

Management and Economics



The Role of Brand Equity in Mediation of the Influence of Brand Image and Brand Trust, On the Interest of Prospective Students Choose Bali Tourism Polytechnic

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Abstract

The market behavior can help in assessing how much brand equity owned by the Polytechnic of Bali Tourism for its customers, in this case the incoming freshmen or sophomores 3 decides, or at least plan to continue their studies to university namely Bali Tourism Polytechnic. The purpose of this study is to analyze and explain the role of brand equity in mediating the influence of brand image and brand trust, on the interest of prospective students choosing Bali Tourism Polytechnic. The researcher used a qualitative research approach with descriptive research in this study. The population of this research is students who have just graduated from high school in Bali with a total of 28,755 students and the sample of this research is 100 respondents of three high school students in Bali. The data collection method used in this study is participant observation. Data analysis in this study used Structural Equation Modeling (SEM). The results of this study are that brand image has a positive and significant effect on the buying interest of prospective students of the Bali Tourism Polytechnic, brand image has a positive and significant effect on brand equity of the Bali Tourism Polytechnic, brand trust has no significant effect on buying interest of prospective students of the Bali Tourism Polytechnic, brand trust has a positive effect and significant brand equity Polytechnic Tourism in Bali, brand equity has a positive influence on the buying interest of prospective students, can partially mediate the indirect influence of the brand image of the buying interest of prospective students, and fully mediate the indirect influence of brand trust terhadap buying interest from prospective students of the Bali Tourism Polytechnic.

Keywords: Brand Image, Brand Trust, Brand Equity, Interest In Buying, Polytechnic Bali Tourism

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1 | INTRODUCTION

At this time the dynamics of the education services sector is expected to create equity institution name in the world of marketing is referred to as brand equity or brand equity. Brand equity is the added value provided by a service product or service (Andrology, 2014). Dewanti et al. (2007) argues that one way of competition in the world of education is the reputation or good name achieved by universities becomes an important tool for competition in the world of education. However, a good name or reputation alone is not enough in business competition in today's world of educational services, so brand equity is needed. Brand equity can create recognition, understanding, and assessment of a community or society on a name of a higher education institution. Brand equity as well as the comparison on services similar products and services that are owned by competitors.

Brand image are key drivers of brand equity, which refers to the general consumer perceptions and feelings about the reasons why consumers choose a product or service brand influence on consumer behavior (Zhang, 2014). According to Aaker (1991), brand image creates value in various ways, helps consumers to process information, differentiates brands, generates reasons to buy, provides positive feelings, and provides the basis for extension. Consumers who have a positive image of a brand are more likely to make purchases (Setiadi, 2003; Permana, 2014). Brand image included in one of the dimensions of brand equity, which is inseparable from the market behavior of consumers as expressed by Aaker (1991).

The market behavior can help in assessing how much brand equity owned by the Polytechnic of Bali Tourism for its customers, in this case the incoming freshmen or sophomores 3 decides, or at least plan to continue their studies to university namely Bali Tourism Polytechnic. In this study, students are the object of research that includes variable brand trust. Brand equity becomes an important variable in mediating the effect of the relationship between brand image and brand trust on consumer buying interest. According to Delgado (2001), brand trust

is the ability of a brand reliability by consumers or customers, which stems from the belief that a product or service can meet the expected value standards, with the perception that the brand is able to prioritize their basic interests and expectations. This research was conducted to get a clear picture of the factors that have a relationship with the interest in registering at the Bali Tourism Polytechnic.

In general, this research wants to see the relationship between brand image, Brand trust, brand equity, and also the interest of 3rd grade students of SMA (High School) in Bali after the change occurred. The research questions are as follows:

- 1) What is brand image affect the interest of prospective students in choosing the Bali Tourism Polytechnic?
- 2) What is brand image affect the brand equity of the Bali Tourism Polytechnic?
- 3) What is brand trust affect the interest of prospective students in choosing the Bali Tourism Polytechnic?
- 4) What brand trust affect the brand equity of the Bali Tourism Polytechnic?
- 5) What is brand equity affect the interest of prospective students in choosing the Bali Tourism Polytechnic?
- 6) What is brand equity play a role in mediating the influence of brand image on the interest of prospective students to choose the Bali Tourism Polytechnic?
- 7) What is brand equity play a role in mediating the influence of brand trust on prospective students' interest in choosing the Bali Tourism Polytechnic?

