtained from the overall perception derived from certain product specifications, so that products with high brand images will be the choice because they are believed to provide quality and quality. superior value. Meanwhile, according to the results of the study by Jacoby et al., [37], in conducting their experimental research, they found that consumer perceptions of value and quality significantly affect brand image. Similar conclusions are shown from the results of the studies of Shimp and Bearden [48], Rao and Monroe [49] that brand image is the main goal on several occasions and is the fastest reference for determining product value and quality. Kotler and Armstrong [15] state that brand image is used by consumers to evaluate the perceived quality of the product. Richardson et al., [36] concluded that there was a positive relationship between brand image and received quality. Gladden and Milne [47] show that brand image is part of brand equity, therefore consumer perceptions of brand image will create an influence towards brand equity of the products or services it offers. Aaker [13] states that one of the key elements of brand equity is the quality received and becomes the core construct in research to assess brand equity. Likewise, Yoo et al., [29] showed that brand equity will increase with the help of the perceived positive quality promotion results; the quality received is part of the brand value shown by consumers in selecting product brands from other product brands offered by its competitors. The results of the study by Severi and Kwek [44] show that there is a positive and significant relationship between brand image and brand equity mediated by the quality received. Based on the description that has been put forward the relationship between the quality received, brand image and brand equity that can be shown, but there are still weaknesses or deficiencies in the study to evaluate the relationship by creating mediation between the three constructs. Thus, to evaluate the relationship between brand image and brand equity, which is validated by the quality received by customers, a hypothesis can be formulated:

H₄: There is a mediated effect of brand image on brand equity by the quality received.

II. METHODOLOGY
Population and Sample Research

Population is the whole unit of analysis whose characteristics will be predicted [50]. The population in the study were all registered and active members until 2018 in the alert women cooperative, totaling 1,778 people in the city of Surabaya. While the characteristics of the population for research purposes include members of cooperatives, namely: being a registered member and being active for at least 5 years without breaking up, having an education of at least SMA / SMK or equivalent, and having conducted transactions with cooperative business units for at least 20 (six) times during 2018. The representative sample size according to Hair [51] for the purposes of structural equations is between 100 to 200 respondents, so that the sample of this study was taken as many as 120 members who became respondents. The sampling technique used was purposive sampling, meaning that the sample was taken randomly based on the consideration of population characteristics that had been determined based on population characteristics.

Research Variable

Based on the background, problem formulation, hypothesis development, and research frameworks, it has been suggested that the position of the variables covered and analyzed in this study are as follows: the endogenous variable is brand equity; the exogenous variable is brand awareness; while exogenous and endogenous variables include brand association, brand loyalty, brand image, and quality received.

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Data Collection Procedures

Data collection was carried out in this study using questionnaires as a primary data collection instrument. The questionnaire is a measurement instrument designed in the form of a formal set of questions to obtain information from respondents. Therefore, this type of research data includes primary data obtained directly through distributing questionnaires aimed at cooperative members as respondents and as members of the targeted research sample. The questionnaire is designed as a research instrument that shows statement items resulting from the results of the operation of each variable with indicators measured through a Likert scale to be responded to by each respondent.

Data Analysis Techniques

The analysis in this study uses descriptive analysis to describe the results of data processing according to the research needs, then the data is tested for validity and reliability and then processed with a computer program package to obtain the results of path analysis processing.

Validity and Reliability

Validity testing is carried out to determine the validity of the measurements on the statement items contained in the questionnaire as a primary data collection instrument. This is necessary so that the questionnaire is designed to be able to measure what should be measured from the results of the operationalization of the variables and indicators. The results of this test can be seen in the correlation of Pearson's product moment for each statement item with the total test score. Reliability testing is carried out to determine the reliability of the measuring instrument used that can be trusted. If the measuring instrument is used repeatedly and the results are obtained relatively consistent, then the measuring instrument is considered reliable. This test is carried out for all statement items used in the research and the construct reliability value is calculated.

