

**ANALISIS EVALUASI EKUITAS MEREK (*BRAND EQUITY*) PADA  
FAKULTAS VOKASI UNIVERSITAS AIRLANGGA DENGAN KONSEP  
*CUSTOMER BASED BRAND EQUITY*  
EVALUATION ANALYSIS OF AIRLANGGA UNIVERSITY FACULTY OF  
VOCATIONAL EDUCATION'S BRAND EQUITY USING CUSTOMER BASED  
BRAND EQUITY CONCEPT**

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**ABSTRACT**

Indonesia is now facing a new order of global world in terms of economics, educations and other infrastructures. Therefore, Government focus on developing an education system which is not only based on academic and professional fields but also vocational fields during the last decade. Brand is the identity of a product that can be used as a measurement of its quality. The concept is customer based brand equity (CBBE) which will be adopted in this study.

This study aims to determine the strength of Airlangga University Faculty of Vocational Education's brand equity.

This study is using descriptive quantitative research approach. It describes the consumer assessment. In this case is the brand equity stakeholder's institution Airlangga University Faculty of Vocational Education.

These results indicate that brand awareness of this institution's stakeholder is good. Based on the data, more than 60 respondents from a total of 77 respondents has already knew the existence of Airlangga University Faculty of Vocational Education. In addition, Stakeholders Faculty of Vocational Education already have brand loyalty to their institution. Therefore, they are willing to promote and give more contributions to Airlangga University Faculty of Vocational Education in order to become a better faculty. Airlangga University Faculty of Vocational Education has a strong brand image in the perception of their stakeholders. Concerning that the Faculty of Vocational Education is an applied science faculty, this institution consists of the entire course both Diploma III and Diploma IV at Airlangga University. Last, Stakeholders have a good perception related with the quality of Airlangga University Faculty of Vocational Education in order to create graduates or alumnae which is ready to work.

The conclusion of this study is the strength of Airlangga University Faculty of Vocational Education's brand equity in the perception of their stakeholders are good in fact. Airlangga University Faculty of Vocational Education has a strong image as a faculty of applied science which consists of the entire course both Diploma III and Diploma IV at Airlangga University.

**Keywords:** Brand Equity, Customer Based Brand Equity, Faculty of Vocational Education, Airlangga University

## INTRODUCTION

Globalization in the 21st century is now a new era for human civilization. The phenomenon in this era signed by some changes occur rapidly in many aspects of life. Science and technology, particularly information technology is developed rapidly, which causes changes in the pattern of human life. Indonesia is now facing a new order of globalization in terms of economic, education and other infrastructures. This challenges open the opportunity of foreigners to enter Indonesia either as tourists or workers. Thus the quality of human resources is one of the most important determining success factor of development programs. Qualified human resources will have capabilities of managing natural resources properly and efficiently.

In order to increase the quality of Indonesian human resources to face the competitiveness of global competition, Indonesia have to improve the education system continuously. Continuous improvement of Indonesia educational system will produce qualified alumnae who have competitiveness capabilities. Thus, during the last decades, Indonesia government is focusing to develop education system which is not only academics but also vocational education. In vocational education system, vocational university students are taught more practical skill than teoritical skill. Vocational education system have some advantages i.e more practical skill than teoritical skill and shorter study period than degree program.

Nowadays, there are 5 public universities which have vocational education program in Indonesia. They are University of Indonesia, Gajah Mada University, Bogor Agriculture Institute, Airlangga University, and Brawijaya University. Faculty of Vocational Education is the 14<sup>th</sup> Faculty in Airlangga University based on "Statuta" Airlangga University which is stated on Peraturan Pemerintah Nomor 30 Tahun 2014 tanggal 14 Mei 2014.

Based on theory, Brand is not only a name, symbol, picture, or sign. Brand is an identity of a product which can be used as a measurement tool whether the product either good or qualified. Brand is an important assets in doing business. Product can be copied by competitors easily because it is tangible. However, the equity of a brand can't be copied easily because it is intangible. For measuring the strength of a brand equity, it needs a measurable concept to explain how strong the equity of products or services. Customer based brand equity concept is adopted for this research. This concept aims to evaluate the strength of a brand equity Faculty of Vocational Education Airlangga University based on their stakeholder's perspective.

This research aims to evaluate the strength of brand equity Faculty of Vocational Education Airlangga University.

