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Research Paper

Kertas Penyelidikan

Research Paper

Factors influencing customer satisfaction towards public transport services among youth users in Malaysia

Mao-Seng Ting [*], Siew-Lue Yeap [**],
Siew-Chin Khor [***] , & Yee-Ching Khoo [****]

Abstract: Public transport services are one of the most important service industries in the world. The majority of users choose to ride public transport due to the convenience and cheap price instead of private transport services. Public transport has been chosen as one of the convenience transportation, and customer satisfaction as one of the significant elements which cannot be ignored in the public transport services industry. The purpose of this study is to investigate the drivers that can influence the customer satisfaction towards public transport services among youth users in Malaysia. To conduct this research, a questionnaire was distributed to 108 respondents through online platforms by using Google Form during early May 2022 until early June 2022. The research found that service quality, safety and comfort have a positive and significant impact on customer satisfaction toward public transport services among youth users in Malaysia. This study suggested that the public transport company could develop some training programs, implement surveillance systems and enhance the equipment services and facilities on public transportation to improve the customer satisfaction towards public transport services among youth users in Malaysia.

Keywords: Customer satisfaction, public transport services, Malaysia

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INTRODUCTION

Public transportation has long been seen as an essential necessity in many parts of the world due to a variety of circumstances. Traffic bottlenecks on the highway are a common occurrence in large cities including Kuala Lumpur in Malaysia because most Malaysians own a vehicle along them and this indirectly causes lateness and delays, as well as the environmental issues. As the population grows, more vehicles will use the roadways, necessitating the addition of extra lanes to alleviate congestion (Tan, 2022). However, creating extra lanes is not as easy as imagined. Therefore, the government does encourage people to fully utilise public transportation by giving full support of subsidies to establish a better public transport. Besides, youths utilising public transport can help alleviate traffic congestion. By opting for buses, trains, or ferries instead of individual cars, they reduce the number of vehicles on the road, leading to smoother traffic flow and shorter commuting times for everyone. As the future generation, youths who use public transport can actively participate in shaping transportation policies and infrastructure planning. They can advocate for better public transport systems, improved accessibility, and sustainable solutions, ensuring that the needs of their generation are considered.

Customer satisfaction, especially youth users towards public transport is important to let them sustain in the public transportation industry. The purpose of this study is to uncover the factors that cause the satisfaction level of the passengers especially among youth users in Malaysia. The youth users will stop using public transport services and switch their interest to other industries like e-hailing services if they are not satisfied (Fu & Juan, 2017; Yi et al., 2018). As a result, the public transport services might soon become unsustainable within the transportation industry, affect the economy and impact the employment rate indirectly. Malaysia is the second most congested country in Asia, despite having the best public transportation development of any Asian country. When customers are dissatisfied with public transport, they will switch to e-hailing services or private vehicles instead of public transport, which might lead to the increasing number of vehicles on the road, and traffic congestion causing time and money wasted, fuel costs increased and worker productivity reduced (Yi et al., 2018). Environmental issues are also one of the negative impacts when passengers stop using public transportation services. The increasing number of vehicles will lead to the increase of the vehicles’ gas emissions. Vehicles will emit some toxic gasses and cause air pollution. Sound pollution may also occur when drivers press their vehicles’ horns during traffic congestion and this will bring negative effects to human lives (Wang et al., 2020).

REVIEW OF LITERATURE

1. SERVQUAL MODEL

Tumsekcali et al. (2021) discovered that the SERVQUAL model is well-known and extensively used, and it is helpful to analyse service quality in various industries including public transportation services industry, airline, retail banking and the Internet. The SERVQUAL model was first established by Parasuraman et al. in 1985 and the researchers further revised it in 1998 (Mahmoudi et al., 2010). It has a range of parameters in the form of attributes and is an effective technique for evaluating gaps between customer expectations and customer perceptions (Tumsekcali et al., 2021). Kuo and Tang (2013) additionally utilised the SERVQUAL scale to inspect the service quality of high speed rail in Taiwan Province. Public transport users usually have high demand and expectations such as service quality (Fu & Juan, 2017), safety (Wang et al., 2020) and comfortableness (Ingvardson & Nielsen, 2019) when choosing their transport mode. Agarwal (2008) stated that customer satisfaction is a crucial element of performance of the company. Thus, understanding consumer satisfaction is becoming increasingly important in public transport services. Customer satisfaction may support businesses in understanding the effectiveness and acceptability of daily journeys of passengers, and it also provides a beneficial influence in encouraging passengers to repurchase (Wang et al., 2020). However, customers are dissatisfied for a variety of reasons, including extended wait times, failure to convey information about infrequent delays, and a poor waiting environment. To attract people to use public transport service as a substitute for personal vehicles, the service providers must improve quality to increase customer satisfaction (Islam et al., 2014).

2. Service Quality

Islam et al. (2014) discovered that service is referred to as the core of the industries ensuring the growth and development of the economies. The service orientation adds value to the customer and leads to satisfaction. Evaluating the quality of service is critical to ensuring that customers could continue to ride the public transportation repeatedly. Customers are more willing to repeat to a service provider again and again if the quality of service that is provided is positive (Fu & Juan, 2017). The authors Chou et al. (2014) also suggested that service quality could increase the desire of customers to repurchase and reappreciate from the same business service, and they will inform others about the experience positively.

Chou et al. (2014) stated that the elements of service quality have an influence on total consumer satisfaction when using public transportation. The high-quality public transportation not only encourages customers to continue enjoying using and satisfying their transportation requirements, it also attracts and gains new customers (Kuo & Tang, 2013). The authors also mentioned improving service quality and customer satisfaction which includes increased public transportation services and access to a bigger wide range of destinations. Furthermore, Islam et al. (2014) addressed the service quality elements for evaluating customer satisfaction that affect High Bay Racking (HBR)'s bus services in Malaysia. It analyses and investigates the service quality elements that influence customer satisfaction, resulting in increased efficiency and effectiveness in this industry. More specifically, the findings revealed that users have a relatively high level of customer satisfaction throughout all service aspects. Waiting time is the most important element influencing consumer satisfaction within other categories through an analysis of literature. As a result, hypothesis 1 is proposed as follows.

H1: Service quality positively affects customer satisfaction towards public transportation services in Malaysia.

3. Safety

Safety, according to Okoth (2017) is the condition of being safe. It is the ability to avoid or minimize loss, hazard, or injury. As per Friman et al. (2020), safety can also apply to personal experiences and expectations of safety and security while traveling. The authors further mentioned that being free of potential threats is equivalent to excellent personal security. Some people will change their travel habits to avoid potentially dangerous occurrences. From Okoth (2017), one of the aspects that can affect customer satisfaction while boarding public transportation is safety. Based on Wang et al. (2020), the two most important parameters of public transportation safety are road accidents and criminality. The majority of road accidents were tracked using safety indicators such as collision risk, crash injuries and fatality rates per trip. Furthermore, many complaints and critical incidents are aimed at the driver, despite the fact that the driver is not always at fault for the incident (Friman et al., 2020). Careless driving and excessive speeding almost invariably result in accidents that could have been avoided. In addition, the vehicle is likewise in bad condition with unsecured seats and belts and it is being driven dangerously.

All commuters as per Okoth (2017), want to feel secure on board and at bus stops. Pickpocketing on the bus or while on bus, mugging at bus terminals and road carnages were all highlighted as regular security issues that need to be eliminated if commuters are to be satisfied with public transportation. Researchers Yi et al. (2018) investigated commuter’s passengers satisfaction in Klang Valley, Malaysia using commuter safety measures. There is a strong link between safety and passenger satisfaction with the rail services. All indirect effects are substantial for safety, according to the bootstrapping analysis (Yi et al., 2018). As per Ingvardson & Nielsen (2019), the evidence has proved that public transportation safety will influence customer satisfaction. The authors pointed out that the elderly, students and men in public transport had a higher positive perception of safety. Therefore, this discussion led to the formulation of the following hypothesis:

H2: Safety and security has a positive and significant relationship with customer satisfaction towards public transportation.

4. COMFORT

According to Ingvardson & Nielsen (2019), the comfort of journeys has been highlighted as being one of the main variables influencing consumer satisfaction in public transportation, and has been demonstrated that comfort is a significant concern to passengers who utilise public transit. The author of the article stated that the usability of facilities, riding comfort, ambient circumstances, complementing amenities, and ergonomics are all components of ride comfort (Imre & Celebi, 2017). Based on the article of Seerden (2019), one of the comfort issues in public transport is crowding. The author Seerden (2019) stated these comfort losses are also iterative in transportation models: greater passengers on a route implies more crowding, which makes the route less appealing, which results in fewer passengers, which means less crowding, which makes the route more appealing.

From Ingvardson & Nielsen (2019), customer satisfaction can be influenced by the comfortability in vehicles. Ni et al., (2020) could see that the most important factor influencing customer satisfaction is comfort. This proves that by implementing applicable steps to improve satisfaction level, particularly in terms of comfort, convenience, and efficiency, the level of customer satisfaction may be increased. One of the responses received from the research said that certain coaches are overcrowded in the train, so as to address this, the operator may try increasing the route to lessen the crowd or increasing the number of coaches throughout rush hours to alleviate the crowd. Commuters report that the train is shaking while riding, and they express their greatest concern about discomfort when commuting on the rocking coach (Yi et al., 2018). The author conducted a study on flight passengers and discovered that they appreciate not just comfort but also cleanliness, which has an influence on their level of happiness (Okoth, 2017). The authors investigated the influence of road infrastructure on standing passenger comfort in public transit. Their research provides a simple way to compare the comfort of vehicles with the ability to track vehicles and road maintenance. The author evaluated the vehicle that acceleration impacts the standing passengers' discomfort (Imre & Celebi, 2017). Thus, it can be postulated that:

H3: Comfort positively influences customer satisfaction towards using public transportations services.

RESEARCH MODEL

In this study, a theoretical framework was built to describe the interrelationships between the variables that lead to the occurrence of a problem at hand. This framework was established to define the connection between the variables based on the customer satisfaction with Malaysian public transportation services. Customer satisfaction is the dependent variable while the independent variables are service quality, safety and comfort. The research model is projected in Figure 1.

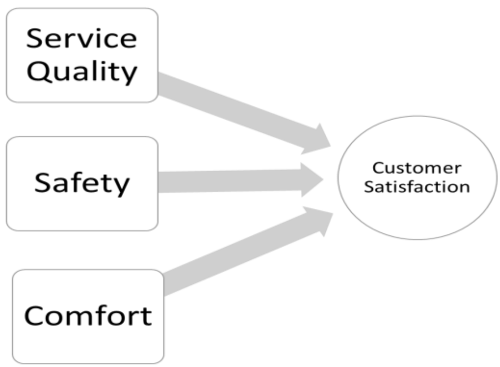

Figure 1: Research Model of Customer Satisfaction

METHODOLOGY

This research was conducted using quantitative research to obtain numerical data from respondents to assess their satisfaction with public transportation. The intended respondents in this study must be Malaysian youths and between 18 to 35 years old, and have used public transportation in Malaysia. Next, an online questionnaire survey was used for this investigation since it is more efficient and convenient. A Google Form was created and sent via social media like Meta, Whatsapp, Instagram, Wechat and others to the target respondents and it is an online self-administered survey. The data were collected during early May 2022 until early June 2022 and it took about a month to collect sufficient data. However, there is no target registered list that is able to represent the whole population in Malaysia. Hence, this research acquires a non-probability sampling method, which is the judgmental sampling as the respondents must meet two requirements namely age between 18 to 35 years old and they have experienced using public transportation before.

RESULT

1. DESCRIPTIVE STATISTICS

Respondents who had used public transportation previously were chosen for this study. The summary of the respondents' demographic profile is presented in Table 1. The respondents' information such as age, nationality, and experience in using public transport, gender, and educational level were recorded using Google Form. This study at the end collected 108 responses from people who had experience in using public transport services.

Table 1: Demographic attributes of the respondents

Demographic Variables		**Frequency**	**Percentage (%)**
Age	18 – 25	104	96.3
	26 – 35	4	1.9
	Total	**108**	**100**
Nationality	Malaysian	108	100.0
	Non–Malaysian	0	0
	Total	**108**	**100**
Have you used public transport before?	Yes	108	100.00
	No	0	0
	Total	**108**	**100**
Gender	Male	32	29.6
	Female	76	70.4
	Total	**108**	**100**
Education Level	High school / lower	12	11.1

	Diploma / College level	62	57.4
	Bachelor Degree	31	28.7
	Master Degree	1	0.9
	Doctoral Degree	2	1.9
	Total	**108**	**100**

RELIABILITY AND VALIDITY TESTING

The Cronbach's Alpha value is used to determine the reliability of the study instruments. All variables' Cronbach's Alpha values must satisfy the baseline acceptable level of 0.7, mentioned by Kline (1999). All relevant variables have Cronbach's Alpha above the cut-off value of 0.7, thus, the reliability test is fulfilled and the result is shown in Table 2. As a result, the items that were kept for each of the variables are used in the multiple regression analysis.

Table 2: Summary of the Reliability Analysis for the Major Variables

Variable	**Number of Items**	**Number of Items Dropped**	**Number of Items Shifted**	**Cronbach's Alpha**
Service Quality (SQ)	4	0	0	0.704
Safety (S)	3	0	0	0.749
Comfort (C)	4	0	0	0.763
Customer Satisfaction (CS)	4	0	0	0.905

FACTOR ANALYSIS

Factor analysis is a method of determining which factors are the most important by expressing the values of observable and associated variables as functions of numerous causes (Sekaran & Bougie, 2019). Confirmatory factor analysis (CFA) and exploratory factor analysis (EFA) are the two forms of factor analysis (EFA). CFA implies using observable and associated variables based on theory or previous investigations, according to Sekaran and Bougie (2019). EFA, on the other hand, uses a prefix number of factors to combine the factor of a collection of underlying observable variables. All of the measuring items in this study have been modified from earlier investigations. As a result, CFA is performed. The measuring items for the independent variables were adopted from previous research in which those characteristics were grouped into several components, such as service quality (SQ), safety (S), and comfort (C). Whereas, the dependent variable, customer satisfaction (CS), has already been grouped into one component based on the past research.

To perform the factor analysis, the researcher must first perform a principal component extraction (PCA) analysis, which is a statistical process that employs an orthogonal transformation to generate a set of feasibly correlated variables into a set of values for sequentially uncorrelated variables known as principal elements. After that, Varimax rotation is used (Sekaran & Bougie, 2019). The factor analysis for all independent variables is shown in Table 3.

The number of elements in the principal component extraction and Varimax rotation processes has been set to five, in accordance with the proposed study approach. Barlett's Test of Sphericity and the Kaiser-Meyer-Olkin measure of sample adequacy (KMO) were used to ensure that the measuring items did definitely measure the variables. The researcher sought a KMO score of 0.6 and a Bartlett's Test score of less than 0.05 (Barlett, 1954; Kaiser, 1974). The validity test was conducted on all of the independent variables at the same time in this study, while the dependent variable was examined separately.

According to Table 3, the factor loading scores for all measurement items are more than 0.4, which meets Hair et al. (2014)'s cut-off point (2014). As long as the average variance explained (AVE) is more than

0.4, Hair et al. (2014) recommended utilizing a cut-off of 0.4. The component analysis of independent factors gave KMO scores of 0.827, well above cut-off 0.6 in the KMO and Barlett's Test of Sphericity analyses (Kaiser, 1974). Instead, Bartlett's Test score for factor analysis of independent variables is less than 0.05, indicating that the conditions have been met (Bartlett, 1954).

Table 3: Factor Analysis for All Independent Variables

Item	**Component**		
	1	**2**	**3**
Service Quality 1 (SQ1)			0.622
Service Quality 2 (SQ2)			0.757
Service Quality 3 (SQ3)			0.672
Service Quality 4 (SQ4)			0.587
Safety 1 (S1)		0.872	
Safety 2 (S2)		0.853	
Safety 3 (S3)		0.596	
Comfort 1 (C1)	0.630		
Comfort 2 (C2)	0.686		
Comfort 3 (C3)	0.701		
Comfort 4 (C4)	0.759		
		KMO	0.827
		Barlett's Test of Sphericity	0.000
		Average Variance Explained	40.51%

HYPOTHESIS TESTING

The suggested hypotheses are tested using multiple regression analysis. The researcher uses a regression analysis model to assess the association between dependent and independent variables. In the previous part, three hypotheses have been proposed in this study to see if independent variables such as service quality (SQ), safety (S), and comfort (C) had a positive impact on a dependent variable such as customer satisfaction (CS).

According to Table 4, three independent variables, namely service quality (SQ), safety (S), and comfort (C), account for 0.436 (43.6%) of the variation in Customer Satisfaction (CS). The R square result indicated that this study is having a moderate model fit. The Durbin-Watson test looks for autocorrelation in statistical regression analysis residuals (Hair et al., 2014). The Durbin-Watson statistic has always been in the range of 0 to 4. A score of 2 indicates that the sample has no autocorrelation. Positive autocorrelation is indicated by values around 0; negative autocorrelation is indicated by values near 4. The Durbin-Watson value in this research is 1.775, which is between 0 and 2, showing positive autocorrelation.

Service Quality (SQ) has a beta value of 0.640, and a t-value of 3.533 which shows that it is significant with Customer Satisfaction (CS) at the 1% significance level. As a result, hypothesis 1 is accepted. Then, with a beta value of 0.280 and a t-value of 1.809, Safety (S) exhibits a positive and significant relationship with Customer Satisfaction (CS) at a 10% level of significance. Hence, hypothesis 2 is also accepted. Comfort (C) has a beta value of 0.622 and a t-value of 3.456, meaning that C has a positive and significant connection with Customer Satisfaction (CS) at the 1% significance level. Therefore, hypothesis 3 is also supported.

In this research, all three hypotheses were accepted. As a result, in Malaysia, Customer Satisfaction (CS) with public transportation services is most likely to be influenced by Service Quality (SQ). It is followed by Safety (S), which might potentially have an impact on how satisfied Malaysians are with their public transport services. Comfort (C), the third most powerful variable, has the potential to have a big impact on how satisfied Malaysians are with their public transportations system. The conclusion of the hypothesis is summarised in Table 4.

Table 4: Results of multiple regression analyses

Independent Variables	Dependent Variable – Customer Satisfaction (CS)	
	Beta	t-value / p-value
Service Quality (SQ)	0.640	3.553***
Safety (S)	0.280	1.809*
Comfort (C)	0.622	3.456***
R square	0.436	
R square change	0.420	
Durbin–Watson	1.775	
Significance of model, p	26.810***	

**p<0.1, **p<0.05, ***p<0.01*

DISCUSSION

Service quality has a significant and positive impact on the customer satisfaction towards public transport services among the youth users. The result is aligned with Chuenyindee et al. (2022) & Nguyen (2019). Due to the fact that service quality is one of the important aspects, improvement in service quality of public transportation could enhance the customer satisfaction. The public transport company should establish a public transportation application which updates every route and the time of public transport arriving at every station accurately and regularly that allows users to conveniently track it without rushing for the public transport and implement the purchase of tickets of the public transport system in the application to prevent the issue of system down. In addition, the companies also could increase the development of public transportation in urban areas to prevent the overcrowded issue during the journey. Moreover, those companies should provide employees training such as smiling at every customer or proactively provide the additional services to those customers who are unable to move freely or elderly customers politely to increase their customer satisfaction during the enjoyment of riding the public transport.

Safety has a significant and positive influence on the customer satisfaction towards public transport services among the younger generation. The result is aligned with the previous studies that were conducted by the researchers Idlan & Jaafar (2021), Yi et al. (2018) and Ingvardson & Nielsen (2019). The public transport company can install the top-notch surveillance cameras, CCTV and alarms in the public transport to ensure the safety of the passengers. The company additionally can unify their security system by merging the disjointed technologies into a unified security platform in order to speed up the response. All the alarms are synched on real time to the video so that the operators can make decisions within a short time in response to the criminal cases that are happening related to the public transport. With the implementation of surveillance systems, the occurrence of criminal cases will be reduced and passengers will be willing to use the public transport if their safety can be assured.

Comfort has a significant and positive influence on the customer satisfaction towards public transport services among generation Y and Z. The result is aligned with Invardson & Nielson (2019) and Okoth (2017). As usual the users complain that the facilities in the public transport are not comfortable enough, which makes them unsatisfied during the whole travel time. Comfort is one of the important aspects during travel time. Therefore, instead of maintaining the current situation, making improvement in the comfort area is important, and can change the satisfaction level of the customers. Being crowded is one of the issues faced by customers using the public transport. Hence, controlling passenger numbers or increasing space of the public transport is necessary. Rearranging the schedule based on the time of the day such as the peak hour at morning to work, lunch time, and after office hours can also be done. For example, public transport can depend on the demand of the users to modify the schedule by reducing the waiting time for the next trip. Besides, improving the comfort by repairing the seats of the public transport can prevent consumers from feeling uncomfortable during the entire trip.