Data Analysis

Data analysis uses path analysis to test the path coefficient on each path diagram of the causal relationship between brand awareness (KM), brand association (AM), brand loyalty (LM), brand image (CM), and received quality (KD) on brand equity

(EM). The effects between variables that will occur are as follows:

III. RESULTS AND DISCUSSION

Result of Questionnaire Validity and Reliability Testing

This research begins with testing the validity of the questionnaire, namely testing the statement items that compose each research variable in the questionnaire. The validity test is carried out to determine the extent to which the statement items can measure each variable under study. To measure the validity of the questionnaire used Pearson product moment correlation. If the value of the Pearson product moment correlation between each statement item with the total variable score produces a significance value less than 5%, then the statement item is declared valid and vice versa if the significance value is greater than 5%, then the statement item is declared invalid. The results of validity testing using the Pearson product moment correlation coefficient for each statement item on the variables of brand equity, brand awareness, brand association, brand loyalty and quality received show that the Pearson correlation coefficient is above 5% which means it can be said to be valid. While the results of reliability testing for all research variables have shown a Cronbach's alpha value $\geq$ 0.60, which means that it has shown reliability in its measurement or the measuring instrument used meets its consistency.

Description of Research Variables

Descriptively, the average value of the research variables, namely brand equity, brand awareness, brand association, brand loyalty, brand image, and quality received by members of the vigilant women cooperative produces a score above a score of 3 which means that they tend to give approval in responding to the research variables. It can be said that the brand equity that women cooperative members responded to was good. In addition, brand equity, which is formed from the variables of brand awareness, brand association, brand loyalty, brand image, and quality received by the members of the alert women cooperative has also received good responses. The description of brand equity that the cooperative name is a brand is supported by the opinion of Lassar et al., [17]; Keller [6]; Cobb-Walgren et al., [19]; Del Rio et al., [20] which states that brand equity is assessed

from the customer perspective that in this case the cooperative members and the assessment give meaning to the individuals who have felt it. The results of this study also support the opinion of Aaker [12];[13]; Blackston [10]; and Cobb-Walgren et al., [19] which states that brand equity includes structured factors including brand awareness, brand association, brand loyalty, brand image and quality received by customers who in this case are members of the vigilant women cooperative.

The results of the description of brand awareness that show a score above 3 means that the members of the alert women cooperative are aware of the existence of the alert women cooperative as a brand, in this case it supports the results of the study by Aaker [13]; Cobb-Walgren et al., [19]; and Keller [3] which states that brand awareness is a brand longevity that is inherent in customer memories and becomes an important factor for customers to select products to be purchased and brand awareness itself is a factor that influences customer purchasing decision making, in this case a member. vigilant women's cooperative. The description of the brand association produced in this study is scored above a score of 3, which means that this alert female cooperative member always associates the brand from the name of the cooperative when the cooperative member makes purchases of products or services to meet their needs. This supports the opinion of the study results of Keller [3]; Van Osselaer and Janiszewski [27] which state that brand association can improve customer memory of the product brand that they will buy and can create attitudes, attributes, and benefits for the product they will buy and act in purchasing which always tends to compare with the results. products and services of wary women's cooperatives.

The results of the description of brand loyalty that show a score above 3 means that the members of the wary women cooperative really like the name of the alert women cooperative as a brand, in this case it supports the results of Aaker's study [12] and Yoo et al., [29] which state that brand loyalty is a symbol of the results of a set of constructive thoughts that lead to a brand and show a constant purchase of products or services at any time, besides that brand loyalty has a strong influence on purchasing decisions. customers to make purchases which in this case are members of the wary women cooperative. While the results of

