

Analyzing the Brand Equity of Prospective Postgraduate Program of Islamic University

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ABSTRACT

This research focused on the brand equity assets of the Postgraduate of IAIN Ponorogo, precisely the perceived quality and brand association factors that affect consumer decisions. It was related to the choice of the 8th-semester students of IAIN Ponorogo in the academic year 2022/2023 in choosing the Postgraduate program. This research employed a quantitative methodology using binary logistic regression statistical techniques. It also used a random sampling method, randomly choosing student identification numbers to choose the sample. Therefore, every member of the population had an equal chance of being included in the sample, ensuring that the sample was representative of the population for research purposes. Questionnaires were used to gather key information: brand association, perceived quality, and brand awareness. The findings of this research show that: 1) the Postgraduate of IAIN Ponorogo ranked first for the top of mind level, with UIN Yogyakarta occupying the second spot; and 2) the internal quality of the Postgraduate program had a considerable impact on whether or not the 8th-semester students of the IAIN Ponorogo prioritized the Postgraduate program of IAIN Ponorogo.

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INTRODUCTION

Within the Indonesian setting, prior research exploring educational outcomes and determinants influencing tertiary institution selection overlooks the unique considerations associated with opting for Islamic higher education, which places greater emphasis on Islamic studies.¹ Higher education's focus on service has changed significantly in recent years. This institution's orientation has changed; it was once non-profit and is now profit-oriented. These developments are brought on by the growing demand for high-quality services related to higher education. According to BPS, 324 private and 17 public universities will be dispersed throughout at least 341 campuses in East Java by 2022. It indicates that there are 19 times more private universities than public universities. The competition between universities in East Java is unquestionably tighter due to this comparison.

In the former Madiun residence, there are now 30 units offering information on 2 public universities and 28 private universities. Therefore, continuing to capture market share, in this case, prospective students, is a problem for institutions, particularly public universities. The preference or choice of prospective students for a college and their loyalty to that college are two signs that the college is seen as being of high quality in their views.

In addition, the public's perception of private universities has changed recently from being seen as the secondary option for higher education after being rejected from public institutions to now being able to serve as the primary option. It is because more and more elite private universities are now able to compete with state universities. Naturally, this forces public universities to be more cognizant of rivalry among these institutions, one of which is IAIN Ponorogo, particularly the Postgraduate program of IAIN Ponorogo.

A formally structured institution like the Postgraduate Program at the State Islamic Institute (IAIN) of Ponorogo could be classified within the service industry, where services entail intangible actions or activities without resulting in ownership through mechanisms such as autonomy, accreditation, evaluation, and accountability. Postgraduate of IAIN Ponorogo endeavors to enhance the quality of higher education in various dimensions. This commitment aligns with contemporary discourse emphasizing the importance of quality assurance and improvement in educational institutions.² Broadly speaking, achieving excellence in the quality of a product or service hinges on the organization's overarching commitment to service quality across all its operations. Within university settings, the extent to which individual academic programs undertake initiatives to cater to users' needs serves as a yardstick for evaluating the institution's overall quality of education. Five key components—reliability, responsiveness, assurance, empathy, and tangibles—comprise the framework for assessing service quality and its correlation with user satisfaction.³

For instance, autonomy is crucial in enabling institutions to adapt and innovate to meet evolving educational needs and standards.⁴ Moreover, accreditation ensures that academic

¹ Ahmad Juhaidi et al., "The Perceived Utility and University Enrolment Intention in Indonesia: Students Perspective," *Cendekia: Jurnal Kependidikan dan Kemasyarakatan* 21, no. 2 (2023): 236–252.

² D. Aaker, *Manajemen Ekuitas Merek* (Jakarta: Spektrum, 1997), 32.

³ Nur Hasanah et al., "Analysis of Islamic Higher Education Quality Mapping Based on Student Service Satisfaction Using Multidimensional Scaling Method," *Cendekia: Jurnal Kependidikan dan Kemasyarakatan* 1, no. 1 (2022): 1.

