

EXECUTIVE SUMMARY

As competition arises in the higher education industry, positive brand image has been increasingly important to attract students. Students have been increasingly vocal regarding the “teaching experience” within education institutions. Thus, universities marketed themselves through various aspects of its institution. One of the ways for universities to do so is through the brand image of its academics. Branding on image is hoped to enhance positive association to students’ perception to the university’s learning experience.

In this paper, the effectiveness of academic brand image towards the students will be measured in Customer Based Academic brand equity model, which academic brand equity will determine the value of an academic through academic competence, academic credibility, academic likeability, and academic commitment. These variables are expected to have positive effect in sequential manner, in which the mentioned relationships are the suggested hypotheses.

From the data analysis on 100 respondents, the researcher found that all hypotheses are supported. While the study only analyses the application of CBBE model in undergraduate students, it may give some perspective to the use of CBBE in explaining academic brand equity. Further studies are needed for extended application of the results.

Keyword: Academic brand equity, Academic competence, Academic trust, Academic likeability, Academic commitment, Higher education institution, Student