

The Effect of Higher Education Brand Images on Satisfaction and Lifetime Value from Students' Viewpoint

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ABSTRACT This study examined the relationship between the brand image students have of their colleges and their satisfaction and lifetime customer value. Institutes of higher education can use the results of the analysis to make improvements, correct weaknesses and make policies. The research framework was based on literature review and relevant research variables. The subjects were college students in Taiwan. Questionnaires were administered and a total of 270 valid samples were collected. Data analysis using structural equation models (SEM) and Multi-group Analysis showed that brand image affected customer satisfaction, and subsequently affected customer lifetime value. Customer satisfaction was also a partial mediating variable between brand image and customer lifetime value.