

ABSTRACT

Surabaya as the second biggest city in Indonesia has their own uniqueness especially in education. Many top universities are located in Surabaya either public or private university. The competition between the private universities in Surabaya is relatively high. Pelita Harapan University is one of the top private university in Surabaya. According to the university rank and personal interview, the competitor of Pelita Harapan University Surabaya Campus is Petra Christian University, University of Surabaya, Ciputra University, and Widya Mandala University. One of the factors that make them into top private university is the brand image. The purpose of this research is to reveal which factors of brand image that has the biggest effect on the brand image of top private university in 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 382 respondents in the sample in which the characteristics of respondents that consists of men and women in the first year student of top private university in Surabaya. The sampling method used in this research that is non - probability sampling.

The results showed that the important indicators are: curriculum provided can be trusted; university help you to become a better person in characters; the university program prepare me to become a professional career; The university has a lot of student activities (UKM); Students have excellent support from the lecturer; My family think that this university is an excellent university; My friend thinks that this university is an excellent university; University provide good student life center; University provides good career center; Classrooms are convenient for studying; The university has an excellent sporting facilities; The university has a convenient library; The university has a library with a diverse collection; This university is known for their professional career; University logo is professional; The words in the promotions are persuading; Have a good website; The tuition fee is reasonable compared to another private university in Surabaya.

Keywords: Brand Image, Private University, University in Surabaya, Pelita Harapan University