



Document details

< Back to results | 1 of 1

↗ Export ↴ Download 🖨️ Print ✉️ E-mail 📄 Save to PDF ☆ Add to List More... >

[Full Text](#) View at Publisher

Jurnal Komunikasi: Malaysian Journal of Communication
Volume 35, Issue 3, 2019, Pages 283-299

Assessing corporate brand equity of public universities (Article)

[\(Open Access\)](#)

Noor, S.M.^a ✉️, Manan, K.A.^b ✉️, Kuthoos, H.M.A.^c ✉️

^aSchool of Communication, Universiti Sains Malaysia, Malaysia

^bDepartment of Communication, International Islamic University Malaysia, Malaysia

^cCentre for Research on Women and Gender (KANITA), Universiti Sains Malaysia, Malaysia

Abstract

View references (49)

Brand equity studies focus heavily on the brands of profit-based organisations. Similarly in Malaysia, while there have been a number of studies on leading brands owned by profit-based organisations (e.g. Petronas, Air Asia and Maxis), few studies have explored branding in relation to not-for-profit organisations, such as public universities. Public universities tend not to place too high a priority on their brand development because they often lack an understanding of the significance of brand equity. The increased pressure on public universities to compete in the highly competitive higher education market, however, is slowly changing this perception. Therefore, this study will offer some preliminary insights into the dimensions contributing to the corporate brand equity of a public university in Malaysia, Universiti Sains Malaysia (USM). This study illustrates how metrics can be used to assess the brand of a public research university and can facilitate the development of corporate brand equity metric for institutions of higher education. Data collection was conducted using the survey method, distributing questionnaires to 400 students from eight local public universities. The findings of this study indicate that the dimensions of awareness, quality of service, trust and relevance have a positive relationship with USM's corporate brand equity. These findings may help to guide future researchers in understanding the dimensions of brand equity in relation to public universities. © 2019, Universiti Kebangsaan Malaysia Press. All rights reserved.

SciVal Topic Prominence ⓘ

Topic: Brands | Brand equity | Parent brand

Prominence percentile: 95.204 ⓘ

Author keywords

Brand equity Branding Higher education institution Universiti sains malaysia University

ISSN: 2289151X

Source Type: Journal

Original language: English

DOI: 10.17576/JKMJC-2019-3503-17

Document Type: Article

Publisher: Universiti Kebangsaan Malaysia Press

References (49)

View in search results format >

All Export 🖨️ Print ✉️ E-mail 📄 Save to PDF Create bibliography

Metrics ⓘ View all metrics >



PlumX Metrics

Usage, Captures, Mentions,
Social Media and Citations
beyond Scopus.

Cited by 0 documents

Inform me when this document is cited in Scopus:

[Set citation alert >](#)

[Set citation feed >](#)

Related documents

Constructing brand equity metrics for universities | Pembinaan metrik ekuiti jenama universiti

Kuthoos, H.M.A. , Noor, S.M. , Hashim, N.H. (2014) *Jurnal Komunikasi: Malaysian Journal of Communication*

Effect of supervisor quality and teaching quality on students' satisfaction and loyalty in Malaysian Research University

Abdullah, N. , Sherrif, N.M. (2012) *Advances in Natural and Applied Sciences*

Effect of english proficiency on social capital and academic achievement among economic students

Hamzah, M.S. , Abdullah, H. , Ahmad, M. (2015) *International Journal of Business and Society*

View all related documents based on references

Find more related documents in Scopus based on:

Authors > Keywords >

-
- 1 Aaker, D.A.
The innovator's prescription: The relevance of brand relevance
(2004) *Strategy+business*, 35, pp. 60-69.
Summer
-
- 2 Aaker, D.A.
(2010) *Brand relevance: Making competitors irrelevant*. Cited 32 times.
San Francisco, CA: Jossey-Bass
-
- 3 Aaker, D.A.
(2014) *Aaker on branding: 20 principles that drive success*. Cited 27 times.
New York, NY: Morgan James
-
- 4 Ambler, T.
(2003) *Marketing and the bottom line: The marketing metrics to pump up cash flow*. Cited 250 times.
(2nd ed.). London, England: Prentice Hall
-
- 5 Anderson, J.C., Gerbing, D.W.
Predicting the Performance of Measures in a Confirmatory Factor Analysis With a
Pretest Assessment of Their Substantive Validities

