

ABSTRACT

Master of Management Program Tel-U has been established since May 10, 1993 (Higher Education, 2015). Based on data from the MM Tel-U students who have registered in the last five years, in 2011, 2012 and 2015, the target number of students who still has not been reached as many as 100 students per year. The purpose of this research is to explore the perceptions of prospective students of Master of Management Program Tel-U in Bandung, based perceptual mapping using Multidimensional Scaling method. Multidimensional Scaling (MDS) is used to analyze the positioning of products in consumer perception of competitors who will form a map of the perception in certain quadrants of each college in the eyes of prospective students based attributes. Attributes that are used in this research is the tuition, field specialization, facilities, graduate qualities, education qualities, quick get job, campus location, career opportunities, brand image, academic environment, lecturer, teaching methods, references, and proximity to industry. Samples of this research were 75 students S1 Tel-U from several major. Processing data using MDS obtained from questionnaires that will be used as input as research data. The results of the data processing is perceptual mapping the position of the Tel-U has a major competitor with UNPAD with superior attributes of Tel-U is a field specialization, graduate qualities, education qualities and proximity to industry.

Keywords: Positioning Analysis, Perceptual Mapping and Multidimensional Scaling.