

# Perception of Brand Equity from FIKOM Student (Case Study: Budi Luhur University)

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**Abstract**— Competition to attract students requires a university to pay attention to its reputation for creating brand equity. This study aims to analyze the formation of brand equity and marketing mix at Budi Luhur University in the perception of new students in the class of 2019. The theory used is the theory of the elements of brand equity formation, aspects of buying interest, marketing communication mix theory, and perception. This study uses a constructivist paradigm, with a qualitative approach, and a case study method. The results found that the brand equity of Budi Luhur University in the perception of 2019 first-year students had a positive perception. Efforts made by Budi Luhur University to increase brand equity include the promotion of scholarship programs, expo campus events, activities of school friends, and some promotions on social media, radio, and television positively perceived by new students. Based on the research results, it concludes that the formation of brand equity and the marketing communication mix is closely related to the interest of new students to try to study at Budi Luhur University to produce consumers' perceptions about college brand equity.

**Keywords**— Brand equity, Buying interest, Marketing Communication Mix, Perception.

## I. INTRODUCTION

One of the ways of competition in the world of education is that the reputation or right name achieved by universities is an essential tool for competition in the world of education. The quality of graduates, facilities, teaching-learning processes, and other factors involved in education, research, and community service determines the university's reputation and right name. Even now, reputation is not enough, and it needs something higher in line with the dynamics that occur in the broader environment, not only the university environment but also the environment, work, or industry dynamics as users of university graduates. For that, it demands not only reputation but the reputation that can create the equity of the institution's name (which in marketing known as Brand Equity) [1]. If an institution already has brand equity, there will be a positive differential effect caused by the knowledge, recognition, and understanding of the community on the higher education institution's brand name.

Prestigious brands have substantial brand equity. Kotler defines brand equity as the positive differential effect that brand knowledge has on customers for the product or service. Brand equity results in customers showing a preference for a product or service compared to others because they are identical [2].

Measurement of brand equity (brand equity) is inseparable from the four dimensions of brand equity, the awareness (consciousness), association (association) to establish a brand

image (brand image), perceived quality (perceived quality), and loyalty (loyalty) of consumers towards products or services. This theory was further developed by David A. Aaker be a model Brand Equity Ten, and there is a fifth dimension, namely market behavior [3]. Colleges are competing to increase awareness and brand image. Various methods are used, including using advertisements, activities, distributing brochures, presentations to SMA (Senior High School) and SMK (Vocational High School), using social media, and many more. Some of these strategies include positioning strategies [4] reforming and innovating [5], [1] developing learning technology and supporting technology [6], developing learning technology and supporting technology [7], [8], [9], [10], [11] an exciting promotion [12], has an international network [13] and others. The increasing number of private universities shows the competition for prospective students, and it is not uncommon for many private universities or academies to close because they do not have students.

According to the brand consultant, Amalia Maulana, universities must have good branding and strive to exist in increasingly fierce university competition. In the advancement of technological developments in Indonesia, foreign universities are also increasingly promoting to attract prospective new students in Indonesia. Indonesia, higher education institutions that do not have good branding will quickly forget by students and prospective students [14]. Budi Luhur University is one of the private universities in DKI Jakarta in 1985, which has been around for 35 years and has produced thousands of the best graduates. Currently, Budi Luhur University ranks 6th in the best PTS cluster in Indonesia. When viewed from the length of its existence and the number of graduates produced, it is quite useful if Budi Luhur University is ranked 6th in Indonesia's 3rd cluster and has accredited. According to BAN-PT, below is the accreditation of Budi Luhur University, Department of FIKOM (Faculty of Communication Sciences).

Based on accredited data from Ministry of Research and Technology of the Republic of Indonesia It can prove accreditation rated accreditation are still high and has not received accreditation A. This can use as an evaluation of Budi Luhur University in order to increase brand equity in order to generate good perceptions among students and university students.

Here are the data on the number of students across the Faculty enrolled at the University of Budi Luhur from years 2015-2019, in 2015 the number of registered 3078 students,

know n 2016 the number of registered students in 2717, in 2017 the number of students who enrolled in 2471, in 2018 the number registered in 2594 students, in 2019 the number of registered students is 2893. Figure 1 show the percentage and diagram of students enrolled at Budi Luhur University.

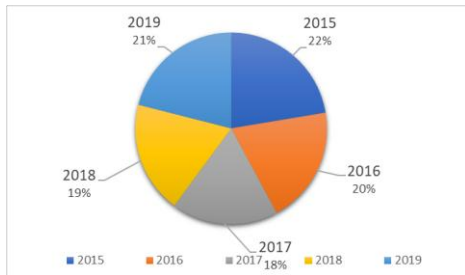


Fig. 1. Student of Budi Luhur University

This research focuses on seeing Brand Equity according to the perceptions of new students majoring in FIKOM, Budi Luhur University. Researchers are interested in examining the Department FIKOM Budi Luhur University because accordance with the previous explanation of the rating accreditation department of communication sciences has always rated B and has not reached the rank A to use as an evaluation Budi Luhur University. There was a decrease in the number of students from the Faculty of Communication Sciences registered from 2015-2019 each year.

