

## **BUILDING THE REPUTATION OF PRIVATE UNIVERSITIES BASED ON LECTURER AND STUDENT RESEARCH PERFORMANCE**

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Submitted: 01-04-2022, Revised: 23-08-2022, Accepted: 07-02-2023

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### **ABSTRACT**

*A good reputation is one of the important things in building the trust of all stakeholders in private universities. High level of trust from the community will have a positive impact on the operations of universities, especially for sustainability in the present and in the future. One of the important factors that need to be considered in building a reputation is the publication of research performance of lecturers and students through trusted media. This paper discusses how the reputation of universities is built through published works, both by lecturers and students individually and in the publication team. The method of discussion uses descriptive analysis accompanied by several case studies of the reputation building process. Based on this discussion, information and various steps needed to build a sustainable reputation through the performance of publications that are beneficial to the wider community can be concluded. Sustainable publications with high quality have a positive impact on the reputation of accreditation performance and university rankings which are one of the main factors to gain public trust.*

**Keywords:** reputation, private university, publication performance, public trust

## **1. INTRODUCTION**

The reputation of universities is an important part in the development of universities. A good reputation has a positive impact on public trust in the university [1]. In particular, the reputation of private universities will determine their sustainability and future development. This is related to the ability of private universities to collect funds from the public as the main fund for the operation and development of higher education institutions.

One of the activities and performance that strongly supports the improvement of the university's reputation is research and publication activities [1]. Research is the main part of the tri dharma of higher education, which is a form of higher education contribution to the development of science and technology, generating solutions to problems in society, producing appropriate technology, producing publication outputs that can be used as references for subsequent research and producing intellectual property rights. which can be commercialized [2], [3]. The ability of universities, especially private universities to produce various research and outputs that are beneficial to the community, is one form of real contribution to the development of science and technology, which in turn supports reputation enhancement [1].

In particular, research works that are well published in reputable journals, will increase the intellectual reputation of the author and the college where the author comes from. To produce

quality research and publications, it is necessary to prepare an environment that supports these activities. Private universities need to establish a quality assurance system for the implementation of research and publications. Referring to Permendikbud No. 3 of 2020 concerning National Standards for Higher Education in Indonesia, Research Standards are one of the standards that need to be a concern for all universities in Indonesia [2].

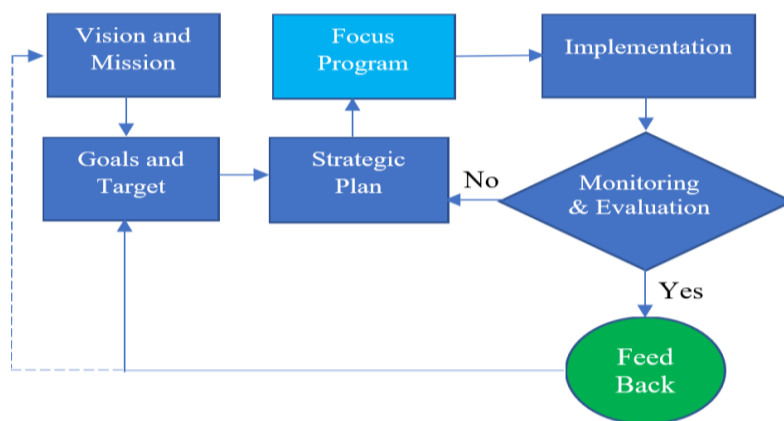
Likewise, in regulations related to university accreditation in Indonesia through the Higher Education Accreditation Board, the assessment of research is one of the determining factors for obtaining superior accreditation [3]. For lecturers who will apply for academic promotions, the determining factor for success is the publication of research articles in reputable journals [4].

Considering the importance of research results and publications to support the improvement of the reputation of universities, this paper will discuss various matters related to research and publications in supporting reputation enhancement, especially for private universities which have various limitations in the ability to produce high quality research products and publications. This is closely related to the ability of lecturers and students to carry out research, funding of research, laboratory facilities to support research, and collaboration developed with partners in order to carry out research and use research results. As a case study, research, and publication activities at Universitas Tarumanagara will be discussed.

