

**THE EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION,  
AND PERCEIVED QUALITY ON THE DECISION OF CHOOSING  
STATE UNIVERSITY IN SURABAYA**

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*Abstract*

The main development of a country can be measured by the education progress. It is all based on people's awareness to continue their study until college level. That's why the government must continue their development in the field of education by providing additional college indicated by the significant growth of state universities. It requires the college to compete by improving brand equity to the people's mind especially for prospective students or students. The strong brand equity in the people's mind will accelerate decision related enrolled in college. Most state universities in Indonesia are in Surabaya with four public universities. This study aims to determine the effect of brand awareness, brand associations, and the perceived quality of decision to choose state universities in Surabaya. The method used quantitative by multistage sampling in 2012 students of state universities in Surabaya. The results of this study showed that brand awareness has directly effect on the decision to choose state universities in Surabaya. But brand association has no effect on the decision to choose. Those happen on perceived quality which only ITS respondents do not have effect on decision to choose state university in Surabaya. This is due to the differences of strategies used by each state university on students association.

*Abstrak*

Pembangunan utama sebuah Negara dapat diukur melalui perkembangan pendidikan. Hal tersebut ditunjukkan oleh kesadaran masyarakat untuk melanjutkan pendidikannya hingga tingkat perguruan tinggi. Merupakan keharusan bagi pemerintah untuk melanjutkan pembangunan di sector pendidikan dengan indikasi pertumbuhan jumlah perguruan tinggi ditunjukkan oleh pertumbuhan perguruan tinggi negeri yang signifikan. Kondisi ini menuntut perguruan tinggi harus bersaing dengan membangun ekuitas mereknya di benak masyarakat khususnya bagi calon mahasiswa ataupun mahasiswa itu sendiri. Ekuitas merek yang lebih kuat dibenak masyarakat akan mempercepat keputusan memilih perguruan tinggi. Perguruan tinggi negeri terbanyak di Indonesia adalah di Surabaya sebanyak 4 perguruan tinggi negeri. Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran merek, asosiasi merek, dan kesan kualitas terhadap keputusan memilih perguruan tinggi negeri di Surabaya. Metode penelitian yang digunakan adalah kuantitatif dengan sampling bertahap pada mahasiswa angkatan 2012 perguruan tinggi negeri di Surabaya. Hasil penelitian ini menunjukkan bahwa kesadaran merek berpengaruh langsung terhadap keputusan memilih perguruan tinggi negeri di Surabaya. Namun asosiasi merek tidak berpengaruh terhadap keputusan memilih. Pada kesan kualitas hanya responden ITS yang tidak memiliki pengaruhnya untuk memutuskan memilih perguruan tinggi negeri di

Surabaya. Hal ini dikarenakan perbedaan strategi yang diterapkan di masing-masing perguruan tinggi negeri untuk mengasosiasikannya di benak mahasiswa.

Keywords: brand awareness, brand association, perceived quality, decision to choose, and state university

JEL Classification: M31

## 1. Research Background

Education is a major concern of government in enhancing and improving the quality of human resources (Wijaya, 2008, 2012). Indonesia has rules in UUD 1945 article 31. Nowadays, efforts for formal education development in Indonesia has variety of levels, starting from primary, secondary to higher education or college (Alma, 2008). Higher education is grouped into two types: private colleges and state universities. The development of such kind of college education is a form of government interest in the field of education and indicates people's awareness on the importance of education services.

Nowadays, people have awareness to get higher education which demonstrated by the survey in 2012 conducted by Master Card. The study showed that 37 % of Indonesian people, at the aged of 18-24, intended to continue their education within one year to the next. While 12 % of all respondents would take another courses (Puspitarini, 2012). In 2010 there were 3,098 colleges, that number showed the growth, compared to 2009 which count to 3,081 and in 2008 with 2,929 colleges. The number of universities makes people have many alternatives, so universities must compete to improve the quality of its services.