LIMITATIONS

There are several constraints and limitations that have occurred during this study. The first limitation is the respondents are based on the northern region of Malaysia even though this study is open for every Malaysian. Aside from that, one of the limitations is no funding provided when conducting this study. Researchers could only use the SPSS software to analyse the entire test. Other than this, due to the fact that no funding was provided, researchers were unable to undertake the qualitative research such as conducting the interview session and search for the potential respondents for this study. Moreover, a small sample size is also one of the limitations when conducting this research. The responses collected in this study are only108 in total. The small sample size is unable to represent the whole population of Malaysia.

SUGGESTIONS

Based on the study, there are some recommendations for researchers to make further improvement in conducting their research in the future. First and foremost, future researchers are recommended to conduct the research across Malaysia instead of just focusing on the northern region of Malaysia to obtain detailed information and data. Secondly, the further researchers are recommended to search for sponsorship when undertaking the research. The future researchers could search for some public transportation companies or government agencies to get sponsorship to support the research. In addition, the researchers are suggested to utilise the qualitative research to conduct interviews to obtain additional and more detailed responses from the respondents. Respondents can voice out their own opinions and their thoughts instead of replying to predefined factors. Finally, future research can increase the sample size to 300-400 while conducting a similar study.

CONCLUSION

To conclude, the aim of this research is to study the drivers that influence the customer satisfaction towards the public transport services in Malaysia. Recently, the reviews of public transport are getting negative year by year. Users are often complaining about the facilities, service quality or other factors that caused them dissatisfaction during their trip with the public transport. In order to study the reason that customers are unsatisfied, this study is conducted to understand the perceptions of the customers and also the review of public transport. The quantitative method is used by researchers to collect the data from the respondents. A survey was carried out using a Google Form and it was distributed to the respondents online via various social media channels, such as Meta, Instagram, Whatsapp, Wechat and so on. This research indicates that service quality, safety and comfort have a significant positive relationship towards the customer satisfaction of public transport. All of the variables mentioned above would directly impact the satisfaction of the customers during the travel with the public transport. In order to improve the customer satisfaction towards public transport, several implications and advice are provided by the researchers. For example, in order to improve the service quality towards the public transport, providing training to the staff is necessary to ensure the customers are satisfied with the services within the public transport. Therefore, customers are willing to travel by public transport. Safety and security systems such as top notch surveillance systems should be implemented in public transport. This can let the passengers to have a sense of safety when they are on board the public transport by reducing their worries on the occurrence of criminal cases such as theft, vandalism and sexual harassment. In terms of comfort, the public transport company should regularly check and repair the facilities on the public transport if there is any damage to the facilities. This is because the old facilities is one of the biggest factors that lead customers to feel uncomfortable during the entire trip on the public transport. Hence, improvement of the comfort level is important to be carried out.

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The Intention of Han Chiang University College of Communication Students to Use Grab Food Application

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Abstract: Technology is a tool that human beings will have to live with, adapt to, and accept as a fact that nothing is permanent and that changes are constant. As modern technology is evolving fast every day, food delivery applications have been upgraded and individuals now have the privilege to make an order right away with the availability of the application installed in advanced mobile phones along with stable network connectivity. Even though the existing Grab Food application has been introduced to the market, not every individual prefers to use it, although there are still individuals who love using the application. Therefore, the researcher would like to conduct a study to look into the relationship between the intentions of Han Chiang University College of Communication (HCUC) students to use the Grab Food application. HCUC students exhibit four independents: ease of use, social influence, price, satisfaction, and loyalty. Similarly, this study employs a quantitative approach, focusing on 100 respondents from the HCUC ranging in age from 18 to 23 years old. Besides, the researcher has the opportunity to determine the factors affecting the intention and obtain a clearer picture of this issue. Furthermore, the information that was collected via a questionnaire that was sent through Google Forms as an online questionnaire was successfully sent to the respondent. In addition, the Statistical Package for Social Science (SPSS) was used to analyse the data collected. Finally, this research helps future researchers, the government, and other organisations to have a better understanding of

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students' real intentions behind their usage of the Grab Food application based on several factors.

Keywords: Grab Food, students' intention, social influence, factor affecting.

INTRODUCTION

Living in this modern era, the advancement of technology has been developing quickly, which provides convenience to people from all walks of life. According to Business Mole (2020), the growth and development of technology have indeed contributed to better communication and allowed transactions to be made through online platforms without the need to visit a physical store for purchasing purposes. Business Mole (2020) also added that technology also allows businesses to be advertised easily with better accessibility to multiple online platforms and is cost-effective as well in order to reach a wider target audience as long as the right and appropriate methods are used. During the COVID-19 pandemic, which affected the global economy, food delivery platforms flourished due to the restrictions and prohibitions against leaving home to obtain daily necessities such as groceries and meals. Based on a write-up by Wetzler (2021), the growth of the delivery platform has been tremendous over the past 2 years during the lockdown as it provided convenience to people due to the demand and the increasing rate of online users from day to day. Moreover, food delivery applications are still on the rise, as worldwide introductions of nourishment conveyance apps expanded by 25% in 2020 compared to 2019 and are up by 21% in 2021. Looking at APAC, introductions were indeed more noteworthy, expanding by 37%, topped off by an extra 6% this year. On the other hand, in North America, the 2020 boost hit 30% and is up another 10% in 2021. In comparison to other districts, EMEA saw the slightest development in 2020 with a 12% increment, but advertising is booming in 2021, up 37% this year so far. Furthermore, the rate of food delivery application sessions being utilised by online users has been soaring as well between 2019 and 2021. As the rate of installation and sessions of using food delivery platforms has been increasing, this has contributed to an increment in the average session lengths of food delivery platforms, which has clearly shown a steady incline in every region globally.

In general, it is easily understandable that when the demand for food delivery platforms increases, the number of competitors in this field will increase as well. According to Kramer (2019), the law of supply and request is a financial hypothesis that clarifies how supply and request are related to each other and how that relationship influences the cost of merchandise and administration. Additionally, it is an essential financial rule that when supply exceeds demand for a good or service, costs drop. Therefore, the increment in demand for food delivery platforms will result in many newly established companies joining the competitive market to fulfil the demand as well as compete with those existing food delivery platforms. As a matter of fact, there are plenty of food delivery platforms in Malaysia such as Grab Food, Foodpanda, Shopee Food, Air Asia Food, EASI (Hungry), Bungkusit, DeliverEat, LOLOL, GemSpot, Beep Delivery, Tapau, and OdaMakan. According to Yellow Bees (2021), based on Google Play applications that were installed by users, it has been shown that Grab Food, Foodpanda, and Shopee Food are among the top 3 most-installed food delivery applications across all platforms.

According to Grab (2022b), Grab Holdings Inc. is a technology company based in Singapore. Initially starting off as a taxi-hailing service in Malaysia, Grab Holdings has expanded into providing numerous consumer services. Grab (2022b) also added that the company was founded by Anthony Tan, who possesses an economics degree from the University of Chicago as well as a master’s from Harvard Business School, and Ling Tan, who has a mechanical engineering degree from Bath University. Both had extensive work experience before founding Grab, including working for McKinsey and Salesforce.

The company is set to go public in the U.S. market sometime in 2021. Besides, Grab has become Southeast Asia’s most valuable start-up, with a valuation of $16 billion. Based on a write-up by Success Story (2021), Grab is dominating Southeast Asia, which comprises several countries such as Malaysia, Thailand, Vietnam, Singapore, the Philippines, and Indonesia. Even with the coronavirus causing governments to temporarily shut down ride-hailing services, Grab’s fleet of around three million drivers took over. The company intends to merge with a New York-listed special purpose acquisition company (SPAC) controlled by Altimeter Capital Management with the merger expected to raise $4.5 billion in cash. Furthermore, the company employs around 32,000 employees who comprise both corporate office workers and drivers (Success Story, 2021). In addition to the previous statement, the global ride-hailing market was valued at $36.4 million in 2017 and is projected to grow 16.5% by 2025. Uber, Didi Chuxing, Lyft, and Grab are projected to maintain their status as the world’s largest ride-hailing companies, but not without some changes that need to be made. Moreover, these include continued investments in artificial intelligence (AI) as well as integration into other services. GrabBike was rolled out in Vietnam and Indonesia, and GrabCar+, which was rebranded as GrabCar Premium, was launched in the Philippines. Success Story (2021) stated that Grab Food was introduced in the year 2018, and in January 2021, the company’s financial arm Grab Financial Group managed to raise $300 million from South Korea-based Hanwha Asset Management. Grab has seen exponential growth in the past few years but is facing stiff competition from other ride-hailing companies. In short, the company specifically reported significant growth during the third quarter of 2020 where 50 percent of its revenue came from its food business (Success Story, 2021).

Advancement of technology has been developing rapidly which provides convenience and satisfaction to people from all walks of life. According to Wuckert (2021), technology has been providing way too many benefits to human beings such as healthcare, daily communication platform and education. Wuckert (2021) added that this will result in human beings being too dependent on technology which will further affect their rate of productivity regardless of their personal or working lives. So, in relation to the current situation in Malaysia, which is related to the topic of this study, Grab Food has been one of the top leading food delivery platforms among other competitors ever since the pandemic occurred back in the year 2020.

Grab (2022a) mentioned that the pandemic affected the global economy, especially the food and beverage industry, as people were not able to dine in at any food stalls or restaurants which became an opportunity for Grab Food to utilise to expand their business. So, the existence of food delivery platforms has been functional and has come in handy to tackle this issue of assisting food merchants in allowing customers to make orders and deliver them to their doorstep due to the restrictions of dining in. In addition to the previous statement, Grab Food has been growing and expanding its business swiftly across Southeast Asian countries, which shows an incline in comparison to its initial position back in the year 2018, which was its establishment year. Based on the previous statement, it has been clearly shown that Grab Food demand has increased in the midst of the pandemic and after the pandemic in comparison to the situation before the pandemic occurred. Although there are a lot of competitors in the food delivery platform market due to the high demand, Grab Food still maintains its status and preferences among the public due to its credibility and reputation.

Hicks (2021) mentioned that even though Grab Food prices might not be as low or as affordable in comparison to their direct competitors, Food Panda, Grab Food stands out in terms of their reliability as well as the selection which was acknowledged by customers' experiences using the Grab Food application. WHERE2LIFE (2021) stated that the Grab Food trend has shown a significant positive trend which has great potential for the food delivery platform in the long run. As a result, the majority of individuals have begun to adapt and adopt by normalising and using food delivery platforms such as Grab Food which are convenient and time-saving for consumers. Based on a report, it has been shown that approximately 87% of individuals would repeat their actions by using Grab Food as their food delivery platform due to the benefits of convenience (Tang, 2021).

Additionally, when this practise prolongs, individuals might become too reliable to Grab Food without self-consciousness or awareness towards this behaviour. As a result, individuals will gradually become idle and dependent on technology, which will further result in negative consequences. According to Reporter (2019), the presence and development of technology have affected human lifestyles, whereas the physical visit to stores for errands is no longer needed and requests can be made in seconds with the usage of advanced mobile devices based on an individual's intention. As a matter of fact, the number of users using Grab Food is high which also contributes towards the success and growth of Grab Food up until today which manages to surpass Grab e-hailing services in terms of Grab quarterly revenue breakdown statistics. Besides, the number of users using Grab Food can be evaluated based on the average value index not only in Malaysia but other Asian countries such as Indonesia, Thailand, Singapore, and Vietnam.

The objective is to investigate and recognize how ease of use, social influence, price, as well as satisfaction, and loyalty influences HCUC students to use Grab Food. This study also examines the determinants of the student's use of Grab Food and their acceptance of the app. This study also to see how this grab application makes it easier for students to buy food and also to study what are the factors that cause them to use this application daily. This study is also to see to what extent this application is an option for students.

LITERATURE REVIEW

Intention refers to a type of behaviour or action being done by an individual to opt for a payment for an exchange with items which is related to the system (Brown and Venkatesh, 2005). According to Ajzen (1985), consumers' behaviour in purchasing factors can be evaluated based on their personal intention which relates back to behavioural intention because the term, "Intention" can be considered a vital factor to influence or affect an individual's behaviour. In addition to the previous statement, this will identify the willingness, personal determination and effort in successful engagement with the behaviour (Ajzen, 1985). According to Ghajargar et al. (2016), the demand for food delivery platforms increases due to the current existing online shopping behaviour being practiced among customers as well as the pandemic has been another factor that contributes to the growth of food delivery platforms, especially among University students. As a matter of fact, the majority of businesses have ventured into online business which included food delivery platforms which can be considered the new normal in modern society. Thus, the intention of using Grab Food refers to an individual who has the intention to decide on which platform to utilize without direct orders but the willingness to do so based on several factors (Yeo et al., 2017).

The intention is applicable to the utilization of Grab Food because it requires an individual's willingness and self-consciousness to conduct an action without forcing or direct orders from anyone. Besides, an individual's intention to use Grab Food can be evaluated based on their initial thoughts and personal perception on certain occasions. For instance, a Grab Food user uses Grab Food application to order delivery from a food merchant due to hectic working life and the convenience of Grab Food to ease the customer's burden when it comes to grabbing a meal while focusing on the work progress. In another example, some individuals have the intention to use Grab Food application due to personal preferences in terms of the safety of the application without much concern about fraud or scams. This has indirectly contributed to the high credibility and reputation of Grab Food in the eyes of the public. Therefore, Grab Food should always prioritize looking for improvements and providing better services to the public in order to remain its image while competing with its competitors in this highly demanding and competitive market. On the contrary, failure to do so might result in allowing Grab Food's competitors to have the advantage to draw a certain percentage of Grab Food's loyal customers over to their side due to several preventable factors such as minor application bugs and thorough application services. These initiatives are important because it will determine if customers are satisfied with Grab Food overall user experience in the long run. For instance, if Grab Food always has issues such as application down or transaction failure which will eventually affect customers' experiences, this will result in complaints and dissatisfaction among customers which will further affect Grab Food image through the word-of-mouth advertising method among friends and families in the community. In short, it is important for Grab Food to acknowledge their customer's Intention to use Grab Food at all times by making a short analysis or research over time to obtain feedback and comments on the current performance of Grab Food.

Ease of Use

Use refers to a term whereby it can be easily recognizable, understandable and simple understanding by an individual (Rogers, 1962). Besides, Ease of Use does not cause complications and it is straightforward which clarifies better understanding for communication and interaction purposes (Zeithaml et al., 2002). Davis et al. (1989) explained that Ease of Use can be utilized and acknowledged when fellow respondents use new technology with simple directions given with minimum attempt along with a low difficulty level in terms of execution. According to Cho & Sagynov (2015), individuals will find it easily adaptable when a new technology has been introduced as long as the application of the technology is simple and easy to use. In short, Ease of Use occurs when respondents can evaluate based on their personal experiences with the advancement of technology presence which could potentially be assessed through the advantages provided.

SOCIAL INFLUENCE

Social Influence refers to an action that has the capability in affecting an individual's perception in relation to a behavior. Based on research by Venkatesh et al. (2003), the term social influence is effective when it comes to persuasive and convincing purposes due to the relationship with subjective norms, both internal and external environmental factors. Relating this study's theoretical approach which is the Technology of the Acceptance Model also known as TAM explains social influence including subjective standards, does not successfully foresee, in particular for an intentional setting (Venkatesh and Davis, 2000). According to Barkhi and Wallace (2007), social influence also has a connection to peer influence as it serves as an intimate relationship between both terms which has similar meaning and correlation purposes that will be able to affect customer's behaviours and attitudes towards the purchasing decision. Besides, Kim et al. (2009) further explained that subjective norm subjectively provides impact an individual's behaviours toward the intention of HCUC students to use Grab Food.

PRICE

Price refers to a type of value that is possessive and inter-exchangeable for products or services being offered in the market (Nagle et al., 2010). The price factor can be considered one of the most important factors which could potentially affect their intention to purchase due to their capabilities without an income (Darke et al., 1995). Moreover, university students could save on petrol costs by opting for food delivery platforms and there might be a special promotion that could help university students to save more on their expenses (Goh et al., 2017). Furthermore, the presence of a food delivery platform does not only help university students to minimize their expenses because food delivery platforms such as Grab Food will be able to reach a wide range of geographical locations based on the address attached during the ordering process through Grab Food application. Moreover, the prices being charged in physical stores are much likely higher compared to the food delivery platform due to the service ta implemented by the government which consists of a 10% service charge and a 6% service tax for dine-in purposes. According to Yeo et al. (2017), food delivery platforms such as Grab Food will not include any additional charges which were initially required by the food merchant. Therefore, university students will be benefits from paying those additional charges if chooses a food delivery platform as the price will always be one of the factors to be taken into consideration despite the university students' budget and expenses.

SATISFACTION AND LOYALTY

Satisfaction refers to an individual's overall contented and pleased feeling towards a particular brand, existing products, or services available in the market (DeFranzo, 2013). On the other hand, DeFranzo (2013) also mentioned that loyalty can be considered as an individual who has a great perception and impression towards a brand or trademark which will affect the customer to repeat purchase and return visit for future purposes. Picon et al. (2014) stated that there is a direct relationship between satisfaction and loyalty. An application that is being installed and downloaded by a high number of customers signifies the level of satisfaction among customers (Xu et al., 2015). According to Lambin et al. (2007), loyalty will be earned when customers are satisfied with a brand or products and services value as this will ensure the customer sticks to a particular brand instead of switching to the brand's competitors. Satisfaction and loyalty in a customer will lead to a long-lasting commitment towards a specific brand, product or service and further result in positive indirect advertising to their peer influence regarding the benefits and positive traits of it (Chang et al., 2009).

TECHNOLOGY OF ACCEPTANCE MODEL (1989)

Technology of Acceptance Model (Davis et al., 1989) also known as (TAM) is suitable to be utilized in this study because it refers to an existing intention related to human behaviour in order to acknowledge the presence of new technology and acceptance takes place at the end of the day. Charness and Boot (2016) explained that this theory is one of the most effective models to be utilized when it comes to technology acceptance and relation because it has the capability to persuade and convince an individual's perception and behaviour to accept or adapt to a newly introduced technology. On the other hand, TAM can be applicable when necessary because it relates to a situation whereby it only provides basic knowledge and information needed by individuals to perceive when it comes to personal perception towards a particular system (Mathieson, 1991). In short, this model will be able to identify the level of acceptance of adaptation from individuals regarding their personal preferences or perception towards a newly introduced technology. Besides, TAM is useful for this study because it correlates with this research's independent variables such as the ease of use, social influence, price, satisfaction and loyalty toward identifying HCUC students' intention to use Grab Food application.

RESEARCH METHOD

The researcher utilizes quantitative research which is the right and appropriate research method for this topic which is the intention of HCUC students to use Grab Food application by obtaining data and information from respective respondents. The questionnaire which is also known as the survey which used as the main instrument in this research. The questionnaire of this research consists of 6 different sections which consist of the demographic, dependent variable and 4 independent variables respectively. Section A refers to the demographic part which comprises personal information of the respondents such as respondents' age, gender and the frequency of respondents uses Grab Food application. Moving on to the following sections which are s ection B to Section E will be the independent variable (IV) of this research, ease of use (EOU), social influence (SI), Price (P), as well as satisfaction and loyalty (SL).

Lastly will be the dependent variable (DV) of this research which is intention (I) that is situated in section F of the questionnaire. Each section in the questionnaire will be allocated with 6 questions and only 3 questions for dependent variables respectively. Besides, Section A will be based on multiple choice questions where the respondents are able to choose the most appropriate answer based on personal perception and preferences. As for Section B to Section F, there will be a Likert scale method from (1) Strongly disagree; (2) Disagree; (3) Neutral; (4) Agree; (5) Strongly agree. The simple random sampling is most suitable to be utilised in this research. This is because each element from HCUC students from the target population will be given an equal chance and opportunity to be selected which will further reduce the chances of biases in a study. Moreover, the advantages of using simple random sampling which is the representative of the group are easily obtainable, and detailed knowledge of the population is not required.

This research mainly focuses on students from Han Chiang University College School of Communication and Media also known as HCUC in Penang, Malaysia. The unit of analysis is HCUC students who are the users of Grab Food service living in the Penang of Malaysia, and they are the targeted population in this study. The total enrolment of students with diplomas, foundation, degrees from the business school, Chinese studies, multimedia, and communication has accumulated up to 600 students in the year 2022. A questionnaire will be distributed by Google survey form to 100 target respondents in Han Chiang University College which is also equivalent to 10% of the total population of students in HCUC.

The data analysis method is mainly to analyse the data or the research in order to achieve the objective that set. Thus, the researchers have used the Statistical Package for Social Science (SPSS) statistics version 27 to analyse the data that have been collected.

DATA ANALYSIS

This chapter will present the research finding and analysis of the data collected through the survey questionnaires.

RESPOND RATE

Table 1 presents the total number of questionnaires distributed through the online platform. There was a total of 100 sets of questionnaires given out among students at HCUC, Penang. Thus, a total of 100 sets of questionnaires were successfully collected back. Besides, this indicated that the response rate contributed to 100% of this research. From the collected questionnaires, 100 sets of questionnaires were usable.