TABLE 1. FIKOM Student 2015-2019

Year	Bachelor Degree	Master's degree
2015	893	125
2016	707	203
2017	591	195
2018	699	193
2019	720	110

If, given the number of students enrolled in the Budi Luhur University in FIKOM department, years 2015-2019, Table 1 show the number of increases and decreases and students who have graduated from only 24% of students who continue their education at the University of Budi Luhur. In this case, Budi Luhur University needs to manage its brand equity carefully, both brand awareness, brand association, and quality perceptions, to increase interest in repeat purchases. Because if there is an error in managing brand equity, then in the eyes of students' perceptions, it will be wrong, and the students themselves will not provide positive recommendations and interest to continue to the next level. Mismanagement of brand equity will make students dissatisfied. Dissatisfied students will make negative news for prospective students at Budi Luhur University, and the result is a decrease in new student admissions in the coming year. Apart from this, students who are not satisfied will not be good alumni.

Even though Budi Luhur University has managed brand equity, the Budi Luhur University brand has not become a student preference in continuing their studies. It can see from the private university rank (PTS), Budi Luhur University entered the ranks 6 in cluster 3 and the decrease in students enrolled in the University of Budi Luhur. Brand equity

management is not only used to improve the brand image but what needs to focus on is to make consumers loyal [15] to the brand. Brand equity is built not only through the marketing function alone besides using the technology's new distribution channels, relationships, communication, and consumer experience to increase score [16]. Brand equity also relates to a brand, name, symbol that adds or reduces the company's value to its consumers. The higher brand equity expects to increase consumer behavior intention and consumer perception in buying certain products or services. Brand equity will be formed by itself when the consumer has been familiar with the name, and the brand has known as uniqueness and goodness or brand quality. Premises n their brand equity at the University of Budi Luhur will affect consumers' confidence for goods or services that have been purchased by consumers.

According to Madhavaram [17] one of the essential factors to measure brand equity is Social Image (Consumer Perception). Social Image (Consumer Perception) is an added value to establish brand equity for the consumer's social reputation/perception is closely related to brand equity. Suppose the consumer perception in a negative value for the brand establishment of brand equity will be in grades negative vice versa if the consumer perception positive rate in these brands, the formation of brand equity will be assessed positively by consumers [18]. If a brand in consumers' minds has positive perceptions and values, consumers will perceive the brand as a quality brand and have good qualityus [18]. Equity, a strong brand, can help the company defend its right identity [19] Brand equity is the result of consumer perception is influenced by several factors, one of them with awareness (consciousness), association (association) to establish a brand image (brand image), perceived quality (perceived quality), and loyalty (loyalty) consumer of a product or service [20] Another factor that affects brand equity is the value where consumers' choice of a brand depends on the price and services offered by consumers. Furthermore, Trustworthiness, where consumers will have a high value on brands that consumers already trust, the last is a commitment where consumers will commit and loyal to the brand and are willing to give positive responses to the brand [3].

Various efforts to realize Budi Luhur University's plans and strategies to achieve the vision, mission, and goals. Both the university's mission and goals and the mission and objectives of each study program at Budi Luhur University. For this reason, a university must continuously manage brand equity as one of its intangible assets. A prestigious brand is a brand that has substantial brand equity so that it has a great appeal in the minds of students or students [21]. Based on this explanation, researchers used the theory of segmenting targeting positioning (STP) from Kotler [22] including market segmentation, target market, market positioning. Subsequently, marketing mix of the four variables of product, pricing structures, promotional activities, and distribution systems [23] while the framework of conceptual researchers used the brand equity, the formation of brand equity (brand equity), brand awareness (brand awareness), brand association (association brand), perceived quality (perceived quality), brand loyalty (brand loyalty).

## II. METHOD

This research uses a qualitative approach in which a researcher interprets and explains a phenomenon holistically using words without relying on a number. This study uses a case study method to examine how Budi Luhur University applies integrated marketing communications in building brand equity. This study's subjects were new students of class 2019 as informants, and Budi Luhur University employees who served in the marketing division as key informants. Criteria informants following a case study of this research new students FIKOM force in 2019. From the total population of FIKOM class 2019 new students, ten respondents take in the data sample of this study where the data was needed to support this research. While the criteria for critical informants are those who are selected to be key informants because they work as a marketing division, of course, they are very experienced and understand information about Budi Luhur University, especially in the field of brand equity and as a benchmark for comparing the suitability of data results from informants with key informants. According to new student perceptions, the research conduct through observation and interviews with informants and critical informants regarding the brand equity of Budi Luhur University. The object in the research entitled Brand Equity of Budi Luhur University According to New Student Perceptions (Class of 2019) is the Budi Luhur University campus, Jakarta.

