CORPORATE IDENTITY, CORPORATE IMAGE, AND CORPORATE REPUTATION OF TANAUAN INSTITUTE INC

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Abstract

The study aims to assess the perception of the internal and external stakeholders on the corporate reputation, corporate identity and corporate image of Tanauan Institute Inc. Moreover, it aims to determine if there is a significant difference on the perception of the two groups of respondents. The study aims to determine if corporate identity and corporate image has a significant effect on corporate reputation. Lastly, based on the findings, the study intends to proposed strategy that the school may adopt and implement. The study used of descriptive correlational research design and a researcher structured questionnaires to gather data. The sample size is derived using the Raosoft Sample Size calculator for internal stakeholders and Cronbach's Formula for external stakeholders. The stratified random sampling is used to determine the composition of the sample while lottery method is used to determine the member of the sample size. The data gathering instrument is put to a reliability test and resulted to .712 Cronbach's alpha and interpreted as good. Weighted mean and multiple regression is used to statistically treat the data. Considering all the dimensions of each variable, the findings of the study showed that the internal stakeholders perceived the Tanauan Institute's corporate reputation as excellent with a composite mean of 4.52. They perceived the school's corporate identity as highly evident with a composite mean of 4.60. The internal stakeholder's perception on corporate image resulted to a composite mean of 4.62 with adjectival rating of excellent. However, the external stakeholders perceived the school's corporate reputation as good with a composite mean of 4.23. They perceived the school's corporate identity as evident with a composite mean of 4.35 and the corporate image as good with a composite mean of 4.38. The findings also show that there is a significant difference between the perception of the internal and external stakeholders on the given variables. Moreover, the corporate culture dimension of corporate identity has a significant effect on customer orientation with Rsquare=.099, Fstat=4.337 and p-value of <.001. In relation, the corporate image dimension of products and services has a p-value of .027 and computed t-value of 2.221, the study revealed that it affects customer orientation. The study also disclosed that corporate culture, corporate behavior and corporate structure affects the financial stability of the school with Rsquare=.156, Fstat=7.279, p-value=<.001 and computed t-values of -2.919, 3.573 and 3.986 respectively. Lastly, public relations strategies are proposed to guide the school in its attempt to enhance its corporate reputation and to further develop and maintain both corporate identity and corporate image.

Keywords*: Corporate Identity, Corporate Image, Corporate Reputation*

INTRODUCTION

Corporate reputation is considered as one of the important intangible assets of a company aside

from physical and financial measures. It is a notable asset that can create numerous opportunities for a business to attain greater heights. Strong corporate reputation attracts customers, skillful workers and potential investors to the company. In addition, corporate reputation is described as a strategic resource, scarce in nature and hard to imitate generating sustainable positioning for the business. The corporate reputation of a business is not instant; it cannot be manipulated and is developed over a period of time. It encompasses various components and each has prominent effects on different stakeholders.

On the other hand, corporate identity and corporate image, which are often confused as similar concepts of corporate reputation. Corporate identity makes use of visual elements like typography, logo, website, brochures and the likes which promotes the business. Corporate image is something else. It is the emotional, conceptual and visual impressions of the stakeholder's hold about a firm. Corporate reputation is about the beliefs and opinions that these stakeholders hold about the firm.

The higher education institutions are subject to different condemnation and scandal. Downes (2017) reviewed the university scandals and concluded that most university dishonors are recent but some of which took place decades ago. Accordingly, it is possible to categorize them as follows: sex scandals, drugs, cheating, hazing, admissions and diplomas, on-the-job consumption, athletics, and murder. She added that university scandals do not typically occur as one-time events, but rather take place over time, are chronic, and come to light when someone eventually blows the whistle. A practice may in fact be prevalent but is only scandalous and potentially damaging to reputation when it emerges publicly. Citing the works of Best (2011), she argued that if someone speaks out against such practices and others respond, a social problem is constructed and may also be reconstructed by the media, the general public, and policymakers. Furthermore, adopting the works of Spector & Kitsuse (2001), she stated that under this premise that social problems are socially constructed, the public attention brought on by media interest, as well as the willingness of one or more individuals to speak out, will dictate when and if a scandal will ensue. If this becomes the case, there is no single formula for making sure that university reputation remains intact, nor is there a single solution for any one university, as the risks to reputation come from diverse sources. (Downes, 2017)

The researcher took part in Tanauan Institute's promotional and marketing effort that conducts assessment of current marketing tool's effectiveness, career talks and constant coordination with the management team to be able to devise new tools to promote the school among stakeholders. The researcher finds it interesting to conduct a study on the school's corporate reputation and to utilize the result to build stronger bonds with stakeholders. This study aims to understand the corporate reputation of the school in light of the stakeholder's perspective and be able to formulate appropriate strategies to counteract current reputation outrage and those that may arise in the future. In addition, the corporate identity and corporate image is also assessed to determine their effect on the school's reputation. The effect may be positively viewed to determine its contribution to a well established reputation.

Most recent studies regarding organizational identity, image and reputation put its focus on the public sector, manufacturing and service industry; less emphasis is given to the private education

industry. Corporate identity, image and reputation are vital factors in the determination of business success, encompassing all industries both private and public sector. In private higher educational institutions (HEI), these concepts play an essential role in the designing an effective marketing program. Considering this statement, it is imperative to maintain an outstanding identity, image and reputation in the eyes of the general public in which Tanauan Institute Inc. directs its services.