⁴ OECD, *Institutional Autonomy and Its Implications for Higher Education Governance* (OECD Publishing,

programs meet established criteria and standards, enhancing their credibility and quality.⁵ Evaluation processes further enhance quality by providing insights into areas of strength and areas needing improvement within educational programs.⁶ Additionally, accountability mechanisms foster transparency and responsibility, incentivizing continuous improvement efforts.⁷ In essence, by leveraging these mechanisms, the Postgraduate of IAIN Ponorogo, operating within the service sector, aims to elevate the implementation quality of higher education in line with broader objectives of educational excellence and responsiveness to societal needs.⁸

Higher education service quality is primarily an integrated quality of higher education. According to the definition of quality previously given, higher education's quality can be summed up as a collection of the traits of higher education's products and services that demonstrate its capacity to satisfy client needs.⁹ Postgraduates of IAIN Ponorogo have the opportunity to improve themselves into superior educational institutions thanks to technological advancements, globalization of the labor market, and a broad alumni network. However, the Postgraduate of IAIN Ponorogo may also be at risk for the global labor market, university competition, and technological advancements.

As more institutions in Ponorogo launch new departments and study programs to suit market demands, it is clear that competition in the education sector is becoming more intense. Although Postgraduate of IAIN Ponorogo is the sole State University (PTN) in Ponorogo, it is still feasible for new students to drop out of a PTN. In order to compete with other universities, the Postgraduate of IAIN Ponorogo must be able to develop a strategy. Utilizing one's assets to their full potential, including the Postgraduate of IAIN Ponorogo's brand equity, is one of the tactics. Furthermore, significant correlations were identified between product innovation and brand awareness, as well as between brand trust and loyalty. It is suggested that businesses prioritize establishing robust brand awareness before proceeding with their business initiatives.¹⁰

Brand equity is a collection of brand assets and liabilities associated with a brand, its name, and its symbol, which can improve or diminish a product or service's value to a business or its customers. Brand loyalty, brand awareness, perceived quality, brand associations, and other brand assets like patents, stamps, etc., can all be classified under brand equity.

(2017), 23.

⁵ Philip Altbach, *International Higher Education: An Encyclopedia* (London: Routledge, 2020), 112.

⁶ Paul Trowler and Ali Cooper, "Teaching and Learning Regimes: Implicit Theories and Recurring Practices in the Enhancement of University Teaching and Learning," *Higher Education* 78, no. 1 (2019): 57–74.

⁷ Jung Cheol Shin, *Accountability in Higher Education: Global Perspectives on Trust and Power* (New York: Palgrave Macmillan, 2016), 87.

⁸ Simon Marginson, *Higher Education and the Common Good* (Melbourne: The University of Melbourne Publishing, 2018), 112.

⁹ I. Agustin, 'Analisis Kualitas Pelayanan Perguruan Tinggi ITS Menurut Mahasiswa' (Thesis, Institut Teknologi Surabaya, 2000), 51.

¹⁰ Michael Adiwijaya et al., "The Centrality of Brand Awareness," *Petra International Journal of Business Studies* 4, no. 2 (2021): 109–121.

1. Brand Awareness Variable

This variable reveals the degree to which respondents are able to recognize and recall brand names. The variables for brand awareness are as follows:

- a. Top of mind, or the first university the respondent can think of.
- b. Brand recall/ brand recognition is the second institution the respondent mentioned after the first college.
- c. Interest faculties or departments.
- d. How long have you been familiar with the Postgraduate of IAIN Ponorogo?
- e. How were you introduced to the Postgraduate of IAIN Ponorogo?

2. Perceived Quality Variable

This variable will reveal whether there is a discrepancy between consumer views of product quality and the degree to which product quality is valued. The Perceived Quality variable is the respondent's evaluation of the Postgraduate of IAIN Ponorogo, which includes:

- a. The Postgraduate of IAIN Ponorogo's teaching and learning facilities.
- b. The surroundings of Postgraduate of IAIN Ponorogo.
- c. Postgraduate Lecturer Quality of IAIN Ponorogo
- d. The Postgraduate of IAIN Ponorogo's educational system.
- e. Postgraduate of IAIN Ponorogo Scholarship.
- f. The Postgraduate IAIN Ponorogo's student activities.
- g. The Postgraduate of IAIN Ponorogo students' competitiveness
- h. The Postgraduate of IAIN Ponorogo's Alumni;
- i. The Postgraduate of IAIN Ponorogo's Network.
- j. The activities initiated by the Postgraduate of IAIN Ponorogo