The most important reason for doing this research is Faculty of Vocational Education Airlangga University has been established in 2014 but the embrio was still 1975 under the management of its origin faculty. Faculty of Vocational Education is still on introduction phase based on product life cycle. Therefore, it needs an applied research related in building brand image of its faculty and measuring the strength of brand equity of Faculty of Vocational Education Airlangga University. Conceptual framework using in this research as shown in the figure below:

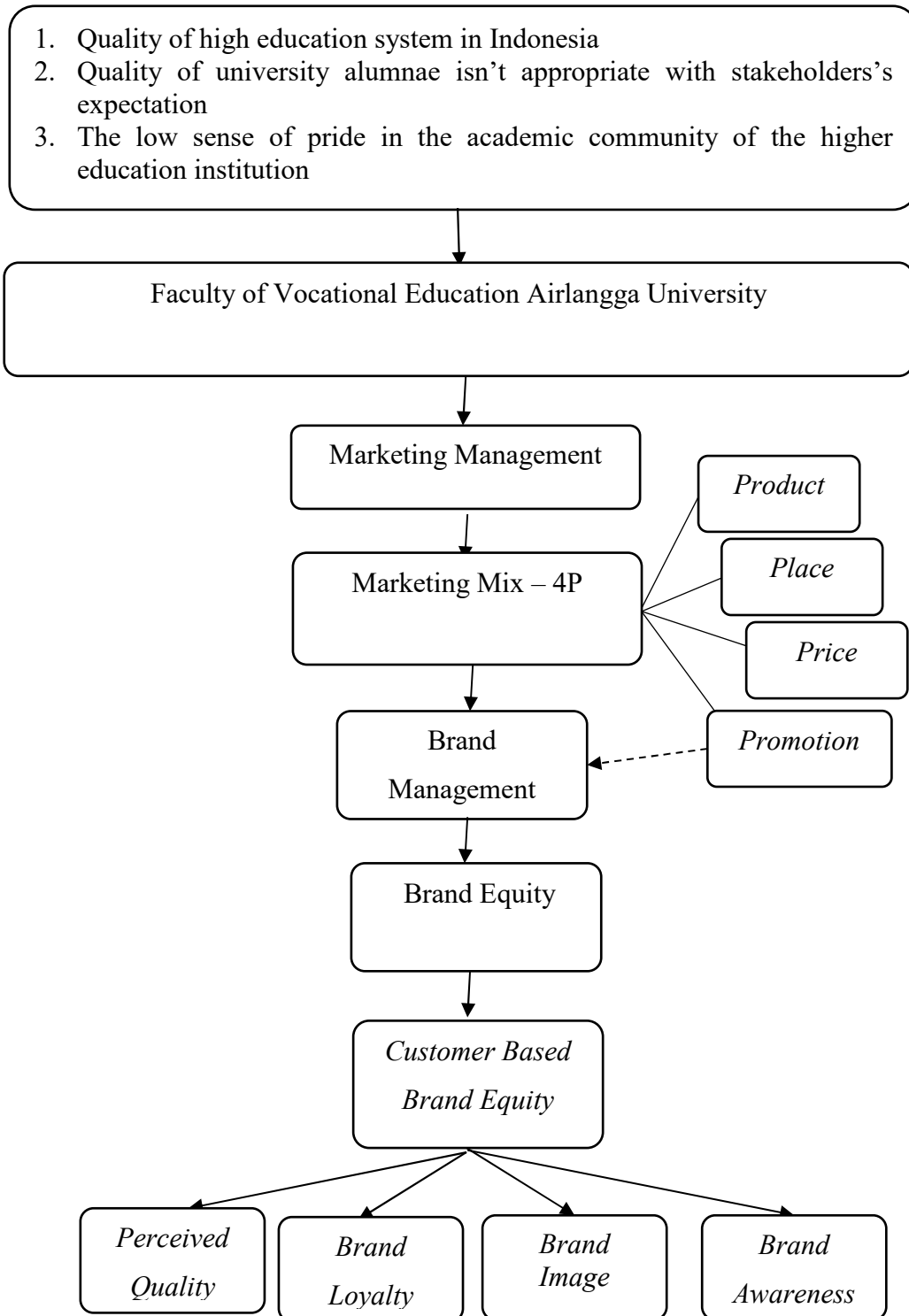


Figure 1. Conceptual Framework

**THEORITICAL BACKGROUND**

Brand is the company's equity that adds value to the products and services offered. Brand is a valuable asset for the company to captivate the consumer to use the product on offer. All the steps taken by the company against the resulting product is a part of the way to build a brand, which brand is no longer just a name or symbol for the company

but also as an umbrella that represents the company's products or services produced and offered to the consumer.

A strong brand characterized by a familiar brand in the community, high brand associations on a product, a positive perception of the market and consumer loyalty to the brand is high. With the brand that makes a product that is different from the others that are expected to enable customers to determine the products to be consumed by a variety of considerations and creates loyalty to a brand.