(1991) *Journal of Applied Psychology*, 76 (5), pp. 732-740. Cited 468 times.
doi: 10.1037/0021-9010.76.5.732

View at Publisher
-
- 6 Bennett, R., Ali-Choudhury, R.
Prospective students' perceptions of university brands: An empirical study

(2009) *Journal of Marketing for Higher Education*, 19 (1), pp. 85-107. Cited 74 times.
doi: 10.1080/08841240902905445

View at Publisher
-
- 7 Binnie, C.
(2008) *Constructing university brands through university research magazines*. Cited 2 times.
(Master's Thesis, University of Ottawa, Ottawa, Canada). Retrieved from
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.455.5182&rep=rep1&type=pdf>
-
- 8 Chapleo, C.
Brands in higher education: Challenges and potential strategies

(2015) *International Studies of Management and Organization*, 45 (2), pp. 150-163. Cited 17 times.
<http://www.tandfonline.com/loi/mimo20>
doi: 10.1080/00208825.2015.1006014

View at Publisher
-
- 9 Chow, W.S., Chan, L.S.
Social network, social trust and shared goals in organizational knowledge sharing

(2008) *Information and Management*, 45 (7), pp. 458-465. Cited 619 times.
doi: 10.1016/j.im.2008.06.007

View at Publisher
-

-
- 10 Christensen, C.M., Eyring, H.J.
(2011) *The innovative university: Changing the DNA of higher education from the inside out*. Cited 330 times.
(1st ed.). San Francisco, CA: Jossey-Bass
-
- 11 Davcik, N.S., da Silva, R.V., Hair, J.F.
Towards a unified theory of brand equity: Conceptualizations, taxonomy and avenues for future research

(2015) *Journal of Product and Brand Management*, 24 (1), pp. 3-17. Cited 54 times.
<http://www.emeraldinsight.com/info/journals/jpbm/jpbm.jsp>
doi: 10.1108/JPBM-06-2014-0639

View at Publisher
-
- 12 Delgado-Ballester, E., Munuera-Alemán, J.L.
Does brand trust matter to brand equity?

(2005) *Journal of Product and Brand Management*, 14 (3), pp. 187-196. Cited 220 times.
doi: 10.1108/10610420510601058

View at Publisher
-
- 13 Razak, D.A., Mohamed, R., Noor, S.M., Chai, M.H.
(2010) *Transforming higher education for a sustainable tomorrow 2009: Laying the foundation*. Cited 9 times.
Pulau Pinang, Malaysia: Universiti Sains Malaysia
-
- 14 Erdem, T., Swait, J.
Brand equity as a signaling phenomenon

(1998) *Journal of Consumer Psychology*, 7 (2), pp. 131-157. Cited 782 times.
http://www.elsevier.com/wps/find/journalbibliographicinfo.cws_home/713950/description#bibliographicinfo
doi: 10.1207/s15327663jcp0702_02

View at Publisher
-
- 15 Erdem, T., Swait, J.
The information-economics perspective on brand equity (Open Access)

(2016) *Foundations and Trends in Marketing*, 10 (1), pp. 1-59. Cited 2 times.
<http://www.nowpublishers.com/product.aspx?product=MKT>
doi: 10.1561/17000000041

View at Publisher
-
- 16 Fornell, C., Larcker, D.F.
Evaluating structural equation models with unobservable variables and measurement error
(1981) *Journal of Marketing Research*, 18 (1), p. 39. Cited 30297 times.
-
- 17 Furedi, F.
Introduction to the marketisation of higher education and the student as consumer
(2011) *The marketisation of higher education and the student as consumer*, pp. 15-22. Cited 23 times.
In M. Molesworth, R. Scullion, & E. Nixon (Eds.), Oxford, England: Routledge
-

18 Gray, B.J., Shyan Fam, K., Llanes, V.A.

Branding universities in Asian markets

(2003) *Journal of Product & Brand Management*, 12 (2), pp. 108-120. Cited 98 times.
doi: 10.1108/10610420310469797

[View at Publisher](#)

19 Hair, J.F., Black, W.C., Babin, B.J.

(2010) *Multivariate data analysis*. Cited 51146 times.
(7th ed.). Upper Saddle River, NJ: Pearson

