

## ABSTRACT

*The increasing desire prospective students for admission to the University Private, makes a lot of Private Universities that offer a wide range of facilities and programs of study are diverse. In addition, each of the Private Universities also provide promotions to attract the attention of every prospective student. Intense competition in obtaining prospective students, making the brand image of the Private University is required in order to distinguish from each competitor. With a good brand image it will also bring up a good perception of the Private University. This study aims to determine the favorability of brand association and uniqueness of brand association according to the perception of high school students in Surabaya on the University of Surabaya, Petra Christian University, Widya Mandala University and Ciputra University.*

*Data processing method in this study is Mean, Standard Deviation and Bar Chart using the computer program SPSS 17 for Windows. The research was conducted in Surabaya. The number of samples in this study were 100 respondents. Data analysis in this study will be displayed from computing has related to the brand image concept.*

*The results showed that the University of Surabaya perceived by respondents as a Private University in Surabaya who had the most positive favorability of brand association and uniqueness of brand association. Furthermore, Petra Christian University is a private university in Surabaya that has a positive favorability of brand association and uniqueness of brand association after the University of Surabaya. While the Ciputra University and the University of Widya Mandala perceived by respondents as a Private University had the still lacking favorability of brand association and uniqueness of brand association.*

*Key words: Favorability of brand association, uniqueness of brand association, Private University.*

## INTISARI

Semakin meningkatnya keinginan calon mahasiswa untuk masuk ke Universitas Swasta, membuat banyak Universitas Swasta yang menawarkan berbagai macam fasilitas maupun program-program studi yang beragam. Selain itu, masing-masing Universitas Swasta juga memberikan promosi-promosi agar dapat menarik perhatian dari setiap calon mahasiswa. Ketatnya persaingan dalam memperoleh calon mahasiswa, membuat citra merek dari Universitas Swasta ini dibutuhkan agar dapat membedakan dari setiap pesaingnya. Dengan adanya citra merek yang baik maka akan memunculkan persepsi yang baik juga terhadap Universitas Swasta. Penelitian ini bertujuan untuk mengetahui persepsi siswa SMA di Surabaya berdasarkan *favorability of brand association* dan *uniqueness of brand association* Universitas Surabaya, Universitas Kristen Petra, Universitas Widya Mandala dan Universitas Ciputra.

Metode pengolahan data dalam penelitian ini adalah *Mean, Standard Deviation* dan Diagram Batang dengan memakai program komputer *SPSS 17 for Windows*. Penelitian ini dilakukan di Surabaya. Jumlah sampel dalam penelitian ini adalah 100 responden. Analisis data dalam penelitian ini akan ditampilkan melalui perhitungan yang telah dilakukan dikaitkan dengan konsep citra merek.

Hasil penelitian menunjukkan bahwa Universitas Surabaya dipersepsikan oleh responden sebagai Universitas Swasta di Surabaya yang memiliki *favorability of brand association* dan *uniqueness of brand association* paling positif. Selanjutnya, Universitas Kristen Petra merupakan Universitas Swasta di Surabaya yang memiliki *favorability of brand association* dan *uniqueness of brand association* positif setelah Universitas Surabaya. Sedangkan Universitas Ciputra dan Universitas Widya Mandala dipersepsikan oleh responden sebagai Universitas Swasta yang memiliki *favorability of brand association* dan *uniqueness of brand association* cukup positif.

Kata kunci: *Favorability of brand association, Uniqueness of brand association, Universitas Swasta.*