Table 1: Total Number of Questionnaires

No.	Description	Results
1	Number of questionnaires distributed	100%
2	Number of questionnaires collected back	100%
3	Usable questionnaires	100%
4	Response rate	100%
5	Number of questionnaires used for analysis	100%

CONTENT VALIDITY

All components of the structure are represented in the content validity evaluation test. A test, survey, or measuring method's content must include all important portions of the subject that it is designed to assess in order to yield valid findings. If specific components of the measurement are neglected or irrelevant aspects are added, the measurement's validity is jeopardized.

According to Lewis et al. (2015), content validity is the process of reviewing a new survey instrument to ensure that it has all relevant items and eliminates non-essential questions for a particular idea domain. Researchers are primarily interested in determining whether content validity generates effective and relevant results and supports the research's goals. The general goal of this research is to determine the factors that affect HCUC students in using Grab Food application.

The content validity questionnaire for this study was created using a five-point scale; (1) strongly disagree; (2) disagree; (3) neutral; (4) agree;

and (5) strongly agree. Later on, the questionnaire was given out to the students at HCUC, Penang respectively. Respondents' evaluations of the content validity questionnaire were also followed up on by the researchers.

FREQUENCY ANALYSIS

Table 2 showed the statistics of demographic variables based on mean, standard deviation, minimum, and maximum. Table 4.3(a) showed the research's minimum, maximum, mean, and standard deviation for the demographic variables. All of the variables' mean values ranged from 1.2000 to 3.1800. Gender, age and how frequently do you utilize Grab Food Application have corresponding mean values of 1.5300, 1.2000 and 3.1800 respectively. Furthermore, these demographic variables have standard deviations 0.50161, 0.40202 and 0.92529 where the standard deviation for how frequently you utilize Grab Food Application has the highest value with a score of 0.92529, as shown in Table 4.3(a). On the other hand, age ranked as the lowest standard deviation with a score of 0.40202.

Table 2: Statistics of Demographic

	Variables	**Gender**	**Age**	**How frequently do you utilize Grab Food Application?**
N	Valid	100	100	100
	Missing	0	0	0
	Mean	1.5300	1.2000	3.1800
	Std. Deviation	.50161	.40202	.92529
	Minimum	1.00	1.00	1.00
	Maximum	2.00	2.00	4.00

DESCRIPTIVE ANALYSIS

Meanwhile, Table 3 showed the frequency analysis of a total of 100 respondents from the data in the demographic section which consists of gender, age, and how frequently do you utilize Grab Food Application.

By referring to Table 3, the questionnaire results showed a total number of 100 respondents which were divided into 47% male respondents and 53% female respondents. Therefore, it can be seen from 3 that the female respondents are more than male respondents which does not achieve gender balance perfectly. The highest percentage of respondents ranging from 18 to 23 years old at 80% followed by 24 years old to 29 years old at 20%. The descriptive analysis evaluates how statistics like means, standard deviation (SD), minimum, and maximum were calculated for independent and dependent variables in the study. On a five-point Likert scale, all of the variables have been tapped. Similarly, the scales of ‘1’ point for strongly disagree, ‘2’ points for disagree, ‘3’ points for neutral, ‘4’ points for agree, and ‘5’ points for strongly agree.

Table 3: Frequency of Respondents

Source	**Variable**	**Frequency**	**Percentage (%)**
Gender	Male	47	47
	Female	53	53
Total		100	100
Age	18-23 years old	80	80
	24-29 years old	20	20
Total		100	100
How frequent do you utilize Grab Food Application	Everyday	6	6
	3 days a week	17	17
	Once a week	30	40
	Once a month	47	47
Total		100	100

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Table 4 showed the research’s minimum, maximum, mean, and standard deviation for each variable. All of the variables’ mean values ranged from 3.6300 to 4.4467. Intention (DV), ease of use (IV1), social influence (IV2), price (IV3), and satisfaction and loyalty (IV4) have corresponding mean values of 4.4467, 4.4167, 3.9067, 3.6300 and 3.9800. The intention had the greatest mean value in this survey, whereas the price had the lowest. It has been revealed that HCUC students have great intention in using Grab Food application in relation to the ease-of-use factor. These variables have standard deviations of 0.49514, 0.56730, 0.80832, 0.95804, and 0.75926, respectively. The standard deviation for the price has the highest value, with a score of 0.95804, as shown in Table 4.

Table 4: Results of Descriptive Analysis for DV and IV’s

Variables	**N**	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
IV1: Ease of Use	100	2.00	5.00	4.4167	.56730
IV2: Social Influence	100	2.00	5.00	3.9067	.80832
IV3: Price	100	1.33	5.00	3.6300	.95804
IV4: Satisfaction & Loyalty	100	2.00	5.00	3.9800	.75926
DV: Intention	100	3.00	5.00	4.4467	.49514

Note. (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly agree

Reliability Analysis

The scales for the variables were determined using Cronbach’s Alpha reliability coefficient. Using the factor analysis process in SPSS, Cronbach’s Alpha was calculated. An item-to-total correlation assessment is used to determine the instruments' internal consistency. The Cronbach's Alpha coefficient (α) ranges from 0 to 1, with the greatest alpha value denoting good reliability. Within an acceptable range, Cronbach's standardized alpha coefficients that are less than 0.60 are poor. If the alpha value is more than or equal to 0.60, the elements are regarded suspect and could be merged in a scale. For social scientific research, an alpha value of 0.60 to 0.70 is considered acceptable, while Cronbach's standardized alpha coefficient of 0.70 to 0.80 is considered good. It is considered excellent if it is between 0.80 to 0.95 (Sekaran & Bougie, 2010).

Table 5: Results of Reliability Test

Variables	**Number of Items**	**Cronbach's Alpha**	**Remarks**
DV: Intention	3	.728	Good
IV1: Ease of Use	3	.727	Good
IV2: Social Influence	3	.726	Good
IV3: Price	3	.734	Good
IV4: Satisfaction & Loyalty	3	.733	Good

The Cronbach's Alpha of the dependent variable in this study is 0.728, as seen in Table 5. As a result, the intention's reliability is considered good. Additionally, the alpha value for independent variables in this research is within acceptable bounds which falls into the range of coefficient alpha rate at 0.70 to 0.80. Four components in the research such as ease of use, social influence, price and satisfaction and loyalty were subjected to reliability tests. The value of Cronbach's Alpha for independent variables such as ease of use, social influence, price and satisfaction and loyalty were 0.727, 0.726, 0.734 and 0.733, which is within the acceptable range of good reliability. As a result, all variables are suitable for future investigation.

CORRELATION ANALYSIS

The correlation analysis is performed to determine the strength of the relationship between the variables in the study. To put it another way, in Pearson Correlation, the interrelationships between the variables were investigated using correlation. The stronger the degree of linkage, the higher the correlation coefficient, which can be positive or negative depending on the direction of the relationship between variables. A two-tailed test of significance was used for the bivariate correlation procedure, which was shown to be significant at the p = 0.01 level.

Table 6: Pearson Inter-correlation of the Variables

Variables	**DV**	**IV1**	**IV2**	**IV3**	**IV4**
DV: Intention	1				
IV1: Ease of Use	.589**	1			
IV2: Social Influence	.349**	.355**	1		
IV3: Price	.326**	.322**	.416**	1	
IV4: Satisfaction & Loyalty	.487**	.379**	.558*	.582**	1

**. Correlation is significant at the 0.01 level (2-tailed).

The researchers were aided in selecting the optimum independent variables by the correlation coefficient. The higher the correlation coefficient, the more accurate the prediction and the stronger the link between correlated variables. According to Table 6, among the other independent variables, ease of use had the strongest linkage and positive link with intention, with a correlation coefficient value of 0.589, indicating a moderate association. Next, with values of 0.349, 0.326, and 0.487, social influence, price and satisfaction and loyalty indicated a relatively strong and positive association with the intention to use Grab Food application.

REGRESSION ANALYSIS

Multiple regression analyses are used to see if the independent factors can predict the dependent variable. The F statistic is used to see if there is a statistically significant association between two variables. R squared (R2) is used to see how powerful a set of independent factors is at influencing the dependent variable, whereas Beta weight is used to see which independent variables have the most impact on the dependent variable. At $p < 0.05$ and $p < 0.01$, hypotheses testing using power analysis will establish the amount of acceptance or rejection of the hypotheses (Cooper & Schindler, 2001).

Table 7: Results of Regression Analysis

Variables	**β**	**t**	**p**	**R^2**	**$R^2\Delta$**	**F**
dv				.655[a]	.429	17.808
IV1	.411	5.489	<.001			
IV2	.010	.164	.870			
IV3	-.005	-.101	.920			
IV4	.199	2.853	.005			
*p < 0.05						

Table 7 shows the results of a multiple regression analysis of the four determinants of intention to use Grab Food application (ease of use, social influence, price and satisfaction and loyalty). Based on Table 8, the R2 for the model is 0.655 while the value of F is equal to 17.808. In this case, the larger the F value, the more the model is considered as good and well fit. Also, there was a significant effect of ease of use towards the intention to use Grab Food application ($p < .001$) where the value of significance is below 0.05. Furthermore, the regression analysis found that social influence and price are not significantly related to intention as ($p = 0.870$) and ($p = 0.920$) where the value is above 0.05. Next, satisfaction and loyalty as the last independent variable ($p = 0.005$) are at a significant value that is below 0.05.

FOUR INDEPENDENT VARIABLES

Based on research conducted by the researcher in finding out if there is a positive relationship between the ease of use, social influence, price, satisfaction and loyalty and the intention to use Grab Food application. According to the results that were obtained by the researcher, it has been found that both the independent variables, ease of you and satisfaction and loyalty have a strong relationship with the dependent variable, intention while both of the remaining two independent variables, social influence and price have a weak relationship with the dependant variable, intention based on the data achieved in table 8.

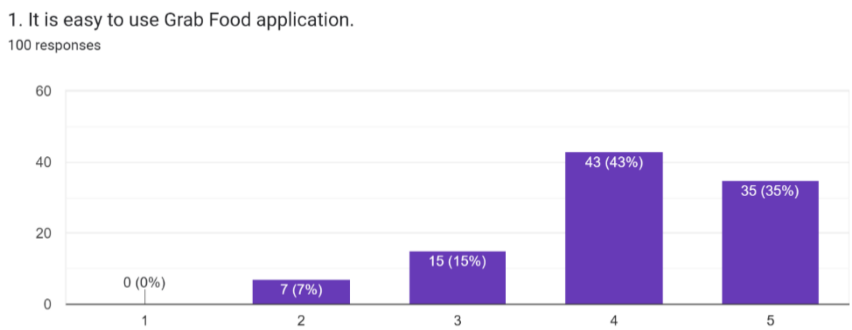

Figure 1: It is easy to use Grab Food application

Moving towards the first factor which is the ease of use. Ease of use can be a vital factor when it comes to affecting respondents' decision whether to use an application such as Grab Food application because complexity and complications have high possibilities of reducing the interest of users. On the other hand, a simple yet easy-to-use application might actually draw interest from respondents in initiating the effort in using the application without much persuasive effort needed to be made. Therefore, this factor, ease of use can be considered one of the important factors in crucial situations to determine the effectiveness and usefulness with the intention to use Grab Food application in this study. According to the results obtained in figure 1 from the questionnaire which was filled in by target respondents, there were three questions designated in the ease-of-use section and among the three questions, one of the questions was, "It is easy to use Grab Food application." Among the 100 respondents, a total of 43% of respondents which is equivalent to 43 respondents agreed and strongly agreed that it is easy to use Grab Food application while another 35 respondents strongly agree with this statement which further accumulate up to 78 respondents. On the contrary, a small minority of 7 respondents disagree with this statement. In general, the ease-of-use factor was able to affect the respondent's intention in using Grab Food application.

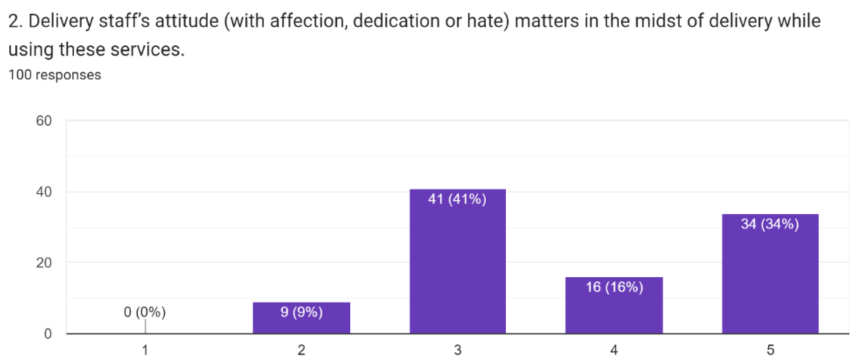

Figure 2: Delivery staff's attitude (with affection, dedication or hate) matters in the midst of delivery while using these services

The second factor is social influence. Social influence is another factor that potentially affects an individual's action or perception based on peer influence or environmental changes regardless of the severity of the impact. Besides, social influence has the ability to persuade or convince an individual based on the information or speech to condone a behaviour. Thus, social influence is one of the factors affecting HCUC students' intention to use Grab Food application in this study. Based on the results obtained in Figure 2 from the questionnaire, there were also three questions designed for this factor and one of the questions was, "Delivery staff's attitude (with affection, dedication or hate) matters in the midst of delivery while using these services." Among the 100 respondents who filled in the questionnaire, a majority of 41 respondents which was equivalent to 41% provided a neutral stance which signifies that there were some respondents who perceive that this statement has the capability I influencing their intention to use Grab Food application while there were also some respondents who provided their viewpoints by saying that this statement might not necessarily affect their intention to use Grab Food application. Even though there were a total number of 34 respondents who strongly agree with this statement while a handful of 9 respondents disagree with this statement. In general, the social influence factor has not had much impact on the respondent's intention to use Grab Food application.

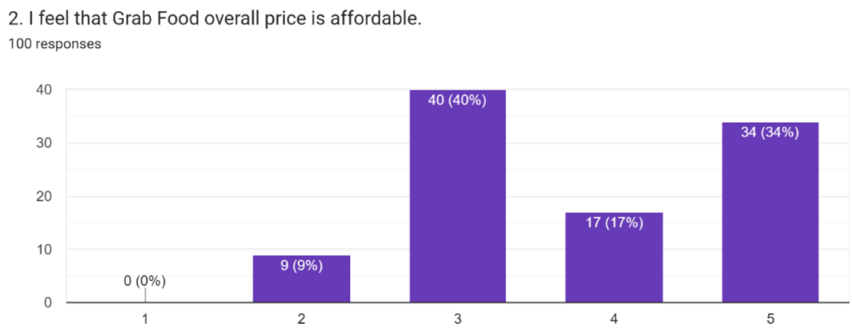

Figure 3: I feel that Grab Food overall price is affordable

The third independent variable which is also the third factor of this study is price. Price plays an important role in shaping an individual's purchasing decision as it varies according to the financial stability of the country, the individual and the current situation of the monetary value in terms of the economic state. In short, the price can be considered as a determining factor to affect the respondent's intention to use Grab Food application in the long run. According to the results from figure 3 from the questionnaire, the researcher designed three different questions and one of the questions was, "I feel that Grab Food overall price is affordable." A total percentage of 40% which is similar to 40 among 100 respondents who filled up this questionnaire provided their neutral stance in this statement. In addition to the previous statement, it can be seen that the result obtained by the researcher signifies that there were some respondents who perceived that Grab Food overall price is affordable while there were also some respondents who felt that Grab Food overall price might not be affordable. As this subject matters accordingly fully based on a person's income level and understanding of the term, price. For instance, a newly introduced subway oblong bun cost around RM10 on Grab Food application. Some users might feel that this price is not worth the portion while some might consider it affordable. Thus, every respondent perceives things differently and it differs from each other.

Moreover, a total number of 34 target respondents did strongly agree with this statement while a minority of 9 respondents disagreed with this statement. In summary, the price factor might not provide an effective or direct contribution toward the respondent's intention to use Grab Food application.

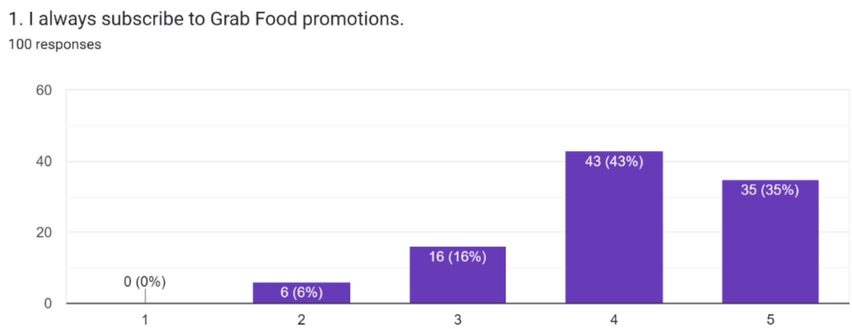

Figure 4: I always subscribe to Grab Food promotions

The fourth independent variable also known as the fourth factor which affects the intention of the respondent to use Grab Food application is satisfaction and loyalty. Satisfaction and loyalty refer to the feeling of pleasure and contentment which directly obtain an individual's loyalty. On the contrary, if an individual is not happy with a particular service and this will result in dissatisfaction occur and repetition of visits or purchases will not likely happen. Therefore, this factor is important as it has the ability to affect the respondent's intention to use Grab Food application. According to the results obtained in figure 4 from the questionnaire, the researcher also designs three questions for this factor and one of the questions was, "I always subscribe to Grab Food promotions." A total percentage of 78% which equals 78 respondents both agreed and strongly agreed with this statement which brings the meaning of the majority of the target respondents were satisfied and will remain as Grab Food users by showing loyalty. In relation to the previous explanation, this result also shows that Grab Food is doing a great job as the target respondents were satisfied and contented which is further proven by the selection of a linear scale that was rated by the respondents. Additionally, only 6 target respondents disagree with this statement. As a result, it can be concluded that satisfaction and loyalty is one of the factors which could provide an impact and affect the respondent's intention to use Grab Food application.

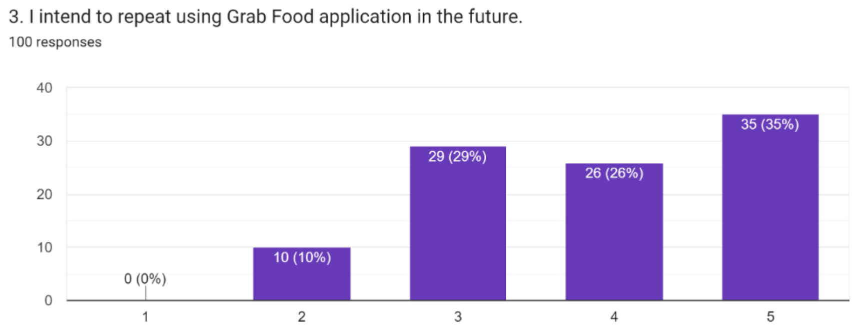

Figure 5: I intend to repeat using Grab Food application in the future.

The dependent variable in this study is the intention to use Grab Food application based on the results obtained in figure 5 from the questionnaire, the researcher designed three questions and one of the questions was, "I intend to repeat using Grab Food application in the future." The data has shown that 35% of the respondents also similar to 35 target respondents strongly agreed with this statement. Besides, this also signifies that the respondents had a great intention to use Grab Food application and it was acknowledged by the respondents based on the majority selection of strongly agreed with this statement in the questionnaire. Only 10% of the total respondents disagreed with this statement but the result from both agreed and strongly agreed managed to accumulate up to 61 respondents which equals 61%. In short, the repetition of usage and respondent's intention to use Grab Food application has been proven.

SIGNIFICANCE OF THE STUDY

A written explanation of the study's significance should include an explanation of why the study was required. It is actually an argument for the value of the work and its influence on the field of study which will eventually contribute to new knowledge discovery, and how it will help others. From this research, theoretical contributions and practical contributions will be further discussed in order to obtain better-expected results or information needed. According to Coelho (2016), theoretical knowledge teaches knowledge theory, methods, and reasoning while practical knowledge is a type of knowledge whereby it is acquired by regular, practical application. For instance, theoretical knowledge is gained by reading a handbook, whereas practical knowledge is obtained by doing things.

Grab Food company as the dependent variable of this relevant topic study will be able to gain beneficial advantages such as insights and customer’s points of view towards Grab Food’s quality, satisfaction, preferences and room for improvements which will assist Grab Food to improve and serve their customers better in the future.

HCUC students will gain knowledge and information regarding Grab Food and understand the actual reason Grab Food is being selected as the majority food delivery platform to go to when it comes to ordering from food merchants after collecting responses from the target respondent which was selected in this study.

Future researchers will be able to receive acknowledgment regarding the existing issues occurring in society regarding food delivery platforms and the current trend which might potentially affect the future market based on the demand from customers in the long run.

CONCLUSION

In conclusion, the researcher managed to obtain results and analyse the findings based on the factors affecting HCUC students’ intention to use Grab Food application. Besides, the researcher also utilized a quantitative research method in this research to determine those factors selected which affect the intention of the respondent to use Grab Food application. A total of 100 target respondents were targeted and 100 questionnaires were given out and collected back as well which enable the researcher to obtain an accurate result from the questionnaire allocated.

