

Analisis pengaruh bauran pemasaran jasa pendidikan tinggi terhadap ekuitas merek Universitas XYZ = Analysis of the effect of the service marketing mix of higher education on XYZ University brand equity

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Abstrak

ABSTRAK

Penelitian ini membahas tentang pengaruh bauran pemasaran jasa pendidikan tinggi terhadap ekuitas merek universitas XYZ. Penelitian ini menggunakan pilihan elemen price, promotion, people, dan, physical evidence sebagai dimensi dari bauran pemasaran jasa pendidikan tinggi, dan elemen brand awareness, brand image, perceived quality, dan brand loyalty sebagai dimensi dari ekuitas merek universitas. Penelitian ini adalah penelitian kuantitatif dengan sampel sebanyak 266 orang dari mahasiswa universitas XYZ, teknik pengumpulan data yang digunakan adalah dengan menyebarkan kuesioner kepada mahasiswa. Penelitian ini diolah dengan aplikasi statistik SEM (Structural Equation Modelling). Hasil penelitian menunjukkan bahwa elemen bauran pemasaran jasa pendidikan tinggi yang memiliki pengaruh positif terhadap ekuitas merek universitas XYZ adalah elemen price terhadap perceived quality, elemen people terhadap brand image, elemen people terhadap brand loyalty, elemen physical evidence terhadap brand awareness, dan elemen physical evidence terhadap perceived quality. Sedangkan elemen bauran pemasaran jasa pendidikan tinggi yang tidak memiliki pengaruh positif terhadap ekuitas merek universitas XYZ adalah elemen price terhadap brand awareness, elemen price terhadap brand image, elemen price terhadap brand loyalty, elemen promotion terhadap brand awareness, elemen promotion terhadap brand image, elemen promotion terhadap perceived quality, elemen promotion terhadap brand loyalty, elemen people terhadap brand awareness, elemen people terhadap perceived quality, elemen physical evidence terhadap brand image, elemen physical evidence terhadap brand loyalty.

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ABSTRACT

This study discusses the effect of the marketing service mix of higher education on XYZ university brand equity. This study uses the choice of price, promotion, people, and physical evidence elements as dimensions of the service marketing mix of higher education, and elements of brand awareness, brand image, perceived quality, and brand loyalty as dimensions of university brand equity. This research is a quantitative research with a sample of 266 people from XYZ university students, the data collection technique used is by distributing questionnaires to students. This research is processed by statistical application of SEM (Structural Equation Modeling). The results showed that the service marketing mix of higher education which had a positive influence on the brand equity of university XYZ were price elements of perceived quality, elements of people towards brand image, elements of people towards brand loyalty, elements of physical evidence towards brand awareness, and physical evidence elements towards perceived quality. While the service marketing mix of higher education that do not have a positive influence on the brand equity of university XYZ is the price element of brand awareness, the price element of the brand image, the price element of brand loyalty, the element of promotion to brand awareness, the element of promotion to brand image, promotion elements to perceived quality, elements promotion of brand loyalty,

elements of people towards brand awareness, elements of people towards perceived quality, elements of physical evidence towards brand image, elements of physical evidence towards brand loyalty.