Tanauan Institute is identified as a center of academic excellence in the third district of Batangas, from its foundation until today. Tanauan Institute's rich heritage and educational contributions are valued by the stakeholders. The school uses both traditional and modern communication platforms to transmit ideas, policies and announcements to employees and students as well as promos, information, public relations and offers to external stakeholders like potential students, society, external partners and community. The school utilizes visual elements like outdoor billboards, social media posts, uniform and other corporate design components to communicate its brand and offerings to its stakeholders. The school adapts a shared culture of customer oriented approach, camaraderie and attention to details. On the other hand, the corporate structure outlines a clear line of authority and responsibility.

Tanauan Institute portrays an image of a traditional private institution with complete amenities, highly qualified workforce and remarkable symbols. Blue is the school's institutional color, reflecting its core values which are freedom, faith and wisdom. The logo depicts an image of a child leading to a path where the sun shines brightly in between two green mountains. It symbolizes the school's commitment to the formation of disciplined and enlightened minds by providing equal opportunity for all and its vision of providing competitive individuals with high moral and social values. Tanauan Institute continues to improve its buildings and facilities to continually provide a high quality of education.

However, although the management is putting extreme effort, the political decisions and affairs of the owner are often intertwined with the corporate policies and decisions. In addition, the surge of social media gave birth to numerous threats to organizations. People can easily create, edit and share content with large audiences, thus it may affect their views on the school in terms of its reputation, identity and image. These interactions can serve as a threat to the organizations since customers take an increasingly active role as market players through social media and are able to reach a wide audience. In relation, this study is crafted to assess the current corporate reputation, corporate identity and corporate image of Tanauan Institute Inc. in line with the recent criticism faced by the school's management in relation to their political decisions and the threat created by social media to the organization. The purpose is to identify the perception of the stakeholders on the corporate identity, corporate image and corporate reputation of the school and be able to devise a concrete public relations strategy that the school can implement to combat the threat posed by the emergence of social media.

STATEMENT OF THE PROBLEM
This study aimed to acquire the assessment of both internal and external stakeholders regarding the corporate identity, image and reputation of Tanauan Institute Inc. Specifically, this sought answers to the following questions;

1. How may the internal and external stakeholders perceive the corporate reputation of Tanauan Institute in terms of the following:
1.1 customer orientation;
1.2 good employer;
1.3 reliable and financially strong company;
1.4 product and service quality; and
1.5 social and environment responsibility?
2. How evident is the corporate identity of Tanauan Institute as perceived by internal and external stakeholders in terms of the following:
2.1 corporate communication;
2.2 corporate design;
2.3 corporate culture;
2.4 corporate behaviour;
2.5 corporate structure;
2.6 industry identity; and
2.7 corporate strategy?
3. How may the internal and external stakeholder describe the corporate image of Tanauan Institute in terms of:
3.1 products and services;
3.2 people;
3.3 building; and
3.4 symbols?
4. Is there a significant difference between the assessments of the internal and external stakeholders on the aforementioned variables?
5. Do corporate identity and corporate image significantly affect corporate reputation?
6. Based on the findings, what public relation or public strategies can be proposed?

THEORETICAL FRAMEWORK
This section presents the theoretical bases of the study. These relevant studies served as the basis of research hypotheses and the choice of research method. In addition, the theoretical bases are chosen to specify key variables that influence the phenomenon of interest and emphasize the need to examine how these variables might differ and under what specific circumstances.

The study of Walsh and Beatty (2007) is chosen as the basis of studying the school's corporate reputation. The five-dimensional scale of corporate reputation is applicable in a service firm type. Tanauan Institute falls under the category of a service firm due to its nature of providing educational offerings to its audience.

Walsh and Beatty (2007) defined corporate reputation as the customer's overall evaluation of a firm based on his or her reactions to the firm's goods, services, communication activities, interactions with the firm and/or its representatives (e.g., employee, management) and/or known corporate activities. In addition, they view customer-based corporate reputation to have five information content dimensions. First is customer orientation which refers to the customers' perception on the willingness of the company employees to satisfy customer needs. Secondly, the

good employer dimension is concerned with customers' perceptions about how the company and its management treats its employees and pays attention to their interests, and customer expectations that the company has competent employees. Then, reliable and financially strong company dimension which is about customers' perception of the company in terms of competence, solidity and profitability. Moreover, it measures customers' expectations that the company uses financial resources in a responsible manner and that investing in the company would involve little risk. The product and service quality dimension refers to customers' perceptions of the quality, innovation, value, and reliability of the firm's goods and services. Finally, the social and environmental responsibility dimension captures customers' beliefs that the company has a positive role in society and towards the environment in general. (Walsh and Beatty, 2007)

The study of Karaosmanoglu (2006) as cited by Melewar, T.C., Sarstedt, M. and Hallier, C. (2012) is chosen as the basis of studying the corporate identity of Tanauan Institute. The literature is specifically chosen due to its composition. It enumerated seven important dimensions, six of which are internal in nature while one is external, which is the industry identity. The study suggested that a corporate identity of the firm is a product of a complete assessment of both internal effort of the firm and the identity of the industry in which the firm operates.

Karaosmanoglu (2006) as cited in Melewar, T.C., Sarstedt, M. and Hallier, C. (2012) have defined the following elements of corporate identity: *corporate communications* which can either be controlled, uncontrolled and indirect; *corporate design* which deals with the corporate visual identity system and its applications; *corporate culture* that includes the corporation's philosophy, values, mission, principles, guidelines, history, founder of the company, country of origin and subculture; *corporate behavior* that pertains to the overall corporate behavior including employee and management behavior; *corporate structure* that deals with the company's brand and organizational structure; *industry identity* and *corporate strategy* that includes differentiation and positioning strategy.

Corporate image is a complex concept. The study of Argenti (1998) as cited by Hamilton (1999) is chosen as the basis of this study due to its simple context. It enumerated four main dimensions of the corporate image which do not overlap with corporate identity dimensions.