the description of the brand image obtained in this study have a score above a score of 3, which means that female cooperative members are vigilant in their minds, always associate the name of the cooperative and their feelings in every purchase of products or services are always impressed by the vigilant female cooperative. This supports the opinion of the study results of Roy and Banerjee [32]; Aaker [12]; Bearden and Etzel [33]; and Park and Arinivasan [34] which state that brand image can be interpreted as an association that is collected significantly in the minds of consumers and brand image has a belief in the uniqueness of products or services produced by companies, which in this case are vigilant women cooperatives. The results of the description of the quality received by the members of the alert women cooperative in this study were obtained with a score above 3, which means that the members of the alert women cooperative feel that what is perceived about the products or services offered by the alert women cooperative is at least the same as the reality they expect. The results of this study support the opinion of Aaker's study, (1991: 85-86); Zeithaml [38]; Erenkol and Duygun [39] which state that the quality of money received is the customer's overall perception of the quality and greatness of a product or service compared to similar products or services offered by its competitors, besides that the quality received is the result of the buyer's subjective assessment of the product or services in purchasing activities, in this case the subjectivity meant is alert women cooperative members.

Path Analysis or Path

In the analysis, it is necessary to show an analysis of variance table to detect the feasibility and suitability of multiple linear regression models that describe the joint influence of the variables of brand awareness, brand association, brand loyalty, brand image, quality received on brand equity as in the following table.

Table 1. Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9,061	5	1,816	8,057	0,000
Residual	25,698	114	0,225		
Total	34,759	119			

The test result F = 8,057 with a significance level value = 0,000, which means that the multiple linear regression model is feasible and suitable or acceptable. Mathematically, the multiple linear

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regression model based on the calculation results of table 2 regarding the regression coefficient can be written about the multiple linear regression equation as follows.

EM 0,754 + 0,065 KM + 0,017 AM − 0,304 LM + 0,082 CM − 0,251 KD
(1.786)   (0.837)   (0.18)   (2.762)   (0,509)   (2 142)
Sig.0,077 Sig.0,4   Sig.0,872   Sig.0,007   Sig.0,4   Sig.0,034

This multiple linear regression equation is obtained from table 2 which includes multiple linear regression coefficients and the results of the t-value test with a significance level as follows.

Table 2. Multiple Linear Regression Coefficients

Model Multiple Linear Regression	Coefficient Nonstandard	t count	Significance
Constant	0,754	1,786	0,077
Brand Awareness (BA)	0,068	0,837	0,407
Brand Association (DS)	0,017	0,161	0,872
Brand Loyalty (BL)	0,304	2,762	0,007
Brand Image (BI)	0,082	0,509	0,120
Quality Received (QR)	0,251	2,142	0,034

Note: Dependent Variable is Brand Equity (BE)

By considering table 1, the multiple linear regression equation, and table 2 it can be explained that this multiple linear regression model is said to be suitable and feasible, but when considering each regression coefficient, it turns out that the test results that show significant or acceptable are the regression coefficient for the loyalty variable. brand and quality received that is equal to t count = 2.762 with sig. = 0.007 and t count = 2.142 with sig. = 0.034. Thus, the multiple linear regression equation is still not able to predict the brand equity of each of the variables that explain it. However, when observed using partial least square starting from the effect of brand awareness on brand association, the effect of brand association on brand loyalty, the effect of brand loyalty on brand image, and the effect of brand image on the quality received can be shown in table 3 partial least square page 46. such as the following.

Table 3. Partial Least Square

Linear Regression Model	Regression Constants	Regression Coefficient
1.The effect of BA on BS	2,.56 (8.505) Sig. 0,000	0,446 (6.162) Sig. 0,000
2.The effect of BA on BL	1,926 (6.976) Sig. 0,000	0,417 (5.705) Sig. 0,000
3.The effect of BL on BI	1,698 (5,209) Sig. 0,000	0,5.3 (5,563) Sig. 0,000
4.The effect of BI on QR	1,954 (8.525) Sig. 0,000	0,48: (7.417) Sig. 0,000

Information: BA = Brand Awareness; BS = Brand Association; BL = Brand Loyalty
BI = Brand Image; QR =Quality Received.

