



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



Western Corporate Credibility: Is it applicable in Malaysia?

Fathan Soetrisno, A. M Dyg Affizzah, Irma Yazreen Yusuf

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v10-i7/7383>

DOI:10.6007/IJARBSS/v10-i7/7383

Received: 22 April 2020, **Revised:** 26 May 2020, **Accepted:** 19 June 2020

Published Online: 15 July 2020

In-Text Citation: (Soetrisno et al., 2020)

To Cite this Article: Soetrisno, F., Affizzah, A. M. D., & Yusuf, I. Y. (2020). Western Corporate Credibility: Is it applicable in Malaysia? *International Journal of Academic Research in Business and Social Sciences*, 10(7), 1–16.

Copyright: © 2020 The Author(s)

Published by Human Resource Management Academic Research Society (www.hrmars.com)

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

Vol. 10, No. 7, 2020, Pg. 1 - 16

<http://hrmars.com/index.php/pages/detail/IJARBSS>

JOURNAL HOMEPAGE

Full Terms & Conditions of access and use can be found at
<http://hrmars.com/index.php/pages/detail/publication-ethics>



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



Western Corporate Credibility: Is it applicable in Malaysia?

Fathan Soetrisno, A. M Dyg Affizzah, Irma Yazreen Yusuf
University College Technology, Universiti Malaysia Sarawak, Universiti Malaysia Sarawak

Abstract

Credibility is an essential element for corporate to hold individual trust and confidence towards the corporate. Despite many elements that may influence the credibility of a corporate, less researches concentrate on factors that may affect corporate credibility as a whole in different detronement particularly in Malaysian perspective. Thus, the study focuses on element derived from Western corporate credibility index and adding factors that may affect corporate credibility from Malaysian perspectives. The finding of the study indicates that factors that affect coporate credibility from Malaysian perspectives are Honesty, Customer Focus, Celebrity Engagement and Innovation. The results of the study can be an important inspiration to impement suitable strategies to enhance corporate credibility particularly in Malaysia

Introduction

Corporate credibility as well as business credibility is the measure of reliability or skill that an organization has according to its customers, clients, business partners and financial resources. Credibility is regularly a blend of the organization credit profile and notoriety. The organization might be considered poor credibility if either of one is deficient. Credit rating of a company have direct impact on credibility, its reputation is similarly essential in how potential clients, customers, business partners and financial resources view the corporate (Donovan, 2011).

Corporate credibility and corporate reputation are always a confusing matter when speaking of corporate brand and image. Some explorations agree and hold opposite opinion about whether reputation is part of corporate credibility. Reputation is firmly related yet different term to credibility, particularly regards with a firm. Herbig and Milewicz (1995) clarified notoriety as the estimation of the consistency extra minutes of a property and element. The author summarize the difference between reputation and credibility. They expressed that credibility is the trustworthiness of the present intensions, while reputation is an authentic thought in view of the total of the past practice. They placed that if a firm appreciates great notoriety and for its quality products and services, it can achieve high advertisement credibility.

The main issue regarding the organization credicibility focused mainly on western countries. As previous reseaches were conducted within the context of western countries and ignoring the possibilities of other outcomes due to difference in context and region. The record of the corporate