According to Daft (2002: 307) definition of the strategy is an action plan that outlines the allocation of resources and activities to respond to the environment and help achieve the goals or objectives of the organization.

According to Tjiptono (2005: 49) brand image or brand description is a description of the association and the confidence of consumers towards a particular brand.

Arafat (2006: 53) states the brand image or brand image is defined as a brand perception that is reflected by the brand associations in consumer memory that contains the meaning for the consumer.

Kotler and Keller (2002: 31), see how important a brand image in supporting the success of marketing a product has made the designer's brand image trying to meet consumer desire to be part of a social group that is larger, it is considered honorable by others, or to define self according to the desired image.

Customer-Based Brand Equity is an approach to brand equity (brand equity) taken from a consumer perspective. According to Keller (2003: 13) the basic concept of Customer-Based Brand Equity is the power of a brand (brand) based on the experience of a consumer than ever learned, felt, seen, and didengartentang a brand for some time.

Aaker in Kim and Kim (1997: 9) states brand equity based on the customer is a multidimensional concept that consists of brand loyalty (brand loyalty), perceived quality (perceived quality), brand awareness (brand awareness), perceived quality (perceived quality), associations brand (brand association) and other proprietary assets (other proprietary assets).

Aaker in Tjiptono (2005: 39) states that the perceived quality is consumers' assessment of the advantages or superiority of the product as a whole. To measure the perceived quality of the brand, the dimensions used are perceived quality by Lovelock and Wright (2005: 876), namely: Tangibles (keberwujudan), Empathy, Reliability (reliability), responsiveness (responsiveness), Assurances (guarantees and assurances).

Aaker (1996: 8) states brand loyalty is a measure of consumer loyalty to a brand. Brand loyalty can lead to a commitment. Hawkins & Mothersbaugh (2010: 778) argues the brand's commitment tend to focus more on the emotional component / feelings.

Keller (2003: 13) states, the indicators forming the brand image (brand image) can be classified into three groups consisting of: favorability of brand association, Strength of brand association, and Unique of brand association. Favorability of brand association can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers so as to create a positive attitude towards the brand. Strength of brand association depends on how information is entered in the memory of consumers and how that information is managed by the sensory data in the brain as part of the brand image. A brand must be unique and interesting so that the product has a typical and difficult to imitate competitors.

Aaker (1996: 24) defines brand awareness is the ability of a potential buyer to recognize or recall that a brand is a part of a particular brand category. Brand awareness is divided into four parts: Unaware of brand (Not aware of the brand), Brand Recognition

(Branding), Brand Recall (recollecting brand), Top of Mind (Peak mind). Unaware of the brand include the brand remains unknown despite tight recollecting through the support (aided recall). Brand Recognition includes products known consumer brand after recollecting through the aid. Brand Recall (recollecting brand) include in the category of the products mentioned or remembered consumers without having done recollecting, termed recollection without the aid (unaided recall). Top of Mind (Peak mind) is a brand name which was first published by the consumer and is the culmination of the minds of the consumers themselves.

## **RESEARCH METHODOLOGY**

Research type used by the author is quantitative descriptive because it describes the consumer assessment in this case the stakeholders / stakeholder institutions to brand equity Airlangga University School of Vocational Education. This research was conducted at the Vocational School of Airlangga University Surabaya Jalan Srikanan 65. The data used in this study are primary data, ie data recapitulated, processed and presented in descriptive berdasarkan results of the questionnaire given to the stakeholders of the Vocational School of the University of Airlangga. In quantitative research, data collection techniques are divided into three types, among others: interviews (interviews), the questionnaire (questionnaire), observation (observation) and the combination of all three (Sugiyono, 2010: 193). Data collection techniques by researchers is the way Logging data, that time of data collection is done by the recapitulation of the questionnaire given to the stakeholders / stakeholder institutions. At the last stage of the process of collecting the data necessary research, then use the data collection techniques include: Interview (interview) and Documentation. Interview (interview) is done by providing an open and lead pertanyaan infromasi depth and conducted no formal and structured in order to explore the views and information of the object studied from informants. Informants in this study is the Faculty of Vocational Education by taking samples in each study program, Leadership in the ranks of the dean, education personnel Staff, Alumni and User graduates. Documentation is done by recording or copying of documents, archives and other data related to the problems examined.

Documents required include: Document 3B Forms and Documents Accreditation of Vocational Faculty of Airlangga University.

The variables measured in this study is brand awareness, brand image, perceived quality, and brand loyalty.

## **RESEARCH FINDINGS**

### **1. Data Tabulation Result**

- **Respondent Profile**

- a. Gender

Based on questioner about “Evaluation Analysis of Airlangga University Faculty of Vocational Education’s Brand Equity Using Customer Based Brand Equity Concept “, there are 77 respondents in total. The result shows that 26 respondents are men and 34 respondents are women. Respondent Profile based on Gender as shown in figure 2 below.