3. Brand Association Variable

The perception that respondents have about a brand's qualities or product aspects is reflected in this variable. When a brand is mentioned, what associations do respondents remember the most? These associations include nicknames, traits, brand logos, wearer qualities, and more. The respondent's reaction to the word "Postgraduate of IAIN Ponorogo" is the brand association variable, and the response options are as follows on a Likert scale from 1 to 5:

- a. Favorite Image of the Postgraduate of IAIN Ponorogo
- b. Postgraduate of IAIN Ponorogo majors by interests
- c. Postgraduate of IAIN Ponorogo's reasonable tuition fees
- d. Islamic Insights Postgraduate of IAIN Ponorogo
- e. Postgraduate lecturers at IAIN Ponorogo have national accomplishments
- f. IAIN Ponorogo's national achievements
- g. Postgraduate students
- h. International accomplishments of Postgraduate lecturers at IAIN Ponorogo
- i. Postgraduate students at IAIN Ponorogo's international accomplishments
- j. The proper function of the Postgraduate of IAIN Ponorogo
- k. The pride of IAIN Ponorogo's Postgraduate alma mater

Brand equity can influence consumer confidence when they decide whether to buy products or services. The Postgraduate of IAIN Ponorogo must manage these intangible assets to get an advantage over other universities.

Limitations must be established for the discussion in this study to be focused and succinct. In this study, brand awareness (Postgraduate IAIN Ponorogo, brand awareness), perceived quality (Postgraduate IAIN Ponorogo, perceived quality), and brand association are the only three assets that make brand equity that are looked at (Postgraduate of IAIN Ponorogo, brand association).

This study attains the following goals: 1) To ascertain the brand awareness of IAIN Ponorogo 8th semester students concerning the existence of Postgraduate of IAIN Ponorogo; 2) To ascertain the influence of the Postgraduate of IAIN Ponorogo brand association and perceived quality on the selection of higher education students for the 8th semester of the IAIN Ponorogo Academic Year 2022/2023 Ponorogo.

RESEARCH METHOD

The research utilizes a quantitative approach, wherein the researcher acts as the primary instrument, adhering to the postpositivist theory. This methodology is geared towards analyzing the state of natural phenomena. Within the quantitative paradigm, emphasis is placed on hypothesis testing through the quantification of research variables using numerical data, followed by statistical analysis.¹¹ A specific statistical method employed in this research was binary logistic regression, particularly suited for analyzing nominal scale response variables with two categories.

The quantitative methodology provides a structured framework for systematically examining the phenomenon under investigation, allowing for rigorous analysis and interpretation of numerical data.¹² Moreover, employing binary logistic regression as a statistical technique enables the researcher to assess the relationship between predictor variables and the binary outcome variable, thereby facilitating hypothesis testing and inference.¹³

A logistic regression statistical technique can categorize observation objects and determine how predictor variables affect response variables. The first step in data analysis using the logistic regression method is to create a multivariable logistic regression model with two predictor variables: IAIN Ponorogo's Postgraduate Contribution to Society (XKK_1); Postgraduate Internal Quality IAIN Ponorogo (XKK_2); IAIN Ponorogo Postgraduate Image (XAM_1) and IAIN Ponorogo Postgraduate Student Achievement (XAM_2) only one model is formed when responding in the affirmative, with two codes (code 2 = Respondent did not choose IAIN Ponorogo Postgraduate as the first choice and code 1 = Respondent chose IAIN Ponorogo Postgraduate as the first choice). Following the creation of a multivariable logistic regression model, the variables with the lowest significance level

¹¹ Andhita Dessy Wulansari, *Penelitian Pendidikan: Suatu Pendekatan Praktik dengan Menggunakan SPSS* (Ponorogo: IAIN Ponorogo Press, 2012), 25.

¹² John K. Smith, *Qualitative versus Quantitative Research: An Integrative Approach* (New York: Sage Publications, 2017), 89.

¹³ David W. Hosmer Jr., Stanley Lemeshow and Rodney X. Sturdivant, *Applied Logistic Regression* (New Jersey: John Wiley & Sons, 2013), 56.

are removed one at a time using Backward Wald elimination. Following that, a new model with important variables was produced.

The major data used in this study were collected by direct surveys using questionnaires. A questionnaire is a list of written inquiries and instructions on responding to a respondent.¹⁴ The questionnaire utilized in this study has a straightforward format. It indicates that the questionnaire is directly distributed to 8th semester students of IAIN Ponorogo Academic Year 2022/2023 Ponorogo for completion. The information on the following variables was gathered using this questionnaire: brand awareness variable, perceived quality variable, and brand association variable.

