

**PENGARUH *BRAND IMAGE*, BIAYA PENDIDIKAN, DAN LOKASI
TERHADAP PEMILIHAN UNIVERSITAS BAKRIE OLEH CALON
MAHASISWA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand image*, biaya pendidikan, dan lokasi terhadap minat beli calon mahasiswa terhadap Universitas Bakrie. Konsep penelitian ini menggunakan berbagai sumber. Penelitian ini menggunakan sumber data primer dan sekunder. Data sekunder didapat dari jurnal, buku, dan artikel. Data primer dikumpulkan melalui kuesioner. Responden dari kuesioner tersebut adalah siswa SMA/ sederajat yang bertempat tinggal di DKI Jakarta dan sekitarnya yang ingin melanjutkan pendidikan ke perguruan tinggi menggunakan teknik *purposive sampling* dengan total responden sebanyak 150 orang. Uji validitas dan reliabilitas dilakukan untuk menguji instrumen. Selanjutnya dilakukan uji asumsi klasik dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa ketiga variabel yaitu *brand image*, biaya pendidikan, dan lokasi masing-masing memiliki pengaruh yang positif dan signifikan terhadap minat beli.

Kata kunci: *Brand Image*, Biaya Pendidikan, Lokasi, Minat beli.

***THE EFFECT OF BRAND IMAGE, TUITION FEE, AND LOCATION ON
INTENTION TO CHOOSE UNIVERSITAS BAKRIE BY PROSPECTIVE
STUDENTS***

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ABSTRACT

The objective of this study is to examine the effect of brand image, cost of education (tuition fee), and the location of the choosing intention of prospective students to the University of Bakrie. The concepts were taken from various resources. The case studies both primary and secondary data were employed. Secondary data were taken from journals, books, and articles. The primary data were collected using questionnaires. The respondents were students in high school who lives in Jakarta or some other areas that close to Jakarta who want to continue their education to the college using purposive sampling technique, a total sample of 80 respondents were obtained. Validity and reliability test were done to examine the research instruments. Furthermore, the classical assumption test and the multiple linier regression was done. Result of study showed the three variables, brand image, cost of education (tuition fee), and location, each had positive and significant influence towards purchase intention.

Keywords: Brand Image, Cost of Education (Tuition Fee), Location, Purchase Intention .