## *ABSTRACT*

***THE INFLUENCES OF BRAND AWARENESS, BRAND ASSOCIATIONS, AND QUALITY PERCEPTION TOWARDS BRAND EXTENSION AND BRAND LOYALTY OF MOLTO BRANDED PRODUCTS***
***(Study on Boarding House Student in Kampung Baru district. Kedaton, Bandarlampung )***

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*This objectives of this study is to determine the relationship of the five variables: brand awareness variable (X1), brand association variable (X2), quality perception variable (X3), and the dependent variables: brand extension variable (Y1) and brand loyalty variable (Y2). The kind of this research is explanative researh using quantitative approach. Sampling technique is purposive sampling with all Molto's costumer that live in Kampung Baru as the study population. Data collection techniques using questionnaires with Likert scale. The test results by using statistical software SmartPLS indicates that three variables (brand awareness, brand associations, and quality product perception) has a significant influence on the variable of brand extension and brand loyalty in the lubricant category apparel products Molto Trika. The results of fieldresearch shows that easy-to-remember brand, well-known brand, and availibility are not a form factor of brand awareness variable and brand association variable so that the indicator is removed.*



*Keywords* ***: Brand Awareness, Brand Association, Perceived Quality, Brand Extension, Brand Loyalty.***