

ABSTRAC

The level of competition among universities has increased along with the growth of higher education institutions every year. Branding strategy is the primary key to address the problem. Telkom University formed from the merger of four institutions that are under Telkom Education Foundation (YPT).

Experienced transformation makes Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty shifted and caused Brand Equity of Telkom University is not optimal. In order to achieve its objectives, Telkom University requires a strong brand equity in society.

This study will look at the impact of brand awareness, brand association, perceived quality, brand loyalty on brand equity simultaneously and partially. Respondents are students of the University of Telkom force in 2014 and 2015. Data collection technique is through distributing questionnaires to 388 respondents who are Students of Telkom University in 2015 and 2014.

The research model is quantitative with analysis techniques of Path Analysis with brand awareness variable (X1), brand association (X2), perceived quality (X3), brand loyalty (X4), and brand equity (Y). The results showed that simultaneously Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty has positive and significant impact on the Brand Equity of 0.525 (R Square) or 52.5%. The rest of 47.5% of Brand Equity variable is explained by other variables which are not researched.

Partially all exsogen variables have positive and significant impact on brand equity. Impact of Brand Awareness is 11,7%, impact of Brand Association is 13%, impact of Perceived Quality is 18,6% and impact of Brand Loyalty is 41%. The variables that most influence the Brand Equity Telkom University is Brand Loyalty.

Key Word : Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Brand Equity