

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi inti jenama yang terdiri dari bukti jenama, kepribadian jenama, komunikasi jenama, loyalitas jenama, dan persepsi nilai jenama pada minat masuk peserta didik, dengan reputasi organisasi sebagai variabel mediasi pada SMA Santa Maria 1 Bandung. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan antar lembaga pendidikan swasta yang menuntut sekolah untuk membangun strategi pemasaran berbasis jenama yang kuat guna meningkatkan minat calon peserta didik. Penelitian menggunakan pendekatan kuantitatif dengan metode survey. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada peserta didik kelas IX SMP di beberapa sekolah *feeder* SMA Santa Maria 1 Bandung. Teknik analisis data menggunakan *Structural Equation Modeling berbasis Partial Least Squares* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS versi 4.1.1.6. Hasil penelitian menunjukkan bahwa loyalitas jenama dan persepsi nilai jenama berpengaruh positif dan mendukung pada minat masuk. Sedangkan komunikasi jenama, kepribadian jenama, dan bukti jenama berpengaruh positif pada reputasi organisasi. Namun, reputasi organisasi tidak mendukung pada minat masuk dan tidak mampu memediasi pengaruh antara dimensi jenama pada minat masuk. Temuan penelitian menunjukkan bahwa keputusan memilih sekolah lebih dipengaruhi oleh pengalaman, loyalitas, dan persepsi nilai dibandingkan citra reputasi organisasi. Oleh karena itu, sekolah perlu mengembangkan strategi pemasaran yang lebih berorientasi pada penguatan pengalaman positif, hubungan emosional, dan nilai yang dirasakan oleh calon peserta didik.

Kata kunci: bukti jenama, kepribadian jenama, komunikasi jenama, loyalitas jenama, persepsi nilai jenama, reputasi organisasi, minat masuk

ABSTRACT

This study aims to analyze the influence of brand dimensions consisting of brand evidence, brand personality, brand communication, brand loyalty, and brand value perception on student enrollment interest, with organizational reputation as a mediating variable at Santa Maria 1 High School Bandung. This study is motivated by the increasing competition among private educational institutions that require schools to build a strong brand-based marketing strategy to increase the interest of prospective students. The study uses a quantitative approach with a survey method. Data collection was carried out by distributing questionnaires to grade IX junior high school students from several feeder schools of Santa Maria 1 Senior High School Bandung. The data analysis technique uses Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the help of SmartPLS software versions 4.1, 1.6. The results of the study indicate that brand loyalty and brand value perception exert a positive and statistically significant influence on enrollment interest. In addition, brand communication, brand personality, and brand evidence have a significant effect on organizational reputation. However, organizational reputation does not support enrollment interest and is unable to mediate the relationship between brand dimensions and enrollment interest. The research findings indicate that the decision to choose a school is more influenced by experience, loyalty, and perception. value compared to the reputational image of the organization, Therefore, schools need to develop marketing strategies that are more oriented towards strengthening positive experiences, emotional connections, and perceived value by prospective students and parents.

Keywords: brand evidence, brand personality, brand communication, brand loyalty, perception of brand value, organizational reputation, interest in joining