## **2. RESEARCH METHOD**

The discussion related to how to build the reputation of private universities through the publication performance of lecturers and students is carried out with reference to the national standards of higher education according to the Minister of Education and Culture No. 3 of 2020. The publication of the work of lecturers and students is an important part that must be carried out by universities. The higher education clustering system in research activities, which includes publication of works, needs to be a concern for every university, especially private universities. This is related to obtaining research grants from the Ministry of Education, Culture, Research and Technology that can be obtained by universities. Clusters of universities in the field of research will have an impact on the reputation of universities. With the existence of a research cluster consisting of the Built of Research Cluster, Middle of Research, Main of Research Cluster, and Independent of Research Cluster, it will place the reputation of the university in accordance with its cluster [5]. Private Universities that are able to obtain the highest cluster, namely the Independent of Research Cluster, of course have many opportunities to obtain centralized research grant funding in accordance with the advantages that the university wants to build. This of course has a positive impact on increasing reputation through various published works by lecturers and students. The improvement of research clusters needs to be planned, implemented in various real activities, and evaluated periodically for achievement and sustainability. The case study discussed is the achievement of an independent research cluster at Universitas Tarumanagara. The right management strategy can help increase research clusters which in the end greatly support the achievement of the university's reputation in terms of research and publications in particular, and overall reputation.

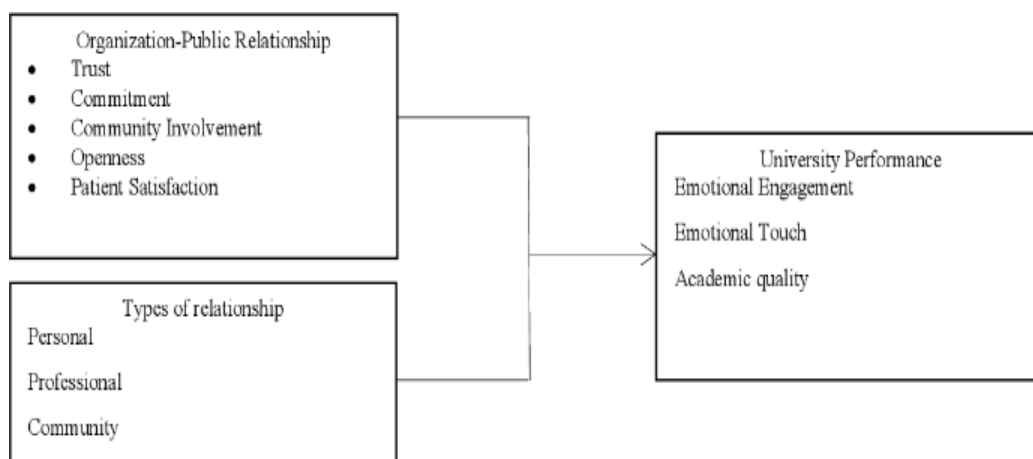
The mindset of the discussion in this article can be seen in the flow chart as follow (Fig. 1):



**Figure 1** Discussion Flowchart of Reputation Improvement

### 3. RESULT AND DISCUSSION

Reputation is one of the important things in the development and management of higher education institutions, especially private universities. This is closely related to public trust and the sustainability of the program in the future. A good reputation felt by the community needs to be cultivated on an ongoing basis and well planned. The involvement of all stakeholders in supporting the achievement of the university's reputation is very necessary and must be continuously improved. Relationships and communication with all stakeholders need to be built properly, so that they support each other in achieving reputation building efforts [6-8]. Rosli et al, developed a theoretical framework to describe the importance of building a reputation by utilizing Public Relations activities as one of the spearheads in building reputation, through the involvement of all stakeholders (Fig. 2) [9].



**Figure 2** Theoretical Framework of Increasing University Reputation [9]

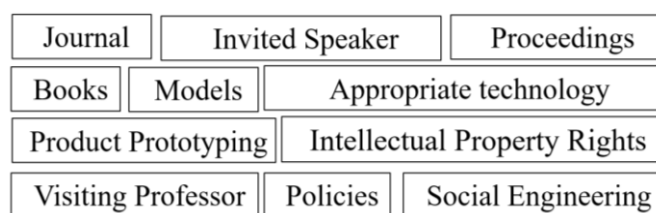
One of the important things in building a reputation like Fig. 2, it can be seen that there is academic quality which includes the results of research and publications by all lecturers and students at the university.

Referring to the National Standards for Higher Education in accordance with Permendikbud No. 3 of 2020, research is one of the very important Tri Dharma Higher Education activities. The results of research in universities are directed at developing science and technology, as well as improving the welfare of the community and the competitiveness of the nation. Research results that are not confidential, do not interfere and do not endanger public or national interests, must be disseminated by means of seminars, publications, patents, and/or other methods that can be used to convey Research results to the public. Universities need to prepare and develop research program plans in accordance with the Higher Education Research strategic plans [2].