Supplementary information The online version of this article (<http://ijcrr.info/index.php/ijcrr/article/view/911/907>) contains supplementary material, which is available to authorized users.

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2 | LITERATURE REVIEW AND HYPOTHESIS

Brand equity

The concept of brand equity began to be used widely in the 1980s by advertising practitioners which was later popularized by Aaker (1991) in his book entitled "Managing Brand equity". The main motivation for studying brand equity is based on financial estimates for a brand value with a more precise calculation (Moisescu, 2005). According Crescitelli and Figueiredo (2009), one of the biggest challenges companies, agencies, or institutions in brand management located on the monitoring of brand equity from time to time. Brand equity is fundamental in terms of market competition, because this aspect is important in differentiating a product and service over other competitors with similar products and services

Brand image

Brand image is part of the observation, understanding, and retention of consumers to a brand association or company that covers the trademark/ brand, symbols, logos, and value-owned, involving aspects of cognition, emotion, and consumer perception to a product or service. Furthermore, according to Permana (2014) revealed that brand image as a set of beliefs, ideas, and impressions that a person has of a brand.

Brand Trust

The general strategy used to strengthen the position of a brand in the context of business competition is to create brand trust between companies and consumers (Kabadayi & Alan, 2012). According to Lau and Lee (2000), brand trust is the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results. Brand trust is the main key role in building consumer loyalty to a brand. Brand trust operationalized as conditions or circumstances in which consumers feel safe when interacting with the brand based on consumer perception that the brand will remain reliable, responsible for satisfying the needs of consumers.

Interest of prospective students

Interest in entering higher education is the desire that arises in high school/ vocational students to continue their education to a higher level. The tendency to continue education can be measured by the level of possibility of students making enrollment at the university (Assael, 2001).

Prospective students

Prospective students are college assets that cannot be separated from their profitability. The idea and conceptualization which states that prospective students are potential consumers is supported by the statement of Paricio (2017) in his writing "Students as customers: a paradigm shift in higher education" which states that universities are a competitive market, have a public reputation as a related institutional priority . with a greater capacity to attract and satisfy students, where the selection of study programs by prospective students personally has the value of investing in the economic aspect of a university. Through a clearly designed curriculum, professional development orientation is a perception of a quality system centered on the value of customer satisfaction, and a new way of understanding the educational relationship between students and faculty.

Universities in Indonesia

The definition of higher education is a formal secondary school level after the High School (SMA) stage. In accordance with Government Regulation of the Republic of Indonesia No. 30 of 1990 in Poltekapi (2013) concerning Higher Education, in general provisions in (article 1).

Hypothesis

The following hypotheses were obtained:

- 1) The Influence of Brand Image on Interests of Prospective Students
- 2) The influence of Brand image on Brand equity
- 3) The influence of brand trust on the interest of prospective students
- 4) The effect of Brand trust on Brand equity
- 5) The Influence of Brand Equity on Interests of Prospective Students
- 6) The Role of Brand Equity in Mediating the Effect of Brand Image on Interests of Prospective Students

7) The Role of Brand Equity in Mediating the Effect of Brand Trust on Prospective Students

3 | RESEARCH METHODOLOGY

This research was conducted at the Bali Tourism Polytechnic. This study uses data analysis in this study using Structural Equation Modeling (SEM).

Research location

This research was conducted at the Bali Tourism Polytechnic with a time period of research carried out since March 2020. Researchers conducted research at the Bali Tourism Polytechnic because based on data from the UPT new student admissions that consumer interest in choosing a Bali Tourism Polytechnic college still has a relevant relationship with the trust factor consumers towards a brand that generates a stable number of fans

Population and sample

Population as a generalization area consisting of a subject object that has certain qualities and characteristics determined by the researcher to be studied and drawn conclusions. While the sample is part of the number and characteristics possessed by the population. The population in this study, the number of students who had just graduated from high school in Bali = 28,755 students (Ristekdikti, 2018). While the sample in this study was 100 respondents, 3rd grade high school students in Bali. The variables used are

X1 : Brand Image

X2 : Brand Trust

Y1 : Brand Equity

Y2 : Interest of Prospective Students

Data sources

This study uses two types of data, qualitative data and quantitative data: Qualitative data, is data consisting of certain characteristics, categories and properties that can explain an event condition in non-numbering form (MoEC, 2020). Quantitative data is data in the form of numbers (numeric) or data measured in a numerical scale. Quantitative data in this study is in the form of a questionnaire to prospective students or

high school students in grade 3 with plans to enroll in the Bali Tourism Polytechnic.

