

## ABSTRACT

*Nowadays, the use of the internet is growing rapidly causing people's shopping habits to change from conventional shopping to online shopping. Indonesia is an attractive market share for e-Commerce companies so competition for the e-Commerce market in Indonesia is tight. Lazada is one of the e-Commerce in Indonesia which has the most visitors in 2017 and the first quarter of 2018. However, Lazada has the most complaints received, poor reviews from users, low effectiveness, drastically decreases visitors the second quarter of 2018, and has a small conversion rate. One way to gain competitive advantage is to increase brand equity.*

*The purpose of this study was to find out how the influence of brand awareness, brand association, perceived quality, and brand loyalty on brand equity from Lazada in Indonesia.*

*This research was conducted using a quantitative method with a sample of 400 respondents. Data collection is done through online questionnaires. The analytical method used is the Structural Equation Modeling method. Data processing is done using Partial Least Square software version 2.0.*

*After conducting the research, it was found that the brand awareness and brand association variables had a positive but not significant effect on brand equity from Lazada, while the perceived quality and brand loyalty variables had a positive and significant influence on the Lazada brand equity in Indonesia.*

*Based on the results of the analysis, there are a number of things that need to be improved or improved by Lazada regarding perceived quality variables, namely by improving quality and consistency with respondents and increasing brand loyalty from Lazada because brand loyalty variables have the most influence on Lazada's brand equity.*

***Keywords: brand association, brand awareness, brand equity, brand loyalty, perceived quality***