There was a total of 4 independent variables were used such as ease of use, social influence, price and satisfaction and loyalty towards the respondent’s intention to use Grab Food application. Furthermore, SPSS which is also known as Statistical Package for the Social Sciences was utilized by the researcher in order to make a test over the data obtained from the questionnaire which is to further test the relationship between independent and dependent variables.

The Technology of Acceptance Model theory has a definition of human behaviour to acknowledge the presence of new technology and adaptation takes place. At the end of this study, the researcher has found out that TAM correlates and is useful for all 4 independent variables towards the HCUC students' intention to use Grab Food application. This is because the result has shown and identified which target respondents always use Grab Food application while there are some respondents who use the application once a week or once a month based on the questionnaire results. In summary, this theory also manages to identify if the target respondents manage to adapt and accept Grab Food application in their daily lifestyle based on personal perception.

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Predicting Organic Food Purchase Intention of Malaysians with Theory of Planned Behaviour

Josephine Chan Ie Lyn*, Tan Jia Ni, Goh Zhi Ying ***& Eng Woan Bin ****

Abstract: The recent Covid-19 pandemic has led to an increased demand for organic food, as people are becoming more health-conscious and looking to lead healthier lifestyles. This study sought to examine factors that predict Malaysian consumers' intention to purchase organic food. Data was collected through a self-administered online survey, and 93 usable responses were analysed using partial least squares structural equation modelling (PLS-SEM). Results showed that subjective norms, attitudes, and perceived behavioural control significantly predicted the intention to purchase organic food. This research offers valuable insights for organic food industry practitioners and policymakers. Additionally, the limitations of the study and potential future research directions were discussed.

Keywords: Organic food, purchase intention, theory of planned behaviour, Malaysian consumers

INTRODUCTION

The Covid-19 pandemic has prompted people to reconsider their diets and prioritise their health and well-being. This shift in consumer behaviour has led to a broader understanding of how essential consuming natural and organic food products is to boost immune systems and

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maintain a healthy lifestyle (Durai, 2022). Consequently, there has been an increase in global demand for organic food products, and Malaysia is no exception. According to a survey by Rakuten Insight in 2021, 69% of Malaysian consumers have purchased organic food products (Hirschmann, 2021; see Figure 1). Despite the growing demand, Malaysia's organic food industry remains small, and a significant 60% of natural food products are imported, resulting in a trade imbalance (Kamarulzaman, 2020; Somasundram et al., 2016).

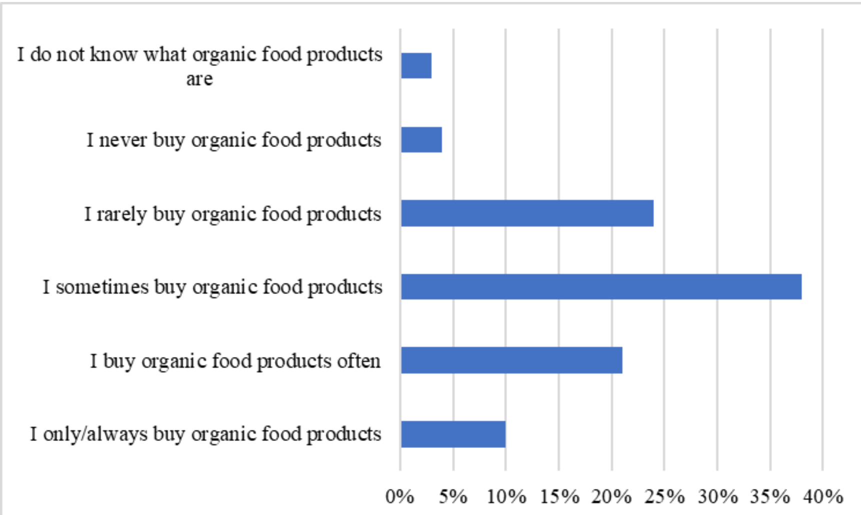

Figure 1: Organic food purchasing frequency among Malaysian consumers as of September 2021.

Source: Statista (2022), https://www.statista.com/statistics/1010541/frequency-buying-organic-food-malaysia/

Organic food products are in high demand due to the move towards healthier living and the possible health, safety, and environmental benefits. One reason why organic food products are considered safe for consumption is that they are grown within a healthy agricultural system that incorporates diverse ecosystems, organic cycles, and thriving soil biology (Abdul Aziz et al., 2020). Additionally, synthetic chemicals are not used during the manufacturing process in organic farming practices. The majority of organic food products consumed by Malaysians are vegetables, fruits, and rice (Somasundram et al., 2016).

Despite the rising demand for organic food products and the implementation of national rules governing the organic food industry in Malaysia, Malaysian consumers remain sceptical about the quality and safety of local organic food products (Abdul Aziz et al., 2020). Furthermore, the imbalanced demand and supply of organic food products, along with the limited variety of local organic food, has resulted in a significant price gap between organic and conventional food, with organic food being priced 100% to 300% higher (Somasundram et al., 2016). All of these challenges create barriers for potential organic food consumers, as they may eventually lose interest in their organic food purchase intention. As a result, the purpose of this study is to investigate the factors that influence Malaysian consumers' intentions to purchase organic foods. Insights gained from the study could benefit the organic food industry and the policymakers.

THEORY OF PLANNED BEHAVIOUR

The current study is based on Ajzen's (1991) Theory of Planned Behaviour (TPB). This theory is originated from another theory called the Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein (1980). TRA seeks to explain how an individual's intention influences behaviour, with the intention consisting of two main components: attitude and subjective norm. Attitude refers to an individual's assessment of a specific behaviour as favourable or negative. According to Ajzen and Fishbein (1980), attitude is a combination of each behavioural belief and judgement of each outcome. These behavioural beliefs refer to subjective probabilities resulting from a particular behaviour. Subjective norm refers to the opinions of prominent people that shape an individual's perception of behaviour. People are more likely to engage in a behaviour if they believe individuals who are important to them support it. According to Ajzen and Fishbein (1980), subjective norm encompasses normative beliefs as well as the individual's incentive to comply. In contrast, normative beliefs are assumptions about the perspectives of important others. The possibility that an individual will engage in a behaviour is referred to as behavioural intention. Ajzen and Fishbein (1980) contend that behavioural intention is the best predictor of actual behaviour, and that attitude and subjective standards influence it. The relative importance of these components might change depending on the context, and situational variables can indeed influence an individual's intention to engage in a behaviour.

In summary, TRA provides a framework for understanding how subjective norms, attitudes, and behavioural intention influence an individual's behaviour. By considering these factors and situational factors, TRA can be used to predict and potentially modify behaviour. Although TRA has received empirical support, it has some limitations. The theory assumes that personal behaviour can be under total deliberate control, which is only sometimes the case due to constraints such as limited time, resources, and opportunities (Ajzen, 1985). To address this issue, Ajzen (1991) introduced TPB, which includes a new variable, perceived behavioural control. Perceived behavioural control refers to an individual's belief in their ability to engage in a specific behaviour based on control beliefs and perceived power. Control beliefs are the presence of resources or opportunities that facilitate or hinder behavioural performance (Ajzen, 1991). According to Ajzen (2020), TPB focuses on three major factors determining an individual's behavioural intention: subjective norms, attitudes, and perceived behavioural control. Specifically, individuals with supportive subjective norms and a positive attitude tend to engage in the behaviour more. However, the perception of control over that behaviour plays a crucial role in translating behavioural intentions into actual behaviour.

In extant studies, TPB has been widely used to forecast consumers' purchase intentions in various contexts. The theory has successfully explained a broad spectrum of behaviours regarding environmental sustainability, such as recycling initiatives (Cheung et al., 1999), water efficiency (Lam, 2006), and use of public transportation (Heath & Gifford, 2002). TPB has also managed to explain consumer's food choice behaviour, as shown by studies such as Cox et al. (1998) and Nguyen et al. (1996); and sustainable food choice behaviour in the organic food context (Dean et al., 2008). These studies found that TPB variables could explain the majority of variances found in the intentions to increase the consumption of fruits and vegetables and adopt a low-calorie diet.

Recently, Wang et al. (2019) examined the factors influencing organic food purchase intention of consumers from Tanzania and Kenya. These factors include subjective norms, personal attitude, perceived behaviour control and health consciousness as an additional factor. They found knowledge increasing the effects of most organic food purchase intention predictors (subjective norms, personal attitudes, and health consciousness) after being introduced in the relationship. Only perceived behaviour control weakly influenced consumers' purchasing decisions in Kenya only. In another study, Nguyen et al. (2019) investigated factors influencing organic food purchase intention among consumers from urban areas of Vietnam, an emerging Asian economy. They found that the modern and traditional selves, health mindfulness, trust in organic product labels, and subjective norms were highly correlated with attitude toward purchasing organic food. At the same time, environmental concern did not affect attitude. Moreover, Ahmed et al. (2020) suggested that subjective norms, attitude and perceived behavioural control are essential in influencing the decision-making of young Chinese university students to buy organic food.

Based on these studies, researchers have introduced additional factors aside from the three main factors of TPB (subjective norms, attitudes, and perceived behavioural control). Massey et al. (2018) further reinforced that explaining organic food consumption cannot be based on a single factor as it involves various perceived characteristics that motivate purchase intention. However, Ajzen (2020) cautioned against making the TPB model too complicated. Furthermore, according to Asif et al. (2018), despite numerous extant studies on organic food consumption behaviour, most of them are focused on developed countries. They call for more research in developing countries as organic food is becoming more popular in these countries. Therefore, the current study builds on this literature and calls to action by examining the three fundamental predictors of organic food purchase intention in Malaysia using the TPB framework.

PURCHASE INTENTION

According to Curvelo et al. (2019), purchase intention is an important construct for companies to forecast consumer behaviour and sales. Intention is defined as an individual's decision or plan to take action towards a target, which directly relates to their behaviour (Shah et al., 2012; Wang et al., 2019). However, a gap can exist between intention and actual behaviour, as not all intentions are followed through. Past studies have shown inconclusive findings about the correlation between intention and behaviour. For instance, Grunert and Juhl (1995) found that intention does not always translate into actual behaviour, while Sheppard et al. (1988) found a high association between the two. In the context of organic food products, previous research has investigated purchase intention (Al-Swidi et al., 2014; Ahmed et al., 2020; Asif et al., 2018; Curvelo et al., 2019; Nguyen et al., 2019; Wang et al., 2019). Saba and Messina (2003) discovered a significant positive relationship between organic product purchase intention and behaviour. Additionally, in a study conducted by Asif et al. (2018), they found that consumers' purchase intention towards organic food is positively related to their actual purchase behaviour. This is supported by Ahmed et al. (2020) who also found that intention strongly affects the purchasing behaviour of young Chinese university students towards organic food.

It is worth noting that there are several factors that can influence the relationship between intention and behaviour. For instance, situational factors such as availability and accessibility of the product, personal factors such as attitude towards the product, and social factors such as subjective norms can all impact the relationship between intention and behaviour (Ajzen, 2020). As a result, any investigation on the relationship of intention and behaviour toward a specific product or service must consider these factors.

To summarise, purchase intention is a vital concept for the organic food industry practitioners and policymakers to understand as it can help them predict consumer behaviour and sales trends. While a gap between an intention and the actual behaviour may exist, studies have shown a positive and significant relationship between the two, particularly in organic food products. However, different situational, personal, and social factors can affect this relationship. Therefore, it is important to consider these factors when examining the relationship between intention and behaviour towards a particular product or service.

Relationship of Subjective Norms and Purchase Intention

The relationship of subjective norms and purchase intention for organic food is a complex one that has been explored by several researchers. According to Ahmed et al. (2020), subjective norms are connected with social pressure from people who are significant in an individual's life. Family and friends have been identified as the primary sources of social pressure, while colleagues have less impact. For young consumers, subjective norms play a crucial role in making decisions about purchasing organic food. Zagata (2012) suggests that this is because consumers lack information of organic food and rely on their significant others' judgments to make decisions. Consequently, purchasing organic food becomes a social activity among family members, and individuals feel a need to conform to others' expectations. Asif et al. (2018) highlighted that subjective norm significantly predicted organic food purchase intention, and increasing organic food awareness among consumers can establish purchase intention of organic food as a social norm.

However, Yadav and Pathak (2016) discovered that subjective norms have no effect on young Indian consumers' intention to buy organic products. It implies that purchasing organic products is still not a social norm in developing countries such as India. Qi and Ploeger (2021) similarly argue that subjective norms are poor predictors of organic food purchase intention as they are unstable when examined under different contexts. Additionally, Teixeira et al. (2022) highlighted that consumers are becoming increasingly individualistic and less affected by social influence. This suggests that consumers are savvier and have sufficient knowledge of organic food, enabling them to make their own decisions about purchasing organic food. Likewise, Hasan and Suciarto (2020) revealed that subjective norms may not significantly influence organic food purchasing intention among Indonesian consumers who use Instagram when making their organic food purchases. They argued that consumers trust their judgment more than external pressure from significant others.

Overall, the relationship of subjective norms and purchase intention of organic food appears to be complex and influenced by several factors, including cultural and contextual differences, consumer knowledge, and preferences. While some studies suggest that subjective norms play a crucial role in determining organic food purchase intention, others indicate that their influence may be weaker, and consumers trust their own judgments more than external pressure. As such, due to the inconclusive findings, the following is hypothesised:

H1: Subjective norms significantly influence purchase intention of organic food.

Relationship of Attitude and Purchase Intention

Attitude and purchase intention are crucial factors that influence consumers' decision-making processes regarding organic food purchases. Researchers have consistently found a positive relationship between attitude and purchase intention for organic food. Asif et al. (2018) and Wang et al. (2019) indicated that a positive attitude towards organic food increased consumers' purchase intention. Saleki et al. (2019) and Pang et al. (2021) revealed the importance of knowledge and awareness in shaping attitudes towards organic food. In a recent study, Teixeira et al. (2022) discovered that attitude is essential in determining organic food purchase intention among consumers in Portugal, with concerns about health and perceived quality of organic food being significant factors influencing attitude. Consumers' priorities and preferences may influence the degree to which the relationship between attitude and purchase intention is strong.

However, Nguyen and Nguyen (2016) mentioned that attitude towards organic food purchase intention could have been better among other factors examined in Vietnam, possibly due to a lack of popularity and exposure to organic food. This situation highlights the role of culture and contextual factors in shaping the relationship between attitude and purchase intention. Similarly, Hasan and Suciarto (2020) found that attitude had a weaker influence on organic food purchase intention among consumers in Indonesia who used Instagram for their organic food purchases. They suggested this could be due to consumers' focus on convenience and price over organic food's health and environmental benefits.

To summarise, attitude and purchase intention are important factors influencing organic food purchases. In general, the relationship between attitude and purchase intention is positive. However, the strength of the relationship may differ depending on cultural and contextual factors, as well as consumer preferences and priorities. Knowledge and awareness are crucial in shaping attitudes towards organic food, and concerns of convenience and price may reduce the influence of attitudes on organic food purchase intention. As such, due to the mixed findings, the following is hypothesised:

H2: Attitude significantly influences purchase intention of organic food.

RELATIONSHIP OF PERCEIVED BEHAVIOURAL CONTROL AND PURCHASE INTENTION

Perceived behavioural control, an individual's belief in their ability to perform a specific behaviour, impacts their purchasing intentions (Wang et al., 2019). The consumer's perception of their limitations and abilities influences perceived behavioural control, including their knowledge of available resources (Ahmed et al., 2020) and the time needed to perform the behaviour (Wang et al., 2019). Armitage and Talibudeen (2010) highlighted perceived behavioural control as the most significant factor influencing behavioural change. Studies have indicated that perceived behavioural control can predict intention and actual behaviour by increasing the willingness to try to successfully perform a particular behaviour (Armitage & Conner, 2001). However, past research has found that perceived behavioural control cannot predict intentions and behaviours in certain instances, such as alcohol use among non-problematic drinkers (Norman & Conner, 2006).

TPB suggests that a positive attitude, normative support, and ease of use encourage strong behavioural intentions towards carrying out that behaviour (Yazdanpanah & Forouzani, 2015). In particular, perceived behavioural control influences behaviour directly (Fielding et al., 2008). However, Teixeira et al. (2022) found that perceived behavioural control did not impact organic food purchase intention. They rationalised it could be due to consumers having different motives when purchasing organic food. Irianto (2015) excluded perceived behavioural control as a predictor for organic food purchase intention, as other factors, such as perceptions of price and purchasing power, can represent it.

In general, perceived behavioural control influences purchasing intention by determining the individual's perception of the convenience to perform a specific behaviour. While perceived behavioural control is essential in predicting behavioural change, it may not always predict intentions and actual behaviours. The control of perceived behaviour is also dependent on the situation and the individual's available resources. As such due to the inconclusive findings, the following is hypothesised:

H3: Perceived behavioural control significantly influences purchase intention of organic food.

RESEARCH FRAMEWORK

Figure 2 depicts the relationship between all variables studied. The dependent variable is organic food purchase intention, while the independent variables are subjective norms, attitude, and perceived behaviour.

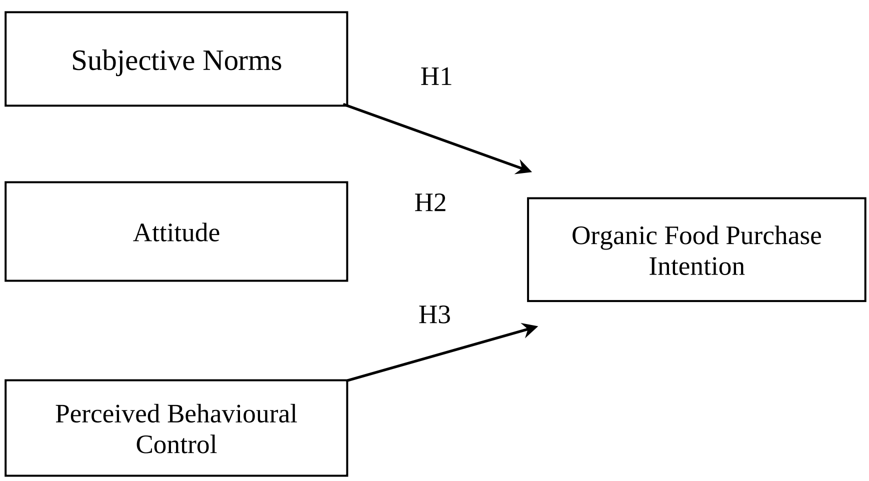

Figure 2: Research Framework

RESEARCH METHODOLOGY

A quantitative random sampling research method was utilized in this study in which the unit of analysis for this study was individuals who are 18 years old and above. The sample size was determined with the "10 x number of variables" formula (Sekaran & Bougie, 2016). The current study has four variables (three independent and one dependent variable), so the minimum sample size should be 40 respondents.

The five-point Likert scale self-administered online questionnaire (1 = strongly disagree to 5 = strongly agree) was developed using Google Forms with mandatory response settings to prevent missing data. The online questionnaire consisted of two sections – demographic profile (age, gender, race) and variables being examined (subjective norms, attitude, perceived behavioural control, purchase intention) – with a total of 19 questions. The online survey link was circulated through social media such as WhatsApp, WeChat, and Messenger. The duration of data collection was approximately three weeks, from 16 June 2022 to 6 July 2022.

The data was then analysed with SmartPLS version 3.3.8 software, a variance-based partial least squares structural equation modelling (PLS-SEM). Specifically, the measurement model was assessed for reliability and validity, while the structural model was assessed for the hypothesised relationships. The significance path of path coefficients, loadings and weights was analysed with the bootstrapping function of 5,000 subsamples.

RESULTS

A total of 97 survey responses were received. However, only 93 could be used as one did not meet the minimum age criteria, while three more had straight-lining responses. Most respondents were 18 to 25 years old (64.5%). All of the respondents were Chinese, and slightly more females responded to the survey at 54.8%.

Table 1 displays the descriptive statistics of the measurement items. The findings indicated that the respondents were moderately swayed by their family members, friends, news, and local government regarding buying organic food (M=3.758, SD=1.010), expressed a highly positive attitude toward organic food (M=4.134, SD=0.736), moderately perceived their purchasing control over organic food (M=3.961, SD=0.789), and moderately revealed their future purchase intention of organic food (M=3.882, SD=0.931).