Table 3 shows that the linear regression coefficients for the four linear regression models indicate that both the constant and the regression coefficient are significant. When observed, it can be shown that the influence model of KM on AM for the test results F = 37.966 and Sig. = 0,000; the influence model of AM on LM for the test results F = 32.547 and Sig. = 0,000; LM influence model on CM for test results F = 30.943 and Sig. = 0,000; and the influence model of CM on KD for the test results F = 55.017 and Sig. = 0,000. Therefore, these four linear regression equation models are feasible and suitable and can be used to predict each independent variable on the dependent variable. In addition, seen from the sign of the regression coefficient shown, it shows that the direction of the relationship that can influence it is positive and significant for the four linear regression models. The next step in the path diagram analysis will display an image showing the existence of a causal relationship between variables that leads to one variable, namely brand equity. This figure shows the sequence of relationships between variables that point to one variable as follows.
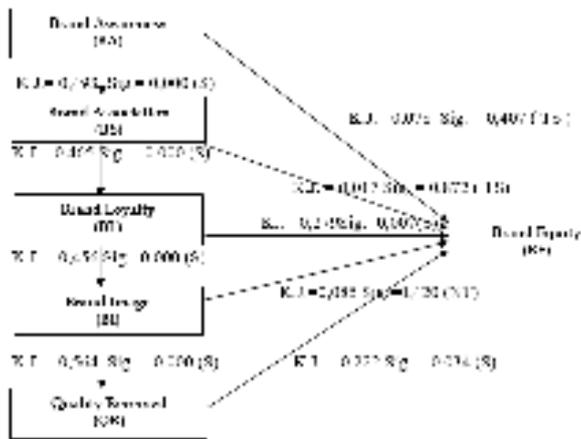
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Figure 1. Path Diagram

Caption 1:
K.J.= Path Coefficient Sig.= Significant
S = Significant; NT = Not Significant

Hypothesis Test

Figure 1 path diagram shows the interrelated relationship between variables that goes in one direction. The intended variables can be started from the brand awareness variable that leads directly to brand equity, but it can also be that brand awareness indirectly leads to brand equity but through brand association. The test results in the path analysis show that brand awareness has a direct positive effect on brand equity which is insignificant, which is shown by the path coefficient of 0.078 with a significance level of 0.407. Brand awareness can also have an indirect positive effect on brand equity through brand association.

The test results show that brand awareness has a positive and significant direct effect on brand association as indicated by a path coefficient of 0.493 with a significance level of 0.000, then brand association has a positive and insignificant effect on brand equity as indicated by a path coefficient of 0.017 and a significance level of 0.872. This result can be said that brand awareness influences brand equity which is mediated by brand association which is not significant. This indicates that the first research hypothesis which states that there is an effect of brand awareness on brand equity mediated by brand association is rejected or not proven. The results of this study do not support the opinion of Severi and Kwek's [44] study which states that there is a positive and significant relationship between brand awareness and brand equity mediated by brand association. In addition,

the results of this study also do not support the results of the Aaker study [12];[13]; Tong and Hawley [41] state that brand awareness is a basic attribute and reflects brand equity, as well as the results of a study by Huang and Sarigollu [42] which state that brand awareness is constructed into brand equity. However, the results of this study support the opinion of Atilgan et al., [24]; Pappu [25] which states that there is a positive correlation between brand awareness and brand association.

The test results in the subsequent path analysis in terms of brand association have a direct positive effect on brand equity and it is not significant, which is indicated by the magnitude of the path coefficient of 0.017 with a significance level of 0.872. Furthermore, it can be observed that the results of the brand association test have a positive and significant effect on brand loyalty with a path coefficient value of 0.465 and a significance level of 0.000. Meanwhile, brand loyalty has a positive and significant effect directly on brand equity with a path coefficient of 0.279 and a significance level of 0.007. Thus, it can be said that brand association has a positive and significant indirect effect on brand equity by having to go through brand loyalty. This shows that the second research hypothesis which states that there is an effect of brand association on brand equity mediated by brand loyalty is accepted or proven. The results of this study support the opinion of Severi and Kwek's [44] study which states that there is a positive and significant relationship between brand association and brand equity mediated by brand loyalty. The results of this study support the opinion of the study by Oliver [45] defining brand equity as a strong commitment to the desired or consistent pattern of product or service choices in the future, affected by stored situations and marketing efforts that have potential causes for behavior. shift or switch to another. Travis [46] in his study stated the meaning and purpose of brand equity by building brand loyalty, theoretically there is a relationship between brand association, brand loyalty and brand equity that has been approved, but there are still weaknesses or shortcomings that are mediated between the three constructs.