Competition among higher education in improving the quality of service can affect the selection of community colleges as expected. East Java has 9 state universities, 4 of them are located in Surabaya. Those are Airlangga University, Institute Technology of Tenth November, State University of Surabaya, and IAIN Sunan Ampel Surabaya (SNMPTN, 2013). A large number of state universities in Surabaya are also supported by the public perception of the factors that state university's graduates as a prestige (fuzna, 2013), they have relatively cheap tuition fees and most state university's graduates are easy to seek for jobs (Citananda, 2013). Public perception is also supported by many ways to enter state universities in Surabaya. There is a wide selection of the way to entry, from the national way and the independent's way which organized by every colleges. Public perception of the state universities and the number of the ways to enter state universities in Surabaya cause mutual interest to build a brand or college name to influence the public selection of state university, until the level of the courses. This research was supported the result of Muntean *et al.* (2009) research that explains "when faculty has a relationship to its brand development, so it is a process of ownership of a faculty". That shows the interest of the brand development both internally and externally. Internal brand development is supported by several researches of Wishman (2009) which states the internal brand building can help an institution as an internal defense agency brand development efforts. So it is important for a brand to develop internally, then how important it is for a brand development externally ?

The power of brand building externally or within the scope of the public turned out to be in customers' reality and they are not only aware of the brand, but also focus on the best brands (Bunzel, 2007). Moreover, according to Choudhury (in Chapleo, 2010) stated that a university's brand is "the development of agency features that distinguish it from the others, reflects its capacity to meet the needs of students, foster confidence and a certain ability level of higher education, and helps potential candidates to make a wise decision".

The definition shows the interested ones to build the brand in the minds of people to make college decision.

The development of a strong brand in the minds of consumers is a challenge for college. Because a strong brand will make consumers increasingly want to know about the product and facilitate the consumers freedom to choose (Temporal , 2001). The role was actually a result of the value of the brand itself (brand equity). According to Aaker (1997:23) brand equity can also affect the confidence of consumers in making purchasing decisions (it occur because of past experience in using it and proximity to the brand and the various characteristics). Brand equity consists of 5 important elements, brand loyalty ( brand loyalty), name awareness (brand name), perceived quality ( perceived quality ), brand associations in addition to brand impressions, and other brand assets (Aaker , 1997: 23). The fifth asset has its own character, which in this study only uses 3 variables: brand awareness, brand associations, and the perceived quality. The reasons for loyalty and brand assets other rights are not used as a variable because the brand loyalty cannot occur without making a purchase and have experience of used ( Aaker , 1997:60). While other brand assets not used in this study because it is difficult if measured from the customer only and relate to the company's assets that is related patents, stamp, channel relationships, and others (Aaker 1997:23).

Furthermore, the role of brand awareness in building brand equity depends on the extent to which the level of consciousness achieved by a brand (Rangkuti, 2002:39). Basically a brand is a set of associations that are usually strung in various forms that meaningful in the minds of consumers which further demonstrates a brand's image to a certain impression in relation to habits, lifestyle, benefits, product attributes, geographic, price, celebrities ( spokes person) and others (Rahman , 2008). Thus, when customers associate positively towards the brand will often have an impact on purchasing decisions (Ergin *et al.* , 2006; Temporal, 2001) while maintaining a good reputation to equity and diversity (Brewer and Zhao , 2010 ).

Based on the above background, the researchers wanted to determine the effect of brand awareness , brand associations , and the impression of the quality of the decision to choose public universities in Surabaya from the student perspective.

### **1.1. Education Services**

Educational services is complex because it is an intangible service that is continuously required to fill the time relative to the various relationships with stakeholders ( Moogan , 2010 ) . Own quality assurance has to be able to manage the resources that colleges attractive and has a brand image or a good reputation in the minds of the public. Even from the standpoint of quality management colleges need to control the quality of activities that include inputs, processes , outputs , and stakeholder satisfaction (Alma , 2008) . The main supporter of the most necessary as a provider of educational services is the availability of qualified faculty and academic quality to be proud of ( Alma , 2008 ) .

### **1.2. Brand Awareness**

The understanding of brand awareness is the ability of a potential buyer to recognize or recall that a brand is a part of a particular product category (Aaker, 1997:90). There are four levels of brand awareness according to Aaker (1997:92) They are Top of Mind (top of mind), Brand recall (Brand recall), brand recognition (brand recognition), and unaware of the brand (unaware of the brand). Measurement of brand awareness in this study was adapted from Aaker (1997:92) statement of research with adapting So *et al.* ( 2010) , Wang *et al.* ( 2008). The statement related to the awareness of the campus where enrolled, introduction, reminders, depiction, knowledge, and outstanding of the university .