Table 1: Descriptive Statistics

Variable	Measurement Item	Mean	Standard Deviation
Subjective Norms (SN)	SN1: My family recommends me to buy organic food.	4.043	1.046
	SN2: My friends influence me to buy organic food.	4.043	0.903
	SN3: The news influences my decision to buy organic food.	3.591	1.280
	SN4: Local government support for organic food also affects my decision to buy organic food.	3.355	1.412
	Overall value:	3.758	1.010
Attitude (ATT)	ATT1: I believe organic food has lower chemical residues than conventional food.	4.129	0.942
	ATT2: I believe organic food is safer compared to conventional food.	4.097	0.893
	ATT3: I believe organic food is healthier than conventional food.	4.247	0.838
	ATT4: I believe organic food is superior than conventional food.	4.065	0.865
	Overall value:	4.134	0.736
Perceived Behavioura lControl (PBC)	PBC1: If I wanted to, I could buy organic food instead of non-organic food.	3.667	1.194
	PBC2: I feel that buying organic food is easy.	3.935	0.993
	PBC3: It is mostly up to me whether or not to buy organic food.	4.269	0.735
	Overall value:	3.961	0.789

Purchase Intention (PI)	PI1: In future, I will buy organic food.	3.968	0.967
	PI2: I will regularly buy organic food.	3.634	1.293
	PI3: I will buy organic food for its long term health benefits.	4.097	0.917
	PI4: I will buy organic food because it is safer.	3.957	1.026
	PI5: I will buy organic food due to its environment-friendly nature.	3.753	0.991
	Overall value:	3.882	0.931

Source: Subjective Norms, Attitude and Purchase Intention (adapted from Pandey et al., 2019); Perceived Behavioural Control (adapted from Wang et al., 2019)

Table 2 presents the measurement model results. During the first round of testing, the composite reliability of all the measurement items met the 0.7 criteria (Hair et al., 2016). Thus, the reliability of the measurement model was established. However, the discriminant validity could not be established. Further investigation revealed that SN2, SN4, ATT1, PBC1, PI2, and PI4 strongly correlated with one another. Upon deletion of these six items, discriminant validity was established based on the Fornell-Larcker criterion, where a construct's average variance extracted square root is more than its correlation with the other constructs (Hair et al., 2016). Convergent validity was also established as the factor loadings, and average extracted variance values were all above the recommended criteria of 0.7 and 0.5 (Hair et al., 2016).

Table 2: Measurement Model ResultsNote: CR – Composite

Construct	**Reliability**	**Convergent Validity**		**Discriminant Validity (FL)**			
	CR	**Loading Range**	**AVE**	**1**	**2**	**3**	**4**
1. Subjective Norms	0.945	0.939-0.953	0.895	**0.946**			

2. Attitude	0.929	0.884-0.926	0.814	0.522	**0.902**		
3. Perceived Behavioural Control	0.810	0.704-0.935	0.685	0.507	0.475	**0.828**	
4. Purchase Intention	0.918	0.874-0.912	0.788	0.774	0.716	0.622	**0.888**

Reliability; AVE – Average Variance Extracted; FL – Fornell-Larcker criterion

Upon establishing the measurement model's reliability and validity, the next step was to test the structural model of the research framework. Bootstrapping of 5000 subsamples was used to test the significance level for all path coefficients. Table 3 shows the results of the structural model testing. All the relationships were found to have a t-value of more or equal to 1.645, thus significant at 0.05 level of significance (Hair et al., 2016). In particular, the predictors of subjective norms ($\beta = 0.476$, $p < 0.01$), attitude ($\beta = 0.370$, $p < 0.01$), and perceived behavioural control ($\beta = 0.205$, $p < 0.01$) were positively and significantly related to purchase intention (see Table 4), explaining 76.1% of the variance in purchase intention of organic food. The results supported all hypotheses examined in this study. The R2 value of 0.761 was above the 0.26 value, as Cohen (1988) suggested, indicating a substantial model.

Table 3: Structural Model Results

Relationship	**Std. β**	**t-value**	**Result**
H1: Subjective norms will positively and significantly influence purchase intention of organic food.	0.476	6.405**	Accepted
H2: Attitude will positively and significantly influence purchase intention of organic food.	0.370	5.280**	Accepted
H3: Perceived behavioural control will positively and significantly influence purchase intention of organic food.	0.205	3.467**	Accepted

*Note: **p<0.01; *p<0.05*

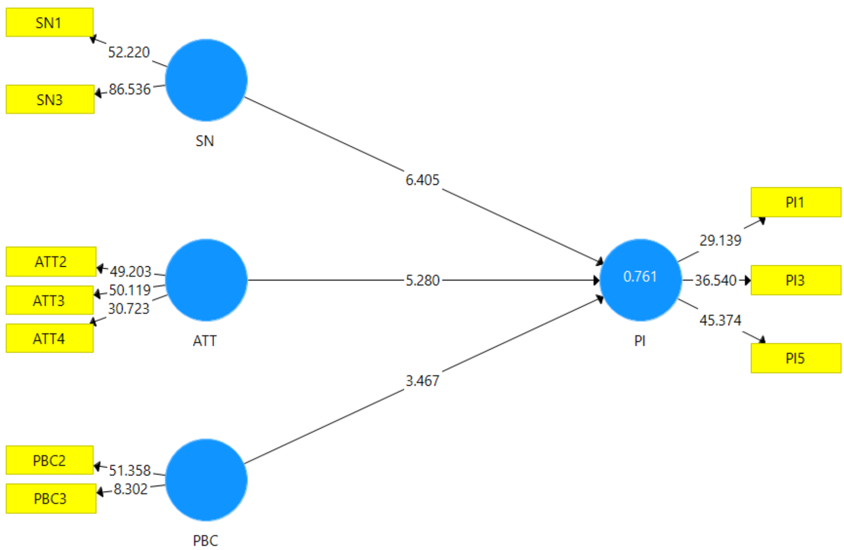

Figure 3: Structural Model Results

Conclusion

The current study sought to investigate the relationships between subjective norms, attitude, perceived behavioural control, and organic food purchase intention. The study tested several hypotheses and found strong consistency with prior research on the topic. Specifically, the study confirmed that subjective norms, attitude, and perceived behavioural control are essential predictors of consumer behaviour when purchasing organic food. The mean values found in the study suggest that Malaysian consumers have a positive attitude towards organic food (M=4.134). They perceive a moderate level of control over buying organic food (M=3.961), with their significant others moderately influencing them (M=3.758). In particular, the more decisive influence will come from their family and friends rather than the news or local government support for organic food. They are also moderately likely to buy organic food in the future (M=3.882), with a higher inclination due to health benefits.

The study provides valuable insights into consumers' organic food purchasing behaviour in Malaysia. The practical implications of the findings include focusing on health benefits when marketing organic food to Malaysian consumers, targeting families and friends when marketing organic food, designing marketing campaigns that emphasise consumers' ability to make informed decisions, and offering discounts, special deals, and other incentives to prompt consumers in Malaysia to buy organic food. To promote and enhance organic food purchase intention, the organic food industry practitioners and policymakers can use the insights from this study to develop and implement more effective strategies. For example, they can invest in marketing campaigns to raise awareness of organic food, collaborate with local governments and other organisations to support the supply chain of organic food, use social media and other digital platforms to reach a wider audience, and focus on product quality and safety to ensure customer satisfaction.

Nevertheless, the study has several limitations. First, although the minimum sample size required was met, increasing the number of respondents could increase the predictive power of the data analysed. Second, the respondents were all from a single ethnic group and mainly from the younger generation of 18 to 25 years old. Therefore, the findings of this study cannot be generalised. Third, due to time constraints, the study only focused on three main factors from TPB. Although these three factors could explain 76.1% of the variance in organic food purchase intention, there is still an unexplained 23.9% variance.

Future research could address these limitations by using a different sampling approach to ensure a more stratified group of respondents, including other factors/predictors such as trust, social media influence, and digitisation that could affect future organic food purchase intention, and investigating the demographic profile of age, ethnicity, income range, and generational cohort as moderators. However, according to Ajzen (2020, p. 317), caution is needed to avoid making the TPB model overly complex.

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A Study to Uncover the Factors that Influence the Intention to Use E-Hailing Services among Youth Users in Malaysia

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Abstract: In this digital era, the Internet of Things (IoT) is widely used across the globe. It helps to create a lot of business opportunities, including e-hailing. The rise of e-hailing started when there was a lot of disagreement in using taxis, as youths were claiming that taxi drivers were charging their passengers excessive fees for short journeys, refusing the use of taxi metres, and turning down their passengers. Therefore, the innovation of e-hailing services has provided passengers with alternative public transportation. The purpose of this paper is to investigate the factors, namely relative advantages, ease of use, and safety and security that influence the intention to use e-hailing. In order to conduct this research, quantitative data was collected by using a convenience sampling technique and a computer-administered survey. The surveys were distributed to 82 respondents between the ages of 18-35 that have experienced e-hailing services among young users in Malaysia. The data was collected using Google Form via social media, email and embedded websites and were analysed by using the SPSS software. The relationships between variables were investigated using Diffusion of Innovation Theory. Based on the results, the study found that ease of use and safety and security have a positive influence on the intention to use e-hailing. Whereas relative advantages were found to be insignificant. In a nutshell, this study suggests that e-hailing services should focus more on providing safety and simplicity of e-hailing towards the passengers.

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Keywords: Grab, e-hailing, intention to use e-hailing, Malaysia

INTRODUCTION

Most taxi companies, whether they are licensed individual drivers or taxi fleets, are now using e-hailing apps (Kamarul, 2016). Malaysian cities have increasingly embraced shared mobility. However, despite the rapid expansion of e-hailing transportation and its good influence in Malaysia, several issues have developed as a result of its development (Anggriawan, 2019). This is enabled by technology and driven by opportunities, while considering human factors such as trust, safety, and security, as well as cost, time, and availability (Juma, 2016). The online car-hailing platform has grown in popularity as the market has grown and industry standards have improved.

Prices for e-hailing services have continued to decrease, but they are still less expensive than local taxis because of Malaysia's poor public transportation system and users' desire for personal vehicles for a better tourism experience (Jais & Marzuki, 2020). The popular e-hailing service Uber has clearly changed the taxi business by offering lower costs, faster and better service, and greater transparency in selecting drivers and deciding tariffs (Pepic, 2018). Frey, Uber CEO, said: "The impact is complex; while some people are seeing revenue losses, Uber is creating more jobs than it destroys, as evidenced by the phenomenal expansion of self-employment since the launch (Forbes, 2017). This is an issue of comparative advantage.

Another concern is e-hailing service safety. In 2018, a former Grab driver in Singapore was acquitted of a sex crime against a female passenger after a High Court judge ruled that prosecutors had failed to show her inability to consent "beyond a reasonable doubt." Mr. Chen Yaoxin, 48, claims to have been tried in 2022 on one count of attempted rape, sexual assault, and insulting modesty. Besides that, The Straits Times (2017) reported that a Grab driver assaulted a 17-year-old girl due to some misunderstanding and her nose was broken. It happened in Puchong, Malaysia. Therefore, people in Malaysia are becoming increasingly wary of e-hailing services as a result of these safety concerns. As a result, this organisation needs to do research about the public's impression of the safety of e-hailing services in the nation.

Lastly, the e-hailing app’s ease of use. Grab’s services will be intermittently unavailable to users and their drivers/delivery partners in various countries, including Malaysia, Singapore, the Philippines, and Indonesia, until 2021. The Malaysian Grab Drivers Association’s chairman, Arif Asyraf, claims to have received hundreds of complaints from drivers regarding service concerns. Almost all respondents (97 percent) think that human error is to blame for network disruptions (Bednarz, 2016). When individuals use e-hailing services in Malaysia, they may not be able to utilise the app correctly in areas with inadequate internet connection. Its benefits are heavily influenced by its ease of usage. As a result, this group must investigate the issue of Malaysians’ ease of use impacting the usage of other people.

This chapter will outline the survey’s research objectives and perform a more in-depth market analysis on them. The first is to test if relative advantage has a positive and significant influence on intention to use E-hailing. The second is to investigate if safety and security has a positive and significant influence on intention to use E-hailing. The third is to check if ease of use has a positive and significant influence on intention to use E-hailing. Lastly, to test if the difference of gender has a positive and significant influence on intention to use E-hailing.

DIFFUSION OF INNOVATION THEORY

One of the earliest social science ideas is E.M. Rogers’ Diffusion of Innovation (DOI) Theory. It was first used in communication to describe how an idea or product develops traction and diffuses through a population or social system over time. The eventual effect of this dissemination is that individuals embrace a new concept, habit, or product as part of a social system. Adoption entails a person doing something different from what they previously did (i.e., purchase or use a new product, acquire, and perform a new behaviour, etc.). Adoption depends on the person’s perception of the concept, behaviour, or product as novel or unique. Diffusion is conceivable as a result of this. While most of the general population falls into the intermediate group, it is still vital to understand the characteristics of the target market.

A behavioural research and analysis of people’s perceptions of e-hailing services may be investigated and evaluated utilising the Diffusion of Innovation (DOI) theory in this study. Innovators, early adopters, early majority, late majority, and laggards are the five types of innovators identified by Rogers. Non-adopters are sometimes added as a sixth group. The bell-shaped curve graphic below depicts the initial five categories. Rogers calculated the percentages in each group, which are quite close to those seen in a standard bell curve (Kaminski, 2011).

According to Rogers, the five adopter categories are distributed as follows: The first 2.5 percent of people to adopt an innovation are innovators, followed by 13.5 percent early adopters, 34 percent early majorities, 34 percent late majorities, and 16 percent laggards. It is worth noting that the laggards' group is far larger than the innovators category at the other end of the range. The five types of adopters may be explained in terms of their impact on the inventive and adoption processes in the context of technological innovation adoption.

INTENTION TO USE E-HAILING

Businesses have changed dramatically in the age of digitalization and technology. The traditional taxi service has evolved into a cutting-edge technology-based e-hailing business (Arora et al., 2021). According to Jais and Marzuki (2020), in Malaysia, e-hailing is known for the use of technology and apps to help facilitate the paying passengers to book for a private vehicle to transport them to their destination. Whereas in North America and Europe, it is called either "Ride-Hailing" or "Ride Sourcing" (Shaheen et al., 2015). Other than that, in terms of intention to use, it is known to be defined as a thing intended, a plan or an aim (Ubaidillah et al., 2019). The advancement of technology is allowing for lots of business opportunities to penetrate the market; e-hailing is one of them. According to Ubaidillah et al. (2019), the factors that may influence the customer's intention to use e-hailing are perceived safety and security, perceived price and advantage, perceived convenience, and perceived accessibility. In addition, Ubaidillah et al. (2019) conducted research on generation Z's intention to use e-hailing, and they identified the impact of social marketing, price, reliability, and customer satisfaction as key factors.

Ubaidillah et al. (2019)'s study has collected 330 numbers of respondents from undergraduate students in Malaysia. The study came to a conclusion that all the factors except perceived safety and security have significant relationship with the intention to use e-hailing. In foreign studies stated by Joia and Altieri (2018), user satisfaction was utilised as a moderating variable to link perceived utility, compatibility, relative advantage, and trust with the intention to continue the use of e-hailing. Moreover, the study also found out that subjective norms directly influence the customer's intention to continue the use of e-hailing.

RELATIVE ADVANTAGE

According to Rogers (2003), relative advantage refers to the degree to which an innovation is considered better than the existing idea. In other words, innovation – e-hailing is considered better than the existing idea – taxi services. An e-hailing company called Grab was introduced in Malaysia in 2012 and Uber, the previous e-hailing company in Malaysia started in late 2013. The fall of taxi services started due to poor public transport infrastructure in Malaysia and consumers preferring to experience better private vehicles at lower fares over local taxis (Jais & Marzuki, 2020).

From previous research from foreign countries stated in Ruangkanjanases and Techapoolphol, (2018) and Juma (2016), relative advantage could affect the passengers' adoption of e-hailing. Moreover, adding unique features into e-hailing applications could help to enhance customer's intention to use e-hailing services. Therefore, in this study, investigation is going to be made regarding whether relative advantage affects the passengers to have the intention to use e-hailing or not.

Consumer repurchase intention is influenced by the relative advantages of the e-hailing service, according to marketing literature (Arumugam et al., 2020). In contrast with conventional taxis, drivers that use e-hailing applications receive benefits in both immediate and roundabout ways, including expanded pay from additional clients, less holding up time at the taxi stand, lower fuel costs, and further developed client support, further developed traveller relations, and expanded traveller fulfilment (Juma, 2016). On the other hand, their own research regarding Malaysia's market proves that relative advantage has a positive influence on the intention to use e-hailing (Arumugam et al., 2020; Salim et al., 2021). Thus, hypothesis 1 can be proposed as follows:

H1: Relative advantages have a positive influence on the intention to use E-hailing

EASE OF USE

Ease of use is referred to as the degree where users feel effortless in using a particular system, Davis (1989). Followed by the study of Rogers (2003), ease of use is known to be as an extent to which personal perception efforts claimed to use the application. According to Khor et al. (2019), the context of ease of use in e-hailing indicates that consumers can easily understand the procedures of booking a ride using the e-hailing mobile app without any error. In this study, further research will be conducted to investigate the relationship between the intention to use e-hailing and ease of use.

Khor et al. (2019) holds the view that clients will profit from the e-hailing application's clear and available site route as well as its quick burden time. Other than that, payments can be made in a variety of ways, including cash and non-cash (e-wallets, plastic money, payment through e-hail app, credit card, Internet banking, etc) (Ubaidillah et al., 2019). Furthermore, Joia and Altieri (2018) categorised user-friendly, simple navigation, straightforward steps, and effortless learning on how to use the e-hailing app under the factor ease of use. Salim et al. (2021) have also given a few examples, in the context of how simple it is to utilise e-hailing services, such as easy menu navigation, user-friendliness, just requiring a few steps to access, not requiring much learning, and requiring no manual to use the e-hailing application. All in all, ease of use greatly affects the intention of Near Field Communication (NFC) empowered versatile charge cards (Ruangkanjanases & Techapoolphol, 2018). The discussion led to the following hypothesis formation.

H2: Ease of use has a positive influence on the intention to use E-hailing.

SAFETY AND SECURITY

Safety and security are a straightforward topic. According to Ruangkanjanases and Techapoolphol (2018), taxi consumers tend to feel uncertain about their safety when they are travelling with unknown taxi drivers. Therefore, e-hailing services insist their drivers provide evidence of liability insurance and are free from criminal record (Ubaidillah et al., 2019). Customers have long had worries about wellbeing while involving ridesharing administrations with regards to ridesharing (Boon et al., 2018).

The e-hailing platform's supervision of the driver's service attitude is also constantly improving, and the punishment is also quite heavy. Minor violations basically result in a month's earnings, takeaway deductions (Ubaidillah et al., 2019). According to Teo et al. (2018), consumers' safety concerns include drivers and passengers' privacy, the conditions of the vehicle, and insurance coverage. Furthermore, Ceder et al. (2013) mentioned that personal safety, reliability of connection and information related to the transfers are one of the few aspects that may influence the travellers' decision on whether to use public transport. In addition, in vitro studies from Boon et al. (2018) have shown that trip characteristics, for example, individual security, venture time, association dependability, move time, and data connected with moves have been viewed as basic elements for voyagers' impression of move courses and individual wellbeing at stations for administration quality. It has been distinguished as the main component in explorers' choices to utilise public transportation. Thus, hypothesis 3 and research model of this study are shown as follows:

H3: Safety and Security has a positive influence on the intention to use E-hailing

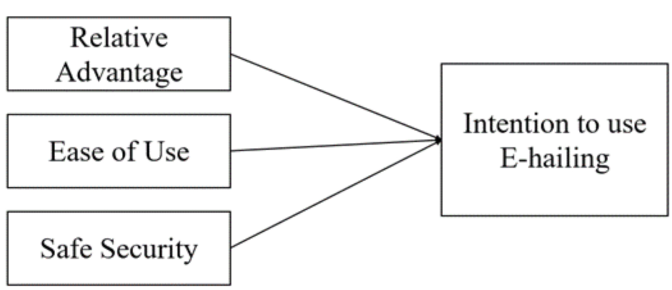

Figure 1: Illustration of intention to use e-hailing

METHODOLOGY

This research was conducted through quantitative research. A questionnaire was utilized to collect data via sending out computer-administered surveys. Consumers of e-hailing services in Malaysia between ages of 18-35 were chosen as the study's target group. This is because e-hailing is a relatively new business and is generally easily accepted by the younger generation even though e-hailing service is available to people of various ages. In this research, a non-probability sampling technique is used to find the sample for this business research. According to Sekaran and Bougie (2016), non-probability sampling is when there is no known predetermined chance that these elements exist as the subject. The type of non-probability sampling is judgemental sampling because the potential respondents need to fulfil two criteria such as (1) ages requirement between 18-35 and (2) their experiences using e-hailing services. A five-point Likert scale, ranging from 1 for strongly disagree to 5, was used to ask respondents to score each question item which is adapted from previous studies. Data collected were analysed using Statistical Package for the Social Sciences (SPSS) software, version 26.0.

RESULTS

DESCRIPTIVE STATISTICS

Descriptive statistical approaches are used to examine the demographics of respondents which are shown in Table 1. Respondents' demographic information was collected via a Google Form survey. This demographic data includes gender, age, marital status, state of birth and education level. Only 82 responses were collected.

According to Table 1, men dominated the respondents, accounting for 51.2 percent of all respondents, while women accounted for just 48.8 percent of all respondents. Respondents aged 18-25 contributed 85.4 percent and the remaining 14.7 percent were aged 26-35. The information gathered is all related to the e-hailing service. Penang accounted for 54.9 percent of respondents, followed by Johor, Kedah, and Selangor (39 percent), and other areas (6.1 percent). Most of the respondents have at least a bachelor's degree in their educational background. Students dominated the current work level of the respondents in this research, accounting for 62.2 percent of all respondents.

