

ABSTRACT

Master of Electrical Engineering Tel-U has been established since 1999 but in the last five years the target number of students is not reached. The purpose of this research is to explore the perceptions of prospective students of Electrical Engineering master program. Providers are located in the provinces of Jakarta and West Java, based perceptual mapping method attribute based multidimensional scaling. Multidimensional scaling (MDS) is a multivariate technique that uses more than one variable to find out the conditions of competition, the advantages and disadvantages and determine the position of each college in the eyes of prospective students based attributes. Attributes that are used in this study is the brand image, career opportunities, quality of education, quickly getting a job, tuition fee, academic environment, the location of the campus, teaching, and scholarship. Samples from this study are 80 students from bachelor Telecommunications and bachelor Electrical Engineering Telkom University. Research data obtained from questionnaires which will then be used as input to the processing of MDS. Once processed using MDS perceptual mapping produce position of the Tel-U has a major competitor ITB and excellence on the attributes of tuition fee, and scholarships, and add attributes dormitories, curriculum relevance with world of work and closeness to the industry as a way to attract prospective students.

Key words: Positioning Analysis, Master Program, Perceptual Mapping and Multidimensional Scaling.