

ABSTRACT

In the city of Bandung, there are some A-accredited of private and state universities. Accreditation is the determination or assessment of quality standards in an educational institution conducted by BAN-PT. The purpose of an accreditation system is to determine the quality of the Education Institution to be more standardized in quality. Nevertheless, according to the official website of the Ministry of Research, Technology and Higher Education of the Republic of Indonesia, Telkom University (Universitas Telkom) and Bandung Islamic University (Universitas Islam Bandung), which are A-accredited are ranked 61 and 65 while Pasundan University which is B accredited is above them with a ranking of 49, which is far away. In other words, there are some problems faced by some A-accredited universities, one of which is a brand problem, especially in the Universities' brand equity.

This research aims to find out factors that affecting Universities' brand equity and to find out whether Universities' brand equity can affect the Universities' brand image.

This research used quantitative method. The data collection was done with quota sampling in Bandung. A total of 400 valid questionnaires were collected and processed by Structural Equation Modeling techniques with Confirmatory Factor Analysis approach. This data had been processed using Lisrel 8.80.

The result of this research showed that brand awareness, perceived quality and brand loyalty has positive impact to brand equity, while brand association has no positive impact to brand image. The other resulty, brand equity, brand awareness, brand association and brand loyalty is positively impacted by brand image. Beside that, perceived quality has no positive impact to brand image.

From this research, it expects to be a reference for the Universities to be more active in conveying information to people and providing service and good imperession to people. For the next researches, it expected to think over for adding the other variables and do research based on other problem from A-accredited Univeristies.

Kata Kunci: Brand equity, Brand Image, Structural Equation Modeling, Confirmatory Factor Analysis