Examining the role of event visitors’ emotion towards loyalty has recently increased in the research studies which diminishing the impact of event visitors satisfaction towards loyalty. The outcome of emotion as mediator has resulted a mix findings from past studies. Emotion is said to be a predictor to loyalty in various environment and study setting. Nevertheless, the role of emotion as mediator within the Stimulus-Organism-Response paradigm in event tourism setting is very limited. Therefore, this study intends to validate and expand research areas in festival setting by integrating theories, models, and constructs within the behavioural context of event tourism to explain the complex process of environmental stimuli and visitors’ emotions and loyalty. This study specifically focuses on examining the effect of festival quality (service performance quality and perceived service quality) on visitors’ loyalty directly or indirectly when emotion is the mediating factor. The Stimulus-Organism-Response (SOR) paradigm was the chosen underpinning theory with modified Mehrabian-Russell model was used as the conceptual framework for this study. A structural equation modelling software (Analysis of Moment Structures or AMOS) was applied to examine the direct and mediating effects hypotheses. The sampling design was systematic random sampling with 360 targeted respondents from the Rainforest World Music Festival visitors. The data analyses were conducted based on the one-step pooled confirmatory factor analysis (CFA) in testing seven hypotheses, which all were supported. The findings from this study point to support the modified Mehrabian-Russell emotional model of environmental psychology paradigm within event tourism setting. All hypotheses were resulted with significant relationship among the four latent constructs (Service Performance Quality, Perceived Service Quality, Emotion and Loyalty). However, results of mediation analysis indicated that both paths between Festival Quality and Loyalty provides partial mediation when Emotion enters the model. The conceptual framework used in this study offers a good starting point for examining emotional consumption experience dimension in event tourism future research. The study outcomes provide implications for theoretical, methodological, industry, and practical and managerial perspectives.

The role of universities in attracting postgraduate students to achieve a research university status has attracted the attention of scholars. While there is growing consensus that branding and internationalization is important, the relationship between a university’s research status, its strategy and its ability to attract postgraduate students is still unclear. Furthermore, on closer inspection, empirical studies that assess the impact of both brand image and students’ satisfaction on postgraduates’ brand/institution loyalty are lacking. Hence, this study aims to address this knowledge gap and attempts to extend previous studies on brand image by integrating satisfaction constructs into the framework. The main objective of this research is to develop a model of Research University brand image which is capable of delivering students’ satisfaction and loyalty. In addition, this research examined and identifies key dimensions or indicators and analyse the perspectives of postgraduate students on the dimensions and indicators necessary to evaluate Research University brand image. The respondents were postgraduate students at Research Universities in Malaysia. Out of a total of 1000 questionnaires distributed, 244 usable questionnaires were returned, representing a 24.4% return rate. Structured questionnaires and pilot study were administered to refine the items in the scales using SPSS version 14. For the final study, to ensure a more rigorous analysis, structural equation modelling using AMOS 18 was employed to empirically test the effects of the respective predictors on latent variables. Results indicated that out of ten hypotheses formulated, seven hypotheses were supported at five percent significant level. A significant finding is that information on source of institutions were the most important predictors of satisfaction thus loyalty. A major contribution to the advancement of new knowledge is that the results also emphasized that satisfaction, is a significant mediator in the relationship between Research University brand image with brand loyalty. The current research contributes to knowledge in the field of higher institutions research. It demonstrated that Research University image perception, as a multi-dimensional concept, plays an important role in the brand image context. It also demonstrated that the modified model of Service Branding Model established in the business culture can be transferred to a non-business culture with varying degrees of explanation power.