

## ABSTRACT

*This Research of Binus University brand equity have been conducted by using 5 elements of brand equity: brand awareness, brand association, perceived quality, brand loyalty, and market behavior. The research methodologies was descriptive, its explained perception of 3th level high school students from 10 privates as well public high schools in west Jakarta and east Jakarta. The result of this research was Binus university brand awareness was in top of mind level. There were 3 (three) associations of brand image of Binus, were IT up to date; complete and modern facilities; prestigious university which had high quality and innovative. Perceived quality element showed student's expectations of university quality were overall most important. Brand loyalty element showed as reverse pyramid, that's good loyalty for Binus University. Indicator of market behavior element showed 6,44% market share estimation.*

**Keywords:** brand equity, market behaviour, university

## ABSTRAK

*Penelitian ekuitas merk Binus University dilakukan dengan analisis elemen yang terdiri dari brand awarness, brand association yang membentuk brand image, perceived quality, brand loyalty, dan market behavior. Metode penelitian yang digunakan adalah deskriptif, yaitu menguraikan penilaian calon mahasiswa yang merupakan siswa kelas 3 dari 10 SMU, baik negeri maupun swasta, yang ada di Jakarta Barat dan Jakarta Timur. Hasil penelitian menunjukkan bahwa merek Binus University berada pada urutan pertama di tingkat top of mind. Untuk brand association terdapat tiga asosiasi yang membentuk brand image Binus University, yaitu asosiasi teknologi informasi up to date, fasilitas lengkap dan modern, dan universitas swasta yang bermutu dan inovatif. Pada perceived quality, yang merupakan harapan siswa atas kualitas perguruan tinggi yang diukur dengan 11 atribut, seluruhnya dianggap sangat penting. Untuk brand loyalty, berbentuk piramida terbalik yang berarti loyalitas siswa cukup baik terhadap Binus University. Untuk elemen market behavior, Availability adalah sebesar 6,44%.*

**Kata kunci:** ekuitas merek, perilaku pasar, universitas