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# Exploration and Identification of MCMC Brand Health Amongst Industry and Public Sector

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“Building Awareness and Participation in Facilitating Malaysia's Digital Society”

# Introduction



01

Malaysia aims to transform into a digitally driven and high-income nation by the year 2030.

02

MCMC as a Commission under the purview of Ministry of Communication and Digital (KKD) plays an imperative role in facilitating and developing the sectors imperative for the digital transformation.

03

MCMC as a regulator, facilitator and collaborator for sectoral innovation and development need to monitor its brand health amongst the stakeholders

# Methodology



## RQ#1

What encompasses MCMC's brand equity and the perception of MCMC's brand health, and its gaps amongst identified stakeholders from the industry and public sector?

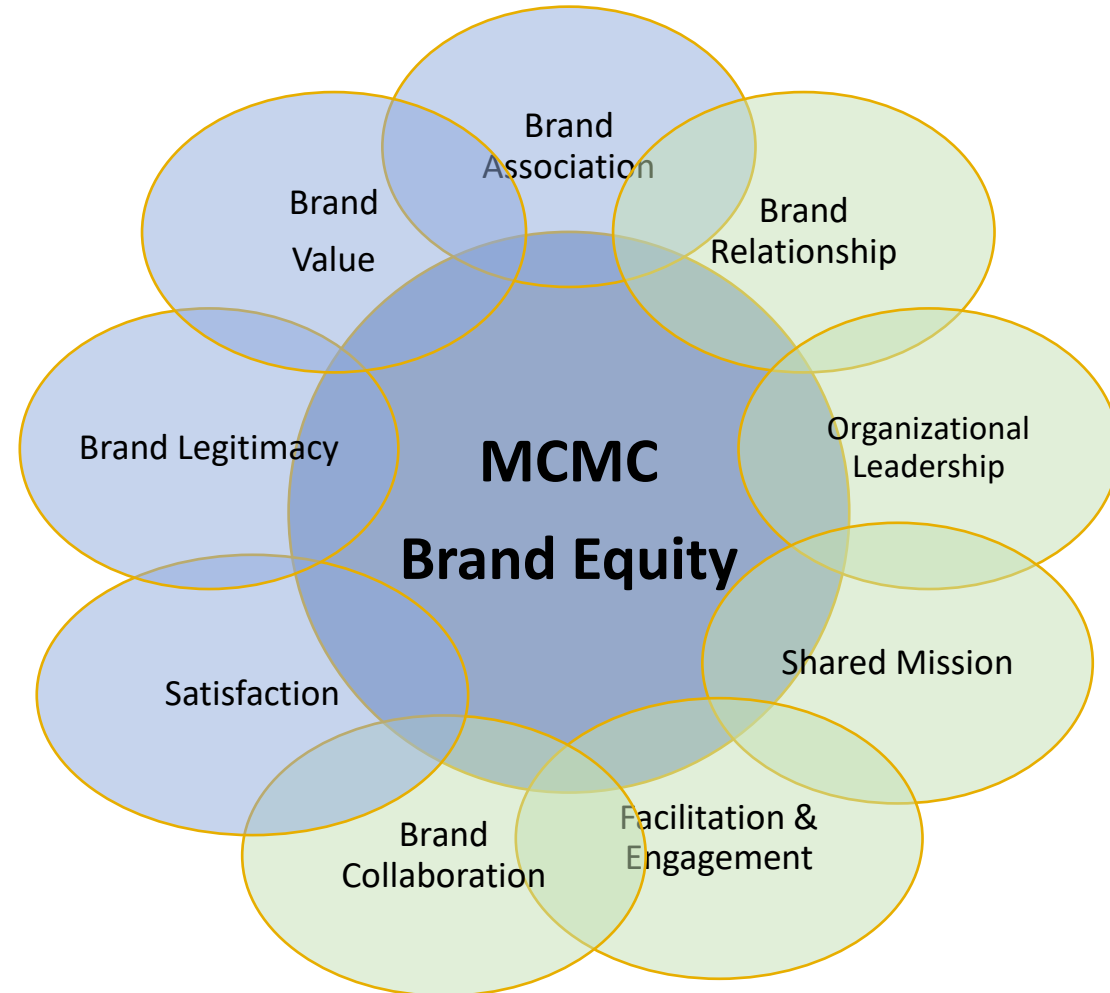
**Qualitative Study  
(In-depth interview)  
5 industry players  
& 5 public agencies**

## RQ#2

What are the perceptions towards MCMC's brand equity elements, and the sentiments associated with it amongst the general public?