As defined by Argenti, (1998) cited by Hamilton (1999), corporate image is a reflection of an organization's reality. In addition, he argued that it is the corporation as seen from the viewpoint of constituencies. Moreover, he stated that to truly understand an image means to know what the organization is really about and where it is headed. He also provided the different dimensions of corporate image which are the products and services, the people, the buildings and the symbols. This collection of tangible and intangible things, provide the organization with a starting point for creating a corporate identity.

The study used the literature of Mohamad, Bakar and Rahman (2007) and Balmer and Gray (1998) to highlight the link between these three variables.

RESEARCH METHODOLOGY

This chapter deals with the research methods used in the study. It includes discussion on research design, respondents of the study including sampling, data gathering instrument, data gathering procedure, and statistical treatment of data.

RESEARCH ENVIRONMENT

The study was conducted in Tanauan City, Batangas during the period of strict restrictions of movement brought about by the global pandemic. The COVID -19 Pandemic introduces new challenges in doing the research. The personal administration of the questionnaire is substituted by online survey forms which acquire additional time, especially during the retrieval of the responses. There is also difficulty in administering online surveys ranging from communication hindrances, where some respondents failed to fully understand the manner to which the questionnaire is to be completed to availability problems, where the researcher needs to wait until the respondents is ready to supply their responses. In addition, the school imposed strict policies regarding visitation, workforce schedule and health protocols that lengthened the time allotment for data gathering.

RESEARCH DESIGN

To effectively address the research problem, all its components need to be integrated in a logical manner through the utilization of the most appropriate research design. The Descriptive Correlational Research Design is used in the study. The research design is chosen due to the purpose of the researcher to determine the effect of corporate identity and corporate image to corporate reputation. In addition, the research design is also chosen due to its appropriateness. It is appropriate to adopt due to its nature of measuring the perception of the internal and external stakeholders on the school's corporate reputation, corporate identity and corporate image and determining how each variable affects one another with no intention to manipulate an independent variable. The research design provides indication of how a variable may predict another variable. In line with this, after gathering the assessment of the respondents on the school's corporate identity and corporate image, its effect on the school's overall corporate reputation is determined.

RESPONDENTS OF THE STUDY

A total of 443 are selected to be the respondents of the study which are sub-categorized as internal and external stakeholders of Tanauan Institute Inc. The internal stakeholders are the people who have a direct impact on the operation of the business such as employees and students. The external stakeholders are the people outside the organization which include parents, employees' relatives, external partners, alumni and general public.

The sample size for internal stakeholders is derived using the Raosoft Sample Size Calculator. Due to the size of the overall population and in line with the current pandemic, the margin of error is adjusted to 7.26% to be able to come up with a smaller sample size of 172 under 95% degree of confidence and 50% response distribution. The 7.26% margin of error falls within the range of acceptable of 4% to 8%. In support of this, Bayne (2018), wrote that the margin of error depends on how the research will be used. She added that for most social science studies, a margin of error of 3-5% is used, and even 10% is fine.

For external stakeholders, the population is unknown. There is no exact count on the number of alumni, parents, visitors, suppliers, external partners and general public, the Cochran's Formula is used to determine the right amount of sample size.

$Sample\ size = (1.645)^2 (0.5) (0.5) / (0.05)^2$

$= (0.67650625) / (0.0025)$

$= \textbf{271}$

Stratified random sampling is used to determine the distribution of the sample size for internal stakeholders. It is a sampling method that branches out the entire population into various, non-overlapping and homogeneous strata or groups. The final members of the sample are chosen in random order. The respondents for internal stakeholders are 19 employees and 153 tertiary students. The sample frame is the actual list of the employees provided by the HR department in which the actual samples will be drawn. On the other hand, the sample frame for the students includes the lists of students at each department provided by the department chairs. The member of the sample size is picked using the lottery method.

For external stakeholders, the sample is equally divided into each stratum since there is no exact count of the population. The total sample size of 271 is divided into six (6) strata namely; parents, general public, external partners (including suppliers, partner organizations both public and private, and church, intermediaries, technicians and community workers within the vicinity of the school), alumni, employee relatives and potential students. A one-month timeframe is allotted to facilitate the survey including the questionnaire distribution and data tabulation.

DATA GATHERING INSTRUMENT

The researcher used a researcher constructed questionnaire since no standardized questionnaire can be adopted. The questionnaire is constructed based on the researcher's readings and studies of related research and guided by the information presented in the theoretical framework. As the main gathering instrument, it covered all the aspects of the statement of the problem and all of the variables mentioned in the research title. It also deals with corporate identity, corporate image and corporate reputation with five questions for each sub variable.

To assure that the questionnaire is appropriately constructed in accordance with the requirements of the research problem, it is presented to education authorities, field and research experts where all suggestions and recommendations are to be considered. A dry run is conducted in the second week of March 2021 at Nova Schola (NTC) Tanauan with their internal and external stakeholders as the respondents. The questionnaire is administered through an online channel survey. The overall reliability test resulted in .712 Cronbach's alpha and interpreted as Good. The total number of items is 24 with one deleted item under product and service quality.

