

## **ABSTRACT**

*Puspo Dewi Dirgantari, NIM 1107306, Analysis Of Brand Equity and Brand Value Of Higher Education Institution (Studies at Higher Education Institutions In West Java), under guidance of Prof. Dr. H. Agus Rahayu, MP, Prof. Dr. H. Disman, M.Si and Dr. Hj. Ratih Hurriyati, MP*

*Every year universities in Indonesia continues to increase in number. many universities in Indonesia are located in the region of West Java and Banten provinces, but the number of students in West Java decreased. Moreover, at a time when competition among universities higher, the ranking universities in West Java decreased in the eyes of the world, including in Asia. Some evidence suggests that the brand value of colleges in West Java is still not optimal. The assessment process itself enrich the organization with a much more comprehensive understanding through and understand their customers, markets and channels they operate, the competitive environment, and operational capabilities.*

*This study uses science approach to referral marketing management theory. The method used in this research is descriptive survey and explanatory survey. The data used are primary data and secondary data that were collected through questionnaires and documentation of media. Meanwhile, to measure the influence of brand and marketing mix of educational services to customer-based brand equity and brand momentum and its impact on the brand value of higher education in West Java used Structural Equation Modelling.*

*Results of the study revealed that elements of the brand, marketing mix of education services, customer-based brand equity and brand momentum gave positive effect on the brand value of higher education in West Java. Dimensions of customer-based brand equity, especially the dimension of brand performance should be getting more attention in order to improve performance include: specialized facilities, meeting the needs of students, the speed of service, courtesy, and tuition fee.*

*Keywords: Elements of Brand, Marketing Mix of Education Services, Customer-Based Brand Equity, Brand Momentum, Brand Value*

## ABSTRAK

Puspo Dewi Dirgantari, NIM 1107306, Analisis Ekuitas dan Nilai Merek Perguruan Tinggi (Studi Pada Perguruan Tinggi Di Jawa Barat), Disertasi Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia, Dibawah Bimbingan Prof. Dr. H. Agus Rahayu, MP, Prof. Dr. H. Disman, M.Si dan Dr. Hj. Ratih Hurriyati, MP

Setiap tahun perguruan tinggi di Indonesia terus bertambah jumlah dan lokasinya didominasi wilayah provinsi Jawa Barat dan Banten. Meskipun demikian, jumlah mahasiswa perguruan tinggi di Jawa Barat menurun. Selain itu, di saat persaingan antar perguruan tinggi semakin tinggi, peringkat perguruan tinggi di Jawa Barat menurun di dunia dan/atau Asia. Beberapa hal tersebut menunjukkan adanya permasalahan yaitu belum optimalnya nilai merek perguruan tinggi di Jawa Barat. Proses penilaian itu sendiri memperkaya organisasi dengan pemahaman yang jauh lebih komprehensif melalui dan memahami tentang pelanggan mereka, pasar dan saluran mereka beroperasi, lingkungan yang kompetitif, dan kemampuan operasional.

Penelitian ini menggunakan pendekatan ilmu manajemen pemasaran. Metode yang digunakan dalam penelitian ini adalah *descriptif* dan *explanatory survey*. Data yang digunakan adalah data primer dan data sekunder yang dikumpulkan melalui kuesioner dan studi dokumentasi. Untuk mengukur besarnya pengaruh merek dan bauran pemasaran jasa pendidikan terhadap ekuitas merek berbasis pelanggan dan momentum merek serta dampaknya terhadap nilai merek perguruan tinggi di Jawa Barat digunakan teknik analisis SEM (*Structural Equation Modelling*).

Hasil penelitian mengungkapkan bahwa elemen merek, bauran pemasaran jasa pendidikan, ekuitas merek berbasis pelanggan dan momentum merek berpengaruh positif terhadap nilai merek perguruan tinggi di Jawa Barat. Dimensi ekuitas merek berbasis pelanggan terutama dimensi *brand performance* harus lebih mendapatkan perhatian agar kinerjanya meningkat antara lain: fasilitas khusus, pemenuhan kebutuhan mahasiswa, kecepatan layanan, kesopanan, dan biaya kuliah.

Kata kunci: Elemen Merek, Bauran Pemasaran Jasa Pendidikan, Ekuitas Merek Berbasis Pelanggan, Momentum Merek, Nilai Merek