**Quantitative Study  
(Survey)  
(n=424)**

# Key Findings (Study 1)



# Key Findings (Study 1)(cont...)



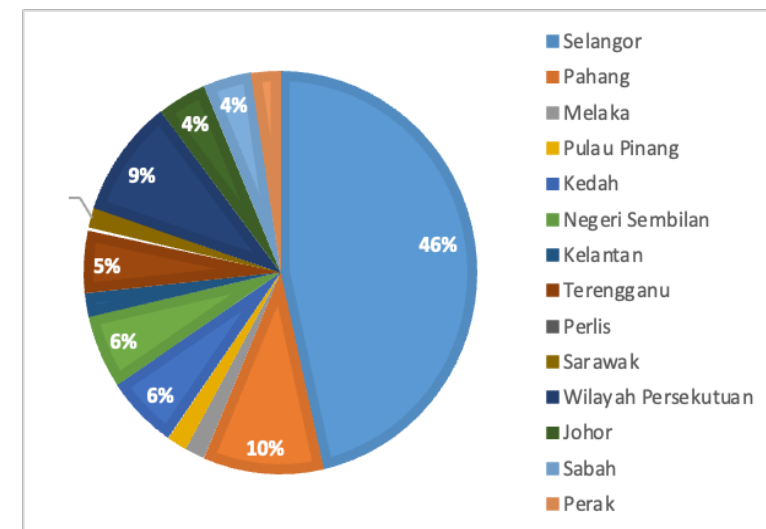
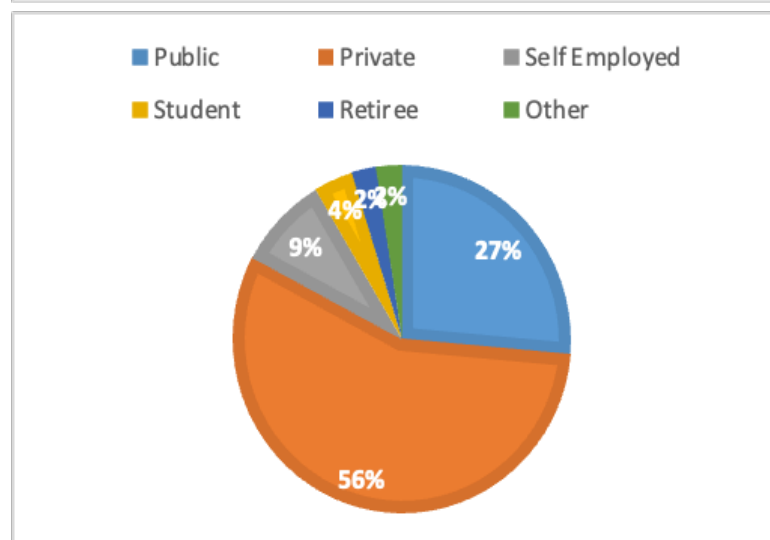