20 Hair, J.F., Hult, G.T.M., Ringle, C., Sarstedt, M.

(2014) *A primer on partial least squares structural equation modeling (PLS-SEM)*. Cited 6017 times.
Thousand Oaks, CA: SAGE Publications

21 Haja Mydin, A.K.

(2013) *Pembangunan metrik ekuiti jenama universiti [Developing a university's brand equity metrics]*
(Master's Dissertation, Universiti Sains Malaysia, Penang, Malaysia)

22 Haja Mydin, A.K., Shuhaida, M.N., Nor Hazlina, H., Kamaliah, S.

Pembinaan metrik ekuiti jenama universiti [Constructing brand equity metrics for universities]
(2014) *Jurnal Komunikasi: Malaysian Journal of Communication*, 30 (1), pp. 1-21.

23 Hemsley-Brown, J., Melewar, T.C., Nguyen, B., Wilson, E.J.

**Exploring brand identity, meaning, image, and reputation (BIMIR) in higher education:
A special section**

(2016) *Journal of Business Research*, 69 (8), pp. 3019-3022. Cited 27 times.
<http://www.elsevier.com/locate/jbusres>
doi: 10.1016/j.jbusres.2016.01.016

[View at Publisher](#)

24 Iqbal, M.J., Rasli, A.B.M., Hassan, I.

University branding: A myth or a reality
(2012) *Pakistan Journal of Commerce and Social Sciences*, 6 (1), pp. 168-184. Cited 11 times.

25 Jarvis, D.S.L.

**Regulating higher education: Quality assurance and neo-liberal managerialism in
higher education-A critical introduction**

(2014) *Policy and Society*, 33 (3), pp. 155-166. Cited 45 times.
http://www.elsevier.com/wps/find/journaldescription.cws_home/714836/description#description
doi: 10.1016/j.polsoc.2014.09.005

[View at Publisher](#)

26 Javani, V.

University branding: A conceptualizing model
(2016) *International Journal of Academic Research in Business and Social Sciences*, 6 (4), pp. 227-232.

- 27 Joseph, M., Mullen, E.W., Spake, D.
University branding: Understanding students choice of an educational institution
(2012) *Journal of Brand Management*, 20 (1), pp. 1-12. Cited 39 times.
doi: 10.1057/bm.2012.13

View at Publisher
-
- 28 Kamaruzzaman, A.M., Che Mahzan, A.
(2017) *Workplace health promotion (WHP): Employees' behaviour on smoke-free policy at public university in Malaysia*
Selangor, Malaysia: IIUM Press
-
- 29 Keller, K.L.
(2003) *Strategic brand management: Building, measuring, and managing brand equity*. Cited 3467 times.
(2nd ed.). Upper Saddle River, NJ: Prentice Hall
-
- 30 Keller, K.L.
(2013) *Strategic brand management: Building, measuring, and managing brand equity*. Cited 3467 times.
(4th ed.). Boston, MA: Pearson
-
- 31 Keller, K.L.
Reflections on customer-based brand equity: Perspectives, progress, and priorities
(2016) *AMS Review*, 6 (1-2), pp. 1-16. Cited 59 times.
-
- 32 (2017) *Maklumat Bajet Kerajaan: Kementerian Pendidikan Tinggi*
[Government Budget Information: Ministry of Higher Education]. Retrieved March 12, 2018, from
http://www.treasury.gov.my/pdf/bajet/maklumat_bajet_kerajaan/2017/b64.pdf
-
- 33 Krejcie, R.V., Morgan, D.W.
Determining sample size for research activities
(1970) *Educational and Psychological Measurement*, 30 (3), pp. 607-610. Cited 2904 times.
-
- 34 Lehmann, D.R., Keller, K.L., Farley, J.U.
The structure of survey-based brand metrics
(2008) *Journal of International Marketing*, 16 (4), pp. 29-56. Cited 75 times.
doi: 10.1509/jimk.16.4.29

View at Publisher
-
- 35 Malaysian qualifications register
(2018) *Malaysian Qualifications Agency*, p. 2018.
Retrieved August 26, from
<http://www2.mqa.gov.my/mqr/akrbyipts.cfm?StartRow=76>
-
- 36 Md Noor, S., Styles, C., Cowley, E.
Brand equity: Linking financial and customer perspectives
(2011) *Perspectives on brand management*, pp. 22-39. Cited 2 times.
In M. Uncles (Ed.), Melbourne, Australia: Tilde University Press
-

