ABSTRACT

This study aims to analyze the influence factors of brand image, perceived quality, and advertising to the interests continued post-graduate studies in the Master of Magister Management Undip. This study shows that in the data the school year 2009/2010 - 2013/2014, there was a trend of decrease in the number of new students coming from S1 Undip alumnus who wants to continue her studies in graduate programs Master of Magister Management Undip, when compared with the number of new students who come from outside Alumni S1 Undip or general, there appeared to be inequality number of new students or enthusiasts who want to continue to pursue postgraduate programs in Master of Magister Management Undip.

This study was conducted with the regression model, in which to achieve the first objective is to analyze the influence of brand image (X1), perceived quality (X2), and advertising (X3) to continue the study of interest is the use of regression analysis. Regression models are useful conducted on more than one independent variable, to determine its effect on the dependent variable. The results of the regression equation is as follows :

$$\mathbf{Y = 0{,}476X_1 + 0{,}276X_2 + 0{,}252X_3}$$

Where all the independent variables have a positive and significant impact on the continuing interest in the study (Y). Figures Adjusted R Square of 0.599 indicates that 59.9 percent of Interest in Continuing Studies variation can be explained by three independent variables in the regression equation. While the remaining 40.1 percent is explained by other variables outside the three variables used in this study.

Keywords : Interest in Continuing Studies, Brand Image, Perceived Quality, and Advertising.