

Analisis pengaruh brand awareness, brand associations dan perceived quality terhadap brand equity universitas swasta terakreditasi a di Jakarta tahun 2016 = Analysis of the influence of brand awareness, brand associations and perceived quality on brand equity of private university accredited a in Jakarta year 2016

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Abstrak

ABSTRAK

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Judul Penelitian : Analisis Pengaruh Brand Awareness, Brand Associations dan Perceived Quality Terhadap Brand Equity Universitas Swasta Terakreditasi A di Jakarta Tahun 2016
Brand merupakan salah satu aset yang sangat bernilai bagi organisasi karena mampu memberikan nilai keunikan dan beragam bentuk karakteristik yang mampu menjadi pembeda dengan produk atau jasa sejenis dipasar. Institusi perguruan tinggi juga melakukan pengembangan brand equity untuk meningkatkan keuntungan kompetitifnya pada pasar pendidikan tinggi. Penelitian dengan metode kuantitatif eksplanatif ini ingin mengetahui seberapa besar pengaruh brand awareness, brand associations dan perceived quality dalam membentuk brand equity dari lima universitas swasta di Jakarta yang telah terakreditasi A oleh BAN-PT pada tahun 2016. Temuan dari penelitian ini menunjukkan bahwa brand awareness, brand associations dan perceived quality memiliki pengaruh positif terhadap brand equity, namun hanya brand associations yang memiliki pengaruh signifikan dibandingkan lainnya. Publikasi melalui situs berita online memiliki pengaruh terhadap brand awareness dan brand associations, namun tidak signifikan. Model pembentukan brand equity yang digunakan pada sektor produk-produk komersil memiliki perbedaan dengan pembentukan brand equity pada sektor pendidikan tinggi. Kata kunci: brand equity, brand awareness, brand associations, perceived quality, institusi perguruan tinggi

ABSTRACT

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Thesis Title Analysis of the Influence of Brand Awareness, Brand Associations and Perceived Quality on Brand Equity of Private University Accredited A in Jakarta Year 2016
Brand is one of the most valuable assets for the organization because it is able to provide unique values and diverse forms of characteristics that can be differentiated with similar products or services in the market. Higher education institution also develops brand equity to increase its competitive advantage in the higher education market. This explanative quantitative research method is aimed to find out how brand awareness, brand associations and perceived quality shaping the brand equity of five private universities in Jakarta that have been accredited A by BAN PT in 2016. Findings of this study indicate that brand awareness, brand associations and perceived quality have an influence on brand equity, but only brand associations have significant influence over others. Publications through online news sites have an effect on brand awareness and brand associations, but are insignificant. Model of brand equity used in the commercial products sector differs from the establishment of brand equity in the higher education sector. Keywords brand equity, brand awareness, brand associations, perceived quality, higher education institutions