Table 1: Demographic attributes of the respondents

Demographic Variables		Frequency	Percentage (%)
Marital Status	Single	68	82.9
	Married	11	13.4
	Divorced	1	1.2
	Widowed	2	2.4
State Born	Penang	45	54.9
	Johor	14	17.1
	Kedah	12	14.6
	Selangor	6	7.3
	Other	5	6.1
Gender	Female	42	51.2
	Male	40	48.8
Age	18-25	70	85.4
	26-35	12	14.7
Highest Education	High school or lower	10	12.2
	Diploma / College level	31	37.8
	Bachelor Degree	36	43.9
	Master Degree	5	6.1

Reliability and validity testing

Reliability and validity of the measurement instrument are also known as the goodness of measure (Hair et al., 2018). Factor analysis is one of the methods that is normally applied to validate the reliability and validity of measurement scales (Sekaran & Bougie, 2016). Factor analysis can only be performed if there is univariate and multivariate normality within the data. Confirmatory Factor Analysis (CFA) was applied in this study as the factor structure of a set of observed variables were based on theory or past studies or both (Hair et al., 2018). The reliability of the survey instrument was tested by Cronbach's alpha coefficient to measure internal consistency. A validity test needs to be carried out for every item that constructs the study to ensure the data used for measurement instruments will be able to carry out factor analysis (Hair, et al., 2018). The Cronbach's Alpha value is used in reliability analysis. All variables measured against Cronbach's Alpha values must satisfy the minimum acceptable level of 0.7, according to Kline (1999). All relevant variables have Cronbach's Alpha above the cut-off value of 0.7, according to the reliability test results in Table 2. As a result, the items that were kept for each of the variables are used in the next section's multiple regression analysis.

Table 2: Mean, standard deviation and Cronbach's alpha result

	Intention to Use (ITU)	**Relative Advantages (RA)**	**Ease of Use (EOU)**	**Safety and Security (SS)**
Mean	3.65	3.89	3.95	3.65
Standard deviation	0.791	0.962	0.791	0.821
Cronbach's alpha	0.854	0.932	0.882	0.854

The number of factors in the main component extraction and Varimax rotation processes has been adjusted to five to coincide with the suggested research approach. Barlett's Test of Sphericity and Kaiser-Meyer-Olkin measure of sample adequacy (KMO) were used to ensure that the measuring items accurately measured the constructs. The research is aiming for a KMO score of 0.6 and a Bartlett's Test score of less than 0.05 as a cut-off number (Barlett, 1954; Kaiser, 1974). The validity test was satisfied as all of the independent variables were respectively belong to same component. The result of factor analysis is shown in Table 3.

Table 3: Factor analysis for independent variables

Item	Component		
	1	**2**	**3**
Relative Advantage (RA) 1	0.842		
Relative Advantage (RA) 2	0.882		
Relative Advantage (RA) 3	0.740		
Relative Advantage (RA) 4	0.825		
Relative Advantage (RA) 5	0.769		
Relative Advantage (RA) 6	0.768		
Ease of Use (EOU) 1		0.680	
Ease of Use (EOU) 2		0.839	
Ease of Use (EOU) 3		0.779	
Ease of Use (EOU) 4		0.755	
Ease of Use (EOU) 5		0.776	
Safety and Security (SAS) 1			0.648
Safety and Security (SAS) 2			0.845
Safety and Security (SAS) 3			0.730
Safety and Security (SAS) 4			0.816
Safety and Security (SAS) 5			0.759

HYPOTHESIS TESTING

The research used a regression analysis model to assess the association between the dependent and independent variables. This study put forward three hypotheses in the preceding part, namely, if the independent factors, relative advantage (RA), ease of use (EOU), and safety and security (SS), have a beneficial impact on the link between the dependent variable, and the intention to use (IOU).

Table 4 shows that there was a 1.619 (16.19 percent) shift in intention to use (IOU), which was explained by three independent variables: relative advantage (RA), ease of use (EOU), and safety and security (SS). This research is regarded as having a good moderate model fit. In statistical regression analysis, the Durbin-Watson test investigates the autocorrelation of residuals (Hair et al., 2018). The Durbin-Watson statistic is always in the range of zero to four. A score of 2 indicates that the sample has no autocorrelation. Positive autocorrelation is indicated by values near to 0, whereas negative autocorrelation is shown by values close to 4. The Durbin-Watson value in this study is 1.690, which is between 0 and 2, suggesting that there is a positive autocorrelation.

Table 4: Results of multiple regression analyses

Independent Variables	**Dependent Variable – Intention to Use (ITU)**	
	Beta	**t-value/p-value**
Relative Advantage (RA)	0.490	0.555
Ease of Use (EOU)	0.315	2.759***
Safety and Security (SAS)	0.358	3.160***
R square	0.435	
R square change	0.413	
Durbin-Watson	1.690	
Significance of model, p	19.982***	

**p<0.1, **p<0.05, ***p<0.01*

The beta value of Relative Advantage is 0.060, and the t value is 0.555, which is not statistically different from Intention to Use, according to the regression results. As a result, assumption 1 is invalid. However, with a significance level of 1%, a beta value of 0.315, and a t value of 2.759, the second independent variable, ease of use, was positively linked with the intention to use the e-hailing mobile app. Furthermore, the third independent variable "Safety and Security" had a beta value of 0.358 and a t-value of 3.160, suggesting that Safety and Security (SS) was positively and substantially linked with the intention to use the E-Hailing mobile app. (ITU) at a significance level of 1%. This suggests that a 1% mistake is acceptable. Hypotheses 2 and 3 are so supported.

DISCUSSION

The first set of findings indicate that there is no evidence to support the idea that relative advantage (RA) has a favourable impact on a person's desire to utilise an e-hailing mobile app. Although previous studies by Arumugam et al. (2020) and Salim et al. (2021) stated that Relative Advantages positively influenced the customer's intention to use e-hailing, yet this research has insignificant relationship between the 2 variables. Due to the respondents' similar rates in this poll and only 82 instances totalled responders in the study. This makes it impossible to conduct an accurate test, hence the study's findings do not support this idea. Assuming H1, there is no evidence to support a positive link between user ease of use and relative advantage.

As predicted by the diffusion of innovation theory, the results collected demonstrate that user ease of use (EOU) has a beneficial impact on users' happiness with the system. Perceived ease of use may affect customer's attitude towards the intention to use e-hailing. In order for attitudes and intents to utilise information systems, user usability structures are well-known and often used in academic literature and frequently found in DOI-supported studies. Hypothesis H2, linking usage intent to user ease of use, is also supported through a metamodel. Therefore, e-hailing companies are advised to reduce the complexity of e-hailing applications, which make it more user friendly and convenient for the users to access it. The complexity of e-hailing apps bring negative influence towards the perceived ease of use. This means that e-hailing apps could make it less complex by adding ride history features and tutorials for new users who intend to use e-hailing.

According to the third set of data, using an e-hailing mobile app is positively impacted by safety and security (SS) in line with the outcomes anticipated at the start of this investigation. Previously mentioned in Teo et al. (2018); Yunoh and Ibrahim (2020)'s studies stated that safety and security positively influence the intention to use e-hailing. Hence, this research has perfectly aligned with previous studies' results. Safety and security structures are well recognised and regularly employed in academic literature in order to shape attitudes and intentions about using information systems. Hypothesis 3 is significant. Hence, e-hailing companies should not only focus more on passengers' safety but also driver's safety in order to reduce any problem that may occur. E-hailing companies should protect passengers' privacy, and disclose drivers' basic information. Moreover, e-hailing companies may also suggest safety features such as letting the passengers have the ability to rate and review their drivers' driving behaviour and attitude. This could help future passengers to be aware if their rides are safe or not.

In addition, different test analysis was conducted by using independent t-test to analyse the intention to use e-hailing between male and female. Result shows that there are no significant differences between male and female users. This may be due to the fact that the research's sample size is too small. Therefore, results may not be as accurate as expected.

LIMITATION AND SUGGESTIONS

There are several limitations that occurred while conducting the research. Firstly, there were limitations of funds. Limitations of funds lead to difficulty in collecting resources or data as some of the resources require subscription fees. For example, Statista, journal studies like Springer, Elsevier etc. Other than that, there was a limitation of time. The time allocated to conduct this business research was limited to a period of approximately 3 months which is from April, 2022 to July, 2022. The research requires a lot of time and strength to collect the data from other resources and survey the respondent, and in order to improve the accuracy of the studies, more time is required. Finally, there were a limited number of respondents. The ideal number of respondents for this research was 100 number of respondents, but eventually it had only achieved 82 number of respondents.

Therefore, there are a few recommendations suggested in order to improve the limitations mentioned above. Firstly, to solve the problem of fund limitations, researchers can try to look for sponsorship from the college or the company of the e-hailing apps to support the studies. Secondly, in terms of time limitation, the period of business research should be further extended into 6 months which is from April, 2022 until October, 2022 in order to make the studies more accurate and reliable by receiving more information and having more time to survey more respondents. Lastly, other than the use of Google Form, the research should increase the variety of methods in surveying the respondents. For example, printing questionnaires on paper and sending them to the household letter box.

CONCLUSION

In this study, the associations between relative advantage (RA), ease of use (EOU), safety & security (SS), and intention to use e-hailing were investigated. The outcome shows a substantial positive significant relationship between the independent variable (Ease of use, Safety & Security) and the dependent variable (intention to use). However, there is no significant relationship for Relative advantage and intention to use. Therefore, e-hailing companies should focus more on customer's safety and being user friendly in order to gain customer's intention to use e-hailing services. The goal of the study is accomplished.

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My FM: The Experiences of Chinese Youth Listeners in Penang

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Abstract: In Malaysia, many radio stations entertain Malaysians by offering various kinds of music and content. As Malaysia is a multiracial country, the main languages used as a means of communication at radio stations vary. To harvest listeners from the Chinese community in Malaysia, radio stations using Chinese as the main language have been launched. The industry has flourished in Malaysia, and there are now 8 Chinese radio stations which are 8 FM, 988 FM, Ai FM, City Plus FM, GoXuan, Melody FM, MY FM, and TEA FM. Among the companies running Chinese radio stations in Malaysia, Astro Radio has the most Chinese radio stations. MY FM, GoXuan, and Melody FM are the three radio stations from Astro Radio that providing services to Malaysians by using the Chinese language. This study aims to identify the experiences of Chinese Youth Listeners in Penang through MY FM. Despite the fact that Penang is one of the states that have a high number of Chinese people living in Malaysia. To achieve the aim of this study, a quantitative survey with the use of Online Google Form is carried out among 105 respondents of Chinese youth in Penang ranging from 15 to 30 years old. The result shows that most of the respondents listen to MY FM per day around 1 to 4 hours and they usually do so while in the car. The main reason respondents listen to MY FM is for music, companionship, news and information consumption. The Uses and Gratification Theory (UGT) is used as an indicator to assess the different types of needs that affect an individual when selecting a radio: cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension needs.

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Keywords: My FM, Penang youth, Chinese listener, experiences of radio, needs of individual

INTRODUCTION

The history of radio in Malaya began in the year 1921 when an electrical engineer from the Johor Government, A.L. Birch, brought the first radio set into the country. He then established the Johore Wireless Association and commenced broadcasting through 300 meter waves. This was then followed by the establishment of the same association in Penang and the Malayan Wireless Association in Kuala Lumpur (RTM, 2021). In 1934, ZHj Penang launched a radio station called Radio Malaya. Radio Malaya broadcasted in four different languages: Malay, Mandarin, English, and Tamil (History of Radio and CRM, n.d.). Twelve years later, it was renamed Chinese Language Service followed by Green Network (Ai FM, n.d.). In 1998, it was renamed Channel 5 again, and it has become the first Chinese language radio station in Malaysia, using only Chinese as the medium of communication. Now, Ai FM is its latest radio station name which is owned by Radio Televisyen Malaysia (RTM).

Currently in Malaysia, the radio networks are owned by three largest companies which are the Media Prima Berhad, All-Asian Satellite Television and Radio Operator (Astro) and Radio Television Network (RTM) (Abdul Latif et al., 2013). Since then, the radio industry has flourished in Malaysia, and there are now eight Chinese radio stations which are 8 FM, 988 FM, Ai FM, City Plus FM, GoXuan, Melody FM, MY FM, and TEA FM. Among the companies running Chinese radio stations in Malaysia, Astro Radio has the most Chinese radio stations. MY FM, GoXuan FM, and Melody FM are the three radio stations from Astro Radio that provide services to Malaysians by using the Chinese language. The differences between the three radio stations are the age of target audiences. For MY FM, its target listeners are within the age range of 10 to 29 years old given that the songs and contents provided are acceptable for both youngsters and elders. On the other hand, the target audience of GoXuan FM includes the generation Z listeners of the Chinese community as they offers songs and contents that suit the taste of such a generation in a more creative way compared to other radio stations. For Melody FM, the target audience covers mature audiences within the age range of 25 to 49 years old, whereby they offer songs and contents that are within the interests of such an audience group.

For MY FM, it is the first privately-owned Chinese radio network in Malaysia under Astro Radio. MY FM was launched by Airtime Management and Programming Radio Network (AMP) in 1988 to replace the Classic Rock and Talk Radio (Commercial Radio, n.d.) as well as the radio station named Era FM. In the first broadcast, they are using the name, Chuan Zhen Xin Qu Tai for the Astro radio channel with the same frequency as Talk Radio. The language of the programme does not only focus on Chinese as Cantonese has taken up to 50 percent in programme broadcasting (Astro, n.d.). It is Malaysia's first Chinese-formatted radio channel, explicitly created for Chinese-speaking listeners aged 10 to 29. The name MY FM serves to convey a sense of connection and ownership for its listeners, who wants "MY radio station playing MY music and fun content" anytime, anywhere (MY FM, n.d.). Contemporary music from the 2000s to the present, primarily in Mandarin and Cantonese, with English and Korean, can be listened on MY FM. Also, information on celebrities and the entertainment industry, as well as reviews of places and events throughout the world, can be heard through MY FM.

Nowadays, listening to the radio has become a form of entertainment for Malaysians in their daily life. According to the GfK Radio Audience Measurement (2021), a total of 20.6 million people listen to radio weekly in Malaysia. In Malaysia, many radio stations entertain Malaysians by offering various kinds of music and contents. As Malaysia is a multiracial country, the main languages used on radio channels are varied. Radio stations using Chinese as the main language has been launched with the initiative to harvest listeners from the Chinese community in the country. The GfK report shows that Chinese radio stations have accounted for 20% of total weekly listeners in Malaysia, which is 4.1 million listeners. Referring to Astro (2021), the Chinese radio station with the most listeners is MY FM, as it has achieved a number of 7 hours and 30 minutes weekly for the time spent listening. Among all the Chinese radio stations in Malaysia, MY FM stands out as the most listened to Chinese radio station. According to the GfK Radio Audience Measurement (2021), MY FM has continued to be the number one Chinese radio station in Malaysia. In the first half of 2021, MY FM has increased its weekly listenership to 2.2 million.

RESEARCH OBJECTIVE

This research aims to identify the experiences of Chinese youth listeners in Penang through My FM.

LITERATURE REVIEW

Anurekha and Meenakshi (2020) mentioned that entertainment from the media industry has been strongly provided to the people to which include radio. People might have different experiences when selecting radio as entertainment. According to NPR and Edison Research (2021), radio listeners can be separated into six different segments. The first segment of radio listeners is the radio heads. This group of listeners is the most devoted and active listeners of a radio station as they listen to the radio for everything. The second segment of radio listeners is the connection seekers. This is the group of people who listen to the radio for companionship. Star Media Group (2020) mentioned that Malaysians routinely listen to the radio during the Movement Control Order (MCO) as radio is a form of media consumption that can provide support and companionship during such a time. The third segment of radio listeners is the infomaniacs. The reason this group of audience listen to the radio is basically to consume news and information. The fourth segment of radio listeners is the rhythm rockers who tune in the radio to consume music. The fifth segment is the laidback listeners where radio is used as the background sound while they are working. The habitualists are the last segment of radio listeners. They only listen to the radio if it is their only option as they are less engaging to it.

The vast majority of people listen to the radio on their own. Even if they are listening while the others are present, this is an uncommon group experience. It is because each person has a unique experience with the output that they will not share with others. It includes their inner eye as well as their feelings (Ajaegbu, et al., 2015). According to the research done by Krause (2020), the participants said that they did not feel lonely when they listened to the radio alone because they gained companionship and comfort. This warmth brought by the radio gave them a strong bonding with it. Moreover, one respondent reported that listening to the radio offered her companionship when her desire to interact with friends was low.

Due to the advancement in technology, people can listen to radio programmes in many ways. Besides using the traditional way to listen to the radio, people can now shift to streaming their preferred radio station online without any interruption via the internet or by simply download the relevant applications on their smartphones or devices. In this case, where and when to listen to the radio station also varies depending on the listener experiences as listeners are given more choices at this moment. Based on a research done by Mogambi (2016), majority of the University of Nairobi students listen to the radio in the morning and late evening. Despite the fact that majority of them have mobile phones with FM radio stations, 58% of the respondents state that they still tune in to the radio using a radio set. When it comes to where the respondents listen to the radio, 54% of them said they listen to the radio more often at home. In comparison, 39% said they listen to radio programmes in cars, including public transportation. Also, according to the responses collected by Ibrahim, et al. (2021), 6 am to 10 am is the time slot where most women in Semporna, Sabah listen to the radio. In addition, most of the respondents listen to the radio through TV sets such as Astro and Njoi, followed by home radio sets, mobile phones, and lastly through the computers.

Moreover, listeners' music preferences will affect their experiences when listening to the radio. According to the example given by DeWerth-Pallmeyer (2003), a labourer with a specific taste in modern jazz and old-time American bluegrass music will tune in to the radio station that plays songs that suit his music preferences. It means that if the radio station provides music that fulfills the music preferences of a particular group of people, they will become its potential listeners. Another study by Keshtkar and Bastanfard (2015) discovers that pop music is the most popular genre among the respondents. In the study, pop, classical, and national are the three-type genre of music posed. According to the respondents' feedback, when the number of pop songs played on the radio increases, listeners' satisfaction will also increase. Although the satisfaction of listeners decreased in the middle when the number of pop songs increased to 17, the satisfaction of listeners slowly increased over the experiment when the proportion of pop songs played was fixed.

According to Adnan and Jamal (2015), participants who are students and staffs of University of Malaysia Sabah (UMS), Sabah MARA University of Technology (UiTM), MARA Skill Institute (IKM), Institute Training Industry (ILP) and Master Skill College indicates that they prefer to hear local music on the radio rather than the Western music.

In the meantime, a radio announcer is a person who works in the broadcasting industry. Their work scope includes reporting on news and live sporting events, hosting talk shows, or play music over the airwaves. Through the radio programmes, radio announcers communicate with their listeners verbally, only with their voice to establish a connection with their audience. It is also found that radio listeners will form strong bonds with radio presenters based on their humour and trust (Vetrano, 2018).

When listeners choose between many radio stations, radio announcers will be one of the keys deciding factors. Every listener will have a different opinion, preference and expectation when it comes to the perception towards radio announcers too. There are a number of factors that can be taken into account for this matter.

The personality of the radio announcers is one of the factors contributing to the listeners' perception when selecting their preferred radio station. It is essential to radio stations because the personality of radio presenters influence whether or not, and how much listeners want to interact with radio stations and presenters during programmes (Spangardt, et al., 2016). According to Vetrano (2018), a whopping 68 percent of audiences can name their favourite DJ, personality, or show. Over half of the listeners say their favourite DJs' personalities and shows are the main reasons they tune in to their favourite station. Spangardt et al. (2016) mentioned that radio listeners do not call randomly at any time of day as they will decide the personality of the announcer of the talk show. This proves that the host's personality is perceived by listeners and is a basis for interaction decisions. Also, through the research done by Spangardt, et al. (2016), the personality of the radio announcer, such as generally speaking, distinct parasocial interaction between the audience and the presenter, and a greater flow insight among the audience leading to a higher desire to interact with the station or presenter, which can create a more incredible bond between the listeners and the announcer.

Voice characteristic of radio announcers will be another fact that affects the listeners' perception towards the radio announcer. The speech rate of the radio announcer is part of the voice characteristic as it affects whether the listener can hear the presenter clearly and whether the listener can listen comfortably. Also, the speech rate of presenters is critical for the connection and knowledge between the broadcaster and the listener (Herbert, 1989). According to a study by Rodero (2012), among the four different radio stations, BBC, RF, RAI, and RNE, the BBC, with a speech rate of 167.54 wpm, was selected as the station that bulletin could understand most clearly out of 15 respondents. The speed rate of the BBC's announcer was also chosen as the slowest of the four radio stations. A study by Mahmud and Ching (2012) meanwhile found that 79.17% of the respondents chose DJ1, who has the slowest speech rate compared to another two DJs as the radio presenter who was easiest to understand what he was talking about. 'Slow' was mentioned in many responses as the cause for their ease of comprehension.

The UGT theory was implemented as the framework in this study as the listeners of MY FM are active. UGT explores how people use media to meet their needs given that the most significant job of media for humans is to satisfy desires (Bajracharya, 2018). According to UGT, audiences are actively involved in choosing the media they want to consume and are conscious of their reasons for doing so (Vinney,2019). This means that the experiences of listeners and expectations towards the programme and radio announcers will differ.