The first part of the questionnaire quantifies the respondent's assessment to the given statements dealing with the dimensions of corporate reputation. The scoring and interpretation will be as follows;

Table 1: Scoring and Interpretation (Corporate Reputation)

Rating Scale	Mean Score	Verbal Interpretation	Adjectival Rating

5	4.50 – 5.00	Strongly Agree	Excellent
4	3.50 – 4.49	Agree	Good
3	2.50 – 3.49	Undecided	Neutral
2	1.50 – 2.49	Moderately Disagree	Fair
1	1.0- 1.49	Disagree	Poor

The second part of the questionnaire measures the extent to which the elements of corporate identity are present in Tanauan Institute's effort of establishing its persona in the eyes of its stakeholders. The scoring and interpretation will be as follows;

Table 2: Scoring and Interpretation (Corporate Identity)

Rating Scale	Mean Score	Verbal Interpretation	Adjectival Rating
5	4.50 – 5.00	Strongly Agree	Highly Evident
4	3.50 – 4.49	Agree	Evident
3	2.50 – 3.49	Undecided	Neutral
2	1.50 – 2.49	Moderately Disagree	Less Evident
1	1.00-1.49	Disagree	Not Evident

Lastly, the third part of the questionnaire measures the respondent's level of agreement on the given statement that describes the corporate image of Tanauan Institute based on the perception of the stakeholders/respondents. The scoring and interpretation for corporate identity and image will be as follows;

Table 3: Scoring and Interpretation (Corporate Image)

Rating Scale	Mean Score	Verbal Interpretation	Adjectival Rating
5	4.50 – 5.00	Strongly Agree	Excellent
4	3.50 – 4.49	Agree	Good
3	2.50 – 3.49	Undecided	Neutral
2	1.50 – 2.49	Moderately Disagree	Fair
1	2.0- 1.49	Disagree	Poor

DATA GATHERING PROCEDURE
After the process of questionnaire's content validation, administer a survey using the researcher constructed questionnaire to the internal and external stakeholders within the premises of the school. For internal stakeholders, the researcher visited each office to facilitate the survey. The administration of the physical survey form is limited to four to five respondents within a given day. It took a week to gather the responses of the employees. A survey form is sent through email to the students who are currently in distance and online learning and are chosen to be part of the sample size. Their responses are retrieved after a week and a half.

For external stakeholders, the researcher stayed within the school premises to distribute the survey questionnaire to the potential student and external partners who visited the school. The strict restrictions on school visitation lengthened the time frame for data gathering, which is from one week to two and a half weeks. To gather the responses of the alumni, parents and employee relatives, a copy of the questionnaire in Google survey format is sent via email. Additionally, the researcher allocates a one-week time period to gather the responses of the general public.

STATISTICAL TREATMENT OF DATA

The following statistical tools is used in the study;

Weighted Mean. This is used to analyse and interpret the assessment of the respondents on the corporate identity, image and reputation of Tanauan Institute Inc.

Independent T – test. This is used to determine the significant difference in the perception of the internal and external stakeholders on the school's corporate reputation, corporate identity and corporate image.

Multiple Regression. This is used to determine the significant difference in the perception of the two groups of respondents and to find out if there is a significant relationship that exists among each variable.

RESULTS AND DISCUSSIONS

CORPORATE REPUTATION

Tanauan Institute went through various changes in ownership over time. The current owners are the Collantes Family which is a prominent name in local politics. This section presents the perception of the stakeholders on the corporate reputation of the institution in line with the policies implemented by the current owner and their political affairs and decisions. The assessment on the perception of the respondents on each dimension are presented below.

Table 4: Perception of the Internal and External Stakeholders
on Tanauan Institute's Corporate Reputation

Dimensions	WM (Internal Stakeholders)	VI	WM (External Stakeholders)	VI
Customer Orientation	4.40	Good	4.13	Good
Good Employer	4.54	Excellent	4.28	Good
Reliable and Financially Strong Company	4.65	Excellent	4.28	Good
Product and Service Quality	4.62	Excellent	4.26	Good
Social and Environmental Responsibility	4.38	Good	4.21	Good
COMPOSITE MEAN	**4.52**	**Excellent**	**4.23**	**Good**

The internal stakeholders perceived the school's corporate reputation as excellent with a composite mean of 4.52 and verbal interpretation of excellent. They strongly agree that the school is able to build a reputable image that enables it to attract more stakeholders for its continuous business operation. On the other hand, the external stakeholders agree that the school has good corporate reputation with a composite mean of 4.23.

CORPORATE IDENTITY

Table 5 will present the assessment on the perception of the internal and external stakeholders on the corporate identity of Tanauan Institute considering the different dimensions mentioned.

Table 5: Perception of the Internal and External Stakeholders on Tanauan Institute's Corporate Identity

Dimensions	WM (Internal Stakeholders)	VI	WM (External Stakeholders)	VI
Corporate Communication	4.61	Highly Evident	4.37	Evident
Corporate Design	4.61	Highly Evident	4.33	Evident
Corporate Culture	4.63	Highly Evident	4.28	Evident
Corporate Behavior	4.61	Highly Evident	4.31	Evident
Corporate Structure	4.60	Highly Evident	4.40	Evident
Industry Identity	4.55	Highly Evident	4.42	Evident
Corporate Strategy	4.58	Highly Evident	4.35	Evident
COMPOSITE MEAN:	**4.60**	**Highly Evident**	**4.35**	**Evident**

The internal stakeholders perceived the school's corporate identity as highly evident with a composite mean of 4.60 while the external stakeholders perceived it as evident with a composite mean of 4.35.

CORPORATE IMAGE

This study enumerated the different dimensions of corporate image like buildings, product and services, people and symbols. The assessment on the internal and external stakeholder's perception on Tanauan Institute's corporate image in terms of these dimensions are presented below.

