THE RELATIONSHIP BETWEEN BRAND EVIDENCE AND BRAND HEARSAY TOWARDS BRAND VERDICTS IN SERVICE

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THE RELATIONSHIP BETWEEN BRAND EVIDENCE AND BRAND HEARSAY TOWARDS BRAND VERDICTS IN SERVICE

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ABSTRAK

Pada masa kini, penjenamaan perkhidmatan merupakan salah satu bahagian yang terpenting yang dapat menolong organisasi perkhidmatan dalam menjenamakan perkhidmatan mereka. Terdapat beberapa elemen di dalam penjenamaan perkhidmatan yang mana sesebuah organisasi harus ada untuk mengekalkan sokongan pelanggan terhadap perkhidmatan yang ditawarkan. Kajian ini dijalankan untuk melihat hubungan di antara kesan jenama dengan khabar angin jenama terhadap keputusan untuk menggunakan jenama tersebut di dalam perkhidmatan. Tiga objektif kajian ditetapkan untuk kajian ini. Sebanyak 294 responden yang terdiri daripada 201 guru pelatih daripada program Kursus Perguruan Lepasan Ijazah (KPLI) dan 93 pensyarah Institut Pendidikan Guru Malaysia, Kampus Perlis terlibat dalam kajian ini, mewakili 81.9 peratus nilai menjawab daripada keseluruhan soal selidik yang diedarkan. Kaedah ujian hipotesis digunakan dan soal selidik dengan skala Likert lima titik digunakan untuk mengutip data. Data telah di analisis menggunakan analisis korelasi dan regresi berganda. Kajian ini mendapati bahawa terdapat hubungan positif di antara kesan jenama dengan khabar angin jenama terhadap keputusan untuk menggunakan jenama tersebut di dalam perkhidmatan, seterusnya menjawab kepada soalan kajian. Analisis regresi menunjukkan bahawa kesan jenama mempengaruhi kesan menggunakan jenama melebihi khabar angin jenama, dengan menghuraikan 47.6 peratus varians kesan menggunakan jenama. Implikasi dan pembatasan terhadap kajian ini serta cadangan untuk kajian di masa hadapan juga disertakan.
Nowadays, service branding is seen as an important part which helps the service organization brand their service. There are some elements in service branding that the organization must have in order to retain the consumer’s re-patronage intention to the service offered. This study examined the relationship between brand evidence and brand hearsay towards brand verdicts in service. There are three objectives were determined in the study. For about 294 respondents which consist of 201 trainee teachers of Kursus Perguruan Lepasan Ijazah (KPLI) program and 93 lecturers from Institut Pendidikan Guru Malaysia, Perlis Campus were involved in the study, representing a response rate of 81.89 percent of the total questionnaires distributed. Hypotheses testing method were employed, and self-administered questionnaire with five-point Likert scale was used to collect the data. Data were analyzed through Pearson correlation and multiple regressions analysis. The findings found out that there is positive relationship between brand evidence and brand hearsay towards brand verdicts in service, thus accepted the hypotheses. Regression analysis revealed that brand evidence influenced brand verdicts greater than brand hearsay, by explaining 47.6 percent of the brand verdicts variance. Implication of the findings, limitation of the study and recommendation for future research were offered.
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CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

“Today brands are everything, and all kinds of products and services—from accounting firms to sneaker makers to restaurants—are figuring out how to transcend the narrow boundaries of their categories and become a brand surrounded by a Tommy Hilfiger-like buzz.”

(Tom Peters, as adapted in Crainer and Des Dearlove, 2003)

Brand is a part of our lives nowadays; we used a brand for our clothes, food, transport, or even for cigarettes. Brand is not just for physical goods, but can also for service, sports, geographic location, and even for people. According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (Keller, 2003). In other words, when a marketer or organization creates a new name, logo or symbol for a new existing product, he or she has also created a brand. Coca-Cola, McDonald's, Toyota, Dell, Microsoft, Louis Vuitton, Nokia, HSBC, Rolex is such an example of the brands that exist in the world.

Branding is one of the important elements in marketing. It is because organizations nowadays are using branding as a strategy in their businesses. Although brands and
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REFERENCES


