

The Antecedent and Consequences Factor of Higher Education Brand Equity

by Tony Wijaya, anita Mustikasari, Agung Utama, Adin Gustina

ABSTRACT

Brand has an important basis for evaluating service products, especially as a strategy for higher education institutions to compete globally. Higher education is turning to branding to develop and survive in the education sector as a form of competitive advantage. The research seeks to analyze the social media marketing as antecedent factors and the loyalty as the consequences of higher education brand equity. The research was conducted at several universities that have superior accreditation in Indonesia. This research uses primary data collected by survey techniques using questionnaires adopted from previous studies. In this study, the research samples were college students who are a major part of the higher education brand ecosystem. Data analysis used a structural equation model assisted by the AMOS program. The analysis results show that social media marketing positively and significantly affects brand equity and brand experience and has implications for higher education loyalty.

Kata Kunci: Digital marketing; higher education; reputation; social media