However, the results of this study do not support the results of the studies Atilgan et al., [24] and Yoo et al., [29] found that if customers have more positive associations towards a brand, they are more loyal to the brand and so on. Aaker [12]

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in his study believes that brand association and brand equity are strongly and positively related to one another, if the direction of his review is on commitment and quality, customers show purchases that are so familiar with the brands they buy, as a study by Aaker [12], Tong and Hawley [41], Marinova et al., [43], and Yoo et al., [29].

The test results in the next path analysis in terms of brand loyalty have a positive and significant effect directly on brand equity as indicated by the amount of path coefficient of 0.279 with a significance level of 0.007. Furthermore, the results of the brand loyalty test have a positive and significant effect directly on brand image with a path coefficient value of 0.456 and a significance level of 0.000. Meanwhile, brand image has a direct positive effect on brand equity which is not significant with a path coefficient of 0.085 and a significance level of 0.420. The results of this study can be said that brand loyalty has no significant effect on brand equity mediated by image. This indicates that the third research hypothesis which states there is an effect of brand loyalty on brand equity mediated by brand image is rejected or not proven. The results of this study do not support the opinion of Severi and Kwek's [44] study which states that there is a positive and significant relationship between brand loyalty and brand equity mediated by brand image. The results of this study also do not support the opinion of Gladden and Milne [47] who state the belief that one of the components of brand equity is brand image, but the results of this study support the results of the study by Yoo et al., [29]; Roy and Banerjee [32] state that there is a positive and significant relationship between brand loyalty and brand image and state that brand image is a form of consumer feelings and thoughts towards a particular product or service brand that is produced as a consequence of brand loyalty owned by these consumers.

The test results in the next path analysis in terms of brand image have a direct positive effect on brand equity and it turns out to be insignificant as indicated by the path coefficient of 0.085 with a significance level of 0.420. Furthermore, the results of the brand image test have a positive and significant effect on the quality received by the alert women cooperative members with a path coefficient value of 0.564 and a significance level of 0.000. While the quality received by the members of alert women cooperatives has a

positive and significant effect directly on brand equity with a path coefficient value of 0.222 and a significance level of 0.034. Thus, it can be said that brand image has a positive and significant indirect effect on brand equity by having the quality received by women cooperative members be alert. This shows that the fourth research hypothesis which states that there is an effect of brand image on brand equity is mediated by the quality received by members of the alert female cooperative which is accepted or proven. The results of this study support the opinion of Severi and Kwek's [44] study which states that there is a positive and significant relationship between brand association and brand equity mediated by brand loyalty. In addition, it also supports the study results of Richardson et al., [36] from the results of their study that consumers always try to find products that have provided a brand image obtained from the overall perception derived from certain product specifications, so that products with high brand images will become choice because it is believed to provide superior quality and value. Meanwhile, according to the results of the study by Jacoby et al., [37], in conducting their experimental research, they found that consumer perceptions of value and quality significantly affect brand image. Similar conclusions are shown from the results of the studies of Shimp and Bearden [48], Rao and Monroe [49] that brand image is the main goal on several occasions and is the fastest reference for determining product value and quality.

