

**INFLUENCE OF *BRAND IMAGE* ON STUDENT INTEREST
IN CONTINUING EDUCATION IN HIGHER EDUCATION
(Research on students of class XI IPS SMA PGRI1Bandung)**

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ABSTRACT

This study aims to: (i) Knowing how *brand image* students (ii) Knowing how the interest of class XI IPS students in SMA PGRI 1 Bandung in continuing their education to Higher Education, (iii) Knowing how much influence and significant *brand image* on the interest of students in class XI IPS in SMA PGRI 1 Bandung in continuing their education in Higher Education, (iv) How is the relationship between *brand image* the university's. The research method used is a quantitative approach with a survey method. Data collection techniques using a questionnaire instrument with data analysis techniques using simple linear regression with the help of the IBM *SPSS 25.0 for windows*. The results of the research are (i) the perception of the *brand image* of students in tertiary institutions obtaining an average score of 4.24 which means very good, (ii) interest in continuing education in universities, students of class XI IPS SMA PGRI 1 Bandung are in the category both with an average score of 4.14, (iii) obtained an *R square* of 44.5% which means that there is an influence of *brand image* on the interest in continuing education in higher education (iv) implementation of *brand image* in the subjects studied is found in business feasibility study course, especially on marketing strategy material. As the end of the research, the author conveys suggestions (i) For schools, they should always motivate students and provide information related to continuing education to the university level in order to increase student interest (ii) For Universities, they should start paying attention and improve *brand image* good from the study program level to the university level. By improving various aspects, it is not just to attract prospective students (iii) For further researchers, to add research variables and develop data return methods so that they can provide wider and different results from the results of research that has been done.

Keywords: *brand image*, higher education, Interest in Continuing Education