

## ABSTRACT

*The development of education in Indonesia continues to show a journey towards progress. Proven by the leveling of education in Indonesia, including universities. According to data from the Ministry of Research, Technology and Higher Education of the Republic of Indonesia (Ristekdikti) stated that the number of new students and high school students continues to increase every year. So that each college competes with each other to be the best and chosen by prospective new students.*

*This study aims to map private universities the results of the kemenristekdikti, Webometrics, and QS World rating slices based on brand equity. Aspects studied include brand awareness, brand loyalty, brand association and perceived quality. In addition, it also aims to find out the most superior universities based on brand equity.*

*This research uses a strong method with a survey of 386 respondents who are people who know the existence of Telkom University, Binus University, Islamic University of Indonesia, and Muhammadiyah University Yogyakarta who are or have studied higher education become the object of descriptive purpose research with descriptive research type. Analysis techniques used are multidimensional scaling. This analysis is used to determine mappings in folders.*

*The results showed that Telkom University, Binus University, Islamic University of Indonesia, and Muhammadiyah University of Yogyakarta are in the same quadrant with close proximity, that means competition between the four is high. Furthermore, Muhammadiyah University of Yogyakarta has superior value compared to its competitors based on brand equity value.*

*Keywords: Brand Equity, Brand Awareness, Brand Loyalty, Brand Associations, Perceived Quality, Multidimensional Scaling*