Data collection method

The data collection method in this study used the participant observation method, which in its implementation involved members of certain groups, namely 3rd grade high school students who had just graduated in Bali as prospective students related to their readiness to continue their studies at the tertiary level. This study uses qualitative and quantitative data as supporting data. As for the source, the data obtained through primary data and secondary data. Primary data obtained through questionnaires or questionnaires in data collection techniques obtained through samples from the research population, where researchers or observers are directly involved in the field. The data collection technique in this study uses the PLS (Partial Least Square) formative indicator model, where the direction of the causal relationship flows from the indicator, namely the independent variable (X) to the predictor, namely the dependent/latent variable (Y).

4 | RESEARCH RESULTS AND DISCUSSION

Structural Model Testing (Inner Model)

Testing inner structural model or models were evaluated with regard Q^2 predictive relevance models that measure how well the observed values generated by the model. Q^2 based on the coefficient of determination of all dependent variables. The magnitude of Q^2 has a value with a range of $0 < Q^2 < 1$, the closer the value to 1 means the better the model. As for the calculation of Q^2 predictive relevance model of appropriate grain Table 1 below.

Table above shows that the value of $Q^2 = 0.925$ and approaching a value of 1, so it can provide evidence that the model of structural compatibility (goodness-fit model) was good. This result also means that 92.5% of the data can be explained by the model, while the remaining 7.5% is explained by errors or other variables not included in the model.

Hypothesis test

TABLE 1: Structural Model Testing Results (Inner Model)

Structural Model	Endogenous Variables	R-square
1	Brand equity (Y1)	0.676
2	Interest of Prospective Student (Y2)	0.771
Calculation : $Q^2 = (1 - [(1 - R_{12}) (1 - R_{22})])$		
$Q^2 = (1 - [(1 - 0.676) (1 - 0.771)]) = 0.925$		

Recapitulation of the results of the validation test path coefficients at each track to the direct effect is presented in Table 2, provide the information to test the hypothesis as follows:

1) Direct effect testing

Influence of brand image on interest of prospective students and brand equity

Based on Table 2 above, it can be seen that the coefficient value of the brand image path with buying interest of prospective students is 0.328 with a significance indicated by the T-statistic value of 3.692 which is greater than the T-Table value of 1.96. The positive path coefficient value indicates that the brand image has a positive and significant effect on the buying interest of prospective students. Then in Table 2 above, it can also be seen that the value of the path coefficient of brand image with brand equity is 0.402 with significance shown by the T-statistic value of 4.052 which is greater than the T-Table value of 1.96. The positive path coefficient value indicates that brand image has a positive and significant effect on brand equity.

Influence of brand trust on interest of prospective students and brand equity

Based on Table 2 above, it can be seen that the coefficient value of the brand trust path with the interest of prospective students is 0.169 with the significance indicated by the t-statistic value of 1.679 which is smaller than the t-table value of 1.96. Path coefficient value of acquisitive indicates that brand trust has not significant on interest of prospective students. Then in Table 2 above, it can also be seen that the coefficient value of the brand trust path with brand equity is 0.458 with the significance shown by the t-statistic value of 4.352 which is greater than the t-Table value of 1.96. The positive path coefficient value indicates that brand trust has a positive and significant effect on brand equity.

Influence of brand equity on interest of prospective students

Based on Table 2 above, it can be seen that the value of the brand equity path coefficient with interest of prospective students is 0.444 with significance indicated by the t-statistic value of 4.680 which is smaller than the t-Table value of 1.96. The positive path coefficient value indicates that brand equity has a positive and insignificant effect on interest of prospective students.