Discussion

The results of descriptive analysis and hypothesis testing from path analysis turned out to be the first research hypothesis which states that there is an effect of brand awareness on brand equity mediated by brand association which is rejected or not proven. The results of this study do not support the results of the study by Severi and Kwek [44] which state that there is a positive and significant relationship between brand awareness and brand equity mediated by brand association. Nor does it support the results of the study by Aaker [12];[13]; Tong and Hawley [41] state that brand awareness is a basic attribute and reflects brand equity, as well as the results of a study by Huang and Sarigollu which state that brand awareness is constructed into brand equity. However, this study supports the opinion of Atilgan et al., [24]; Pappu [25], which states that

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there is a positive correlation between brand awareness and brand association. because the test results based on partial least square that the direct positive effect of brand awareness on brand equity is not significant which means it is not proven and the direct positive effect of brand association on brand equity is also not significant or not proven, although the test results have a direct positive effect on awareness Brand on brand equity is significant, which means it is proven. This could also be because in terms of the results of the response to brand awareness of women cooperative members, alertness is still not strong enough to influence brand equity, considering that the results of the response to brand awareness are still lower than the results of the response to brand equity. However, the results of the response to brand awareness significantly and positively influence brand association, but brand association as a mediator of brand awareness is still not consistent in influencing brand equity, even though the results of the response to brand association are stronger than the results of the response to brand equity. Therefore, statement items indicating brand awareness need to be reviewed in the future, because the results of this study are still not consistent in influencing brand equity.

The results of descriptive analysis and hypothesis testing from path analysis show that the second research hypothesis which states that there is an effect of brand association on brand equity is mediated by brand loyalty is accepted or proven. These results support the results of the study by Severi and Kwek [44] which states that there is a positive and significant relationship between brand association and brand equity mediated by brand loyalty. In addition, it also supports the results of the study by Oliver [45] that brand equity is a strong commitment to the desired or consistent pattern of product or service choices in the future, influenced by stored situations and marketing efforts that have potential causes for shifting behavior. or switch to another. Likewise, it supports the results of the study by Travis [46] which states the meaning and purpose of brand equity by building brand loyalty, and theoretically there is a relationship between brand association, brand loyalty and brand equity that has been approved, although the results of the study state that there are still weaknesses or shortcomings that are mediated between the three constructs.

However, the results of this study do not support the results of the studies of Atilgan et al., [24] and Yoo et al., [29] which found that if customers have more positive associations towards a brand, they are more loyal to the brand and so on. Aaker [12] in his study believes that brand association and brand equity are strongly and positively related to one another, if the direction of his review is on commitment and quality, customers show purchases that are so familiar with the brands they buy, as a study by Aaker [12], Tong and Hawley [41], Marinova et al., [43], and Yoo et al., [29]. It should also be understood based on partial least square that brand association has a direct positive effect on brand equity which is not significant, while brand association has a positive and significant effect on brand loyalty and brand loyalty has a positive and significant effect on brand equity. Therefore, the position of brand loyalty fully mediates the positive and significant effect of brand association on brand equity. Thus, it can also be said that the result of brand association response which is quite strong compared to the response of brand equity for alert women cooperative members has not been able to directly influence brand equity. Meanwhile, based on partial least square, brand loyalty has a positive and significant effect directly on brand equity. Judging from the results, the response to brand loyalty is quite strong compared to the response to brand equity for alert female cooperative members that it can directly influence brand equity. Thus, it can be said that brand loyalty responded to by alert female cooperative members to be an important factor or can be a bridge for cooperative members who associate brands in influencing the brand equity of wary women cooperatives.

The results of descriptive analysis and hypothesis testing from path analysis turned out to be the third research hypothesis which states that there is an effect of brand loyalty on brand equity mediated by the brand image is rejected or not proven. This study does not support the results of the study by Severi and Kwek [44] which states that there is a positive and significant relationship between brand loyalty and brand equity mediated by brand image. The results of this study also do not support the opinion of Gladden and Milne [47] who state the belief that one of the components of brand equity is brand image, but the results of this study support the results of the study by Yoo et al., [29]; Roy and Banerjee [32] state that there is a