### 1.3. Brand Association

Brand Association showed a particular impression in relation to habits, lifestyle, benefits, product attributes, geographic, price, celebrities (spokes person) and others (Rahman, 2008). A brand is a set of associations, usually strung in various forms meaningful. Association and imaging both represent various perceptions that may reflect (or may not reflect) the objective reality (Aaker, 1997: 160). According to Tjiptono (2005:40), brand associations are everything associated with the memory of a brand. So that brand association is no other a set of perceptions that are formed into an image or reputation of a brand. The measurement of brand associations in this study was adapted from Keller measurement (2003), Keller in Paramosa (2012), and Alma (2008). Statements related to brand associations familiarity, the successful of graduated, such as, in the labor market and in social life, as well as the uniqueness of the university.

### 1.4. Perceived Quality

According to Jin and Yong (in Yee *et al.*, 2011) said that the perceive quality is a critical element in the decision making to the customer, the impact to the customer will compare of alternative quality to price appreciation by category. According to Aaker (1997:126) values generated by the perceive quality of the consumer's mind can cause a reason to buy, it shows a differentiation / positioning of a product or a company, can provide the optimum price, interest of channels distribution, and brand extension. Image quality can further be defined as customers' perception of the overall of quality or superiority of a product or service with regard to the expected mean. Measurements perceived quality by Parasuraman was reliability, tangible, responsiveness, assurance, and empathy. So that, the measurements of this study using the dimensions of service quality of Parasuraman (in Lovelock, 2007), Parasuraman (in Lupiyoadi, 2008), Parasuraman (in Angell *et al.*, 2008), and Alma (2005). Questionnaire was adapted from Alma's statement (2005) that is related to the cost of education, comfort, layout, design of buildings, laboratories, cafeteria, garden, library, areas of learning, service, speed of access, experts, lecturer, programs, security, career services center, and student exchange facility.

### 1.5. Choosing decision

The key of the customer's decision-making is the integration process through knowledge combined to evaluate the behavior of two or more alternatives and choose the one (Peter and Olson in Yee *et al.*, 2011). Definition of a decision is selecting an action from two or more alternative options (Schiffman and Kanuk in Sumarwan, 2011). Measurements of decision adapted purchasing decision -dimensional model of consumer behavior by Kotler and Keller (2009a), namely product choice, brand choice, dealer choice, purchase amount, time of purchase, and payment methods. This study measures of choosing decision a college was adapted the dimensions of purchasing decisions by Kotler and Keller (2009b) and statements of adapting measurement items Kotler and Armstrong (in Zulfikar, 2012) is preferred majors, college choice, and the choice of paths. The statement used is lack of hesitation in choosing majors, choosing PTN, confidence, and lack of hesitation in choosing owned PTN pathway that was interested.

### 1.6. Relationship of the Decision Choosing toward Brand Awareness

Admonishment brand is very important in measuring brand equity because it is a measurement of "mind - share" top of mind of consumer awareness from product or service (Pinar *et al.*: 2012). Brand equity is interested in a decision to choose public universities in determining consumer or prospective student's decision. Brand equity can also affect the consumers confidence in making purchasing decisions (because of past experience in the used and proximity to the brand and the various characteristics) (Aaker, 1997). Confidence leads to a belief that is characterized by an awareness of a brand or

product that can decide something, even up to a purchase decision. In this case the brand awareness greatly influence the selection of public universities.

H1 : There is the effect of brand awareness on the decision to choose public universities in Surabaya .

### **1.7. Relationship of Brand Association toward Decision**

Both of Association and imaging represent various perceptions that reflect (or may not reflect) a brand (Aaker , 1997). Positive associations in the minds of consumers can lead an acceptance, a sense of love even interest which would affect the purchase decision even repeat purchases (Ergin *et al.*, 2006). The strength of a brand in the minds of consumers can be shown by how often consumers think about a brand as well as information on how well a product / service in the minds of consumers. The information will then be able to construct possessed a favorite brand so that consumers can feel trust towards a brand. Both of these will be equipped when a brand has a certain uniqueness compared to its competitors so that consumers can properly provide competitive value to a brand (Paramosa, 2012). Familiarity with the campus where enrolled, the success of graduates in the labor market and in the social, as well as the uniqueness of the concept of a university owned the main attraction in the minds of students. It is also one of the university strategies in improving students to decide to study. Thus, the brand association influences the decision of choosing a college.