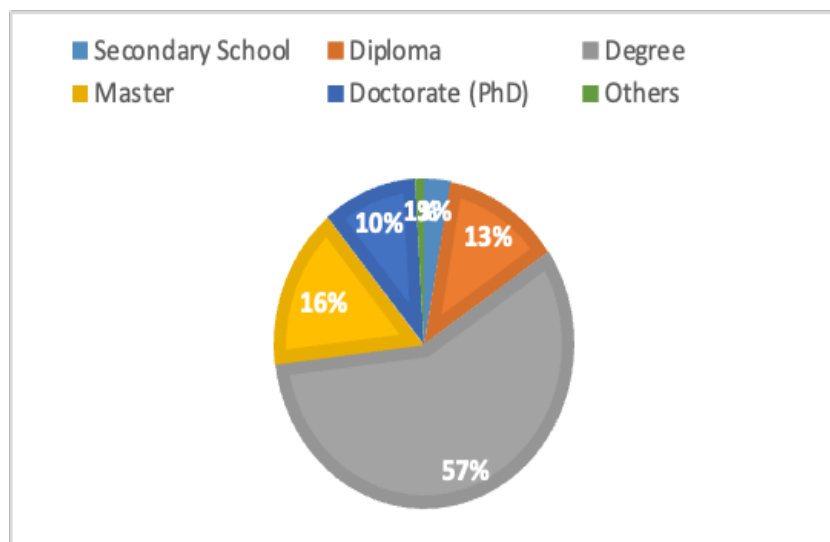
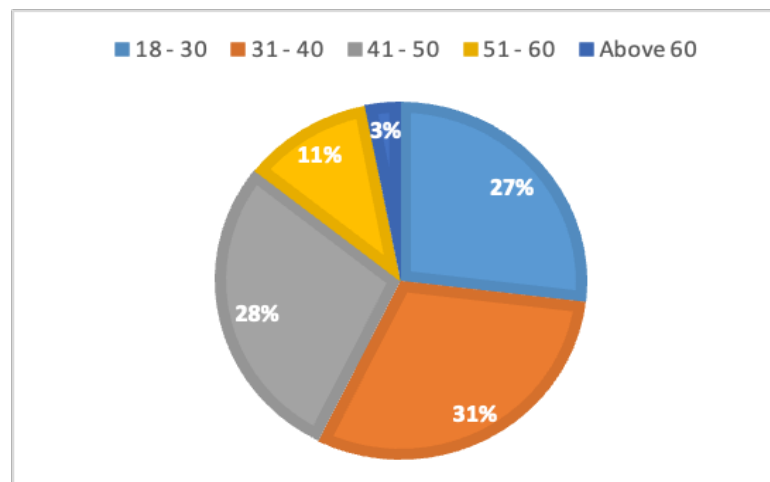
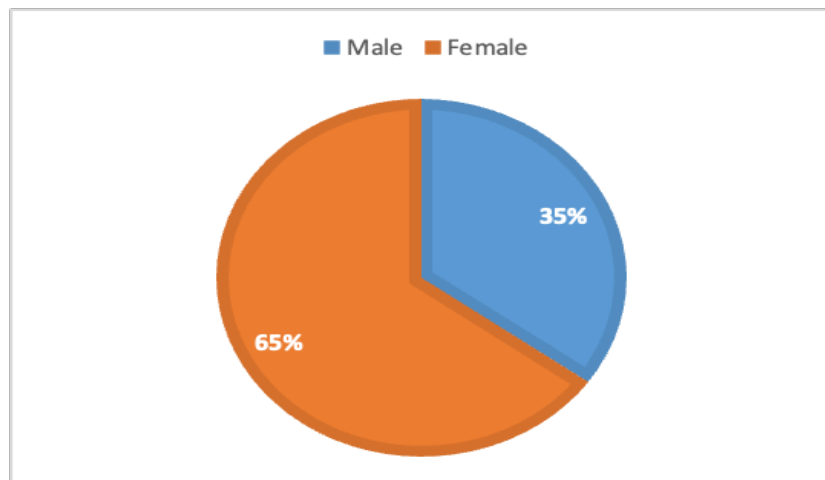
# Key Findings (Study 1)(cont...)



