

PENGARUH UNIVERSITY BRAND ATTACHMENT DAN UNIVERSITY BRAND PERSONALITY TERHADAP STUDENT INTENTION UNTUK MELANJUTKAN STUDI KE S2 DI UNIVERSITAS X

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ABSTRAK

Keputusan mahasiswa untuk melanjutkan studi ke tingkat S2 merupakan hasil dari berbagai faktor, termasuk koneksi emosional terhadap merek universitas yang ditawarkan dan persepsi terhadap kepribadian merek tersebut. Dalam konteks ini, konsep brand attachment dan brand personality menjadi relevan karena mereka dapat memengaruhi persepsi dan preferensi mahasiswa terhadap lembaga pendidikan. Penelitian ini bertujuan untuk menganalisis pengaruh brand attachment dan brand personality terhadap intensi mahasiswa untuk melanjutkan studi ke S2. Penelitian ini menggunakan pendekatan kuantitatif dengan survei daring sebagai metode pengumpulan data. Sampel penelitian terdiri dari mahasiswa tingkat akhir yang sedang mempertimbangkan opsi untuk melanjutkan studi ke tingkat S2. Instrumen penelitian berupa kuesioner yang mengukur tingkat brand attachment, persepsi brand personality, dan intensi mahasiswa untuk melanjutkan studi ke S2. Data dianalisis menggunakan teknik regresi berganda. Hasil analisis menunjukkan bahwa terdapat pengaruh positif dan signifikan brand attachment terhadap intensi mahasiswa untuk melanjutkan studi ke S2. Selain itu, brand personality juga memiliki pengaruh yang signifikan terhadap intensi tersebut. Temuan ini mengindikasikan bahwa kedekatan emosional mahasiswa terhadap merek universitas dan persepsi terhadap kepribadian merek tersebut secara signifikan memengaruhi intensi mahasiswa untuk melanjutkan studi ke S2. Oleh karena itu, lembaga pendidikan dapat meningkatkan strategi branding mereka dengan fokus pada membangun koneksi emosional yang kuat dengan mahasiswa dan memperkuat identitas mereka.

Kata Kunci: Brand Attachment, Brand Personality, S2, Niat Mahasiswa

**THE INFLUENCE OF UNIVERSITY BRAND ATTACHMENT AND UNIVERSITY
BRAND PERSONALITY ON STUDENT INTENTION TO CONTINUE STUDYING TO
A MASTER'S STUDY AT X UNIVERSITY**

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ABSTRACT

A student's decision to continue their studies at the master's level is the result of various factors, including emotional connections to the brand the university offers and perceptions of the brand's personality. In this context, the concepts of brand attachment and brand personality become relevant because they can influence students' perceptions and preferences towards educational institutions. This research aims to analyze the influence of brand attachment and brand personality on students' intentions to continue their studies to a master's degree. This research uses a quantitative approach with online survey as a data collection method. The research sample consisted of final year students who were considering the option of continuing their studies to master's level. The research instrument is a questionnaire that measures the level of brand attachment, perception of brand personality, and students' intentions to continue their studies to a master's degree. The data were analyzed using multiple regression techniques. The results of the analysis showed that there was a positive and significant influence of brand attachment on students' intentions to continue their studies to a master's degree. Apart from that, brand personality also has a significant influence on these intentions. These findings indicate that students' emotional closeness to the university brand and perceptions of the brand's personality significantly influence students' intentions to continue their studies for a master's degree. Therefore, educational institutions can improve their branding strategies by focusing on building strong emotional connections with students and strengthening their brand identity.

Keywords: Brand Attachment, Brand Personality, Masters, Students Intention