Table 6: Perception of the Internal and External Stakeholders on Tanauan Institute's Corporate Image

Dimensions	WM (Internal Stakeholders)	VI	WM (External Stakeholders)	VI
Products and Services	4.63	Excellent	4.35	Good
People	4.63	Excellent	4.38	Good
Buildings	4.63	Excellent	4.43	Good
Symbols	4.67	Excellent	4.37	Good
COMPOSITE MEAN	**4.64**	**Excellent**	**4.38**	**Good**

The internal stakeholders perceived the school's corporate image as excellent with a composite mean of 4.64 while the external stakeholders perceived it as good with a composite mean of 4.38.

DIFFERENCE IN THE ASSESSMENTS OF THE GROUPS OF RESPONDENTS

The study grouped the respondents into two groups; the internal and external stakeholders of Tanauan Institute. The internal stakeholders are a group of respondents that have a direct impact on the operation of the institution which includes the employees and students. On the other hand,

the external stakeholders are secondary stakeholders like the student's parents, employee's relatives and family, external partners and the general public.

Table 7 presents the difference in the assessment of the internal and external stakeholders on Tanauan Institute's corporate reputation.

Table 7: Difference between the assessment of Internal and External stakeholders (Corporate Reputation)

Variables	p-values	Computed t-values	Decision on Ho	Verbal Interpretation
Customer Orientation	<.001	3.972	Reject Ho	Significant
Good Employer	<.001	5.185	Reject Ho	Significant
Reliable and Financially Strong Company	<.001	6.482	Reject Ho	Significant
Product and Service Quality	<.001	6.675	Reject Ho	Significant
Social and Environmental responsibility	.005	2.840	Reject Ho	Significant

The table shows the different dimensions of corporate reputation with its corresponding p-values and computed t-values. The customer orientation, good employer, reliable and strong company and product quality have a p-value of <.001 while the social and environmental responsibility has a p-value of .005. The given p-values are all lower that 0.05 level of significance and the computed t-values of 3.972 for customer orientation, 5.185 for good employer, 6.482 for reliable and financially strong company, 6.675 for product and service quality and 2.840 for social responsibility revealed that there is a significant difference in the assessment of the internal and external stakeholders on Tanauan Institute's corporate reputation. Thus, the study rejects the null hypothesis. This implies that the assessment of the two groups of stakeholders on corporate reputation differs.

Table 7: Difference between the assessment of Internal and External stakeholders (Corporate Identity)

Variables	p-values	Computed t-values	Decision on Ho	Verbal Interpretation
Corporate Communication	<.001	4.899	Reject Ho	Significant
Corporate Design	<.001	6.133	Reject Ho	Significant
Corporate Culture	<.001	7.072	Reject Ho	Significant
Corporate Behavior	<.001	6.539	Reject Ho	Significant
Corporate Structure	<.001	4.673	Reject Ho	Significant
Industry Identity	.003	3.263	Reject Ho	Significant
Corporate Strategy	<.001	5.020	Reject Ho	Significant

The table shows the different dimensions of corporate identity with its corresponding p-values and computed t-values. Corporate communication, corporate design, corporate culture, corporate behaviour, corporate structure and corporate strategy all have a p-value of <.001 while industry identity has a p-value of .003. The given p-values are all lower that 0.05 level of significance and the

computed t-values of 4.899 for corporate communication, 6.133 corporate design, 7.072 for corporate culture, 6.539 for corporate behaviour, 4.673 for corporate structure, 3.263 for industry identity and 5.020 for corporate strategy revealed that there is a significant difference in the assessment of the internal and external stakeholders on Tanauan Institute's corporate identity. Thus, the study rejects the null hypothesis. The result asserts that there is a significant difference in the assessment of the internal and external stakeholders on Tanauan Institute corporate identity.

The internal stakeholders perceived the school's corporate identity in terms of its dimensions namely; corporate communication, corporate design, corporate culture, corporate behaviour, corporate structure, industry identity and corporate strategy as highly evident while the external stakeholders perceived it as evident.

Table 8: **Difference between the assessment of Internal and External stakeholders (Corporate Image)**

Variables	p-values	Computed t-values	Decision on Ho	Verbal Interpretation
Product and Services	<.001	5.619	Reject Ho	Significant
People	<.001	6.263	Reject Ho	Significant
Buildings	.003	5.690	Reject Ho	Significant
Symbol	<.001	4.085	Reject Ho	Significant

The table shows the different dimensions of corporate image with its corresponding p-values and computed t-values. The product and service, people and symbol has a p-value of <.001 while the building dimension got .003. The given p-values are all lower that 0.05 level of significance and the computed t-values of 5.619 for products and services, 6.263 for people, 5.690 for buildings and 4.085 for symbols revealed that revealed that there is a significant difference in the assessment of the internal and external stakeholders on Tanauan Institute's corporate identity. Thus, the study rejects the null hypothesis. The result asserts that there is a significant difference in the assessment of the intern and external stakeholders on Tanauan Institute's corporate image.

The internal stakeholders perceived the school's corporate image as excellent in line with its dimensions namely; products and services, people, buildings and symbols. The external stakeholders, on the other hand, perceived it as good.

EFFECT OF CORPORATE IDENTITY AND CORPORATE IMAGE ON CORPORATE REPUTATION
Table 9: **Effect of Corporate Identity and Corporate Image on the Corporate Reputation (Customer Orientation)**

Variables	B	p-values	Computed t-values	Decision	Conclusion
(Constant)	1.915	.006	2.743		
Corporate Communication	.073	.300	1.038	Failed to Reject	Not Significant
Corporate Design	-.106	.166	-1.287	Failed to Reject	Not Significant
Corporate Culture	**.332**	**<.001**	**4.611**	**Reject**	**Significant**
			.		