2) Mediation variables testing result

In the following analysis, we will examine the mediating role of brand equity variables on the indirect effect of brand image and brand trust on prospective students' buying interest. Brand equity has functions and benefits that can affect consumer confidence in making decisions to choose or buy, because of past experience in using a brand or their proximity to the brand and its characteristics. The following are the results of the analysis of the effect of the mediating variable presented in Table 3:

Indirect influence test results in this study (Table 3) can be delivered that brand equity (Y_1) proved capable of mediating the indirect influence of brand image (X_1) to the prospective student buying interest (Y_2). These results are shown from the mediation test conducted on the effects of C, D and A which have significant values. In addition, the indirect effect path coefficient obtained is significant at 0.520. Based on these results, it can be stated that an increase in brand image will increase brand equity, and ultimately have an impact on increasing student registration. Other information that can be conveyed is that the mediating effect of the brand equity variable (Y_1) on the indirect effect of brand image (X_1) on interest of prospective students (Y_2) is full (partial mediation). This finding provides an indication that brand equity (Y_1) is not the key mediation on the indirect ef-

TABLE 2:Hypothesis Testing Results

No	Relationship between Variables	Path Coefficient	t Statistics	Information
1	Brand image (X1) -> Interest of Prospective Student (Y2)	0.328	3,692	H1 accepted
2	Brand image (X1) -> Brand equity (Y1)	0.402	4.052	H2 accepted
3	Brand trust (X2) -> Interest of prospective Student (Y2)	0.169	1,679	H3 not accepted
4	Brand trust (X2) -> Brand equity (Y1)	0.458	4.352	H4 accepted
5	Brand equity (Y1) -> Interest of prospective student (Y2)	0.444	4.680	H5 accepted

TABLE 3: Recapitulation of the results of mediating variables testing

No	Brand Equity Variable Mediation (Y 1)	Effect Coefficient			Note:
		A	C	D	
1	Brand image (X1) à interest of prospective students (Y2)	0.328 (Sig.)	0.52002 ((Sig.) Sig.)	0.444 (Sig.)	Partial Mediation
2	Brand trust (X2) à interest of prospective students (Y2)	0.169 (No Sig.)	0.36358 ((Sig.) Sig.)	0.444 (Sig.)	full Mediation

Description: Significance (Sig) = T statistic > 1.96 at = 5%

fect brand image (X_1) on student enrollment interest (Y_2). This is because brand image (X_1) also has a significant direct effect on interest of prospective students (Y_2). In addition, brand equity (Y_1) is proven to be able to mediate the indirect effect of brand trust (X_2) on interest of prospective students (Y_2). This result is shown from the mediation test conducted on effects C and D have a significant value, but the effect A has an insignificant value. In addition, the path coefficient of the indirect effect obtained is significant at 0.363. Based on these results, it can be stated that the better the brand trust, the better the brand equity and ultimately the interest of prospective students. Other information that can be conveyed is that the mediating effect of the brand equity variable (Y_1) on the indirect effect of brand trust (X_2) on interest of prospective students (Y_2) is full mediation. This finding provides a clue, brand equity (Y_1) as a determinant of the effect of brand trust (X_2) on the interest of prospective students (Y_2). This is because brand trust (X_2) has an insignificant direct effect on the interest of prospective students (Y_2)

The influence of the image brand on interest of prospective students

Based on the results of hypothesis testing, it was found that brand image has a significant positive effect on the interest of prospective students. These results provide meaning, the better brand image that is then to be able to increase interest in signing up prospective students choose Polytechnic Tourism Bali. Brand image which is measured by indicators of brand loyalty, brand awareness, brand association and quality can increase the interest in registering prospective students to choose the Bali Tourism Polytechnic. The results of this study are in line with research from Wang, et al (2014) entitled The Relationship Between Brand Image and Purchase Intention: Evidence From Awar Winning Mutual Funds. The results of this study found that brand image has a significant positive effect on interest of registration students.

The results of research from Manorek (2016) entitled The Influence Of Brand Image, Advertising, Perceived Price Toward Consumer Purchase Intention (Case Study: Samsung Smartphone) which found

that brand image had a significant positive effect on registration interest. However, the results of this study are different from research from Wijayasari, et al (2018) with the title *The Effect of Brand Image, Quality, Price Perception and Product Variations on Consumer Buying Interest in Gajah Sitting Sarong in Pekalongan Regency* which found that brand image has a negative influence on consumer buying interest.