Research and publications are part of building a university's scientific reputation. Every lecturer and student who carries out research and publication activities mean that they have carried out activities to build a very good reputation. Research and publications carried out by lecturers and students aim to [2]:

- a. Fulfillment of research and publication obligations according to the curriculum of each university, the needs of lecturers and students to demonstrate the ability to carry out research and publication of the results of writing the final project,
- b. Lecturers and students need a portfolio to meet the required qualifications.
- c. The result of research works, and publications of lecturers are collected into one as the main part of the performance of the Higher Education in the field of research and publication. The cumulative results of research and publications are used by universities as one of the achievements to fulfill accreditation and ranking.
- d. In general, a lecturer and student must produce research work and publications because students and lecturers must contribute significantly to scientific improvement and development in the field, they are engaged in. The more research works, and publications produced, the real contribution to produce the state-of-the-art according to the field of expertise, the more real. Thus, the development of science, technology and art can be improved over time.
- e. The result of research works, and publications are also one of the milestones for the achievement of a lecturer and student in the field they are engaged in. This milestone is needed so that there is a legacy in the field of science. Reputable publications become references for other researchers, so that there is continuity of research in the same field. Unique and good quality research is one way to build an individual's reputation as well as the reputation of the university. The more research results published and cited by other researchers, the reputation of researchers and universities will also increase. Therefore, support and encouragement to produce reputable research and publications are needed by lecturers and researchers [10-11].
- f. On various occasions, lecturers and students also must show professionalism in their respective fields. This research work and publication is very important to be a way of showing professionalism. This is also in line with Law Number 12 of 2012 concerning Higher Education which states that: Lecturers are professional educators and scientists with the main task of transforming, developing, and disseminating Science and Technology through Education, Research, and Community Service. Dissemination of research-based science and technology through publications is one very good way.
- g. The results of research and publications of lecturers can also have an impact on economic improvement. This is a positive implication that research results can also be commercialized into marketable products and services. Research activities to produce, among others, products, methods, appropriate technology and works of art, can be submitted for Intellectual Property Rights, so that they have an impact on the economy and business (Fig. 3). At the same time, lecturers and students also gain pride because of their

- research work and publications, gaining attention and being used by the community, both as a reference in further research and producing commercialization in the form of products and services [5].
- h. Research results can also be developed into appropriate technology, which is needed by the community to overcome a problem. The resulting appropriate technology can be implemented directly by the user community or intellectual property rights can also be registered, for example in the form of copyrights or patents. If this can be done, the research results will have a wider impact because they can be used by many people, produced by industry, and obtain commercialization of research results. The impact of the commercialization of research results not only helps the wider community but can also have an economic impact. Thus, there is an increase in the welfare obtained by researchers or the user community through the commercialization of research results [12-13].



**Figure 3** Multiple Outcomes of Research [5]

Another thing that supports reputation through research results and publications is a conducive academic atmosphere. A good academic atmosphere is very much needed by lecturers and students to conduct research and produce various quality research publications. Lecturers and students are facilitated to use learning, research and laboratory facilities and infrastructure comfortably without interruption. This is certainly a need for lecturers and students that must be met. Therefore, universities must develop regulations, guidelines and systems that can support the creation of a conducive academic atmosphere. Research collaboration systems, incentive systems, information technology-based support systems and various other relevant facilities need to be well prepared by universities. Thus, lecturers and students can carry out research and publication activities calmly and comfortably. A conducive academic atmosphere has a positive impact on the achievement of the university's reputation [10-12].

One of the important things that must also be prepared by universities is the publication of the research results of lecturers and students. publication media in the form of conferences and journals must be prepared. Other media that also need to be prepared are the registration of intellectual property rights, publishers of reference books or book chapters and exhibition rooms for product prototypes produced by lecturers and students. this needs to be done so that lecturers and students have media that are ready to be used to publish works periodically. Reputable publication media is one of the important things needed by lecturers and students who have produced various reputable works. The more publication media with good quality, the lecturers and students have reliable publication media. This will also have a positive impact on improving the reputation of universities in the eyes of the community and partners [11-12].

Facilities and infrastructure to support research activities to produce good research that can be published or commercialized, researchers and lecturers need the support of facilities and

infrastructure such as laboratories, studios, research support equipment, research locations and collaborative use of research results. In this case, universities must think about how to develop research support facilities and infrastructure, so that researchers can work well and in accordance with scientific principles in research. A good laboratory with international standard or industry standard is very much needed.

Universities can provide alone or collaborate with other parties who have good facilities to support research. With adequate research facilities and infrastructure, including the availability of certified laboratories, the reputation of universities will also increase. A university with complete facilities and infrastructure and supported by superior human resources, can develop itself into a Research University. Thus, the reputation of the college will rise by itself [3-4].

Another important thing that universities can do is to carry out joint research and publications with universities from abroad. Research carried out by involving lecturers and students from various universities, will produce research outputs on an international scale. Researchers can take advantage of the facilities and research funds from each university, so that the amount of research funds and facilities will increase.

Research collaboration and publications have a very positive impact on building a research ecosystem, which in turn will improve the reputation of universities that are members of the research group. Therefore, universities that are able to build collaborative research and publications between countries have a better reputation than those that only rely on their internal capabilities.