A questionnaire is used as part of the data collection procedures for this product's reliability. This situation calls for expert examination (content validity). The level of content validity (content-related) is assessed using the experts' consensus (domain) to determine the validity of the material. It is because test instruments and questionnaires/questions can only be declared valid if experts agree that they can accurately assess a subject's mastery of the skills specified in the measurement area. If specialists think the instrument can measure the things to be measured, it is considered legitimate. The experts offer a review that will be used to demonstrate the reliability of the information included in various instruments employed in this study.

The method employed in this study for content validity activities is called the Delphi Technique, in which each expert provides a response and an evaluation separately, and each expert's evaluation is then compiled and shared with the other experts. According to the alignment study, several specialists can be evaluated separately. Seven experts (validators) of education and three experts of educational evaluation were presented in this article to carry out the validation operations. The results of content validity were used to acquire validation results from the qualitative from the validators, stating that the generated instruments were workable and ready for use. Quantitative information was also gathered about the compatibility of instrument elements and indicators. The Aiken method was used to analyze the findings of this expert evaluation quantitatively.

The research population was the IAIN Ponorogo students who were in the 8th semester and writing their thesis in the academic year 2022/2023. The total of active students of IAIN Ponorogo in the 8th semester of the academic year 2022/2023 was 2510. The sample was chosen using the simple random sampling technique by randomly choosing the student identification numbers. The identification numbers of students chosen were considered as the research sample. By using this sample, the individual member of the population will have the same opportunity to be a member of the sample. Using the simple random sampling technique, the researchers got a sample that was not biased to the population. The total number of the sample was 334 students. The total number of samples gathered equals or nearly more than the number of students registering for Postgraduate studies in 2022/2023, or 250 registrants, with 208 students accepted and registered.

The binary logistic regression approach was the statistical technique used in this investigation. To verify the accuracy and dependability of all data before performing

¹⁴ Suharsimi Arikunto, *Manajemen Penelitian* (Jakarta: Rineka Cipta, 2003), 24.

additional analysis. To ascertain the starting characteristics of respondents, perform a descriptive analysis of demographic data. It carried out a Postgraduate brand equity analysis of IAIN Ponorogo, which included building a brand awareness pyramid by estimating the proportion of brand awareness for 8th-semester students of the IAIN Ponorogo Academic Year 2022/2023. A frequency table determines the proportion of brand awareness at each level (top of mind, brand recall, and brand recognition).

This study analyzed perceived quality and analysis of brand association. To analyze data using the logistic regression method included some steps. First, it performed an independence test to determine which predictor variables were related to the response variable. Then, it created a univariable logistic regression model between the response variable and the related predictor variable. Finally, partially and simultaneously test the created model.

This study used a multivariable logistic regression model using the Backward Wald method between the significant predictor variables in the univariable logistic regression and the response variables, testing the model concurrently and in part. Then, it performed a model appropriateness test. Analyze multivariable logistic regression models and the odds ratios that were produced.

RESULT AND DISCUSSION

Validity and Reliability Test

The validity and reliability of the statements in the questionnaire must be tested after the data from the survey results have been collected before additional analysis using the binary logistic regression has been completed. In order to ensure the reliability of the data or information obtained, this is done to obtain accurate and objective measurement findings. It ensures that the research findings are accurate and can present a picture that is not significantly different from the actual situation. Impression of quality (perceived quality) and brand associations were calculated for validity and reliability using a particular formula. The brand awareness variable's validity and reliability values were not calculated using a formula because it used an open questionnaire (no answer scores).

Validity Test

The Delphi technique was used to validate instruments, with seven experts (validators) from education and three research and educational evaluation experts. The specialists studied and evaluated the instruments developed by the researchers in numerous areas, including a) material, b) construction, and c) language. These elements were included on the instrument review sheet as a reference for specialists to provide an assessment.

The results of content validity were used to acquire validation results from the validators, which were qualitative, as well as declarations from the validators that the instruments generated were viable and ready to use. In addition, quantitative data on the applicability of instrument items and indicators was acquired. The Aiken formula was used to calculate the quantitative outcomes of this expert review. The criterion for deciding whether or not an item is valid is to compare the value of V_{count} with V_{table} . The value of V_{table} is the minimal value of the content validity index based on the number of validators

(raters) in Table V Aiken. Because there were seven raters in this study and four answer scales (ratings) on the validation sheet, the minimal content validity index based on Aiken's V table (Vtable) was 0.76. In summary, the demonstration of content validity for each instrument is as follows.