H2 : There is a brand associations influence the decision to choose public universities in Surabaya

### **1.8. Relationship of Perceived Quality toward Decision Choosing**

Consumer perception or subjective evaluation of the overall quality or superiority of a product or brand with alternative relative owned a quality impression. In fact, not only the brand but the association is an association of the status of each of the dimensions of brand equity (Pinar *et al.*:2012). Therefore, the building of a brand impression in the minds of consumers will help consumers to choose the college brand. Colleges impression in the minds of consumers to various variations influence on the decision of choosing a college.

H3 : There are influences of an impression of quality to decision choosing of public universities in Surabaya.

## **2. Research Methods**

This research is conclusive quantitative approach and this study uses statistical analysis focused on hypothesis testing. This research is a kind of causality which is composed of research to examine the possibility of a causal relationship between variables.

The samples in this study are the students of Unesa, UA, ITS, and IAIN Sunan Ampel who are currently active and still in the first year public university in Surabaya number of 377 people. Referring to Sekaran (2006:159) that social science is the standard error of 5%, so that the number of samples are 396 people. The sampling technique used in this study is a multistage sampling, using three stages: cluster sampling (Unesa= 135 respondents, UA= 98 respondents, ITS= 102 respondents, IAIN= 61 respondents), purposive sampling and accidental sampling.

In this study, there are four variables, the independent variables (X) are brand awareness (X1), brand association (X2), and perceived quality (X3); dependent variable (Y) is decision to choose. Brand awareness is measured through brand recognition, brand recall, and top of mind (Aaker, 1997:92), So *et al.* (2010), Wang *et al.* (2008)). The brand association is measured by the strength of the brand, brand likeness, and the uniqueness of the brand Keller (2003), Keller (in Paramosa, 2012), and Alma (2008)). Measurement perceived quality in this study is the reliability, tangible, assurance, responsiveness, and empathy (Parasuraman (in Lovelock, 2007), Parasuraman (in Lupiyoadi, 2008),

Parasuraman (in Angell *et al.*, 2008), and Alma (2005)). As well as the decision to choose measure using a college choice, course selection, and choice of the way to enter state university (Kotler and Keller (2009) adapted to the object).

Data collection techniques used in this study were questionnaires, documentation, observation, and interviews. The scale of measurement used in compiling this questionnaire rating scale is a scale of 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree).

Method of statistical analysis used in this study was Regression analysis method that will be tested on each of the respondent state university in Surabaya. The test results demonstrate the validity of the four variables which have significant value bivariate total score below 0.05, so that we can conclude valid. While reliability testing showed Cronbach alpha value was 0.865 x1, x2 of 0.770, x3, amounting to 0.866, and Y amounted to 0.753. The conclusions of all variables are reliable. The test results showed that the four classical assumptions of respondents state university in Surabaya meet the third classical assumptions.

### 3. Result and Discussion

Here are the results from the data processing through questionnaires in the fourth student of state university in Surabaya :

**Table 1. Regression Final Resume**

Var	Regresi	UA	Unesa	ITS	IAIN
C		-0,224	0,785	0,572	0,945
X1	B	0,310	0,225	0,904	0,384
	T	(3,060)	(2,360)	(6,197)	(2,505)
	Sig (p)	0,003	0,020	0,000	0,016
X2	B	0,016	0,110	-0,208	-0,034
	T	0,123	1,111	-1,770	-0,343
	Sig (p)	0,902	0,269	0,080	0,733
X3	B	0,822	0,473	0,199	0,383
	T	(5,317)	(4,273)	1,963	(3,320)
	Sig (p)	0,000	0,000	0,053	0,002
	F	22,432	18,077	14,731	13,450
	Sig (p)	0,000	0,000	0,000	0,000
	R square	0,425	0,293	0,332	0,447
	Adjusted R square	0,406	0,277	0,309	0,413

Based on the above table shows the adjusted R square value of the four state universities are under 0.50 which means that there are other factors influence the decision to choose state university in Surabaya outside variables in this study. The adjusted R square value of 0.406 is at UA or 40.6 %. While the adjusted R square value is equal to 0.277 Unesa respondents or 27.7 %. Then the value of adjusted R square of respondents ITS worth 0.309 or 30.9 %. As well as the adjusted R square value of 0.413 IAIN respondents, or 41.3 %.

#### 3.1. Airlangga University

Table 1 shows that the significant value of brand awareness (X1) and perceived quality (X3) is under 0.05 so it can be concluded that brand awareness (X1) and perceived quality (X3) directly affect the respondent in choosing UA. This is shown by the t value or values that influence, brand awareness (X1) = 3,060 and perceived quality (X3) = 5.317.