Corporate Behavior	.068	.395	852	Failed to Reject	Not Significant
Corporate Structure	-.095	.262	-1.122	Failed to Reject	Not Significant
Industry Identity	-.021	.813	-.236	Failed to Reject	Not Significant
Corporate Strategy	-.002	.972	-.035	Failed to Reject	Not Significant
Product and Services	**.147**	**.027**	**2.221**	**Reject**	**Significant**
People	.058	.482	.704	Failed to Reject	Not Significant
Buildings	.08	.398	.846	Failed to Reject	Not Significant
Symbol	-.011	.87	-.164	Failed to Reject	Not Significant

Dependent variable: Customer Orientation
Rsquare=.099
Fstat=4.337, p-value<.001

The f-stat value of 4.337 with p-value <.001 is less than .05 level of significance, thus the null hypothesis is rejected. The corporate identity and corporate image do not significantly affect the customer orientation dimension of corporate reputation. In addition, Rsquare is equal to .099 which means that 9.9% of the variation in dependent variable can be attributed to the changes in independent variables.

The corporate culture got a p-value of <.001 which is lower than 0.05 level of significance. The computed t-value of 4.611 revealed that corporate culture has a significant effect on customer orientation. Thus, the null hypothesis is rejected. The corporate culture affects the customer orientation.

Also, the table shows the different dimensions of corporate identity with its corresponding p-values and computed t-values. The corporate communication got a p-value of .300 which is greater than 0.05 level of significance. The computed t-value of 1.038 indicates that corporate communication has no significant effect on customer orientation. Thus, the null hypothesis is accepted. The corporate identity has no significant effect on corporate reputation as far as the given dimensions are considered. The corporate design has a p-value of .166 which is greater than 0.05 level of significance. The computed t-value of -1.28 revealed that corporate design does not significantly affect customer orientation. Thus, the null hypothesis is accepted.

The corporate behavior has a p-value of .395 which is greater than 0.05 level of significance. The computed t-value of .852 revealed corporate behaviour has no significant effect on customer orientation. Thus, the null hypothesis is accepted. In addition, the corporate structure has a p-value of .262 which is greater than 0.05 level of significance. The computed t-value of -1.122 revealed that corporate structure does not significantly affect customer orientation. The null hypothesis is accepted. Furthermore, the computed p-value for industry identity is .813 which is also greater than 0.05 level of significant, thus, the computed t-value of -.236 revealed that industry identity

does not significantly affect customer orientation. Lastly, the corporate strategy has a p-value of .972 which is higher than 0.05 level of significance. The computed t-value for this dimension is -.035 which connotes that there is no significant relationship between corporate strategy and customer orientation. The corporate strategy does not affect customer orientation.

In terms of corporate image, the dimensions used in this study includes products and services, people, buildings and symbols. Moreover, the first dimension of the corporate image appears to have a significant effect on the firm's customer orientation. The computed p-value for products and services dimension is .027 which is less than 0.05 level of significance. The computed t-value of 2.221 revealed that products and services have a significant effect on customer orientation. Thus, the null hypothesis is rejected. The computed p-value for people, building and symbol dimensions of .482, .398 and .87 respectively appears to be higher than 0.05 level of significance. Also, the computed t-values of .704, .846 and -.164 respectively revealed that these dimensions have no significant effect on customer orientation. The null hypothesis is accepted. The firm's products and services do not have a significant effect on its customer orientation. In addition, the study revealed that there is no significant relationship between people dimension and customer orientation. Lastly, symbols do not significantly affect customer orientation.

Table 10: **Effect of Corporate Identity and Corporate Image on**
the Corporate Reputation (Good employer)

Variables	B	p-values	Computed t-values	Decision	Conclusion
(Constant)	1.881	<.001	3.562		
Corporate Communication	-.012	.821	-.227	Failed to Reject	Not Significant
Corporate Design	.026	.655	.447	Failed to Reject	Not Significant
Corporate Culture	.087	.112	1.59	Failed to Reject	Not Significant
Corporate Behavior	.116	.055	1.922	Failed to Reject	Not Significant
Corporate Structure	.034	.594	.533	Failed to Reject	Not Significant
Industry Identity	.06	.373	.892	Failed to Reject	Not Significant
Corporate Strategy	-.05	.343	-.950	Failed to Reject	Not Significant
Product and Services	.03	.551	.597	Failed to Reject	Not Significant
People	.063	.318	.999	Failed to Reject	Not Significant
Buildings	.123	.083	1.730	Failed to Reject	Not Significant
Symbol	.085	.099	1.655	Failed to Reject	Not Significant

Dependent variable: Good Employer
Rsquare=.074
Fstat=3.139, p-value=<.001

The f-stat value of 3.139 with p-value of <.001 is less than .05 level of significance, thus, the null hypothesis is rejected. The corporate identity and corporate image do not significantly affect the good employer dimension of corporate reputation. In addition, Rsquare is equal to .074. It means that 7.4% of the variation in dependent variable can be attributed to the changes in independent variables.

The dimensions of corporate identity used in this study includes corporate communication, corporate design, corporate culture, corporate behaviour, corporate structure, industry identity and corporate strategy got a p-value of .821, .655, .112, .055, .594, .373 and .343 respectively. These p-values failed to exceed the level of significance which is equal to 0.05. Moreover, the computed t-values for each dimension are -.227, .447, 1.59, 1.922, .533, .892 and -.950 revealed that these given dimensions have no significant effect on the corporate reputation dimension of a good employer. Thus, the null hypothesis is accepted. The corporate identity does not have a significant effect on corporate reputation as far as the given variables are concerned.