Table 1. Validation of Impression of Quality Subvariables

No.	Σs	n(c-1)	V	Conclusion
1	21	21	1.00	Valid
2	21	21	1.00	Valid
3	21	21	1.00	Valid
4	20	21	0.95	Valid
5	21	21	1.00	Valid
6	18	21	0.86	Valid
7	19	21	0.90	Valid
8	21	21	1.00	Valid
9	19	21	0.90	Valid
10	19	21	0.90	Valid
Valid				10
Invalid				0

Table 2. Validation of Brand Association Subvariables

No.	Σs	n (c -1)	V	Conclusion
1	21	21	1.00	Valid
2	20	21	0.95	Valid
3	20	21	0.95	Valid
4	21	21	1.00	Valid
5	21	21	1.00	Valid
6	21	21	1.00	Valid
7	21	21	1.00	Valid
8	21	21	1.00	Valid
9	21	21	1.00	Valid
10	21	21	1.00	Valid
Valid				10
Invalid				0

According to Tables 1 and 2, the Vcount value of all items is more than Vtable, namely 0.76, and falls within the range of 0.86 to 1.00. It demonstrates that all items in the Quality Impression Instrument and Brand Association have high content validity regarding their appropriateness with the indicators. Based on its contents, it can be inferred that the Quality Impression and Brand Association Instrument can measure what should be measured, namely the quality impression and brand association, so this instrument is fit for usage based on the purpose of its preparation.

Reliability Test

A reliability test using the Alpha Cronbach technique was performed to see whether the measurement results were substantially consistent. The theory employed is as follows:

H₀: The measurement results are inconsistent

H₁: The measurement results are consistent

Table 3 shows the value of αc based on the reliability test findings of 2 variables: impression of quality and brand association.

Table 3. Reliability Test

Variable	αc Value	Description
Impression of quality	0,924	Reliable
Brand associations	0,934	Reliable

Table 3 shows that the value of c for the variable impression of quality and brand association is more than 0.6, indicating that the measuring instrument is dependable and the measurement findings are relatively consistent if measurements are taken twice or more.

Descriptive Statistical Analysis

After testing the validity and reliability and discovering that all of the variables to be used in the analysis were valid and reliable, a descriptive statistical analysis was performed, which was used to gain an overview of the characteristics of Semester 8 Students at IAIN Ponorogo Academic Year 2022/2023.

Table 4 shows the frequency and percentage of characteristics of respondents in Semester 8 IAIN Ponorogo Academic Year 2022/2023, including gender, monthly allowance, parental income per month, Postgraduate options that will be considered for continuing studies, plans after graduating from high school/equivalent, majors to be chosen, information about Postgraduate of IAIN Ponorogo, and sources of information about Postgraduate of IAIN Ponorogo.

Table 4. Respondent Characteristics

Characteristics	Frequency	Percentage
Gender:	334	100
a. Men	42	12,57
b. Women	292	87,43
Parent/guardian income per month:	334	100
a. < Rp.1.000.000	191	57,19
b. Rp. 1.000.000 s.d.< Rp. 3.000.000	101	30,24
c. Rp. 3.000.000 s.d.< Rp. 000.000	22	6,59
d. Rp. 000.000 s.d.< Rp. 5.000.000	12	3,59
e. ≥Rp.5.000.000	8	2,39
Monthly pocket money:	334	100
a. < Rp. 250.000	180	5,89
b. Rp. 250.000 – < Rp. 500.000	107	32,04
c. Rp. 500.000 – < Rp. 750.000	18	5,39
d. Rp. 750.000 – < Rp. 1.000.000	20	5,99
e. ≥ Rp. 1.000.000	9	2,9
Plans following S1 graduation:	334	100
a. Work	195	58,38
b. Take Courses	9	2,70
c. Participate in Pre-service PPG	54	16,17
d. Continue to S2 degree	59	17,66
e. others	17	5,09
Other Majors of Interest (Order):	334	100
a) Pendidikan Agama Islam/Islamic education	99	29,64
b) Pendidikan Guru Madrasah Ibtidaiyah/Madrasah Ibtidaiyah Teacher Education	38	11,38
c) Manajemen Pendidikan Islam/Management of Islamic Education	36	10,78
d) Tadrīs Bahasa Inggris/English Language Teaching	26	7,78
e) Others (Accounting, Indonesian Language Education, Business, Counselling and Guidance, Sharia Economics, Sharia Economic Law, International Relations, Law Studies, Al-Quran Studies and Interpretation, Science Education, Social Sciences Education, Islamic Communication and Broadcasting, Mathematics Education, Arabic Language Education, Sharia Banking, Agriculture, PIAUD,	199	40,42

