

ABSTRACT

***THE EFFECT OF PURPOSE DRIVEN MARKETING, BRAND IMAGE,
AND CUSTOMER SERVICE ON THE INTEREST IN USING
EDUCATIONAL SERVICES THROUGH
BRAND ATTACHMENT AS AN INTERVENING VARIABLE
(A Study on Private Islamic Religious Higher Education Institutions in
Tasikmalaya, West Java)***

By,

**INTAN NIDA'ATUSSALIMAH AL FARIDZ
238334030**

***Supervisor I: Kartawan
Supervisor II: Yusuf Abdullah***

The aim of the study was to identify and analyze the effects of Purpose Driven Marketing, Brand Image, and Customer Service on the Interest in Using Educational Services through Brand Attachment as an intervening variable at Private Islamic Religious Higher Education Institutions (PTKIS) in Tasikmalaya. The method used in this study was a survey with a descriptive quantitative approach. The sample size consisted of 180 respondents from Institut Agama Islam Tasikmalaya (IAIT), 128 respondents from Institut Nahdlatul Ulama Tasikmalaya (INU Tasikmalaya), and 30 respondents from Institut Agama Islam Latifah Mubarakiyah (IAILM) Suryalaya, selected using cluster sampling. Data analysis using Partial Least Squares-Structural Equation Modeling (PLS-SEM) showed that Purpose Driven Marketing, Brand Image, and Brand Attachment had positive and significant effects on the Interest in Using Educational Services at PTKIS in Tasikmalaya, while Customer Service did not have a significant effect. In addition, Purpose Driven Marketing, Brand Image, and Customer Service had positive and significant indirect effects on the Interest in Using Educational Services through Brand Attachment.

Keywords: Brand Attachment, Brand Image, Customer Service, Interest in Using Educational Services, Purpose Driven Marketing

ABSTRAK

**PENGARUH *PURPOSE DRIVEN MARKETING*, *BRAND IMAGE*
DAN *CUSTOMER SERVICE* TERHADAP MINAT MENGGUNAKAN
JASA PENDIDIKAN MELALUI *BRAND ATTACHMENT*
SEBAGAI VARIABEL *INTERVENING*
(Studi pada Perguruan Tinggi Keagamaan Islam Swasta
di Tasikmalaya Provinsi Jawa Barat)**

Oleh,

**INTAN NIDA'ATUSSALIMAH AL FARIDZ
238334030**

**Pembimbing I : Kartawan
Pembimbing II: Yusuf Abdullah**

Tujuan penelitian ini adalah mengetahui dan menganalisis pengaruh *Purpose Driven Marketing*, *Brand Image*, dan *Customer Service* terhadap Minat menggunakan jasa Pendidikan melalui *Brand Attachment* sebagai variabel *intervening* di Perguruan Tinggi Keagamaan Islam Swasta (PTKIS) Tasikmalaya. Metode yang digunakan dalam penelitian ini survei dengan pendekatan deskriptif kuantitatif. Ukuran sampel dalam penelitian ini 180 responden dari Institut Agama Islam Tasikmalaya (IAIT), 128 responden dari Institut Nahdlatul Ulama Tasikmalaya (INU Tasikmalaya), dan 30 responden dari Institut Agama Islam Latifah Mubarokiyah (IAILM) Suryalaya dengan *Cluster sampling*. Analisis data menggunakan *Partial Least Squares-Struktur Equation Modeling (PLS-SEM)* menemukan bahwa *Purpose Driven Marketing*, *Brand Image*, dan *Brand Attachment* berpengaruh positif dan signifikan terhadap Minat Menggunakan Jasa Pendidikan pada Perguruan Tinggi Keagamaan Islam Swasta (PTKIS) di Tasikmalaya, sementara *Customer Service* tidak berpengaruh signifikan. Selain itu, *Purpose Driven Marketing*, *Brand Image*, dan *Customer Service* terbukti memiliki pengaruh tidak langsung yang positif dan signifikan terhadap Minat Menggunakan Jasa Pendidikan melalui *Brand Attachment*.

Kata Kunci: *Brand Attachment*, *Brand Image*, *Customer Service*, Minat Menggunakan Jasa Pendidikan, *Purpose Driven Marketing*