## MCMC Health Gaps & Recommendations



# Key Findings (Study 2)(n=424)

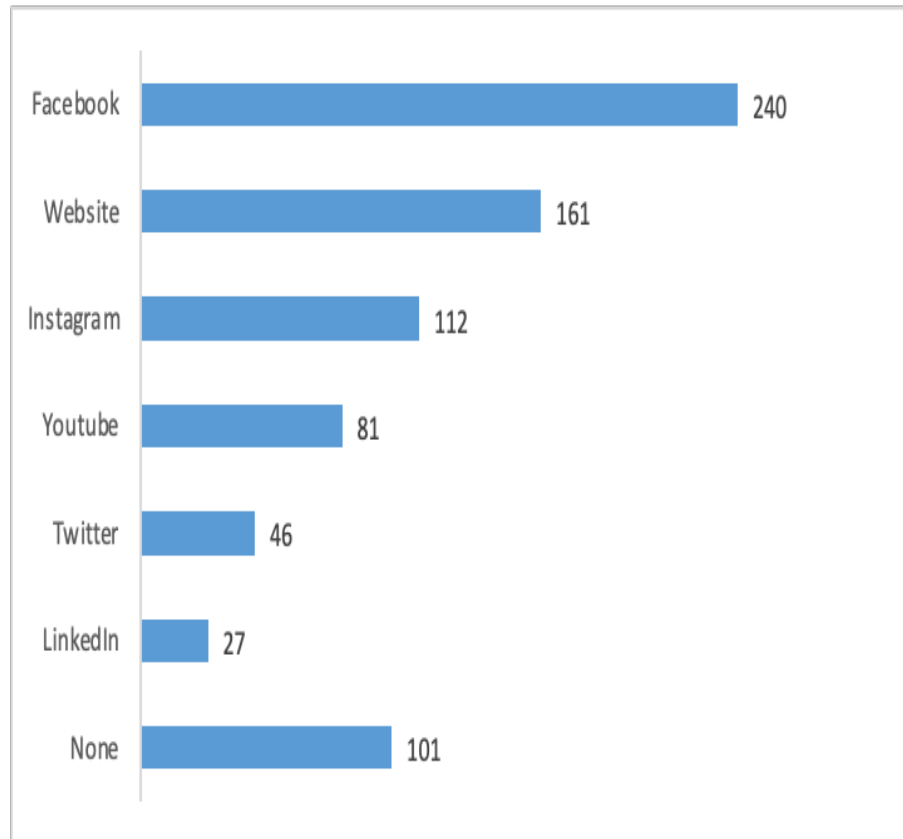


## Respondents' Profile

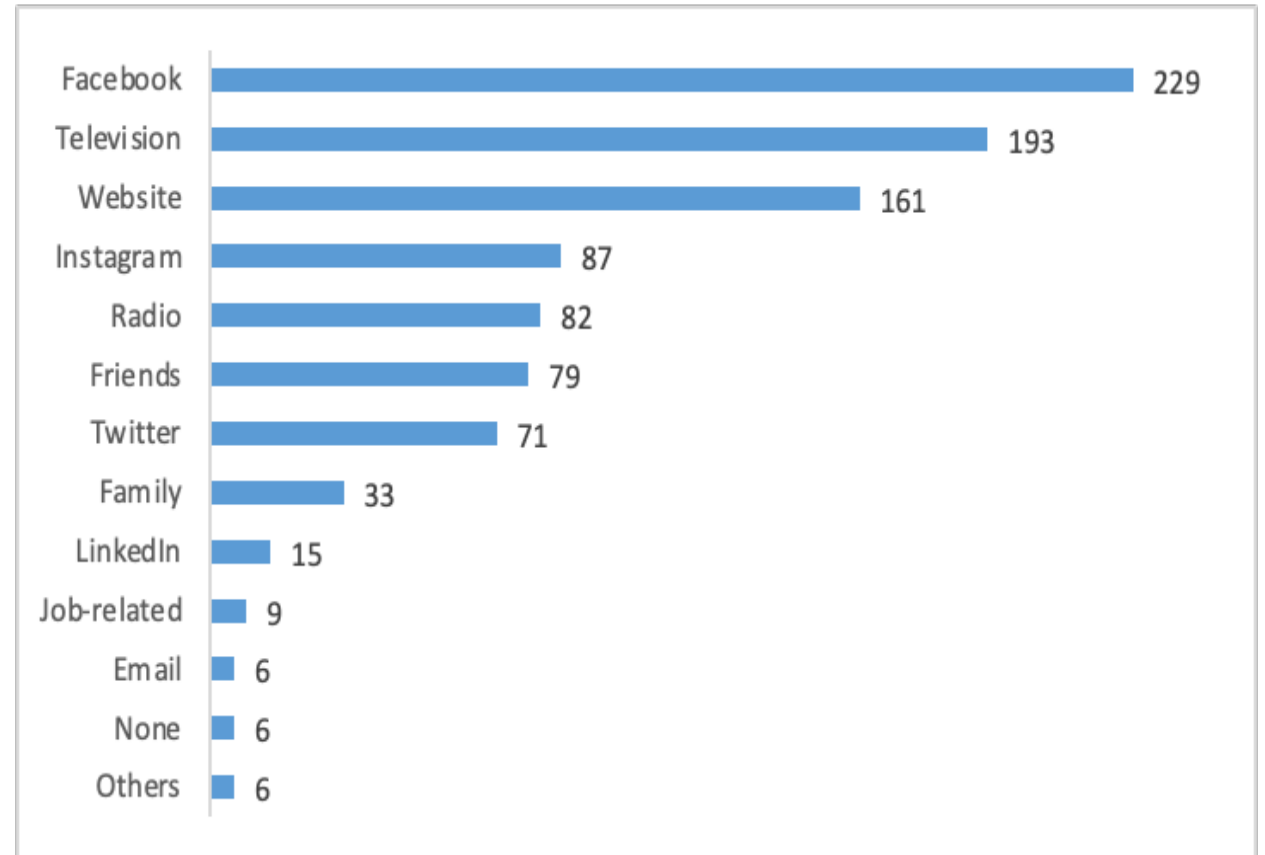
# Key Findings (Study 2)(cont...)