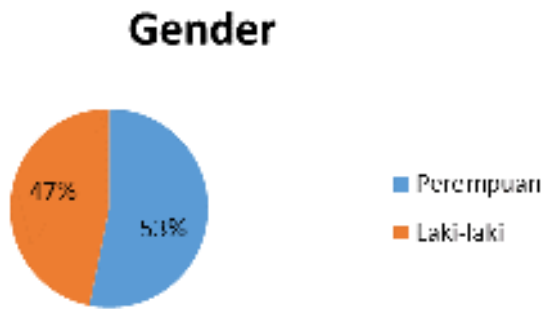


Figure 2. Respondent Profile based on Gender (Source: Processed Data (2016))

b. Age

Based on the questionnaire about "Evaluation Analysis of Airlangga University Faculty of Vocational Education's Brand Equity Using Customer-Based Brand Equity Concept", with a total of 77 respondents by age showed the following results: respondents aged 18 years amounted to 7 respondents, 19 years amounted to 10 respondents and 20 years amounted to 8 respondents. Categories the age of 21 years gained the highest number of number of 17 respondents. 22 years age category amounted to 9 respondents. Likewise with the 23-year age categories also received 9 respondents. At the age category of 24, there is only one who responded to a questionnaire. 25 years old category there are two respondents, 26 years of age category there are 5 respondents, 27 years of age category there are two respondents, 30 years of age there are two respondents, aged 32 years amounted to 4 respondents and 40 years of age amounted to one respondent. Profile of respondents by age as shown below:

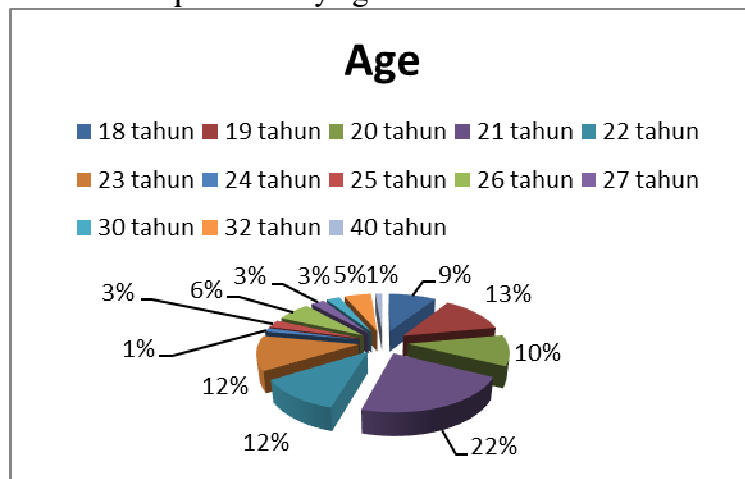


Figure 3. Respondent Profile Based on Age (Source: Processed Data (2016))

c. Respondent Status

Based on the questionnaire on 'Analysis of Brand Equity Evaluation (Brand Equity) At the Faculty of Vocational Airlangga University' with a total of 77 respondents, the status of people who responded to the questionnaire ranging from students, alumni, faculty and employees. All are part of the Faculty of Vocational Education. Of the 77 questionnaires to get the 30 respondents are students, two respondents were employees, 30 respondents are alumni and 15 respondents are lecturers of the Faculty of Vocational. Profile of respondents by status of respondents as shown below:

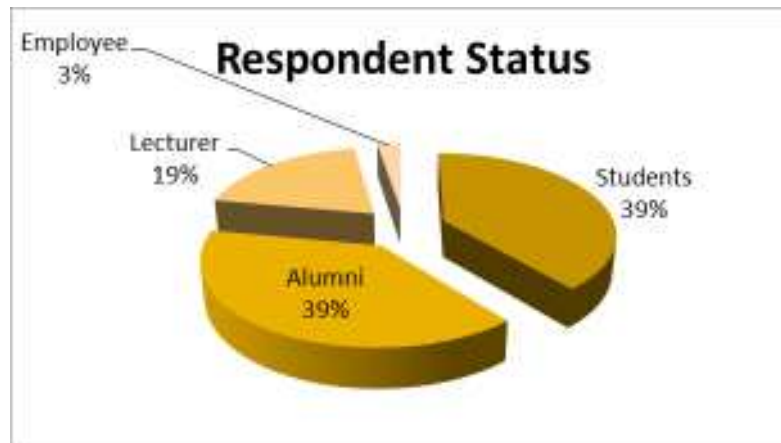


Figure 4. Respondent Profile Based on Status (Source: Processed Data (2016))

- **Brand Awareness**

Aaker (1996: 24) defines brand awareness is the ability of a potential buyer to recognize or recall that a brand is a part of a particular brand category. Brand awareness is divided into four parts: 1. Unware of brand (Not aware of the brand), 2. Brand Recognition (Branding), 3. Brand Recall (recollecting brand), 4. Top of Mind (Peak mind). The brand name was first published by the consumer and is the culmination of the minds of the consumers themselves.