In addition, the dimensions of corporate image used in this study includes product and services, people, building and symbols. These variables acquired a p-value of .551, .318, .083 and .099 respectively. The study shows that these p-values are all greater than 0.05 level of significance. Furthermore, the computed t-values for each dimension are .597, .999, 1.730 and 1.655 respectively. This revealed that these given variables have no significant effect on the corporate reputation's dimension of a good employer. Thus, the null hypothesis is accepted. The product/services, people, building, symbols do not affect the ability of the school to be a good employer.

Table 11: **Effect of Corporate Identity and Corporate Image on the Corporate Reputation (Reliable and Financially Strong Company)**

Variables	B	p-values	Computed t-values	Decision	Conclusion
(Constant)	.683	.230	1.202		
Corporate Communication	.002	.968	.040	Failed to Reject	Not Significant
Corporate Design	.016	.801	.252	Failed to Reject	Not Significant
Corporate Culture	**.171**	**.004**	**-2.919**	**Reject Ho**	**Significant**
Corporate Behavior	**.232**	**<.001**	**3.573**	**Reject Ho**	**Significant**
Corporate Structure	**.275**	**<.001**	**3.987**	**Reject Ho**	**Significant**
Industry Identity	.124	.086	1.719	Failed to Reject	Not Significant
Corporate Strategy	.061	.287	1.065	Failed to Reject	Not Significant
Product and	.074	.171	1.372	Failed to Reject	Not Significant

Services					
People	.078	.248	1.157	Failed to Reject	Not Significant
Buildings	.098	.202	1.277	Failed to Reject	Not Significant
Symbol	.047	.394	.853	Failed to Reject	Not Significant

Dependent variable: Reliable and Financially Strong Company
Rsquare=.156
Fstat=7.279, p-value=<.001

The f-stat value of 7.279 with p-value of <.001 is less than .05 level of significance, thus, the null hypothesis is rejected. The corporate identity and corporate image do not significantly affect the reliable and financially strong company dimension of corporate reputation. Moreover, Rsquare is equal to .156 which means that 15.6% of the variation in the dependent variable is attributed to the changes in the independent variables.

The corporate culture got a p-value of .004 which is less than 0.05 level of significance. The computed t-value of -2.919 revealed that there is a significant relationship between the firm's corporate culture and its ability to be a reliable and financially strong company. Thus, the null hypothesis is rejected. The corporate culture affects the company's financial stability.

Moreover, corporate behaviour has a significant effect on the company's financial stability. This is evidenced by the p-value of .000 which is less than 0.05 level of significance and the computed t-value of 1.719 indicates that there is no significant relationship between the given variables. Thus, the null hypothesis is rejected. The corporate behaviours affect the firm's financial stability. Also, the study revealed that there is a significant relationship between corporate structure and financial stability of the firm with p-value of .000 which is less than 0.05 level of significance. The computed t-value of 3.987 indicates the significant relationship between the two variables. The null hypothesis is rejected. The corporate structure significantly affects the firm's financial stability.

The corporate communication got a p- value of .968 which is higher than 0.05 level of significance. The computed t-value of .040 revealed that corporate communication has no significant effect on reliable and financially strong company dimension. Thus, the null hypothesis is accepted. In addition, the study revealed that corporate design has no significant effect on being a reliable and financially strong company. The p-value of .801 is less than 0.05 level of significance and the computed t-value of .252 revealed that there is that the given variables do not significantly affect each other. Thus, the null hypothesis is accepted.

Additionally, industry identity and corporate strategy do not have a significant effect on financial stability. The p-values of .086 and .287 respectively are less than 0.05 level of significance. The computed t-values of 1.065 and 1.372 revealed that there is no significant relationship between the industry identity and corporate strategy and the firm's financial stability. Thus, the null hypothesis is accepted. The identity of the industry in which the business operates does not affect the firm's

financial stability. Also, the firm's corporate identity does not affect the firm's ability to maintain its financial stability.

In terms of corporate image, the dimensions used in this study includes products and services, people, buildings and symbols with p-values of 1.71, .248, .202 and .394 respectively. These values are all higher than 0.05 level of significance and the computed values of 1.372, 1.157, 1.277 and .853 respectively, indicates that the corporate image dimensions do not significantly affect the financial stability of the company. Thus, the null hypothesis is accepted.

Table 12: **Effect of Corporate Identity and Corporate Image on the Corporate Reputation (Product and Service Quality)**

Variables	B	p-values	Computed t-values	Decision	Conclusion
(Constant)	1.874	.002	3.164		
Corporate Communication	.06	.32	.993	Failed to Reject	Not Significant
Corporate Design	.007	.913	.109	Failed to Reject	Not Significant
Corporate Culture	.027	.661	.438	Failed to Reject	Not Significant
Corporate Behavior	.024	.728	.348	Failed to Reject	Not Significant
Corporate Structure	.097	.176	1.355	Failed to Reject	Not Significant
Industry Identity	-.044	.557	-.588	Failed to Reject	Not Significant
Corporate Strategy	.091	.129	1.522	Failed to Reject	Not Significant
Product and Services	-.02	.716	-.364	Failed to Research	Not Significant
People	.109	.123	1.544	Failed to Reject	Not Significant
Buildings	**.121**	**.032**	**1.510**	**Reject**	**Significant**
Symbol	.096	.097	1.663	Failed to Reject	Not Significant

Dependent variable: Product and Service Quality
Rsquare=.053
Fstat=2.179, p-value=.015

The f-stat value of 2.179 with p-value of .015 is less than 0.05 level of significance, thus, the null hypothesis is rejected. The corporate identity and corporate image do not significantly affect the product and service quality of the school. In addition, the Rsquare value of .053 indicates that 5.3% of the variation in the dependent variable is brought about by the changes in the independent variables.

