

ABSTRACT

The opinions and perceptions of people in society, in determining which high school is the best for them are different. The majority of society have a good opinion and perception about a high school in Bandung, that have an A rank in their accreditation.

So, this research was conducted to determine the mapping and measurement of an A rank accreditation of public and private high schools in Bandung based on elements of brand equity, using multidimensional scaling methods, which will produce a mapping positions, based on perceptions from respondent whom are know the high school with an A rank in their accreditation. Mapping of these measurements can be useful for building, managing and strengthening high school brands from its various indicators.

The method of collecting data for this research are obtained through a questionnaire, distributed to 400 respondents, using a purposive sampling technique. The analysis technique used is multidimensional scaling.

The results obtained from this study, the sequence of senior high school that the most brand equity as a whole from the most superios are Alfa Centauri, Mutiara Bunda, Istiqamah, while Daarul Hikam and Daarul Quran don't have an edge on brand equity elements.

Keywords: *Perceptual maps, multidimensional scaling, brand equity, high school accredited A.*