Psychology, Arabic Literature, English Literature, PIAUD, Psychology, Arabic Literature, English Literature		
I have known the Postgraduate of IAIN Ponorogo since:	334	100
a. Elementary level	4	2,69
b. Junior High School level	14	6,00
c. Senior High School level	109	32,63
d. When studying in S1	182	54,49
e. others	8	4,19
Knowing Postgraduate of IAIN Ponorogo from:	334	100
a. Brochures/banners	77	23,05
b. Mass/electronic media (website)	70	20,96
c. IAIN Ponorogo's Postgraduate Alumni	113	33,83
d. lecturer/college friends	64	19,16
e. others	10	3,00

According to Table 4, most respondents (87.43%) were female, while the remainder (12.57%) were male.

The highest income of respondents' parents/guardians per month is less than (<) Rp. 1,000,000, - which is 57.19% of respondents, the second highest is between Rp. 1,000,000 to less than (<) Rp. 3,000,000, - by 30.24% of respondents, the third highest income between Rp. 3,000,000, - to less than (<) Rp.4,000,000,- amounting to 6.59% of respondents. The fourth most common is between Rp.4,000,000 and less than (<) Rp.5,000,000,- by 3.59%, while the rest are incomes of Rp.5000,000,- by 2.39%.

The most pocket money for respondents per month is between Rp.250,000.- and less than (<) Rp.500,000,- for 32.04% of respondents, less than (<) Rp.250,000,- for 5.89% of respondents, less than (<) Rp.1,000,000,- for 5.99% of respondents, IDR 500,000 up to less than (<) IDR 7,50,000 for 5.39% of respondents, and the rest is pocket money IDR 750,000. Only 2.9% of people responded.

The majority of respondents' plans after graduating from S1 Degree were to work; namely, 58.38% of respondents who had plans to continue their study for the Master's degree after graduating from S1 degree, 17.66% of respondents had plans to take Pre-service PPG after graduating from S1 Degree were 16.17% of respondents, who had plans to take courses after graduating from S1 Degree were 2.70% of respondents. The remaining (others) were as many as 5.09% of respondents.

The majority of respondents were interested in the PAI Department, as evidenced by the percentage of 29.64%; the second place was occupied by the PGMI Department, with as many as 11.38% of respondents interested; the third place was occupied by the MPI Department, with as many as 10.78% of respondents interested; and the remaining 40.42% of respondents were interested in other majors such as Accounting, Indonesian Language Education, Business, Guidance and Counselling, Sharia Economics, Sharia Economic Law, International Relations, Law Studies, Al-Quran and Interpretation, Science Education, Social

Sciences Education, Islamic Communication and Broadcasting, Mathematics Education, Arabic Language Education, Sharia Banking, Agriculture, PIAUD/ early childhood Islamic education, Psychology, Arabic Literature, and English Language Education are some of the topics covered in this course.

The 549% of respondents were familiar with the Postgraduate of IAIN Ponorogo while still in undergraduate courses. Furthermore, 32.63% of respondents have known the Postgraduate of IAIN Ponorogo since they were in high school/equivalent, indicating that the Postgraduate of IAIN Ponorogo has been known to the respondents for a long time. Then, as many as 6.00% of the respondents knew about the Postgraduate of IAIN Ponorogo in junior high school/equivalent, and 2.69% knew when they were in elementary school/equivalent. As many as 19% of the remaining respondents had only recently learned about the Postgraduate of IAIN Ponorogo.