The results of the tabulation of data on 77 people who responded to the questionnaire, among others, showed a majority of respondents know their Vocational Education Faculty at the University of Airlangga, as many as 61 respondents. Statement on Vocational Education at the Faculty of Airlangga University was established in the year 2014 shows the number of 32 respondents. It can be said 41.6% of respondents strongly agreed about filling the statement. Statement on Vocational Education in the Faculty of Airlangga University consists of 21 courses Diploma Diploma III and IV obtained the results as much as 37.7% filling agree and strongly agree on the statement. Information on vocational faculty obtained from a variety of ways, one is through the media, both online media and print media. From the results of the questionnaire with information about the vocational faculty of media online, obtain results by 32.5% answered agree. Instead statement regarding the vocational faculty information obtained from friends, relatives or relatives get results agree 42.9%. This result is more than any other.

Statements about the Vocational School of the faculty of applied science consists of all levels of Diploma and Diploma IV is located at Airlangga University. This is supported by the results of a questionnaire which approved it as much as 49.4%. Vocational School location Airlangga University located in the Campus B, exactly the way Srikana No. 65 Surabaya. Results of the questionnaire showed 68 respondents out of a total of 77 know where the location of the Faculty of Vocational Education, which consists of statements agree and strongly agree respectively amounted to 34 respondents. Statement on 'Excellent With Morality' as the tagline of the Faculty of Vocational show as much as 35.1% agreed on the statement. Amounting to 31.2% of the total respondents agree and strongly agree that the Faculty of Vocational Education has a flag with the color green, gray, magenta, yellow and blue. Tabulation of data on brand awareness at the Faculty of Vocational stakeholders as shown below:

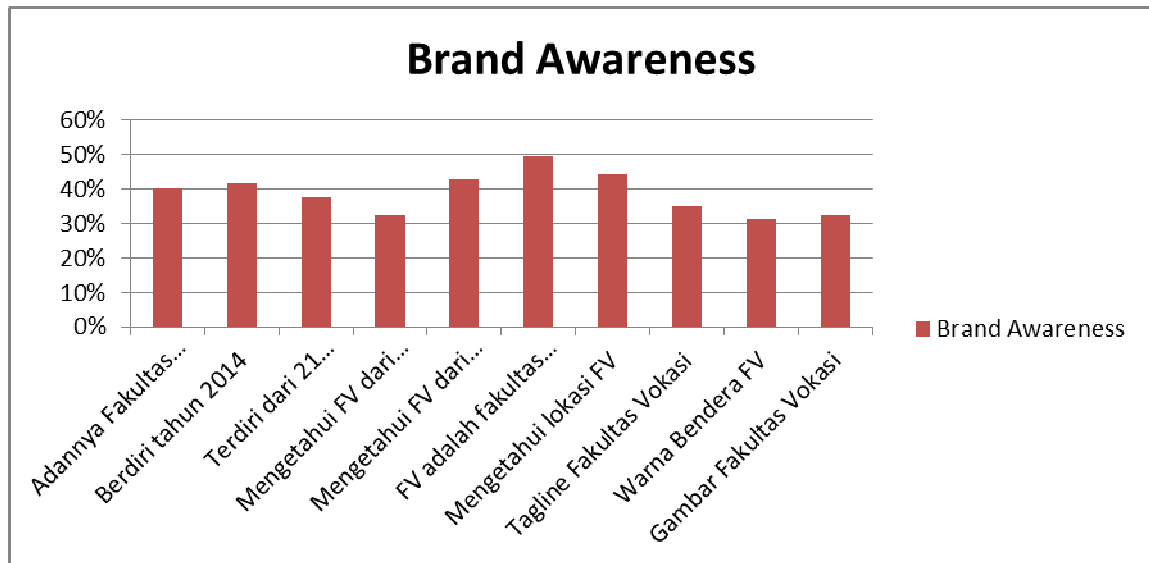


Figure 6. Measurement Result of Brand Awareness (Source: Processed Data (2016))

- **Perceived Quality**

Aaker in Tjiptono (2005: 39) states that the perceived quality is consumers' assessment of the advantages or superiority of the product as a whole. To measure the perceived quality of the brand, the dimensions used are perceived quality by Lovelock and Wright are: a. Tangibles (keberwujudan), b. Empathy, c. Reliability (reliability), d. Responsiveness (responsiveness), e. Assurances (guarantees and certainty).

