

ABSTRACT

Nowadays, there are some of private and state universities that are A-accredited in the city of Bandung. Accreditation is one form of evaluation (evaluation) of quality and feasibility of higher education institutions, with the aim of providing assurance that accredited institutions have met the quality standards set by BAN-PT. Even so, according to the official website of the Ristekdikti Institution that in 2017 Telkom University and Bandung Islamic University accredited A were ranked 61 and 65 which is said to be far below the Pasundan University which had B accreditation with a rank of 49. Then in 2018, the ranking of Bandung Islamic University still ranked below the Pasundan University, even decreases even further, which is at rank 71. In other words, there are several things or problems faced by the A-accredited universities in the city of Bandung, even though one of them is about brands, especially in the Universities brand equity. This encourages the author to conduct research on mapping accredited A universities in Bandung based on elements of brand equity with the aim of obtaining results of studies its mapping position that can be useful for building, managing and strengthening universities brands.

The method for collecting data in this study is to use a questionnaire with the number of respondents is 400 who know and understand A-accredited universities in the city of Bandung and are / have received education in Higher Education, so using purposive sampling. The analysis technique used is multidimensional scaling.

The results obtained from this study, the sequence of universities that have the most brand equity as a whole from the most superior are ITB, UNPAD, UPI, Telkom University, then UNPAR and UNISBA in the last place. ITB excels in brand association and perceived quality, UNPAD excels in brand loyalty, UPI excels in brand awareness, while Telkom University, UNPAR, and UNISBA don't have an edge on brand equity elements.

Keywords: *Perceptual map, multidimensional scaling, brand equity, accredited A college.*