While the value of the brand association significance (X2) is more than 0.05 it can be concluded that brand association (X2) can not affect the decision of selecting the student (Y).

### **3.2. Universitas Negeri Surabaya**

Based on Table 1, the significant value of brand awareness (X1) and perceived quality (X3) is less than 0.05, so it can be concluded that the respondent has a brand awareness (X1) and perceived quality (X3) on Unesa to be considered in the decision to choose Unesa. However significant of brand association (X2) is more than 0.05 so that the brand association (X2) is not directly influence the decision to choose (Y) Unesa .

### **3.3. Institut Teknologi Sepuluh November**

Table 1 shows that the significant value of brand awareness (X1) is under 0.05, which defines brand awareness (X1) affect the decision of selecting (Y) ITS. However, the reality for respondents ITS brand association (X2) and perceived quality (X3) is above 0.05, which means that the brand association (X2) and perceived quality (X3) do not affect the decision to choose the ITS directly. This is also support by the value of t that indicates brand awareness (X1) has the largest value of significant influence. The lack significant of brand association (X2) and perceived quality (X3) is indicated by the small value of t that brand association (X2) = -1.770, and perceived quality (X3)= 1.963. The causes ITS has become top of mind in the minds of prospective students, while the brand association and image quality have become more pronounced when the student.

### **3.4. IAIN Sunan Ampel**

Table 1 shows that the significant value of brand awareness (X1) and perceived quality (X3) is under 0.05, which means that the brand awareness (X1) and perceived quality (X3) influence the decision to choose (Y) directly. perceived quality (X3) has a greater influence than brand awareness (X1) which is indicated by the value of t at X3 = 3.320 whereas brand awareness ( X1 ) = 2.505. But brand association (X2) has significant value more than 0.05, which means brand associations can not affect the decision to choose by respondents directly.

### **3.5. Effect of Brand Awareness on Decision to Choose**

Brand awareness to the respondents in the four state university campuses are able to influence the decision of choosing college place, either on the respondent UA, Unesa, ITS, and IAIN Sunan Ampel. Broadly speaking, respondents are influenced by other people from both families, seniors, college expo, as well as the shape of each imaging college. In fact, there are different forms of brand awareness of the respondents in each college. ITS and Unesa respondents obtained the advice of others in order to increase confidence to choose a college. However, the respondents UA and IAIN just get the suggestions of others, the source of information used to select a college place. It even can form a top of mind in the minds of the students so that it becomes a major consideration when choosing where college decision. The respondents who support the statement, " *I actually want to study in engineering informatics, in Indonesia Technique Universities is ITB and ITS, and the closest from Madiun is ITS, so I chose ITS* ".

These results support the results of Wang *et al.* study (2008), "brand awareness has influence on purchase decisions", but contrary to the results of research Paramosa (2012) that "brand awareness does not affect the purchase decision". In contrast also with the Tong and Hawley research (2009) that generates "brand awareness has a weak influence on purchasing decisions". It can be concluded that the results of this study in accordance with the first hypothesis ( H1 ) " there is a positive effect of brand awareness on the decision to choose public universities in Surabaya " .

### 3.6. Influence of Brand Association towards Decision to Choose

Based on the phenomenon that occurs, the trust is not built through state university graduate capabilities in the workplace or in the community, and not also by the ability of State Universities to demonstrate its superiority. Even the respondents believe that the success derived from "an individual's ability" instead of the university. Respondents related brand associations showed no influence on the decision to choose State University in Surabaya. It has plenty of reasons according to the mind set of each respondent by every colleges. For respondents UA and ITS are considered the most desirable majors. The ITS respondents supporting statement, *"I actually did not expect to get in ITS because of my choice to UA , but the department does exactly what I want, which is an important entry PTN"*. Added by respondents UA, *"only Airlangga University which have pharmacy in the state university in Surabaya"*.

In contrast, Unesa respondents really trust campus to make first and second choices, when they are asked to choose a college place, it also has no consideration it will guarantee success after graduating from college. It has a different association for each of the departments in Unesa. The rebranding Unesa in 1998 so many new majors and not the embedding Unesa compared minds of IKIP by the public. Other associations inherent in Unesa is cost, so there is a statement that asked respondents of Unesa reasons for choosing to study at Unesa , *" which is definitely yes because it is cheap in Unesa"*.

