

SUMMARY

YULI HARWANI. Colleges Intention Model Based Preferences with Planned Behavior, Brand and References Group. Supervised by BUDI SUHARJO, RITA NURMALINA and GENDUT SUPRAYITNO.

The intention of the public to continue their education to college was motivated by the hope of getting a job and a good life in the future. In the higher education sector, competition was increasingly competitive and therefore it was necessary to change the management orientation to be like a business. The high interest of prospective students towards colleges became one of the benchmarks of successful management of higher education institutions. Colleges needed to know and identified the factors that influence the interest of prospective students as their customers. There were differences of opinion on the factors that shape the interest of college consumers. Therefore, it was necessary to identify and analyse the factors considered influencing the interest of college consumers in order to know the process of formation. Interest was formed influenced by consumer preferences so interest could be measured by basing on preference.

This research was conducted to examine the influence of factors that played a role in the formation of intention based on preference to college that was behavioural factor of planned behaviour, subjective norm, perceived behavioral control; dimensions of brand equity perception of quality, brand image, integrated marketing communications; and the role of reference groups. This study aimed to formulate intention model of preference to college that could be used as a basis and understanding in establishing strategies to obtain students.

Survey research was conducted for information gathering. The study sites were set at fifteen state and private high schools in all parts of DKI Jakarta using questionnaires and interview instruments. Primary data was taken with the number of respondents as many as 397 third grade high school students, who have met the requirements for analysis with the method of Structural Equation Model - Lisrel. Determination of respondents was done by determining the classification using stratified random sampling technique because the population was heterogeneous and was selected using concentration sampling technique in each classification that has been determined.

The test results showed that the formulated model meets both test requirements and means the model corresponds to the actual conditions. The test results stated that attitudes, subjective norms, perceived behavioral control, and brand image influence intention-based preferences; while perceptions of quality, brand image, integrated marketing communications, and reference groups affect attitudes. Similarly, brand image affected perceived behavioral control and reference groups affect subjective norms. This study produced a preference-based intention model formed from the dimensions of brand equity and reference groups through the influence of planned behavior factors.

Preferential intention-based formation models for category services require high involvement from these customers, suggested that institutions required integrative strategies with planned behavior factors, brand equity dimensions, and reference groups to influence their customers. Ranking for the contribution of the importance of factors influenced these preference-based intention could be the

basis for setting marketing strategies tailored to the organizational resource capability.

Keywords: brand equity dimension, intention-based preference, planned behavior factor, reference group

