

ABSTRACT

Education is the primary foundation and the pillar in all of the countries in the world. The true meaning of education has an effect on the quality of the inner welfare and the future of its citizens. It has been proven that all the countries and nations that achieved high level of cultural and technological advancements have been supported by the solid quality of its education. Based on the World Education Ranking data that is published by the Organization for Economic Co-operation and Development or OECD for short, it found that Indonesia placed at number 57th out of a total of 65 countries in the world based on its education quality. These past ten years had been the year of technology where everyone is phasing out of computer to mobile phone for surfing the internet or interact with content. In this millennial age, video marketing is one of the few types of online material that provide its audiences with relevance, flexibility, and value. The most essential strengths which video marketing has is its visual and auditory attributes which makes it easier to remember over text-based content.

The purpose of this research is to reveal which is the most important indicator from each of these variables such as Acceptability, Affordability, Accessibility, and Awareness on University Selection in the form of Video Marketing of Universitas Pelita Harapan Surabaya.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 230 respondents in the sample in which divided into two groups of students and parents with two gender groups and age group range between 14 to 60 years old that is intending to continue their/their children' education to the higher education level that stay in Surabaya.

The results based on the data gathered from the students shows that from Acceptability variable there is only 8 important indicators and 5 non-important indicators with the highest lambda loading of 0.666 (ACT11). From the Affordability variable, all of the indicators are important with the highest lambda loading of 0.451 (AFD3). From the Accessibility variable, all indicators are important with the highest lambda loading of 0.445 (ACS2). From the Awareness variable, there are 3 indicators that are important and 1 indicator that is not important, with the highest lambda loading of 0.495 (AWR4). While based on the parents, the Acceptability variable has 7 important indicators and 6 non-important indicators with the highest lambda loading of 0.438 (ACT13). From the Affordability variable, all of the indicators are important with the highest lambda loading of 0.308 (AFD2). From the Accessibility variable, there are two important indicators and one non-important indicator with the highest lambda loading of 0.533 (ACS1). From the Awareness variable, all of the indicators are not important, with the highest lambda loading of 0.197 (AWR4).

Keywords: Acceptability, Affordability, Accessibility, Awareness, Higher Education, Universitas Pelita Harapan Surabaya