Indicators perceived quality produce eight statements. First, the quality of education at the Faculty of Vocational Education. Second, Faculty of Vocational produce output that is ready to work with the cost of education affordable. From a total of 77 questionnaires were distributed, the data tabulated results show that at 48.1% or a total of 37 respondents agreed that the Vocational School has a good quality education. Faculty of Vocational create graduates who are ready to work, this is evidenced by the results of the questionnaire, which reached a percentage of 51.9% agreed with the statement. Another advantage is in addition to alumni vocational created to be ready to work and independent, but also created the Vocational School graduates who excel in good quality. This is proved by the results of a questionnaire which as many as 44 respondents agreed with the statement.

Statement Vocational School has a course with a short period and with the cost of education more affordable when compared to other universities obtain the results of the questionnaire, among others: the majority of respondents agreed with the statement, which amounted to 58.4% or as much as 45 respondents. Statement The course is taught at the Faculty of Vocational more emphasis on practice than theory, getting the results agreed on a questionnaire of 45.5% or as much as 35 respondents. Furthermore, the ministry statement contained in the Vocational School of Airlangga University has been deemed good enough and communicative at 48.1% answered agree with the statement. Of the total 77 respondents, 43 respondents believe the quality of education that is owned and implemented by the School of Vocational Education. Tabulation of data on Perceived Quality in the Vocational School of stakeholders as shown below:



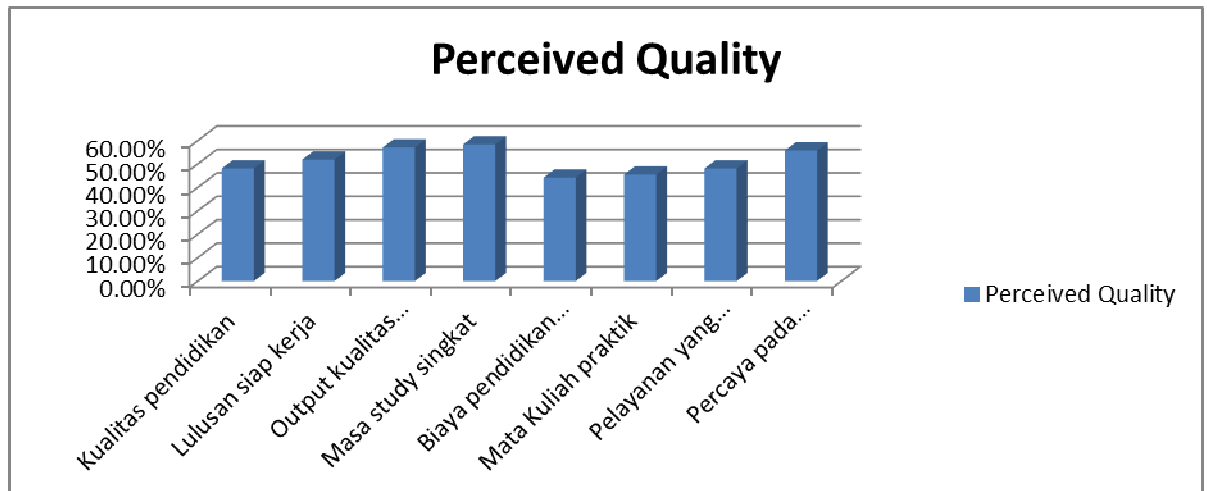


Figure 7. Measurement Result of Perceived Quality (Source: Processed Data (2016))

- **Brand Image**

According to Keller (2003: 13) brand image is the presumption on the brand reflected consumer hold on consumer memory. Keller in Iqbal and Adami (2003: 13) states, the indicators forming the brand image (brand image) can be classified into three groups consisting of: favorability of brand association, Strength of brand association, and Unique of brand association.

On the indicator measuring brand image there are nine statements that can be used to measure the brand image in the Vocational School. The first statement is the mention of lectures for the diploma at the University of Airlangga as vocational, showed the results of a total of 33 respondents, or by 42.9% agree with the mention of a vocational diploma. Respondents also found it easy to access information about the Faculty of Vocational Education, as evidenced by 27 respondents or 35.1% agreed with the statement. The next statement is regarding the services provided by the Faculty of Vocational Education including infrastructure, academic, finance, etc are good and helpful. The tabulated results showed 46.8% or as much as 36 respondents agreed with the statement. So even with the service department at the Faculty of Vocational Education has been functioning as it should. In connection with the statement, the tabulation of the data indicates 40.3% or 31 respondents agreed with the statement. But the answer neutral on the statement came second as many as 21 respondents, or 27.3%.