Universitas Tarumanagara (Untar) is very concerned about increasing the number of research, publications, intellectual property rights, scientific activities and publishing research and community service books as the implementation of research results. In 2022, Universitas Tarumanagara received an award and LLDIKTI III as a university with the best achievement of Higher Education Key Performance Indicators, KPI or Indikator Kinerja Utama, IKU (Fig. 4). In the KPI, there are also research results and publications produced by lecturers and students [14].

Universitas Tarumanagara annually holds 5 international conferences, namely Tarumanagara International Conference of the Applications of Technology and Engineering (TICATE), Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH), International Conference on Economics, Business, Social, and Humanities (ICEBSH), the International Conference on Economics, Business, Social, and Humanities (ICASTE), and the International Conference on Entrepreneurship and Business Management (ICEBM). All these conferences have been indexed by Scopus and the Web of Science. The holding of conferences on an annual basis in collaboration with various universities and other partners, both from within and outside the country, has a positive impact on the achievements of Universitas Tarumanagara in the field of research and publications.



**Figure 4** Award as a university with the achievement of the best Key Performance Indicators in 2022

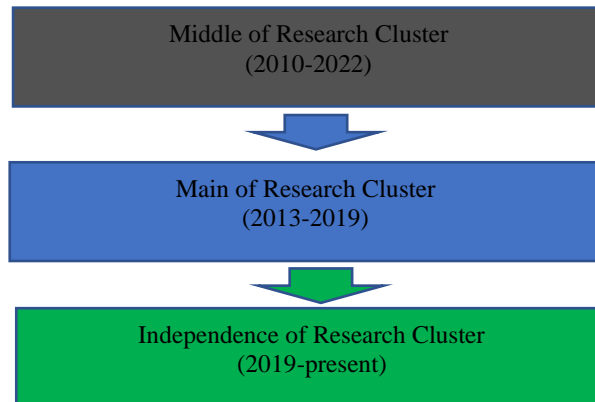
Universitas Tarumanagara is also active in implementing the Independent Learning Independent Campus Program (Merdeka Belajar Kampus Merdeka), referring to the regulations of the Ministry of Education, Culture, Research and Technology. One of the activities in MBKM is research activities carried out by students under the guidance of lecturers. Universitas Tarumanagara also received an award as the best university that has implemented the MBKM program (Fig. 5).

In MBKM activities, students and lecturers collaborate to produce joint research and publications. Research can be carried out in order to complete certain courses, along with internships, research implementation obtained by lecturers from research grants or research carried out for certain needs in the development of science or solving problems in society. By carrying out research collaborations between lecturers and students in the MBKM program, students and lecturers get many benefits, both for fulfilling course assessments and for building the reputation of lecturers and students [15].



**Figure 5** Award as a university with the achievement of the best MBKM Program in 2022

This is marked by the acquisition of an Independent Research Cluster by Universitas Tarumanagara which was awarded by the Ministry of Research and Technology in 2019 until now (Fig. 6).



**Figure 6** Roadmap of Research Cluster of Universitas Tarumanagara

The number of research and publications at Universitas Tarumanagara continues to increase every year. Universitas Tarumanagara also has 12 journals accredited by the Ministry of Education, Culture, Research and Technology (Fig. 7); owns the Intellectual Property Rights Center which was established in 2011 and has produced a number of granted patents and copyrights for research by lecturers and students. All journals can be accessed via: <https://journal.untar.ac.id/>.

In 2022, Universitas Tarumanagara established the Science and Technology Center of Excellence (Pusat Unggulan IPTEKS, PUI) as a unit that focuses on developing technology research results from lecturers and students. PUI is aimed at producing research that has an impact on improving people's welfare, producing product prototypes, appropriate technology, commercializing intellectual property rights resulting from research and building a research ecosystem based on community and industrial needs [16].

All of the above, have had a positive impact on the reputation of Universitas Tarumanagara as one of the oldest, largest and best universities in Indonesia, particularly through research results and continuous publications.







**Figure 7** 12 Journals at Universitas Tarumanagara Accredited by Sinta

#### **4. CONCLUSION AND SUGGESTIONS**

Building the reputation of private universities is a sustainable effort that must be well planned, monitored and evaluated periodically and carried out jointly by all stakeholders. All aspects need to be scrutinized and strategies for achieving them should be developed that can support reputation enhancement.

Research and publication are one aspect that can be seen easily through online search systems. The more research and publications of lecturers and students that can be easily accessed by the public, will have a positive impact on increasing reputation. This is more evident if the research results of lecturers and students can be a reference for other researchers in the same field or utilized by the community in the form of appropriate technology and technology to overcome various problems in society. Good research and publication management has a positive impact on improving the reputation of universities.

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