MCMC Platforms Followed/Subscribed



Sources On MCMC's News And Initiatives

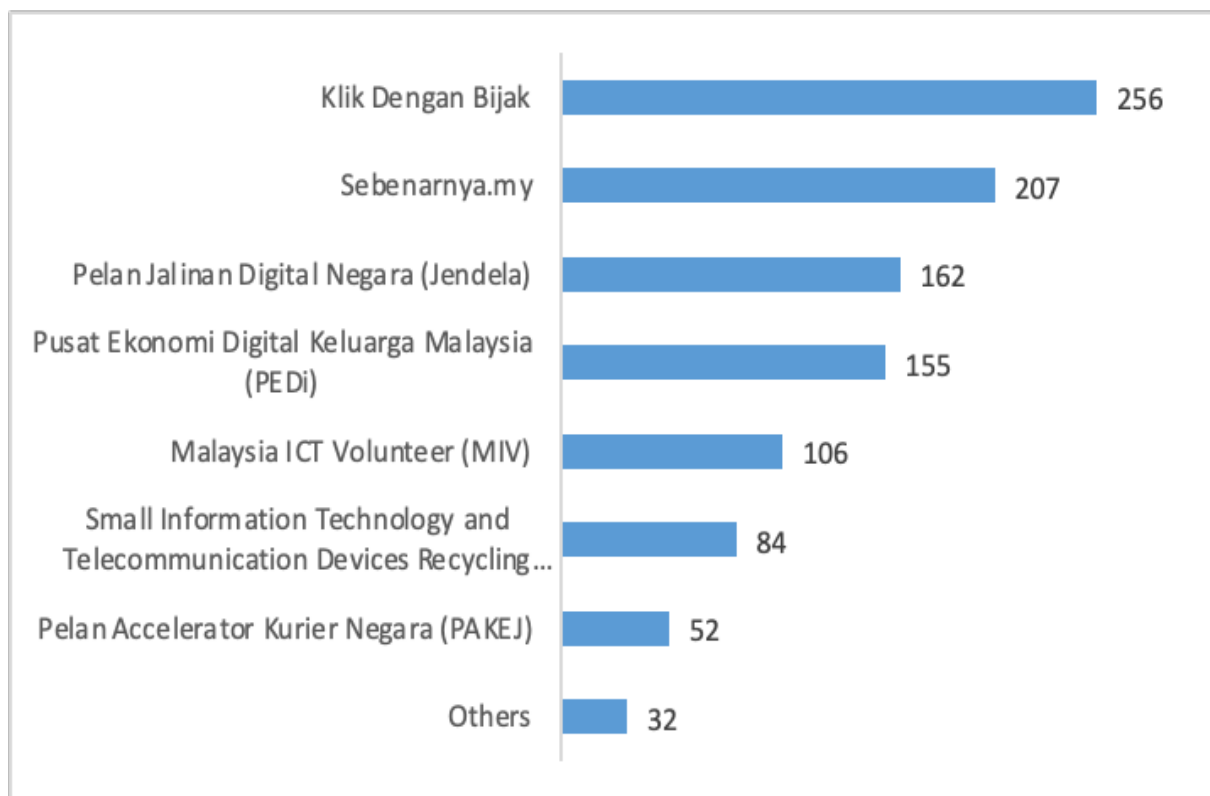




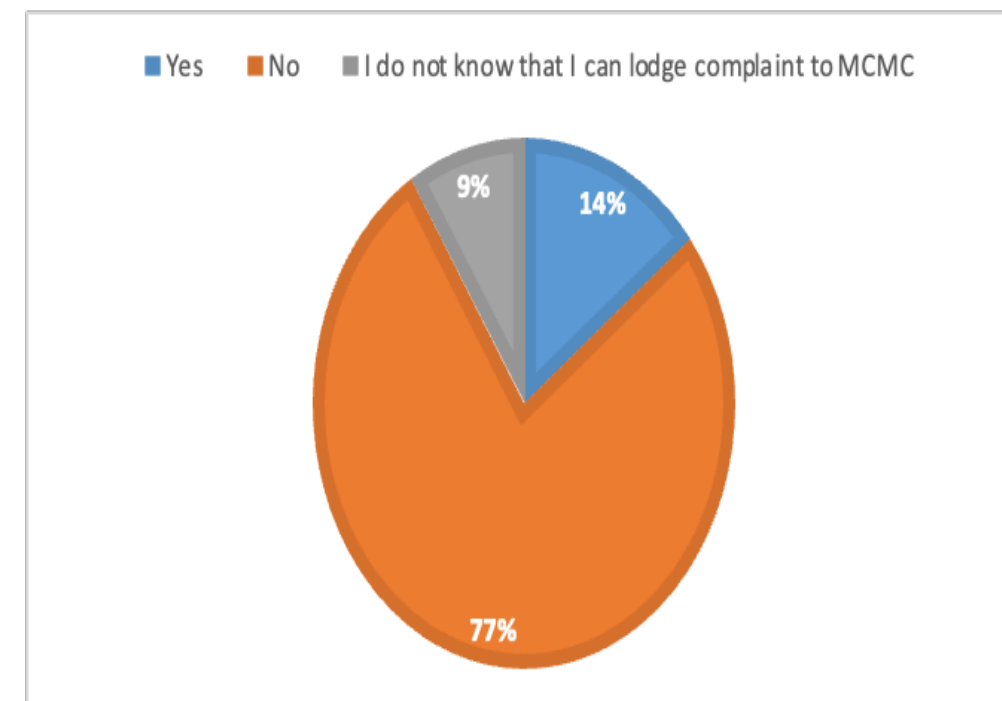
# Key Findings (Study 2)(cont...)



## Awareness Towards MCMC Initiatives



## Experience in Lodging Complaint to MCMC



# Key Findings (Study 2)(cont...)



## MCMC Brand Equity Elements

Variables	Mean	Mode
Brand Legitimacy	3.8278	5
Brand Value	3.7936	5
Brand Awareness	3.7420	5
Brand Association	3.6617	5
Satisfaction	3.5533	3
<b>Brand Equity</b>	<b>3.8520</b>	<b>5</b>

# Key Findings (Study 2)(cont...)



## MCMC Brand Sentiments & Recommendations

Brand  
Communications

Connectivity

Inclusivity

Regulatory  
Efficiency

Complaint  
Handling

Political  
Intervention

Collaboration

Research &  
Development

# Recommendations



# Conclusion



- This study contributes to the public branding research and enhances the importance of branding for public organizations.
- It provides empirical evidence the role branding plays to ensure regulatory facilitation, multi-stakeholder buy in, participation and collaboration, within the framework of regulation-based and self-regulatory compliance.
- In order to transform the country into a high-income nation with a digital environment which is competitive and competent, but yet inclusive, secure and ethical, all parties must be fully aware of every agencies' responsibilities and functions.
- Political will should be clearly demonstrated in order to not only safeguard the interests of all but making sure the national agenda shall take place accordingly.
- In response to the recently launched national initiative of Malaysia Madani, is to shape and build a thriving, dynamic future of the country.
- Moving forward for MCMC to take part effectively in this national agenda, a more enhanced working collaboration among agencies, prior consultation among ministries and agencies, active engagement with the industries and potential investors will increase confidence in the brand and eventually the country's capability and efficiency.



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