Tabulation of the statement were satisfied with the facilities owned by the Faculty of Vocational showed as many as 28 respondents feel agree with the statement. But the second highest position as much as 21 respondents feel does not agree with the statement or are not satisfied with the facilities at the Faculty of Vocational Education. The next statement is about the cooperation between the Faculty of Vocational and abroad are already well established, the highest response in neutral position that is equal to 35.1% and the second answer is not agreed in the amount of 28.6%. This suggests that the cooperation has been forged by the Faculty of Vocational Education with the outside and within the country has not established a maximum. The next statement is the website owned by the Faculty of Vocational namely [www.vokasi.unair.ac.id](http://www.vokasi.unair.ac.id) been communicative. From that statement gets the result that the neutral is the answer to most preferred by

respondents as many as 24 respondents or 31.4%. Faculty Faculty of Vocational an independent and not rely on the faculty of origin, given the vocational faculty is the faculty two years old. From the results of the questionnaire at 77 respondents regarding the statement to get the answer agreed by 29.9% and the second highest position is at a neutral answer and do not agree that each of 27.3%. The last statement about the brand Association is the statement that the Faculty of Vocational an applied science faculty consisting of D3 and D4. From the results of the questionnaire a total of 77 respondents, amounting to 53.2% answered agree with the statement and 24.7% answered strongly agreed with the statement. Tabulation of data on Brand Image in the Vocational School of stakeholders as shown below:

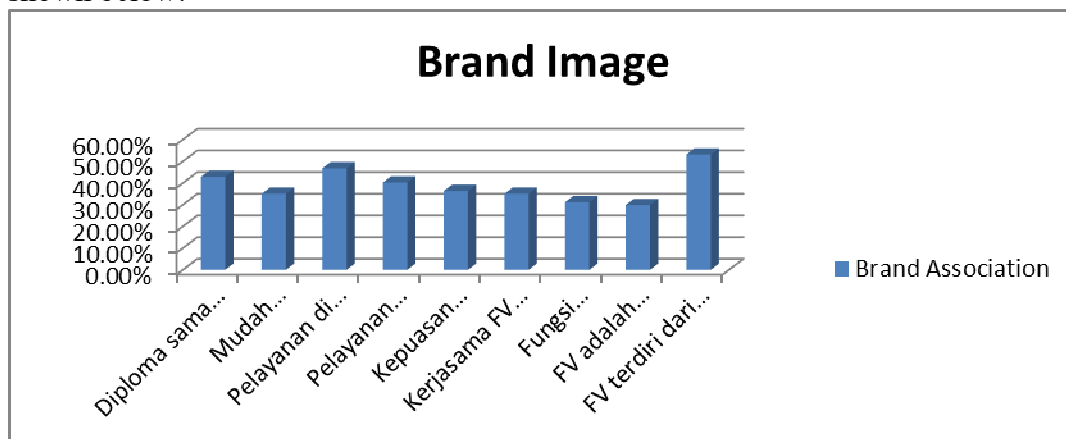


Figure 8. Measurement Result of Brand Image (Source: Processed Data (2016))

- **Brand Loyalty**

Aaker (1996: 8) states, brand loyalty is a measure of consumer loyalty to a brand. Brand loyalty can lead to a commitment. According to Schiffman and Kanuk, indicator attitude aspect consists of three components, namely: Cognitive, Affective and Conative.

In Brand Loyalty measurement indicators, there are seven statements that can be used to measure Brand Equity in Vocational School. The first statement is about whether respondents willing to recommend Airlangga University School of Vocational Education to friends, relatives, siblings, family, etc. that are looking for college or who will be a student. From a total of 77 questionnaires were distributed, a total of 39 respondents, or by 50.6% willing to recommend the Faculty of Vocational Education to others. The second statement is about the respondents whether they agreed with the statement that says that the Faculty of Vocational not only teach formal subjects but also taught good morals. Results of the questionnaire showed that of 51.9% or 40 respondents were agreed with the statement. The next statement is whether the respondent is willing to play an active role if it later becomes IKA Vocational Airlangga University. Most answers indicate that as many as 37 respondents agreed or at 48.1%.

From the 77 respondents stated that they are willing to help advance the Faculty of Vocational Education in order to become a better faculty agreed to answer as many as 42 respondents or 54,5%. Second highest position of respondents stated strongly agree to help promote vocational Faculty of 22.1% or as much as 17 respondents. 46.8% stated that the respondent is willing to promote the Faculty of Vocational voluntarily to others. The next statement is about the

renewal done to date information about the Faculty of Vocational respondents, the results of 77 questionnaires get the result that as many as 41 respondents, or by 53.2% agreed to memperbaharui information about the Faculty of Vocational Education. The last statement is the respondents who are willing to disseminate positive information about the School of Vocational Education in social media. From a total of 77 questionnaires, get the result that as many as 39 respondents, or by 50.6% willing to disseminate positive information about the Faculty of Vocational Education.



