

ABSTRACT

Competition between Private Universities (PTS), especially in Bandung in recruiting new students are very strict. Nowadays people still do not know the name of Telkom University as a college. Rebranding purpose is to reflect the new identity of a company or create a new image. Telkom University as a rebranding is a combination of four Colleges, namely Telkom Institute of Technology (IT Telkom), Telkom Institute of Management (IM Telkom), Telkom Polytechnic and College of Art and Design Indonesia Telkom (Telkom STISI). Rebranding will influence the purchasing decisions of customers, because customers consider that the company's brand is not there and switch to other brands which are competitors of the company. This research was conducted at the Faculty of Communication and Business Telkom University. This research aims to look at the effect of the rebranding of the decision students of the Faculty of Communication and Business 2014 choose Telkom University. In this study, data were collected with a questionnaire to 100 respondents drawn at proportionate stratified random sampling, which aims to determine the respondents to each variable. Based on the results of a simple linear regression analysis is $Y = 8.663 + 1.011 X$ Rebranding has a value of 1.011 against the decision of the students of the Faculty of Communication and Business 2014 choose Telkom University. T test results prove the independent variable (rebranding) has an influence on the dependent variable (the decision students of the Faculty of Communication and Business 2014 pick) Telkom University. The coefficient of determination (R^2) obtained was 42.7% while the remaining 57.3% is influenced by other factors not examined in this study.

Keywords: *Rebranding, Telkom University, University selection decisions*