The influence of brand image on brand equity

Based on the results of hypothesis testing, it was found that brand image has a significant positive effect on brand equity. These results provide meaning, the better brand image that is then to be able to increase brand equity. Brand image as measured by indicators of brand loyalty, brand awareness, brand association and quality can increase the brand equity of the Bali Tourism Polytechnic. The results are consistent with studies of Andrology (2014) with the title "Analysis of Effect of Brand image and brand awareness Against Brand Loyalty and Its Impact on Brand Equity" describes the effect of brand image and brand awareness in the form of brand equity which found that Brand image has a positive influence on Brand equity on users of Simpati prepaid operator provider. Research from Nofriyanti (2017) with the title "The Effect of Brand Trust, Brand image, Perceived Quality, Brand Loyalty Against Brand equity Users Telkomsel" found that the variable of brand image is able to push overall consumer perceptions of a brand or product that is formed from information and past experiences to Telkomsel's products or brands.

The influence of brand trust on interest of prospective students

Based on the results of hypothesis testing, it was found that brand trust had a positive and insignificant effect on the interest in registering prospective students. This result means that the existing brand trust has not been able to increase the interest in registering prospective students to choose the Bali Tourism Polytechnic. Brand trust which is measured by indicators of brand reliability and interest in brands has not been able to increase interest in registering prospective students to choose the Bali Tourism Polytechnic. The results of this study are

in line with research from Nia, et al. (2016) entitled analysis of the influence of satisfaction and brand trust on buying interest in Pantene (study on 'young female Semarang') which found that brand trust had a significant positive effect on buying interest in Pantene and research from Andriana, et al (2019) entitled the influence of brand image and brand trust on purchasing decisions through buying interest as an intervening variable (a case study on Sariayu Marthatilaar consumers in Semarang City) which found that brand trust had a significant positive effect on buying interest in Sariayu Marthatilaar consumers in Semarang City. Semarang.

The influence of brand trust on brand equity

Based on the results of hypothesis testing, it was found that brand trust has a positive and significant effect on brand equity. This result means that brand trust which is measured by indicators of brand reliability and interest in brands is able to increase the brand equity of the Bali Tourism Polytechnic. The higher the brand trust felt by prospective students, it will have an impact on increasing brand equity. The results are consistent with studies of Nofriyanti (2017) with the title "the effect of brand trust, brand image, perceived quality, brand loyalty against brand equity users telkomsel" found that the variable brand trust is able to push overall consumer perceptions of a brand or product that is formed from information and past experiences of Telkomsel's products or brands.

The effect of brand equity on interest of prospective students

Based on the results of hypothesis testing, it was found that brand equity had a positive and insignificant effect on the interest in registering prospective students. These results indicate that the existing brand equity is able to increase the interest in registering prospective students to choose the Bali Tourism Polytechnic. Brand equity which is measured by indicators of brand loyalty, brand awareness, brand association and quality is able to increase the interest in registering prospective students to choose the Bali Tourism Polytechnic. The results of this study are in line with research from Dharmiri (2020) entitled *The effect of social media marketing and brand equity on buying interest*, finding that brand equity has a significant positive effect on

buying interest. The same results are also in research from Firdaus (2020) "The Effect of Brand Equity on Buying Interest (Study on Consumers of Orinamin C in Bandung City)" found that brand equity had a positive effect on consumer buying interest of Orinamin C in Bandung.

The role of brand equity in mediating the effect of brand image on interests of prospective students

Based on the results of hypothesis testing, it was found that brand equity was able to partially mediate the indirect effect of brand image on the interest of prospective students. This result means that the better the brand image that is owned and supported by the existing brand equity will be able to increase the interest of prospective students to choose the Bali Tourism Polytechnic. The results of this study are in line with research from Moradi and Zarei (2011) concluded that brand equity is related to purchase intentions and brand preferences, where brand preference is related to brand image which involves the place or country of origin of a brand. Research from Wijaya (2016) entitled Analysis of the Effect of Brand Image and Brand Awareness on Purchase Interest Through brand equity, the results of the study found that brand equity was able to mediate the influence of brand image and brand awareness.

