

The aim of this study is to determine the reputation level in terms of internal and external shareholders' perceptions in Suleyman Demirel University. To reach this goal literature review is done about organizational reputation then according to the study's aim, it is practiced on the scale which is called Reputation Quotient of Charles J. Fombrun. As a result of this research, it has been observed that stakeholders have a positive perception of Suleyman Demirel University. However, every stakeholder has a significantly different perception level of the university. Emotional attraction, was the dimension where the prestige was perceived at the highest level by all stakeholders while the quality of education and service was the dimension where the prestige was perceived at the lowest level by three stakeholders. The total sampling number in the study is 756 people.