## III. RESULT AND DISCUSSION

In increasing Budi Luhur University's brand equity in class 2019 students' perceptions, marketing communication activities must carry out. Likewise, what is done by Budi Luhur University to inform, communicate, and influence students. Marketing communication activities carried out are by developing the brand equity of Budi Luhur University through promotions with several scholarship programs and so on to create better relationships and attract potential consumers to study at Budi Luhur University. Marketing communication carried out by Budi Luhur University is holding promotions through activities that go directly to the community, followed by the Budi Luhur University promotion team, including Car Free Day, Non- School Edu Fair, Training for Teachers, and others. Meanwhile, introducing the brand to school students by presenting in front of the class and holding a Budi Luhur School Friend, be it on campus or at school, and being active on social media @kampusbudiluhur. This marketing communication mix is always associated with delivering several messages and using appropriate visuals as the main conditions for a promotional program's success. The stages of communication and message strategy are structured based on the achievement of awareness of a product or service (awareness) that fosters a desire to own or acquire a product (interest), to increase customer loyalty. The purpose of communication, in general, is to achieve several changes, such as changes in knowledge, changes in attitudes, changes in behavior, and changes in society.

Based on the observations made by researchers, the promotion activities carried out by all staff, and the Budi

Luhur University promotion team aim to intensify consumers to be more sensitive to the products offered. Media advertising through social media, budiluhur tv, and radio. These radios are mustang radios and prambors radio managed by the Director of Promotion and that for promotion within the scope of Budi Luhur University, it is using Budi Luhur University radio. Budi Luhur University tries its best to provide the best facilities and services to increase Budi Luhur University's brand equity in the perceptions of students of class 2019. Some of the elements that make up Budi Luhur University's brand equity discuss in the focus of previous research. All the constituent elements affect the increase in brand equity of Budi Luhur University in the perceptions of students of class 2019. These elements are brand awareness, brand association, perceived quality, and brand loyalty. The results show that the brand awareness of Budi Luhur University is very influential, where almost all informants say "blue campus" as the imagined brand when someone hears Budi Luhur University. The second element is the brand association, an essential element of equity because brand equity occurs when an informant is familiar with the brand and has a strong, feasible, and unique association in his mind, one of which is the brand association, which is about tuition fees at Budi Luhur University which is an effort to improve brand equity in students' perceptions of class 2019. Third, the perceived quality, which is the perception of quality needed by consumers, which is to convince consumers that the quality that consumers receive or perceive of the overall quality of Budi Luhur University is high by having advantages. The last one is brand loyalty, the central idea in marketing between a consumer's relationship to a brand. It is handy for evaluating marketing programs. Information selectively only provides opportunities at the proportions described in knowledge and provides concepts or stimuli constructed through experience. After that, the individual will try to obtain answers about the meaning of the information. Information that stores in memory must search again if the information use. By establishing brand equity, Budi Luhur University gets a positive perception among the class students in 2019.

Brand equity is the added value provided to products and services. Brand equity can reflect in the way consumers think, feel, and act to brands and the price, market share, and profitability that a company or institution provides. As discussed above, the four (4) elements that make up brand equity are seen from the perceptions of class 2019 students and compared with the perceptions of key informants as interns at Budi Luhur University that these four elements affect the formation of brand equity in this University according to the criteria in designing and selecting elements to form Budi Luhur University's brand equity. The criteria and elements are easy to remember. In other words, when people hear the word Budi Luhur University in their thinking, it is a university that has good equity according to the perceptions of class 2019 students. Based on the results of interviews with 2019 class students, the first time they heard of Budi Luhur University was "blue campus," campus with a skatepark, which differentiates it from other campuses Jakarta. It has begun to form brand awareness, which makes the word brand



equity known by all circles, especially students of class 2019. Also, once it is easy to remember, brand equity has an aesthetic appeal. The brand equity of Budi Luhur University in the perceptions of 2019 class students, the attraction of them studying here is. Because there are many scholarship programs offered, high brand equity can be used both for and in the product category, increasing the number of prospective Budi Luhur University students and then seeing from across geographies and cultures by market segment. From several interviews with informants, some of them were indeed studying at Budi Luhur University close to home, making it easier for transportation, then the geographic location of Budi Luhur University is quite strategic and easy to access. Because with the University's brand equity that can use in the service category, it is always easy to adapt and flexible. Some elements make up this brand equity that emphasizes Budi Luhur University's interest in studying at Budi Luhur University. Overall consumer perceptions of the Budi Luhur University brand equity state to be good.