In this research, the five categories of needs of media users is the independent variable. The first category of needs will be cognitive needs. People use media to obtain information and to meet their mental and intellectual demands (Bajracharya, 2018). The second category of needs is affective needs. According to Tanta et al. (2014), media works to provide joy, aesthetic and emotional experiences to the user. The third category of needs is personal integrative needs. People utilise the media to reassure themselves, earn credibility, and maintain their standing. The fourth category of needs is social integrative needs. According to Bajracharya (2018), people use media to improve their social relationships by providing them with subjects to discuss with their friends and family. The fifth category of needs is tension free needs. According to Tanta, et al. (2014), media works as a desire to flee, a release of stress, a shift in focus from uncomfortable to pleasant to the users.

RESEARCH METHOD

For this research, a questionnaire designed through Google Forms was distributed to the participants. There is a total number of 2 sections in the questionnaire, Section A and B. Section A comprises questions on demographics or personal details which include the participants' age, gender, and occupation. Section B consists of the experiences of the participants when listening to My FM. The target age of the respondents is Chinese youth in Penang between the age of 15 to 30 years old. In 2019, Youth and Sports Minister, Syed Saddiq Syed Abdul Rahman mentioned that a person between 15 and 30 years old is now considered a youth (Yunus and Landau, 2019). The reason for lowering the age from 40 to 30 years old is to minimize the generation gap, expedite youth maturity, and decrease risk behaviour in youth groups. The locale of the research, Penang, in particular, is one of the states that has the higher Chinese population in Malaysia. The data shown by the Consulate General of the People's Republic of China in Penang shows that 39.1% of the residents in Penang are Chinese. The total number of Chinese community in Penang is 693,400 people. So, it is not surprising that Penang has a history of establishing the earliest radio station in Malaysia. According to the Department of Statistics (2021), the current estimated population of Chinese youth in Penang is 146,800.

In this research, convenience sampling is selected because it is relevant given the Covid-19 pandemic in Malaysia. As of 14 October 2021, the number of confirmed Covid-19 diagnoses in Malaysia was as high as 2,353,579 (Malaysia: WHO Coronavirus Disease (COVID-19) Dashboard with Vaccination Data, 2021). According to the Centres for Disease Control and Prevention (2021), social distance, which means staying 6 feet apart from others, can reduce the risk of infection. In order to ensure the safety of the researchers and respondents, the link to the questionnaire designed using Google Forms was distributed to participants via social media to avoid close contact. Besides, there is no restriction to the gender and occupation of the respondent. The questionnaire designed through Google Forms was distributed to the researchers' family, friends, and classmates as they are convenient for data collection purposes.

The whole population was 105 respondents which included 39 people from Timur Laut, 25 from Barat Daya, 17 from Seberang Perai Utara, 13 from Seberang Perai Selatan, and 11 from Seberang Perai Tengah. Based on the age range of participants from 15 to 30 years old in the research, it can be inferred that the age structure of the respondents' projects visible domination of people between 21 to 22 years old. The respondents aged 23 to 24 are the second largest population. The remaining age categories were represented by smaller groups. Additionally, the smallest age group was respondents aged 15 to 16. The responses collected from the survey questionnaire were analysed using simple descriptive analysis technique.

DATA ANALYSIS

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

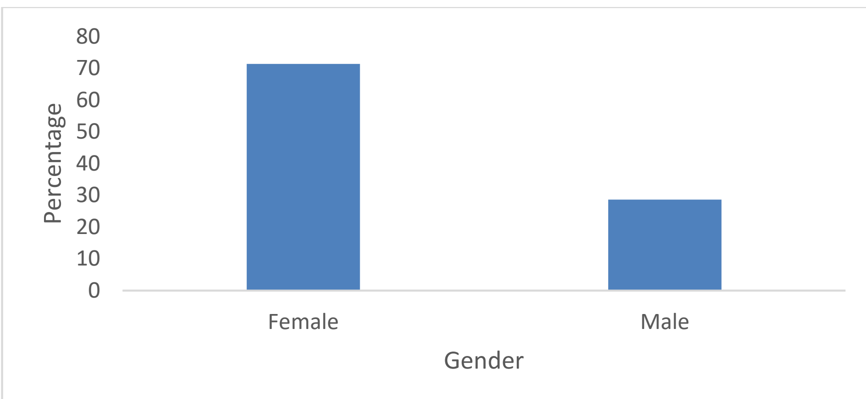

Figure 1.0: Gender of respondents

Figure 1.0 shows the gender of the respondents. The gender of the respondents was clearly visible, with 75 female respondents (71.4%) and 30 male respondents (28.6%). It appears that majority of the female Chinese youth in Penang participated in the survey more than their males counterpart.

Figure 1.1 shows the age of the respondents. The most significant respondents were aged 21-22, accounting for 56 respondents (53.5%) of the total. 14 respondents (13.3%) were aged 23-24. 9 respondents (8.6%) were aged 25-26. 7 respondents (6.7%) were aged 17-18, while 6 respondents (5.7%) were aged 19-20. 5 respondents (4.8%) were aged 27-28, and 5 respondents (4.8%) were aged 29-30. Respondents aged 27-28 and 29-30 accounted for 5 respondents (4.8%) respectively. 15-16-year-olds were the least represented with only 3 respondents (2.9%).

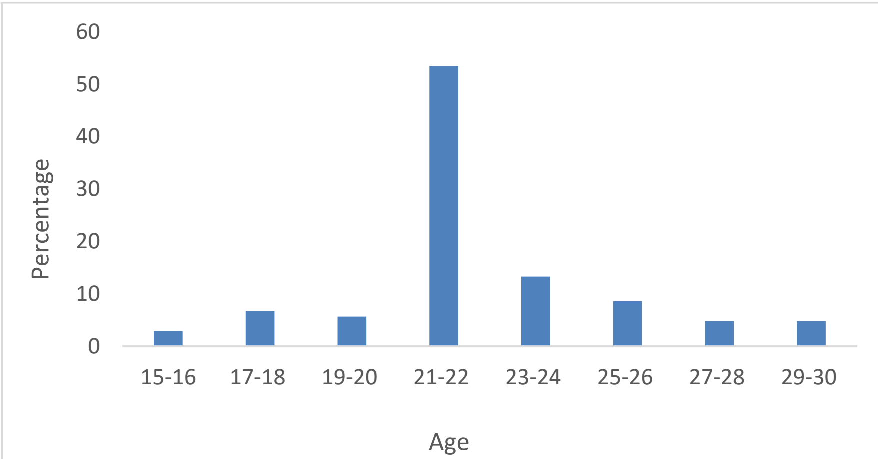

Figure 1.1: Age of respondents

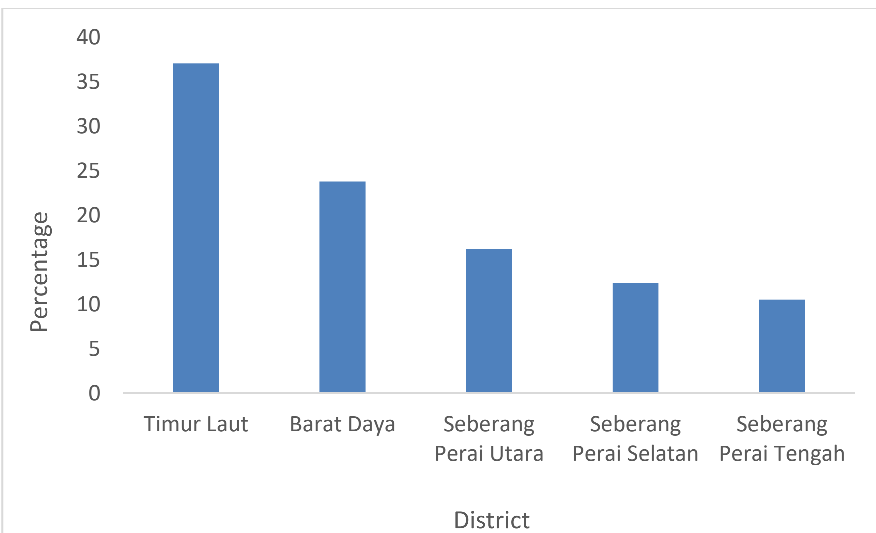

Figure 1.2: District of respondents

Figure 1.2 shows the district of the respondents. According to the data collected, 39 respondents (37.1%) are from Timur Laut, the highest percentage. 25 respondents (23.8%) are from Barat Daya, followed by 17 respondents (6.2%) from Seberang Perai Utara. 13 respondents (12.4%) are from Seberang Perai Selatan, while Seberang Perai Tengah with 11 respondents (10.5%) is the lowest percentage in the study.

THE EXPERIENCE OF RESPONDENTS WHEN LISTENING TO MY FM

This section (figure 1.3) asked respondents about the hours they usually spend listening to MY FM every day. A total of 99 respondents (94.3%) listen to MY FM around 1-4 hours every day. In addition, two respondents (1.9%) listen to MY FM for about 5-9 hours and 15-19 hours every day respectively. Meanwhile, only 1 respondent (1%) each listens to MY FM for about 10-14 hours and 20-24 hours every day.

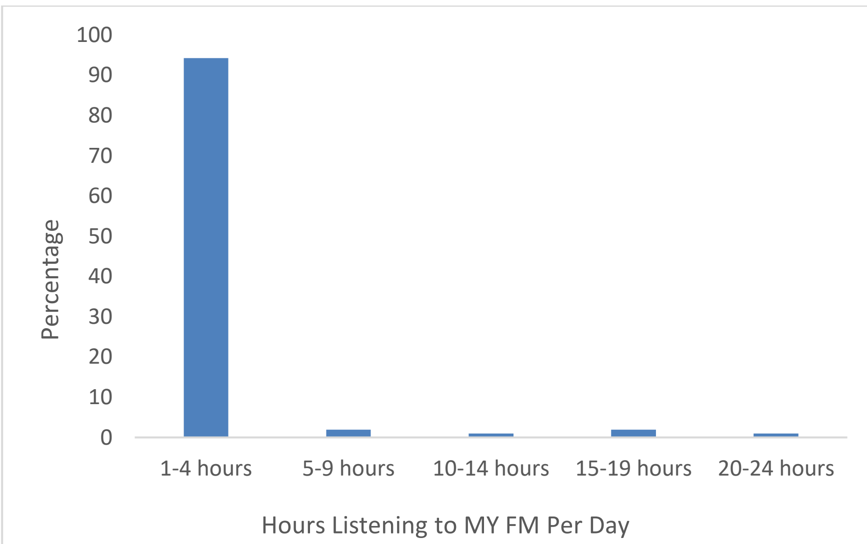

Figure 1.3: Hours listening to My FM per day

Figure 1.4 is the time slot that the respondents tune in to My FM most frequently. According to the data, 53 respondents (50.5%) listen to My FM most frequent in the morning, followed by 24 respondents (22.9%) tuning in to My FM most frequent in the evening. 18 respondents (17.1%) responded that afternoon is the most frequent time slot for listening to My FM. 8 respondents (7.6%) selected night as the most frequent time slot they tune in to My FM.

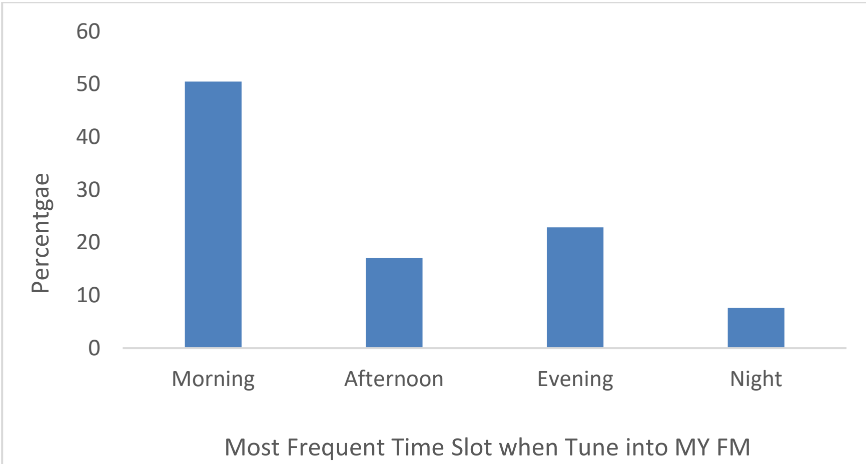

Figure 1.4: Most Frequent Time Slot when Tune into My FM

Figure 1.5 shows the place where respondents usually listen to My FM. According to the data, 96 respondents (91.4%) usually listen to My FM in the car, which carries the highest percentage. 8 respondents (7.6%) is found to be usually listening to My FM at home whereas only 1 respondent (1%) listens to it while at work.

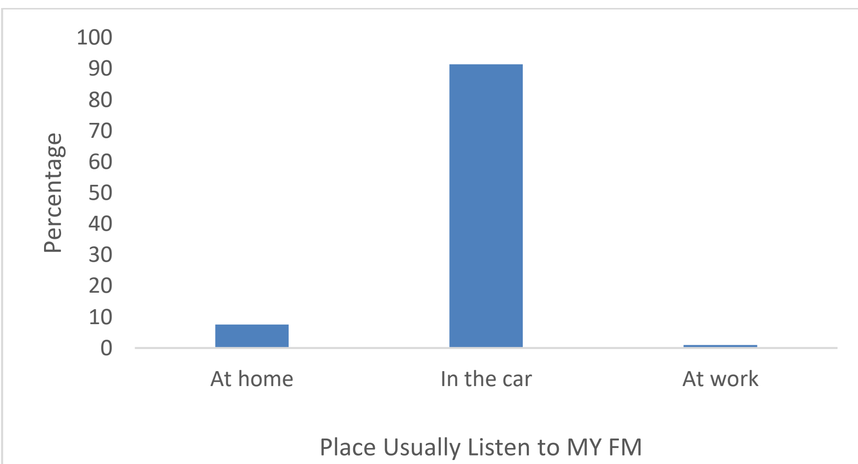

Figure 1.5: Place Usually Listen to My FM

This section (figure 1.6) is about the platform that the respondents used to listen to My FM. 81 respondents (77.1%) listen to My FM through car stereos which also carries the highest percentage, 18 respondents (17.1%) use radio sets, 4 respondents (3.8%) listen through mobile phones, and 2 respondents (1.9%) listen by using My FM website. None of the respondents uses the SYOK app and TV as the platform to listen to My FM.

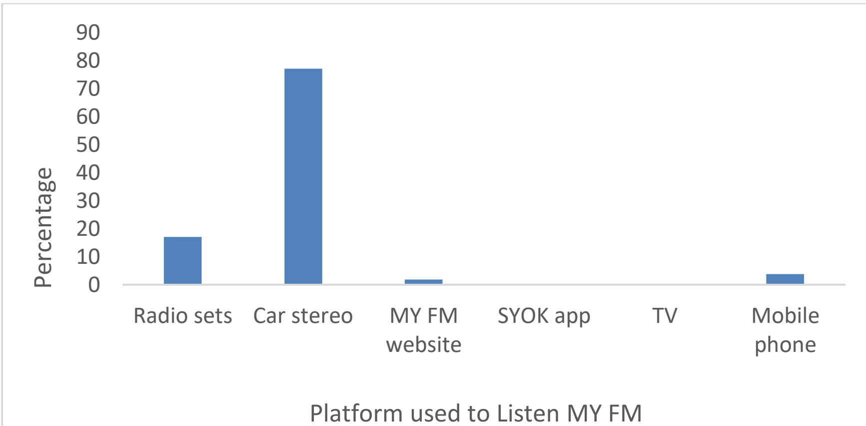

Figure 1.6: Platform used to Listen to My FM

Figure 1.7 shows the main reason respondents to listen My FM. The reason for consuming music with 44 respondents (41.9%) is the highest reason the respondents listen to My FM. Companionship and consuming news and information were each selected by 19 respondents (18.1%). 13 respondents (12.4%) said that the main reason they listen to My FM is for background music when working. Another 8 respondents (7.6%) are found to listen to My FM for basically everything whereas only 2 respondents (1.9%) selected “My FM is the only option to listen” as their main reason for listening to the radio station.

Besides, this section (figure 1.8) shows the music genre most preferred by respondents in My FM. This is a multi-choice question as respondents are given the right to select more than one music genre. According to the data, 89 respondents (84.8%) chose Chinese pop as their most preferred music genre in My FM, which is the highest percentage among the other options, followed by 60 respondents (57.1%) choosing English-pop, 52 respondents (49.5%) choosing Korean-pop, 34 respondents (32.4%) choosing Cantonese-pop. Both Pop and R&B were chosen by 28 respondents (26.7%) respectively. 13 respondents (12.4%) selected Hip-Hop as their most preferred genre. Ballad is preferred by only 12 respondents (11.4%).

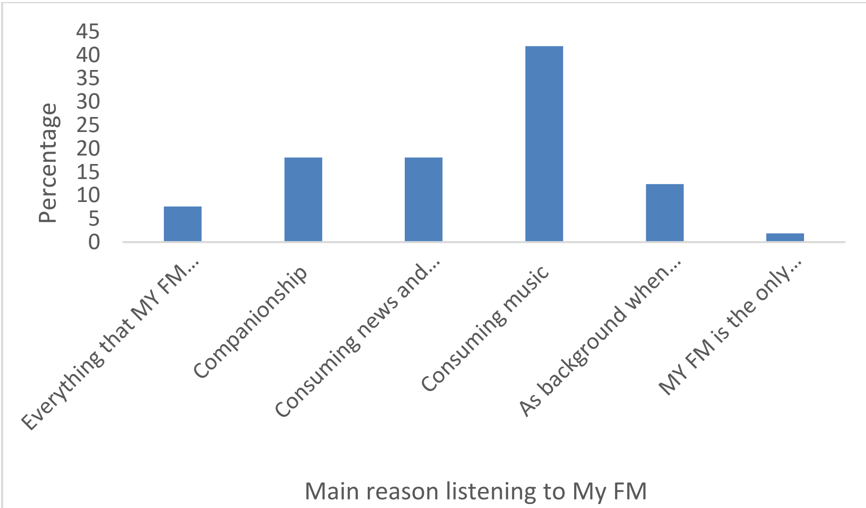

Figure 1.7: Main reason listening to My FM

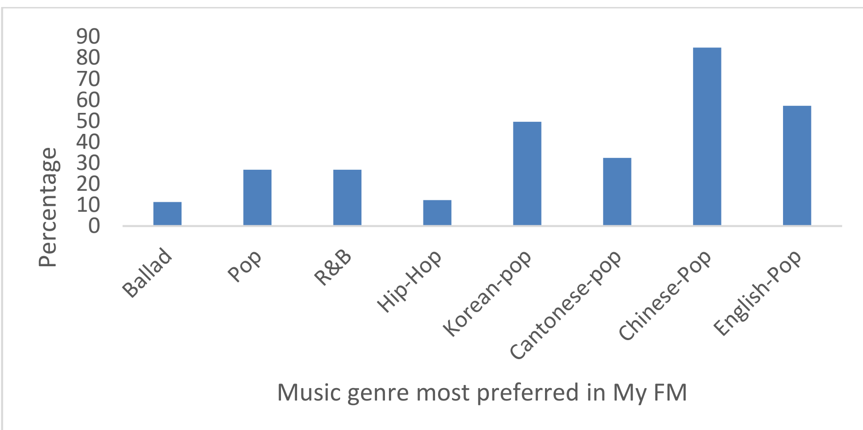

Figure 1.8: Music genre most preferred in My FM

Figure 1.9 refers to the most preferred My FM programme of respondents. A total of 26 radio programmes offered by My FM are provided for selection. Among the radio programmes listed, My Yeong Gong Can Lan is the most preferred programme among 21 respondents (20%). 17 respondents (16.2%) selected My Music Non-Stop, 14 respondents (13.3%) selected My 20 Charts, and 9 respondents (8.6%) selected My Golden Chinese Golden Chart New Songs. Both My A Cantonese Song and My Ngam Channel were chosen by 6 respondents (5.7%) individually. My Top 10 Singles was selected by 5 respondents

(4.8%). My I Want to Prank, My Did You Listen to It, and My Musang King Channel was each chosen by 4 respondents (3.8%). My Artistes Play Music was selected by 3 respondents (2.9%). My ON Lah Wei!, My What Do You Know, My Golden Chinese Golden Chart each consist 2 respondents' (1.9%) selection. My Fun Party, My What to Do Tonight, My Tik Tok Hour, My Just for Fun, My Top 10 Singles, and My I Want to Chat were each selected by one respondent (1%). None of the respondents select My Honestly Speak, My I Want to Support, My I Want to Test You, My Video All Night, My KIKI Show, and My Sunday Like That as their preferred radio programme of My FM.