The alumni of Postgraduate of IAIN Ponorogo provided the most information (33.83%), followed by banners or brochures at 23.05%, mass/electronic media (website), 19.16 from lecturers/classmates, and the rest, with the most negligible contribution (3.00%) coming from other sources such as parents or relatives. Based on the characteristics of these respondents, it is clear that the Postgraduate students/alumni of IAIN Ponorogo play a significant role in providing information regarding the Postgraduate of IAIN Ponorogo. However, news in the mass media and websites plays a less significant role in providing information about the Postgraduate of IAIN Ponorogo, so news about the Postgraduate of IAIN Ponorogo, particularly positive matters that can be used as a campus promotion event, is less likely to be heard to increase public knowledge about the benefits of the Postgraduate of IAIN Ponorogo.

The Postgraduate of IAIN Ponorogo's brand awareness analysis refers to a person's capacity to recognize or recall a brand as part of a specific product category. The following are the results of measuring the brand awareness of the Postgraduate of IAIN Ponorogo characteristics utilized by State Universities (PTN) for selection in continuing their studies, namely the first and second choices:

According to Table 5, most State Universities are the first choice for continuing studies by Semester 8 Students of IAIN Ponorogo for the 2022/2023 Academic Year, followed by UIN Yogyakarta 17.07%, UIN Malang 6.59%, IAIN Surabaya 5.39% and other PTNs such as IPB, UAD, UB, UGM, UI, UII, UIN Bandung, UIN Jakarta, UIN Palembang, UIN Tulungagung, UIN Surakarta, UM, UMM, UMS, UNAIR, UNDIKSHA, UNESA, UNILA, UNPAD, UNS, UNY, UT, and other universities received a total of 53.29%.

Table 5. First Selected State Universities

No	Postgraduate Study	Frequencies	Percentage (%)
1	IAIN Ponorogo	59	17.66
2	UIN Yogyakarta	57	17.07
3	UIN Malang	22	6.59
4	UIN Surabaya	18	5.39
5	Others (IPB, UAD, UB, UGM, UI, UII, UIN Bandung, UIN Jakarta, UIN Palembang, UIN Tulungagung, UIN Surakarta, UM, UMM, UMS, UNAIR, UNDIKSHA, UNESA, UNILA, UNPAD, UNS, UNY, UT, overseas universities)	178	53.29
Total		334	100

According to Table 6, most State Universities are the second choice to be considered for continuing studies by Semester 8 Students of IAIN Ponorogo for the 2022/2023 Academic Year, namely Postgraduate IAIN Ponorogo and UIN Surabaya, which were chosen by as much as 5.99%, followed by UIN Yogyakarta and UIN Malang, which were chosen by as much as 5.39%, and other state universities such as INSURI, ITB, UB, UGM, UIN Jakarta, UIN Palembang, UIN Tulungagung, UIN Surakarta, UM, UMS, UNAIR, UNEJ, UNESA, UNS, UNY, UPI, UT, UTM, and other universities with a total proportion of 77.24%.

The slight percentage difference between the Postgraduate of IAIN Ponorogo and three other Postgraduates indicates that Postgraduates can surpass the prestige of the Postgraduate of IAIN Ponorogo from other State Universities (PTN) nearby. As a result, the Postgraduate of IAIN Ponorogo must be able to decide on a plan to compete with other tertiary institutions by maximizing its assets, including the brand equity of the Postgraduate of IAIN Ponorogo.

Table 6. The Second-Chosen Universities

No	Postgraduate Study	Frequencies	Percentage (%)
1	IAIN Ponorogo	20	5.99
2	UIN Surabaya	20	5.99
3	UIN Yogyakarta	18	5.39
4	UIN Malang	18	5.39
5	Others (Insuri, ITB, UB, UGM, UIN Jakarta, UIN Palembang, UIN Tulungagung, UIN Surakarta, UM, UMS, UNAIR, UNEJ, UNESA, UNS, UNY, UPI, UT, UTM, overseas universities)	258	77.24
TOTAL		334	100

The data above show the level of brand awareness for Postgraduate of IAIN Ponorogo, particularly top-of-mind and top-of-mind brand recall. According to Table 5, the Postgraduate of IAIN Ponorogo was chosen by 17.66% of respondents, namely Semester 8 Students of IAIN Ponorogo, for the 2022/2023 Academic Year. Brand recall is a brand recall that represents the chosen (second) Higher Education after mentioning the first-mentioned Higher Education. According to Table 6, the state universities that occupy Brand recall positions are Postgraduate of IAIN Ponorogo and Postgraduate of UIN Surabaya, which were chosen by 5.99% of respondents, the 8th-semester students of IAIN Ponorogo Academic Year 2022/2023.

