

ABSTRACT

Mergers/ acquisitions experienced a significant increase due to the growing popularity of the merger term/ acquisition itself among businessmen. Merger / acquisition is a step in the restructuring of the company which is believed to be profitable within a relatively short time. It also affects the entire industry such as the higher education industry.

The increasing of college quantity makes industry competition stricter but not strong enough on the product attributes given. Therefore, several universities decided to merge. One of private universities that merges with several institutions of higher education is Telkom University. In competing for market, Telkom University gives good service attribute performances to students and prospective students as its consumers. This gives rise to different perceptions of each student regarding the perceived product attributes before and after the merger.

This study was conducted to determine the effect of service attribute performance to the service benefits before and after the merger where the variable used is services marketing mix value creation with sub variable of product, price, people, process and physical evidence as well as the variable of product benefits with sub variable of functional and emotional benefits. The method used in this research is quantitative methods by distributing questionnaires with non-probability sampling technique that is convenience sampling with population of 2,763 students, comprising of the class of 2011, 2012, and 2013, which then obtained a sample of 350 students. This method also uses serpent diagrams (snake diagram) and simple linear regression.

Keywords: Student Perceptions, Performance of product attributes, service benefits, Universities, Merger.