37 Newman, S., Jahdi, K.
Marketisation of education: Marketing, rhetoric and reality
(2009) *Journal of Further and Higher Education*, 33 (1), pp. 1-11. Cited 47 times.
doi: 10.1080/03098770802638226
[View at Publisher](#)

38 Nunnally, J.C., Bernstein, I.H.
(1994) *Psychometric theory*. Cited 55361 times.
(3rd ed.). New York, NY: McGraw-Hill

39 Pinar, M., Trapp, P., Girard, T., Boyt, T.E.
University brand equity: An empirical investigation of its dimensions
(2014) *International Journal of Educational Management*, 28 (6), pp. 616-634. Cited 14 times.
<http://www.emeraldinsight.com/info/journals/ijem/ijem.jsp>
doi: 10.1108/IJEM-04-2013-0051
[View at Publisher](#)

40 (2018) *QS World University Rankings*. Cited 16 times.
QS world university rankings 2019 - Indicators. Retrieved November 25,, 2018, from
<https://www.topuniversities.com/university-rankings/world-university-rankings/2019>

41 Ramayah, T., Lee, J.W.C., In, J.B.C.
Network collaboration and performance in the tourism sector
(2011) *Service Business*, 5 (4), pp. 411-428. Cited 107 times.
doi: 10.1007/s11628-011-0120-z
[View at Publisher](#)

42 Reynolds, T.J., Phillips, C.B.
In search of true brand equity metrics: All market share ain't created equal
(2005) *Journal of Advertising Research*, 45 (2), pp. 171-186. Cited 33 times.
doi: 10.1017/S0021849905050191
[View at Publisher](#)

43 Ringle, C., Wende, S., Becker, J.
(2015) *SmartPLS 3 (Version 3.2.7)*. Cited 1669 times.
Boenningstedt, Germany: SmartPLS GmbH

44 Idris, R.
39,862 pelajar ditawarkan tempat di Universiti Awam (UA) [39,862 Students are offered a place at the Public University (PU)]
(2016) *BH Online*
August 8, Retrieved from
<https://www.bharian.com.my/node/181110>

45 Sekaran, U., Bougie, R.
(2010) *Research methods for business: A skill-building approach*. Cited 5119 times.
(5th ed.). Chichester, England: Wiley

□ 46 Quintal, V.A., Sultan, P., Wong, H.Y.
Service quality in a higher education context: An integrated model
(2012) *Asia Pacific Journal of Marketing and Logistics*, 24 (5), pp. 755-784. Cited 66 times.
doi: 10.1108/13555851211278196
[View at Publisher](#)

□ 47 Sultan, P., Wong, H.Y.
An integrated-process model of service quality, institutional brand and behavioural intentions: The case of a University
(2014) *Managing Service Quality*, 24 (5), pp. 487-521. Cited 28 times.
<http://www.emeraldinsight.com/info/journals/msq/msq.jsp>
doi: 10.1108/MSQ-01-2014-0007
[View at Publisher](#)

□ 48 Taib, F.M., Abdullah, M.N.L.Y.
(2016) *Governance reforms in public universities of Malaysia*. Cited 2 times.
Pulau Pinang, Malaysia: Penerbit USM

□ 49 Teeroovengadum, V., Kamalanabhan, T.J., Seebaluck, A.K.
Measuring service quality in higher education: Development of a hierarchical model (HESQUAL)
(2016) *Quality Assurance in Education*, 24 (2), pp. 244-258. Cited 52 times.
<http://www.emeraldinsight.com/info/journals/qae/qae.jsp>
doi: 10.1108/QAE-06-2014-0028
[View at Publisher](#)

© Copyright 2019 Elsevier B.V., All rights reserved.

[< Back to results](#) | 1 of 1

[^ Top of page](#)

About Scopus

[What is Scopus](#)
[Content coverage](#)
[Scopus blog](#)
[Scopus API](#)
[Privacy matters](#)

Language

[日本語に切り替える](#)
[切换到简体中文](#)
[切换到繁體中文](#)
[Русский язык](#)

Customer Service

[Help](#)
[Contact us](#)

ELSEVIER

[Terms and conditions](#) ↗ [Privacy policy](#) ↗

Copyright © Elsevier B.V. ↗. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

We use cookies to help provide and enhance our service and tailor content. By continuing, you agree to the use of cookies.

RELX