#### *Budi Luhur University Marketing Communication Mix*

Based on this research, a da two ways pali n g an effect about attention and action. What is the primary concern of students is the scholarship program offered by Budi Luhur University. Simultaneously, the action aspect is the most effective way to attract prospective customers (students or the wider community) through promotion using increasingly developing technology-driven by attractive promotions, then supported by the team. The action will be directly proportional to the result. In the effort to Brand Equity, Budi Luhur University has its efforts, and this effort is by using the Marketing Communication Mix. Researchers used two marketing mixes used by Budi Luhur University, namely through media advertising promotion and sales promotion. Advertising promotion media is on online media and social media such as in budiluhurtv, radios, Instagram, websites, and other media. Advertising is one of the primary efforts made by Budi Luhur University in achieving product marketing goals and targets, by posting products and events that will be held and offered on online media and social media to attract the attention of class 2019 students in particular and the wider community to attract the masses—studying at Budi Luhur University. Also, by uploading these products and events at least once a day, providing complete information on all media used regarding the products and promotional events that want to be held or offered aims to make 2019 class students increase brand equity. These efforts have been instrumental in using online media and selected social media to market products. The frequency of marketing on social media has always given more responsibility, both by Budi Luhur University and all Indonesia corners.

Also, the application of the sales promotion marketing mix carried out by Budi Luhur University has the most intense contacts to achieve marketing targets and reach target audiences. It is an essential application of efforts to increase the number of consumers, increasing the brand equity of Budi Luhur University in the eyes of its consumers. The research results show Budi Luhur University in achieving its target

audience segmenting and using different media. Budi Luhur University requires Sales Promotion as in the scholarship program held by the campus. Budi Luhur University conducts a 2000 scholarship program for entry or registration of new students consisting of academic scholarships, non-academic scholarships, and scholarships for health workers' children. It is used as a sales promotion to offer Budi Luhur University products to potential customers. Where we discussed in the previous point regarding the constituent elements of brand equity, there was a positive perception from students of class 2019 regarding the element of attention (attention), which became a concern is the scholarship program. It proves that the promotion has resulted in students' attention from the class 2019, which can increase the brand equity of Budi Luhur University. So that the positive perceptions of students of class 2019 can influence attracting potential consumers, one of which is by trying to inform this brand equity to their surrounding families, and even other communities. Other media promotions conduct a campus expo and visits to high school schools to introduce Budi Luhur University, especially brand equity. Providing useful and quality products will provide good equity to Budi Luhur University in consumers' eyes so that brand equity will continue to increase. D ith their positive perception of the expected student of class 2019 graduate of bachelor's degree-1 (S-1) will continue his studies at the Master's program (S2) at the University of Budi Luhur or recommend Budi Luhur University to the surrounding community.

#### IV. CONCLUSION

Based on the research results and discussion with the title Brand Equity, Budi Luhur University perceives by students of class 2019. Using elements of brand equity and marketing communication mix to increase the perceived brand equity of students of class 2019, the researchers concluded:

1. Based on the research results on the elements that make up brand equity, namely brand awareness, brand association, perceived quality, and brand loyalty, affect the brand equity of Budi Luhur University in the perceptions of class 2019 students.
2. Establishing a relationship and maintaining good relations between Budi Luhur University and its students. Strengthening relationships and the facilities provided can strengthen perceptions to increase the Brand Equity of Budi Luhur University in the eyes of the surrounding community.
3. Consumers' perceptions of Budi Luhur University's brand equity stated to be fair, meaning that from the interview results that there is a positive influence on students' perceptions of class 2019.
4. Budi Luhur University's Brand Equity through the marketing communication mix requires careful and calculated efforts. Budi Luhur University develops practical marketing communication efforts that often occur and formulate progress standards in the current era. Budi Luhur University has made various efforts, covering several elements, including media advertising and sales promotion.

5. Budi Luhur University has a brand equity effort through marketing communications by conducting advertising promotions on online media and social media such as in budiluhur.tv, radio-radio, Instagram, and websites. These efforts run very effectively by using the selected media to market the product. The frequency of marketing on social media has always given more responsibility, both by Budi Luhur University and all Indonesia corners.
6. Application of the marketing communications mixes through sales promotion done by Budi Luhur University has the most intense contacts to achieve marketing targets and reach the target audience. Budi Luhur University is conducting a promotional program, namely a 2000 scholarship program consisting of academic scholarships, non-academic scholarships, and scholarships for health workers' children.
7. Internal constraints in continuing to increase the brand equity of Budi Luhur University are the teaching and promotion system, which felt to be lacking, the teaching system requires qualified lecturers and packaged as attractive as possible. However, this can overcome by coordinating with related parties so that each student can absorb the knowledge taught quickly, and the promotion team can re-evaluate their promotional posts with the addition of a reader scale.

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