Figure 9. Measurement Result of Brand Loyalty (Source: Processed Data (2016))

## 2. Analysis and Discussion

Based on the results of the questionnaire that was distributed to 77 respondents to measure Brand Equity in Vocational Education Faculty get more than half of the correspondents had knowledge of the Faculty of Vocational Education at the University of Airlangga. Airlangga University itself was founded in 2014 and consists of 21 courses D3 and D4. The majority of respondents know at Airlangga University Faculty of Vocational melalui friends, relatives or relatives. This is proved by the results of the questionnaire to get information from friends or relatives earn a percentage higher than obtain information from the media. Faculty of Vocational an applied science faculty which consists of the entire course D3 and D4 at Airlangga University. Of the total 77 respondents, 68 of which determines the location of the Vocational School in Surabaya, which is in the Campus B Airlangga University Surabaya. As with other faculties, the Faculty of Vocational Education also has a color flag consisting of green, gray, magenta, yellow and blue.

Based on the questionnaire that was distributed to 77 respondents to measure perceived quality in the Vocational School of the University of Airlangga get the results that have Airlangga University Faculty of Vocational educational program with a short period with graduates ready to work. This is proved by the results of the completed questionnaires 77 respondents, 45 respondents or 58.4% of them agreed with the statement. D3 study period at the Faculty of Airlangga University Vocational generally taken by the mahasiswa with three years' time. But this should not deter students who can graduate within 2.5 years.

From the results of the questionnaire that has been deployed environment Airlangga University School of Vocational Education to students, alumni, faculty and employees with a total acquisition of 77 questionnaires to measure indicators of brand image. To find out how the image of the Faculty of Vocational Education in the eyes of respondents over the years. From the results of the questionnaire to get the results that the Vocational School of the faculty of applied science which consists of the entire course D3 and D4 are located at Airlangga University. A total of 41 respondents, or by 53.2% agree with the statement. It shows that it is indeed a Vocational School faculty of applied science to the practice insist much more than the theory, in accordance with its role sebagaimana Vocational School is intended for school diploma.

From the results of research conducted by distributing questionnaires to students, alumni, faculty and staff of the Faculty of Airlangga University Vocational Evaluation Analysis of brand equity (brand equity) at the Faculty of Vocational Education with brand loyalty indicator is to measure the extent to which respondent loyalty to the Faculty of Vocational Education. Of the total 77 respondents who had filled out questionnaires get results in brand loyalty indicator that sebsar 54.5% or as much as 42 respondents agreed to advance the faculty Faculty of Vocational become better again. This shows that the majority of the total 77 respondents are willing to establish and promote the Faculty of Vocational Education or in other words the majority of respondents have a loyalty to the Faculty of Vocational Education.

## CONCLUSION

Some things that can be concluded in this study include: the strength of the brand equity of Vocational Faculty Airlangga University in the perception of stakeholders have been included either. Vocational Education Faculty has an image as a faculty of applied science which consists of the entire course D3 and D4 at Airlangga University. Stakeholder Faculty Vokasi own brand awareness of the Faculty of Vocational Education. This is evidenced by more than 60 respondents from a total of 77 respondents knew their Vocational Education Faculty at the University of Airlangga. Stakeholder Faculty of Vocational already have brand loyalty to the Faculty of Vocational Education. Stakeholders are willing to promote and advance the faculty Faculty of Vocational Education in order to become better. Vocational School has a strong brand image in the perception that the Faculty of Vocational stakeholdernya. Terutama regarding the faculty of applied science which consists of the entire course D3 and D4 at Airlangga University. Stakeholders have a good perception of the quality of the quality of education in the Faculty of Vocational Education to create graduates or alumni of the Faculty of Airlangga University Vocational ready to work.

For the improvement and advancement of research, there are several inputs and suggestions for this study include: 1. In order to enhance the brand image of the institution Airlangga University Faculty of Vocational peningatan quality assurance activities should be further improved faculty. Increase exposure or positive image of the faculty through existing communication media effectively. For repair for this research in the future, should not only be measured by variables but also perform testing to determine its relations between variables.

There are several limitations in this study include: This research is still limited quantitative descriptive analysis but not yet on Analysis for influence between

variables. The samples used have not been comprehensively represent each stakeholder representation masing Faculty of Vocational Education as the study sample.

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