The dimensions of corporate identity namely corporate communication, corporate design, corporate culture, corporate behaviour, corporate structure, industry identity and corporate

strategy acquires p-values of .32, .913, .661, .728, .176, .557 and ,129 respectively. These given p-values are all higher than 0.05 level of significance. Also, the computed t-values for each dimension are .993, .109, .438, .348, 1.355, -.588 and 1.522 respectively indicates that these given dimensions do not significantly affect the firm's product and service quality. Thus, the null hypothesis is accepted.

The dimensions of corporate image namely; products and services, people and symbols got a p-value of .716, .123 and .097 respectively. The p-values are greater than 0.05 level of significance and the computed t-values of -.364, 1.544 and 1.663 respectively indicate that these variables do not significantly affect the product and service quality. The product and service dimension of corporate image refers to the range of offerings, on the other hand, the product and service under corporate reputation refers to its quality. Thus, the null hypothesis is accepted. These dimensions do not affect the product and service quality of the school.

On the other hand, the building dimension of corporate image got a p-value of .032. This p-value is less than 0.05 level of significance and the computed t-value of 1.510 revealed that there is a significant relationship between the building and product and service quality. The null hypothesis is rejected. Buildings have a significant effect on the product and service quality. The building dimension includes the facilities, physical structures and amenities of the school.

Table 13: **Effect of Corporate Identity and Corporate Image on the Corporate Reputation (Social and Environmental Responsibility)**

Variables	B	p-values	Computed t-values	Decision	Conclusion
(Constant)	3.188	<.001	5.119		
Corporate Communication	.088	.165	1.392	Failed to Reject	Not Significant
Corporate Design	.081	.237	1.183	Failed to Reject	Not Significant
Corporate Culture	.076	.236	1.186	Failed to Reject	Not Significant
Corporate Behaviour	-.081	.254	-1.142	Failed to Reject	Not Significant
Corporate Structure	.005	.943	.072	Failed to Reject	Not Significant
Industry Identity	.039	.626	.487	Failed to Reject	Not Significant
Corporate Strategy	.062	.325	.985	Failed to Reject	Not Significant
Product and Services	.000	.997	-.004	Failed to Reject	Not Significant
People	-.08	.279	-1.084	Failed to Reject	Not Significant
Buildings	.122	.147	1.454	Failed to Reject	Not Significant
Symbol	-.067	.268	-1.110	Failed to Reject	Not Significant

Dependent variable: Social and Environmental Responsibility
Rsquare=.035
Fstat=1.419, p-value=.161

The f-state value of 1.419 with p-value of .161 which is greater than .05 level of significance indicates that the corporate identity and corporate image do not significantly affect the social and environmental responsibility of the school, thus, the null hypothesis is accepted. In addition,

Rsquare is equal to .035 which means that 3.5% of the variation in the dependent variable is attributed to the changes in the independent variables.

The result of the study shows that corporate identity has no significant effect on corporate reputation in terms of social and environmental responsibility dimension. The p-values for each dimension of the corporate identity are as follows; .165 for corporate communication; .237 for corporate design; .236 for corporate culture; .254 for corporate behaviour; .943 for corporate structure, .626 for industry identity and .325 for corporate strategy. These p-values are all higher than 0.05 level of significance. The computed t-values for each dimension of 1.392, 1.183, 1.186, -1.142, .072 and .487 respectively revealed that each dimension has no significant effect on social and environmental responsibility. Thus, the null hypothesis is accepted.

On the other hand, the dimensions of corporate image, namely; products and services, people, buildings and people do not have a significant effect on the school's social and environmental responsibility. The computed p-values of .997, .279, .147 and .268 for each dimension are higher than 0.05 level of significance. Also, the computed t-values of -.004, -1.084, 1.454 and -1.110 respectively, revealed that these dimensions of corporate image have no significant effect on the school's corporate reputation in terms of its social and environmental responsibility. Thus, the study accepts the null hypothesis.

CONCLUSIONS
Based on the findings, the following conclusions were drawn:
1. The corporate reputation of Tanauan Institute is excellent as perceived by internal stakeholders and good as assessed by those external stakeholders.
2. The school's corporate identity is perceived as highly evident by the internal stakeholders and evident by the external stakeholders.
3. The school's corporate image is perceived as excellent by the internal stakeholders and good by the external stakeholders.
4. There is a significant difference in the perception of the internal and external stakeholders on corporate reputation, corporate identity and corporate image of Tanauan Institute.
5. The corporate culture has a significant effect on customer orientation. Products and services affect customer orientation. The corporate culture, corporate behavior and corporate structure affects the financial stability of the school
6. The school needs a public relations strategy to enhance its corporate reputation, maintain its corporate identity and activate its corporate image. The public relations strategy the school may adopt ranges from media relations, employee relations, community relations and social and environmental relations.

RECOMMENDATIONS
Based on the foregoing findings and conclusions, the following recommendations are offered.
1. The school administrators may review the proposed strategy for enhancing corporate reputation, maintaining corporate identity and activating corporate image for possible

utilization of these variables as a means of achieving new heights in terms of competition within the education industry.

2. The administrator may review and boost its visual elements like letterheads, van and vehicle wraps, logo, website, letterheads, typography and other elements to strengthen its current corporate identity. They may also consider upgrading both the student and faculty portal and make it more user friendly as possible to help boost its identity and image.

3. The administrators may design a comprehensive plan for its social and environmental responsibility and work more on its external and community extension activities to solidify its reputation.

4. The administrators may send its employees specifically those in the front line desk to training to further enhance their customer orientation attitude.

5. Other related research may be conducted to further differentiate corporate reputation, corporate identity and corporate image.

6. Other related research may also be conducted to determine if these three variables are related to each other and in what particular way.

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