

## **ABSTRACT**

*The research purpose is to analyze the effect of perceived quality and brand awareness toward brand loyalty with brand image as variable mediation on E-commerce Lazada.co.id. While the subject is the faculty of economics and business student at UMY who have used and transacted with Lazada.co.id. In this study sample of 100 respondent were selected using purposive sampling. Analysis tool used in this study is the simple linier regression, the fist step is to test the instrument quality by the validity and reliability test.*

*The research's already result showed perceived quality has a positive and significant effect toward brand loyalty. Brand awareness has a positive and significant effect toward brand loyalty. Brand Image has a positive and significant effect toward brand loyalty. Perceived quality has a positive and significant effect toward brand image. Brand awareness has a positive and significant effect toward brand image. Perceived quality has a positive and significant effect toward brand loyalty through brand image. Brand awareness has a positive and significant effect toward brand loyalty through brand image. Brand image plays as a mediating variable.*

***Key Wards: Perceived quality, brand awareness, brand image, brand loyalty***