

## *Abstract*

*Brand is the most important things in competition and being valuable corporate asset which determining increase and decrease of the corporate. Brand has value that be able to interpreted by the consumer as brand associations. Furthermore, brand associations that have been created consistently will built brand image that important for existence of the corporate. The research method that has been used in this research is kuantitative method with kuisitioner to consumer of Pos Indonesia in Asia afrika Bandung and interview with related people as data collecting. Sampling technique that has been used is purposive sampling and the sample kuantity is 70 respondent based on Rea & Parker formula in infinitive sampling with probability 90%. Result of the research show, there are correlation between brand associations and brand image. Although, the correlation is weak with 0,393 and level of signisicant is 0,01*

*Keyword: brand, brand associations, brand image, Pos Indonesia*