The role of brand equity in mediating the effect of brand trust on the interests of prospective students

Based on the results of hypothesis testing, it was found that brand equity was able to fully mediate the indirect effect of brand trust on the interest in registering prospective students. This result means that the brand trust that is owned has not been able to increase the interest in registering prospective students, but must go through the existing brand equity in order to increase the interest in registering prospective students to choose the Bali Tourism Polytechnic. The results of this study are in line with research from Amron (2018) which says that brand image, brand trust, product quality, and price affect buying interest and consumer purchasing decisions. Thus, brand equity can act as a mediator between brand trust and consumer buying interest.

5 | CONCLUSION AND SUGGESTION

Conclusion

Brand image has a positive and significant effect on the interest in registering prospective students of the Bali Tourism Polytechnic. This means that the better the brand image of the Bali Tourism Polytechnic, it will increase the interest in registering from prospective students. Vice versa, the worse the brand image of the Bali Tourism Polytechnic, it will be able to reduce the interest in registering from prospective students.

Brand image has a positive and significant impact on the brand equity of the Bali Tourism Polytechnic. This means that the better the brand image, the better the brand equity of the Bali Tourism Polytechnic. Vice versa, the worse the brand image, the lower the brand equity of the Bali Tourism Polytechnic. Brand trust has no significant effect on the interest in registering prospective students of the Bali Tourism Polytechnic. This means that the existing brand trust has not been able to increase interest in registering prospective students from the Bali Tourism Polytechnic.

Brand trust has a positive and significant impact on the brand equity of the Bali Tourism Polytechnic. This means that the better the brand trust, the better the brand equity of the Bali Tourism Polytechnic. Vice versa, the worse the brand trust, it will be able to reduce the brand equity of the Bali Tourism Polytechnic.

Brand equity has a positive and significant effect on the interest in registering prospective students at the Bali Tourism Polytechnic. This means that the better the brand equity, it will be able to increase the interest of prospective students of the Bali Tourism Polytechnic. Vice versa, the worse the brand equity, it will be able to reduce the interest in registering from prospective students of the Bali Tourism Polytechnic. Brand equity is partially able to mediate the indirect effect of brand image on interest of prospective students of the Bali Tourism Polytechnic. This means that the better the brand image is owned, supported by the existing brand equity. Then it will be able to increase interest in registering prospective students from the Bali Tourism Polytechnic. Brand equity

is fully capable of mediating the indirect effect of brand trust on the registration interest of prospective students of the Bali Tourism Polytechnic. This means that the brand trust that is owned has not been able to directly influence the interest in registering prospective students of the Bali Tourism Polytechnic, but must go through brand equity.

Suggestion

The brand image owned by the Bali Tourism Polytechnic is quite good where the user image indicator has the highest score in accordance with the reality in the field. Thus the brand image of the Bali Tourism Polytechnic can be stated as good and adequate. The results of this study provide input for the Organization to further improve the user image of students but still strive to improve the image of the maker and the image of the product so that the brand image will increase. In an effort to increase buying interest, prospective students should seek to increase the existing brand trust. Therefore, it is necessary to make efforts to build and develop brand trust by prioritizing the reliability of the brand in the organization, where this is not in accordance with the reality that occurs, where prospective students are more responsive to indicators of interest in the brand as indicated by the acquisition of the highest average score. Thus the brand trust in the Bali Tourism Polytechnic is not sufficient.

The results of this study provide input for organizations to maintain brand reliability, and continue to strive to increase interest in brands so that existing brand trust increases. In increasing interest in registering prospective students in choosing the Bali Tourism Polytechnic, it is necessary to pay attention to brand equity. The results of this study provide input for companies to pay more attention to existing brand awareness in order to increase brand equity but still strive for brand loyalty, brand association and quality so that existing brand equity is increasing.

For further researchers, it is possible to replicate this research model through a longitudinal approach model (from time to time) and allow it to be used in other organizations. In addition, further researchers can modify the research model by adding and developing other indicators and variables. This is based on the fact that the brand image, brand trust, and brand

equity of each organization are different from those of other organizations.

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