Binary Logistic Regression Analysis

Logistic regression is a statistical method that may classify observational items and investigate the effect of predictor factors on response variables. The first step in data analysis using the logistic regression method is the creation of a multivariable logistic regression model with four predictor variables from two factors, Brand Image (KK) And Brand Association (AM), namely variables: Postgraduate of IAIN Ponorogo Contribution to The Community (XKK_1); Internal Quality Postgraduate of IAIN Ponorogo. (XKK_2); Image of Postgraduate of IAIN Ponorogo (XAM_1) and Student Achievement of Postgraduate of IAIN Ponorogo (XAM_2) with a Y response consisting of two categories (code 2 = Respondent did not choose Postgraduate IAIN Ponorogo in the first choice and code 1 = Respondent chose Postgraduate IAIN Ponorogo in the first choice), where only one model is formed. After establishing a multivariate logistic regression model, the model is subjected to Backward Wald elimination, which involves deleting the variables with the lowest significance level one by one. Following that, a new model with significant variables was obtained. Table 7 shows the G value and the new logit model produced when only one model is formed.

Table 7. Logitlogistic Regression Binary Model

Model Logit	Value G (Chi-Square Model)
$Y = -0,374 + 0,350 \text{ XKK_2}$	11,207

The developed model specifies the likelihood of an IAIN Ponorogo 8th Semester Student for the 2022/2023 Academic Year being classified as not choosing Postgraduate of IAIN Ponorogo as the first choice. Using simultaneous and individual testing, a significance test was performed in the newly generated logit model. The G value is utilized in concurrent testing to assess the model's significance. The hypothesis is as follows:

$$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$$

$$H_1: \text{There is at least one } \beta_k \neq 0, k=1,2,3,4$$

According to Table 7, the statistical value of the G test on such a model is 11.207, while the value is 9.488. When these two values are compared, the value of the G test statistic is more significant than the mean obtained by rejecting H_0 . Based on this selection, it is known that the resulting logit model is significant at 95% confidence. After demonstrating that the model was significant simultaneously, which meant that at least one parameter was individually significant, an individual test (Wald test) was done. This test is used to discover which predictor variables are statistically significant with the following hypothesis:

$$H_0: \beta_k = 0$$

$$H_1: \beta_k \neq 0, k=1,2,3,4$$

The value of the W test statistic for each parameter is calculated using Table Variable in Equation in the appendix. According to the Appendix, only the variable Internal Quality of Postgraduate of IAIN Ponorogo. (XKK_2), one of the components of the impression of quality is significant at $\alpha = 0.05$. It is determined by a p-value (0.001) less than $\alpha = 0.05$ or a statistical test value greater than $t_{\alpha/2, n-1} = 1.96$, indicating that H_0 is rejected. So, at the 95% confidence level, these variables become significantly distinguishing variables, such as the Internal Quality of Postgraduate of IAIN Ponorogo. (XKK_2) has a considerable influence on the choice of PTN Semester 8 Students of IAIN Ponorogo for the 2022/2023 Academic Year (whether or not IAIN Ponorogo is the priority), and the classification function of the resulting logit model is the best.

By entering the variable value of Internal Quality Postgraduate of IAIN Ponorogo. (XKK_2), which is owned by each Semester 8 Student of IAIN Ponorogo Academic Year 2022/2023 on the probability function, it is obtained, which is the probability of a Semester 7 Student of IAIN Ponorogo Academic Year 2022/2023 to be classified into the group not choosing Postgraduate of IAIN Ponorogo as the first choice and the obtained from 1- These two values (and) are the most significant (maximum).

CONCLUSION

Based on the data analysis and discussion outcomes, the following conclusions emerge: Among Semester 8 Students of IAIN Ponorogo for the Academic Year 2022/2023, Postgraduate of IAIN Ponorogo holds the top position in terms of brand awareness at the top-of-mind level, followed by UIN Yogyakarta. Similarly, for brand recall, Postgraduate of IAIN Ponorogo and UIN Surabaya maintain the leading and second positions, respectively, with UIN Yogyakarta and UIN Malang trailing behind. Furthermore, the internal quality of the Postgraduate of IAIN Ponorogo significantly influences the choice of the 8th-semester students of IAIN Ponorogo Ponorogo in the Academic Year 2022/2023 in prioritizing Postgraduate of IAIN Ponorogo.

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