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positive and significant relationship between brand loyalty and brand image and state that brand image is a form of consumer feelings and thoughts towards a particular product or service brand that is produced as a consequence of brand loyalty owned by these consumers. The absence of proof of the third hypothesis from the research results can be understood because the test results are based on the partial least square that the positive and significant effect is brand loyalty directly on brand equity which means it is proven, as well as the test results of the positive and significant effect directly brand loyalty to brand image which is also proven. However, partially the least square that brand image has a positive effect on brand equity is not significant. An important cause of this condition is that brand image does not consistently affect brand equity. This could also be due to the result of the response of the brand members of the vigilant female cooperative that is still not strong enough to influence brand equity, although the tendency of the response of the female cooperative members is that the tendency is quite strong compared to the result of the response to the brand equity. Therefore, the statement items indicating brand image still need to be reviewed in the future in relation to brand equity, so the results of this study are still inconsistent that brand image affects brand equity. Thus, the position of brand image as a mediation of the influence of brand loyalty on brand equity can be said to be inconsistent or does not have an important role.

The results of descriptive analysis and hypothesis testing from path analysis show that the fourth research hypothesis which states that there is an effect of brand image on brand equity mediated by the quality received is acceptable or proven. The results of this study support the results of a study conducted by Severi and Kwek [44] which states that there is a positive and significant relationship between brand image and brand equity mediated by the quality received for alert female cooperative members. In addition, it also supports the results of the study by Richardson et al., [36] which states that consumers always try to find products or services that have provided a brand image that is obtained from the overall perception derived from the specifications of a particular product or service, so that the product or service with an image High brands will be the choice because they are believed to provide superior quality and value. Meanwhile, according to the results of the study by Jacoby et al., [37], in conducting their experimental research, they found that consumer perceptions of value and quality significantly affect brand image. Similar conclusions are shown from the results of the studies of Shimp and Bearden [48], Rao and Monroe [49] that brand image is the main goal on several occasions and becomes the fastest reference for determining the value and quality of a product or service.

Therefore, the quality position received by women cooperative members is aware of products or services that fully mediate the positive and significant influence of brand image on brand equity. Thus, it can also be said that the results of the response to brand image which is quite strong compared to the response to brand equity for alert women cooperative members have not been able to directly influence brand equity. Meanwhile, based on the partial least square, the quality received by alert women cooperative members has a positive and significant effect directly on brand equity. Likewise, partially the least square brand image has a positive and significant effect on the quality received by alert women cooperative members. Thus, it can be said that the quality received by the alert women cooperative members who are responded to is an important factor or can be a bridge for cooperative members who in their minds provide a brand image to influence the brand equity of the alert women cooperative.

IV. CONCLUSION
Conclusion

Based on the results of the research and discussion that has been stated and referring to the research objectives, it can be concluded as follows: (1) The research hypothesis which states that there is an effect of brand awareness on brand equity mediated by the alert women cooperative brand association in the city of Surabaya is insignificant or not proven, (2) The research hypothesis which states that there is an effect of brand association on brand equity mediated by brand loyalty of alert women cooperatives in the city of Surabaya is significant or proven, (3) The research hypothesis states that there is an effect of brand loyalty on brand equity mediated by the brand image of the alert women cooperative in the city of Surabaya is not significant or not proven, (4) The research hypothesis which states that there is an effect of brand image on brand equity mediated by the

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quality received by members of the alert women cooperative in the city of Surabaya is significant or proven, (5) Research findings show that brand loyalty of vigilant women cooperatives in the city of Surabaya is fully a mediation and as an important factor to bridge brand associations in influencing cooperative brand equity, and (6) The research findings show that the quality received by female cooperative members is aware of products and services fully become a mediator and as an important factor to bridge the brand image in influencing cooperative brand equity.

Recommendation

This study relies on brand equity that focuses on the name of the organization, namely the alert women cooperative, which is influenced by brand awareness, brand association, brand loyalty, brand image, and the quality received by members of the product or service produced by the alert women cooperative in the city of Surabaya.

This research analysis uses path analysis which essentially shows a linear relationship with the assumption of a recursive model, the variables are measured by a Likert scale approach, and each variable is in valid and reliable conditions, and the model specification rests on good and correct theories and concepts. Therefore, it is suggested that future research can be developed further and more complex, one of which is by using structural equation models.

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