In fact, there is a differences association on the campus of the IAIN respondents which indicates that there are some respondents who believe the campus, but some are not. This involves the presence of another person without being followed suggestions confidence in deciding to study at IAIN who have religious base. For respondents who have confidence in making IAIN as first choice or have a strong religious basis as a form of interest in the IAIN. In contrast to respondents who had less confidence there is in fact IAIN SunanAmpel students who entered not because of desire or interests owned by the student, but rather a necessity or last resort. For respondents who have a distrust of IAIN Sunan Ampel, other state universities will tend to pick the first option.

So, the results of this study do not support the research Paramosa (2012) and Ergin *et al.* (2006) that "There is a positive influence on purchase decisions of brand associations " or can be said to be in accordance with the second hypothesis (H2).

### 3.7. Influence of Perceived Quality to Decision to Choose

Influence of the perceived quality has differences in the decision to choose State University in Surabaya. The respondents from the three state universities (UA, Unesa, and IAIN) consider the perceived quality in decision to choose university, respondents of ITS have its own considerations in deciding where to college. The results of data processing (Table 1) show that most respondents consider the entire ITS brand awareness on college campuses in choosing the place.

Respondents chose UA easily as excellent courses are held in medicine, so there is opinion of the respondents who stated, *"just Airlangga University as the only one of state university in Surabaya who had pharmacy"* . Respondents of Unesa do not put a college campus, but perceived quality is more influenced by the rebranding process that is still not attached to the respondent 's mind and society . Opinions of respondents indicated that they still believe in the ability of the campus to provide the appropriate facilities with the cost of tuition. IAIN respondents actually feel the quality of the campus. This is because the decision to choose is more influenced by others instead of self-confidence.

The same opinion of the respondents in this study shows that the state university in Surabaya has faculty experts, reputable program, and a good competence. Additionally, State university in Surabaya also has a career services center and has facilities and information exchange students. The study supports the opinion of Paramosa (2012) and



Yee *et al.* (2011) which explain "The influence of perceived quality on purchase decisions". Further studied by Angell *et al.* (2008) which resulted in "service quality factors that have a major influence is the partnership with academic and industry". It can be concluded that the study results are consistent with the third hypothesis (H3)"there is positive impression of the quality of the decision to choose public universities in Surabaya".

The results of the study of the three variables in the four state universities in Surabaya shows the influence of brand awareness (X1) against the decision to choose (Y) in the four state universities. While the brand association (X2) does not affect the decision to choose (Y). And a perceived quality (X3) is only able to influence the decision of choosing the UA, Unesa, and IAIN. Cause respondents tend to suggest "*an important one is entry state university first*", so that the overall respondents do not necessarily have to have relevant information recognition, trust, and quality of State University in Surabaya. The perception that it is easy to get a state university graduates into work despite basically not be a major consideration when deciding on the State University in Surabaya. For some respondents, in deciding where college is influenced by other people good advice from family, friends, and graduation of the college desired. It causes a lot of self- perception on the respondent and some even do not have the confidence to choose where they enrolled at that moment.

According to the statement of one of the other respondents, "*I also was not expecting to get in ITS because of my choice to UA, but the department does exactly what I want*". The statement indicates that respondents tend to consider majors no longer State University in Surabaya. Programs have a special attraction in choosing where college decision. Furthermore to make the state university rebranding or continues to increase in accordance with the development of science majors. Opinions to get a quality college indicated by the statement, "*I think it's cheap and PTN has the quality of each*". It is certainly hope that the state universities that are in direct government supervision can continue to develop in accordance with the dynamic fields of science.

#### 4. Conclusion

From the discussion above, it can be concluded that the decision to choose the prospect of college students are affected by brand awareness, because each college has a variety of imaging activities. The difference in the results of brand associations does not affect the respondent in choosing state university in Surabaya, because the overall brand association information obtained when respondents are already enrolled at the college. While the main considerations associated respondents focused on their chosen program of study at the college is not the intended brand associations of the college as a whole.

In contrast, the results of testing the effect of the decision to choose perceived quality, which only ITS respondents who do not consider the quality of the impression in the college decided to choose the place. As for students in UA, IAIN, and Unesa still consider perceived quality because each college has its own strategy in developing prospective students to generate interest as a college.

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