

**PENGARUH *BRAND IMAGE* TERHADAP MINAT MELANJUTKAN
PENDIDIKAN TINGGI PADA SISWA KELAS XII IPS MAN 1 KOTA
BANDUNG**

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ABSTRAK

This study aims to determine: (i) To find out how well students understand the perception of class XII IPS MAN 1 Bandung City regarding brand image (brand image). (ii) To find out how much interest the students of class XII IPS MAN 1 Bandung City are in continuing their studies to higher education. (iii) To determine the significant effect of brand image on the interest in continuing higher education in class XII IPS MAN 1 Bandung City. The approach used in this research is descriptive quantitative approach using explanatory survey method with a sample of 132 students of class XII IPS MAN 1 Bandung City showed good results. To find the effect, the data analysis used is simple linear regression analysis through the calculation of IBM SPSS statistics 25 for windows. The results are as follows: (i) the perception of brand image in class XII IPS MAN 1 Bandung city shows good results. This is based on the results of data processing which shows an average score of 4.12 in the interval 3.41 to 4.20 in the good category. (ii) the interest in continuing higher education in class XII IPS MAN 1 Bandung city is 3.77 in the interval 3.41 to 4.20 including in the high category. (iii) the results of simple linear regression show that there is a significant influence between brand image on the interest in continuing higher education in the XII grade students of Social Sciences MAN 1 Bandung City. With an R square value of 0.421. It can be interpreted that brand image or brand image has a significant influence on interest in continuing higher education.

Keywords: *Brand Image, Interest in Continuing Higher Education.*

