

ABSTRACT

Indonesia has a huge demand for quality and qualified human power as the nation is now more internationally exposed and the effect of globalisation. However, what we find today is that the human labour is not qualified to be working under the international companies with tighter and higher qualification standards. Therefore, higher education for the citizens of Indonesia is very much needed in the future.

As the economy grows in a country, the market in education turning more competitive as the government will decrease its budget for education institutions and let them find funding on their own. This is caused as the demand on higher education programs outnumbered the programs that are available. There is a need in growing, developing and in the end, creating high-quality manpower which has the correlation with Surabaya being the city that controls the economy of the nation. Universitas Pelita Harapan Surabaya will need to continue to enrol students in order to be competitive and to be able to provide Indonesia qualified and high-quality humans that is ready for the career and even setting up new businesses.

The purpose of this research is to reveal which are the most important indicators from Perceived Quality of Design Elements (Unity, Complexity, Intensity and Novelty) and implement them into the end product that will be created by the author, in accordance to the demands and the significance of the indicators which has been derived from the high school students and also their parents who are domiciled in Surabaya.

This study uses a descriptive approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 220 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 14-60 years, who have received a higher education institution marketing tool and had heard about UPH Surabaya. The sampling method used in this research that is non - probability sampling.

From this study, we also find out which indicators is the most important from the rest of the indicators in the model, regardless their variable grouping and thus we came in conclusion as follows: students have voted PQND 1, PQND 5, PQND 3, PQUD 2, PQUD 7, PQUD 5, PQND 2, PQUD 6, PQCD 1, PQUD 3, PQID 3, and PQCD 3 to be the most important indicators (written in order from the most important).. Novelty Design has made 5 (five) indicators to the list and followed with Complexity Design with two indicators. On the other extent, in this study we also have collected the questionnaires from the parents in which they have different opinion from the students which we can see as follows: parents have voted PQUD 7, PQND 2, PQND 4, PQID 6, PQND5, PQID 5, PQCD 3, PQND 1, PQND 3, PQCD 1, PQCD 5, and PQUD 1. Interestingly, both parents have voted 5 each for Novelty Design in which is made up slightly above 40% of the list.

Keywords: Perceived Quality Design, Design Aesthetics, Unity, Complexity, Intensity, Novelty, Corporate Image, Higher Education, Institutions, Universitas Pelita Harapan Surabaya.