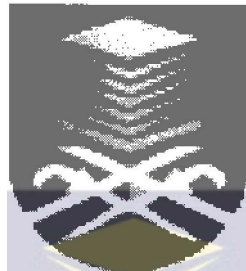


**ASSESSMENT AND REVITALIZATION OF
UiTM'S MALAYSIA CORPORATE IMAGE:
REPOSITIONING STRATEGY TOWARDS
BECOMING A WORLD CLASS UNIVERSITY**



**INSTITUT PENGURUSAN PENYELIDIKAN (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM
SELANGOR**

DISEDIAKAN OLEH:

**PROF. MADYA DR. ROSIDAH MUSA
DR. LENNORA PUTIT
JAMALIAH MOHD. YUSOF**

MAC 2011

PENGHARGAAN

Setinggi- tinggi penghargaan dan ribuan terimakasih diucapkan kepada semua pihak yang terlibat secara langsung dan tidak langsung bagi membolehkan penyelidikan ini disiapkan dengan baik.

Di antaranya :

- Y. Bhg. Tan Sri Dato' Seri Prof. Dr. Ibrahim Abu Shah
Bekas Naib Canselor
Universiti Teknologi MARA
40450 SHAH ALAM
- Prof. Madya Dr. Zaini Abdullah
Timbalan Naib Canselor
(Penyelidikan & Inovasi)
Universiti Teknologi MARA
40450 SHAH ALAM

ABSTRACT

This research study aims to investigate the relationship between service quality and University Teknologi MARA's (UiTM) overall corporate image, total students' experience (TSE) and emotional attachment (EA). The study generally adopts a mixed mode approach in its research design. From a total of 1000 respondents, only 726 data were usable and generated for further analysis using SPSS software 16.0 and AMOS 16.0 respectively.

Prior to hypotheses testing, all items were rigorously tested in terms of reliability and validity using both exploratory and confirmatory factor analysis respectively. All items were found to be reliable and valid. Ten (10) hypotheses were subsequently tested using Multiple Regression Analysis. From the analysis, several significant findings were reported. The results demonstrate that 'academic program quality' is the key driver of 'university image. Following that, 'university image' has a positive significant influence on 'total student experience (TSE)' and ultimately exhibits strong positive impact on 'students' emotional attachment (EA)' with UiTM. TSE also exhibits a significant and direct positive effect on students' EA.

Significant implications can be gathered from the said findings. In essence, UiTM should emphasize more on the management of its facilities, followed by program quality being offered and subsequently, the number of student population. Other factors such as support staff and management, academic staff are also playing significant roles in developing students' perception of UiTM's image in general.

Further to that, the Importance-Performance Analysis (IPA) findings provide inputs which are useful for university management and administrators in developing plans to enhance the university's level of quality which could in turn influence its overall image.

The results of regression analysis indicates that 'program quality' is the most important predictor of university image and university image, subsequently, is key predictor of total students' experience(TSE) and emotional attachment (EA) respectively.

TABLE OF CONTENT	PAGE
Acknowledgement	i
Abstract	ii
Content Page	iii
List of Tables	vi
List of Figures and Diagrams	viii
CHAPTER 1 INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research questions	5
1.5 Research Hypothesis	5
1.6 Significance of the study	7
1.7 Research Scope	7
1.8 Definition of Terms/Concepts	7
1.9 Chapter Summary	8
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	9
2.2 Review of Relevant Literature and Development of Hypotheses	10
2.3 Chapter Summary	21

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The concept of corporate image has been extensively studied in the field of marketing, advertising, and public relation (Easton, 1966). Such concepts have been described by many researchers from various perspectives in an attempt to emphasize its importance. Corporate image is developed via contacts with an organization, that is, the extent to which information is being interpreted, and how the firm thinks that it is being perceived. All of these impressions are collected in the mind of the consumer, the press, and general public, and are organized into a picture of what the firm is like (Napols, 1951).

This study attempts to determine the extent to which quality of services provided by a university influences its image and subsequently affects total students' experience (TSE) and emotional attachment. Such perceived quality of services include facilities, support staff, teaching, supervision, management, program and industrial quality link. A university's corporate image depends on students' and public's satisfaction on such perceived image. This will determine the university's actual corporate identity as perceived by students and public (Asunción, Gonzalo & Meneses, 2002). In addition, Andreassen and Lindestad (1998) verified that image has a strong influence on customer behaviour. Further to that, a study by Helgesen, Øyvind; Nettet and Erik (2007) concluded that student satisfaction and the image of the university college are directly related to student loyalty. The results revealed that students' satisfaction has