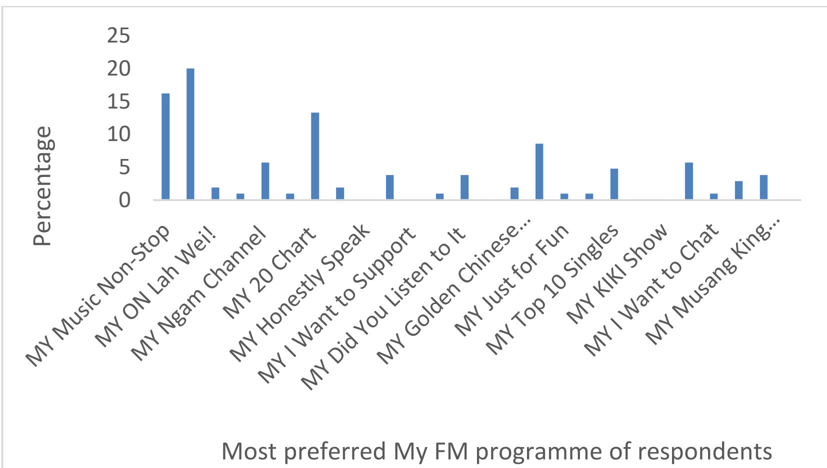

Figure 1.9: Most Preferred MY FM Programme of Respondents

This section uses the 4 point-Likert scale for the respondents to select. This section (Figure 2.0) measures the level of agreement on the interesting content of the selected programme in My FM. 57 respondents (54.3%) agree with the statement. 47 respondents (44.8%) strongly agree that the content of their selected programme is interesting. Only one respondent (1%) disagrees that the programme he/her selected is interesting. None of the respondents choose strongly disagree with this question.

Figure 2.1 refers to the agreement level of respondents towards MY FM's programmes providing respondents with content that can be discussed with their family and friends. 48 respondents (45.7%) agree with the statement. 44 respondents (41.9%) strongly agree with this statement. 9 respondents (8.6%) disagree that the programmes on My FM provide them with content that can be discussed with their family and friends. Only 4 respondents (3.8%) of the respondents selected strongly disagree with this question.

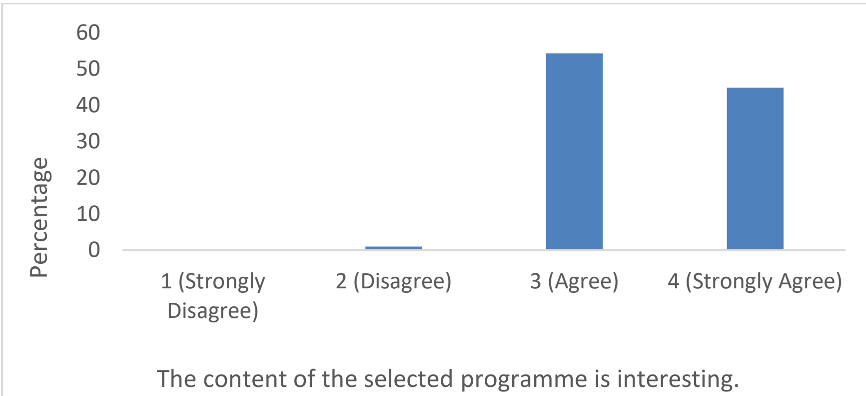

Figure 2.0: The content of the selected programme is interesting

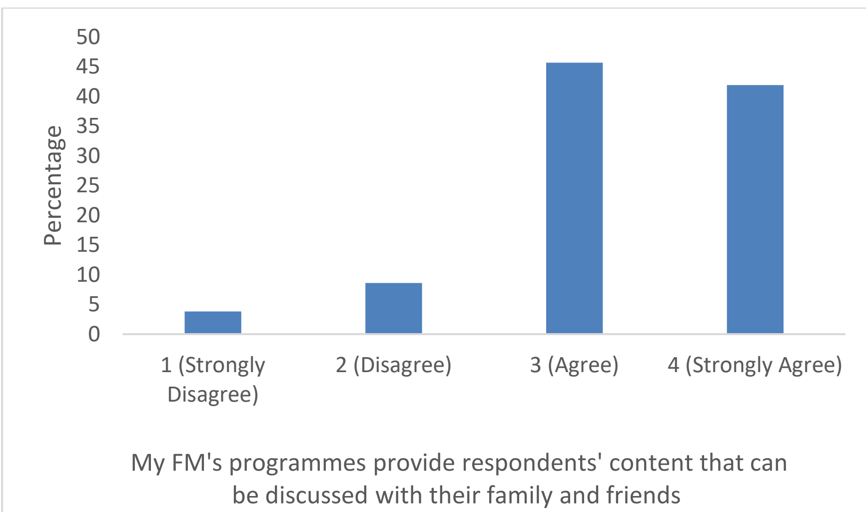

Figure 2.1: My FM’s programme content can be discussed with their family and friends

Figure 2.2 shows the agreement level of respondents towards the playlist of the selected programme suited for respondents’ liking. 50 respondents (47.6%) strongly agree with this statement about their selected programme. 49 respondents (46.7%) agree with the statement. 6 respondents (5.7%) disagree that the playlist of selected programmes suits their liking. None of the respondents choose strongly disagree with this question.

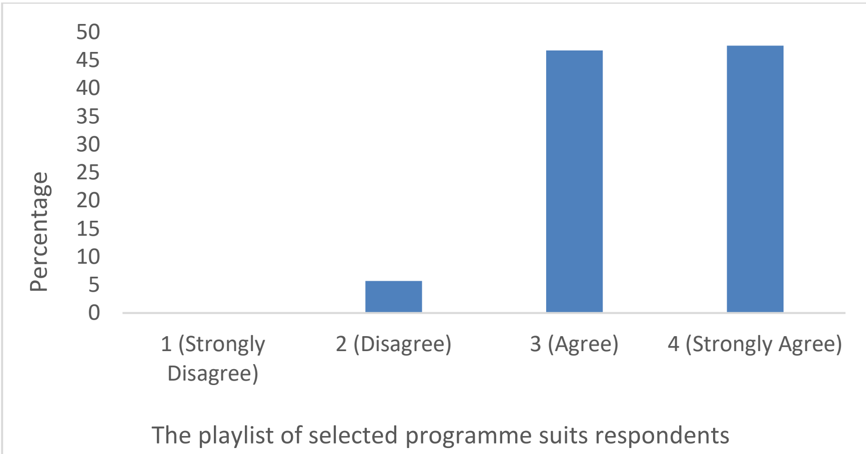

Figure 2.2: The playlist of selected programme suits respondents

This section (Figure 2.3) refers to agreement level of the respondents as to whether or not MY FM's programmes respondents help them relieve stress. 51 respondents (48.6%) agree with the statement. 45 respondents (42.9%) strongly agree with this statement. 8 respondents (7.6%) disagree that the MY FM's programmes help reduce their stress. Only one respondent (1%) selected strongly disagree with this question.

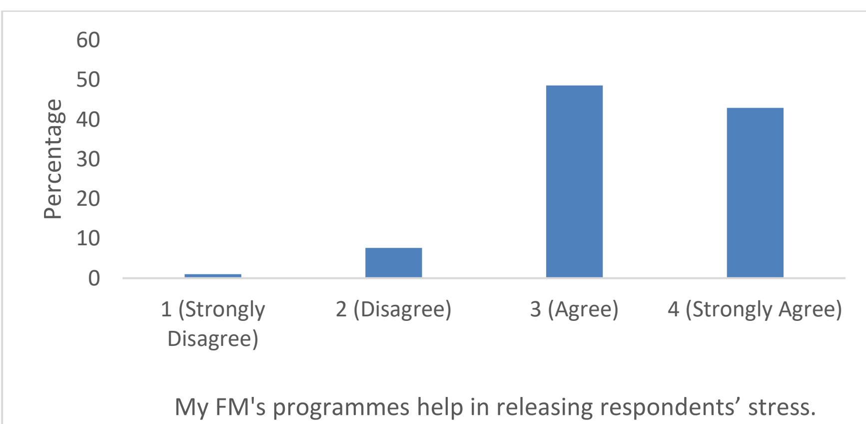

Figure 2.3: My FM's programmes help in relieving respondents' stress

Overall, 99 respondents (94.3%) listen to My FM for 1 to 4 hours per day. The result is similar to a study conducted by Mogambi (2016) where he found that 80% of respondents listen to the radio for 1 to 4 hours. Also, majority of the respondents which is 53 (50.5%) of them listen to My FM most frequently in the morning. This is consistent with a study by Ibrahim, et al. (2021) to which 6 to 10 am is the time slot where most women in Semporna, Sabah listen to the radio. Moreover, 96 respondents (91.4%) usually listen to My FM in the car. Majority of the respondents with 81 (77.1%) of them listen to My FM through the car stereo. In addition, music consumption is the highest reason why the respondents listen to My FM which was selected by 44 respondents (41.9%). This is consistent with Mogambi's study (2016) where 48% of the respondents say they listen to the radio due to the station playing music that they like. Chinese pop is the most preferred music genre with 89 respondents (84.8%) chose it as their most preferred genre in My FM. Besides, My Yeong Gong Can Lan, with 21 respondents (20%), is the most preferred programme among the respondents. Also, 57 respondents (54.3%) agree that the content of programme they selected is interesting. 50 respondents (47.6%) strongly agree the playlist of the selected programme suits the respondents. Additionally, 51 respondents (48.6%) agree My FM's programmes help them to relieve stress.

DISCUSSION

The primary focus of this research is to study the experience of Chinese Youth Listeners in Penang of My FM. The data collected from the respondents allowed us to study the experience of young Chinese listeners, who mostly listen to My FM in the morning while driving or using the public transportation.

The data collected from the questionnaires revealed that majority of the Chinese youth listeners in Penang are rhythm rockers according to the six different segments of radio listeners. The main reason they tune in to My FM is to consume music. The time slot of Chinese youth Penangites listening to My FM is similar to a study conducted by Mogambi (2016) to which 53 respondents (50.5%) listen My FM in the morning while 24 respondents (22.9%) do so in the evening. One significant difference that emerged in this study as compared to Mogambi's was where the respondents usually listen to My FM. In the study, 96 respondents (91.4%) mentioned that they usually listen to My FM in the car. The reason most respondents listen to My FM in the car is that the public transport system in Malaysia is poor, so Malaysians tend to use their private vehicles as a means of transportation, which can also be inferred that the respondents prefer to listen to radio programmes when travelling on the road (Almselati, et al., 2011). This is also the reason why car stereo has been selected as the platform that most Chinese youth Penangites prefer to listen to My FM which was agreed by 81 respondents (77.1%). Besides, Chinese-pop is the music genre that most respondents preferred. According to DeWerth-Pallmeyer (2003), if the radio station provides music that fulfils the music preferences of a particular group of people, they might become its potential listeners. Throughout the data, the most preferred radio programme of My FM by the Chinese youth Penangites is My Yeong Gong Can Lan. The result shows that the experiences of listeners in Penang is different from other states because My Ngam Channel is more preferred in other states during evening drive (Mogambi, 2016). Furthermore, a total of 91.5% respondents reported a good sense of what they expected from relieving stress by listening to My FM. Based on the findings by Van Hooff and Baas (2012), listening to the radio can significantly reduce subjectively experienced stress and promote serenity.

The experiences of Chinese Youth Listeners in Penang with My FM can be examined through the five different types of needs that may influence a person when selecting a media by Blumler and Katz’s (1974), i.e. cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension needs. According to Vinney (2019), UGT means that consumers actively select the media they wish to consume and are aware of their motivations. Radio is one of the mediums that people can easily access, and listeners are also actively involved in choosing radio stations they want to listen to; hence, UGT is appropriate for this study. The first element of UGT is cognitive needs which means that people utilise media to get information and fulfill their mental and intellectual needs (Bajracharya, 2018). From the data received, majority of the respondents agree that My FM’s programmes have fulfilled their cognitive needs such as consuming music, companionship, consuming news, and information. The second is affective needs which means that the purpose of media is to give users pleasurable, aesthetic, and emotional experiences (Tanta et al, 2014). The data shows that respondents strongly agree My FM's provides a suitable playlist for the selected programme. The third is personal integrative needs which means the media is used by people to comfort themselves, gain credibility, and preserve their position. From the data received, respondents agree that the content of the selected programme in My FM is interesting. The fourth is social integrative needs which means people use media to boost their social interactions by providing them with topics to speak about with their friends and family (Bajracharya, 2018). The data further shows that most of the respondent agree that My FM's programmes provide them with content that can be discussed with their family and friends. Lastly, the tension needs which means that media creates a desire to leave, a release of tension, and a shift in the consumers' emphasis from unpleasant to pleasure (Tanta, et al., 2014). The data shows that respondents agree that My FM's programmes help them to relieve stress.

CONCLUSION

This study aimed to learn more about the experiences of the Chinese youth in Penang with the Chinese language radio station, My FM. As a result, the study found that majority of Chinese youth listeners in the study listen to My FM for music consumption with the wide variety of music offered as the main aspect why the respondents choose to listen to the radio station. Other reasons as to why the respondents listen to My FM include companionship, consuming news, and information. It is also found that respondents typically listen to the radio for 1-4 hours every day where they tune in the radio station through the car stereo for the morning programme, My Yeong Gong alongside Chinese pop as their most preferred music genre.

In addition, consuming music is the highest reason the respondents listen to My FM which was selected by 44 respondents (41.9%). This is consistent with Mogambi's (2016) study as 48% of the respondents say they listen to the radio due to the station playing music that they like, namely Chinese pop. In the study, Uses and Gratification Theory (UGT) implemented posed as a measuring indicator of the different types of needs that affect an individual when selecting a radio, i.e. cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension needs. Finally, the data shows that My FM brings a suitable playlist, interesting content, content that can be discussed with their family and friends, and programmes that are helpful to relieve stress.

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Usage of Video Games as a Tool in Learning English

Mohd Hanafi Jumrah[*] & Thomas Lim Siong Yee[**]

Abstract: A video game is a type of entertainment medium created for players to experience different lives and imaginative scenarios through the usage of a computer or gaming console. In the modern age, the advancement of technologies and the visual industry allow players to experience detailed storytelling as well as receive immense information from the video games. Among the many genres that are available in video games, such as first-person shooters, fighting games, sports games, or action-adventure games, there exists a genre that focuses heavily on storytelling and the usage of language, namely, role-playing games. Quite unlike the other genre of games, where the story progression and player choices are usually unilateral, most role-playing games offer a variety of decision and dialogue choices for the players to make, and, therefore, the players can choose how they would act in a certain situation. In order to make a decision and shape the story into the players' intention, they have to read, understand and access the situation through the texts and voices provided by the non-player characters; hence, reading and listening in English are essential in order to complete these games. Based on the experiential learning theory, this study aims to identify the use of role-playing video games to assist Malaysian youths in their English language learning process. A quantitative research method is used by distributing digital survey forms to 102 youths and educators in West Malaysia and the data collected was analysed by utilising SPSS. The results of this study show the benefits of role-playing video games as an English learning tool for youths in Malaysia through memory-enhancing, vivid memory recall, and real-world application knowledge.

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Keywords: Video games, learning English, Malaysian youths, learning with entertainment.

INTRODUCTION

The use of English is a staple in an international setting, more so with the advancement of communication tools such as the internet nowadays. In order to make use of knowledge from many fields, such as science, technology, medical, entertainment, education, trade, and commerce, English is the best language to learn, as it has attained its global status and remained so for many decades (Rao, 2019). Despite this fact, Malaysian youths have yet to achieve an acceptable level of proficiency, which is a challenge when they are searching for jobs.

Video games are a unique entertainment tool that utilise English as its primary language most of the time. It is unique in that this type of entertainment requires active audiences instead of passive ones, such as that of a movie or a book. The audiences that enjoy video games need to act in accordance with the requirements of the video game in order to enjoy it thoroughly. Unlike a movie or a book, video games put players in realistic simulations of fictional situations (Widitiarsa, 2018), and further require the players own problem-solving skills based on the skillsets they have acquired before to overcome the levels of difficulties.

Role-playing video games require the player to understand dialogues, cut scenes, and instructions to progress with the storyline, therefore it requires a good command of the language in order to play it properly. For example, in the role-playing video game Fallout 4, the main character has to choose among four warring factions and to help one of them shape the world. Before choosing, the player has to understand each of their motivations, their moral standpoints, and their end goal by talking to a variety of different characters, and, only then can they choose the one that aligns with their personal outlook. Thus, in order to understand all the dialogues, it drives the player to understand the language properly, motivated by curiosity and the wish to completion of the story, thereby learning the language and the proper usage of it willingly.

The implications from the two shreds of evidence are that video games are a possible tool for English language learning for Malaysians, and in this study, the specific genre of video games that is looked into is role-playing video games.

Malaysia is well known for its multicultural community. Having a pluralistic community made up of three major ethnicities and many subgroups of indigenous people in Malaysia, the locals speak multiple languages in order to communicate with the different races or in different settings (Chepkemoi, 2020). The main languages are Bahasa Melayu and English as the official languages, Mandarin and Tamil being the mother tongue of the two major ethnic groups respectively. Being a multilingual group of people, Malaysians are considered gifted in terms of grasping concepts of the many different languages, and almost everyone speaks two languages or more (Wong, 2020).

Despite this, Malaysians are not speaking each language perfectly, especially English, an important international language that is being taught in their primary and secondary education for as long as eleven years (Adnan, 2003). An English teacher at a secondary school in Malaysia stated that students are not given ample opportunities to converse in English in the classrooms, and even if they were given a few chances at that, they are reluctant due to their lack of experience and confidence. While the students are able to write well and speak well in a classroom setting, their skills diminish noticeably outside of their learning zone (Selan, 2021). Ahmad Taufik agreed with the statement and warned that it impacts graduates' job opportunities as they could not answer the interviewers effectively when looking for a job (Selan, 2021).

Besides that, the structure of English education in schools in Malaysia is one of concern. According to Dr. Hanita, teachers should note that teaching is dynamic, and should not be stagnant, during her speech at the 10th Johor State English Language Conference in 2019 which was attended by 500 English teachers. She remarked that there are no wrong or right methods in teaching, for instance; if students cannot perform well with HOTS (higher-order thinking skills questions), they should be taught differently and creatively. Students' mastery of the language skills will enable them to answer examination questions (Sani, 2019).

Hariharan also opined that we are living in rapidly changing times, and teachers that teach with traditional methods cannot appeal to the current generation of students. He said that students will simply give up if irrelevant textbooks are used to teach them, so do not set standards that are too high for those that are already weak in English as mentioned by Sani (2019)

According to Hariharan and Farhana, there are many types of creative education, such as music and dancing being an effective learning tool for Orang Asli children, and board games allow the students to practise soft skills and language skills at the same time (Sani, 2019). According to the 2020 Global Games Market Report by Newzoo (2020), there are 20.1 million gamers in Malaysia, among the population of 32 million in 2020, which means almost 2 out of 3 people are gamers.

RESEARCH OBJECTIVES

This paper aims:

1. To identify the benefits of role-playing video games as an English learning tool for youths in Malaysia
2. To investigate the impact of the implementation of video games as an educational tool for youths in Malaysia.

LITERATURE REVIEW

Over the past few decades, as the creation and rise of video games seep deeper into our culture, the video game industry has become a multimillion-dollar business. According to statistics provided by the Entertainment Software Association, about 60% of Americans played video games in 2013, which is a big number considering that it requires hardware, time, and extra money that have to be put into this hobby. Consumers were found to have spent 2.1 billion dollars on video games in the same year (Reardon, 2015).

As the pervasion of video games' influence on culture grows, many educators are concerned about video games facilitating learning. Some educators fear the negative effects video games can have on youths and children, such as violence, aggression, or discrimination against women (Provenzo, 1991). However, video games are dynamic in that it provokes strong emotional stimuli, for instance, horror games provoke fear and a first-person shooter provokes aggression, while achievements in games provoke joy. These are in sync with the obstacles, story, competition with other players, and many more elements (Widitiarsa, 2018).

While it might be true that video games have negative impacts on a small population, for example, in Lieutenant Colonel Dave Grossman's (2016) study on video games and violent actions in teenagers, it can be argued that video games are not just played; they are read, fantasised and can become models for everyday life, a mirror to our society, therefore it can also have a positive influence on different people. There are elements of politics, economy, history, social structure, as well as daily life experiences from different perspectives in play here (Castell & Jenson, 2003).

Educational video games have been created before, such as Quest Atlantis developed by researchers at the University of Indiana in 2009 (Widitiarsa, 2018). These educational games assist the players in solving problems utilizing reasoning, memory, critical thinking skills as well as visualization of problems. While these educational video games seem to be effective in attracting the attention and interest of students, however, due to the lack of research and empirical data on these scenarios, researchers are forced to revert to traditional video games for testing (Widitiarsa, 2018).

Video games are beneficial for players to learn from many fields, such as sociology, history, strategies, or real estate. A researcher that is a native speaker of Portuguese stated that he played the video game Breath of Fire IV as a child, and from that game, he saw the characters mentioning the phrase "shooting star", and after going through a dictionary for the word 'shooting' and 'star', he realized that while the two words do not make sense when simply put together, such expression exists and languages should be translated based on context, and analysed carefully, instead of just translating word by word and putting them together (Silva, 2014).

The research by Reinders and Wattana (2011), a study in Thailand focusing on language learning outcomes in an MMORPG (Massively Multiplayer Online Role-Playing Game) called Ragnarok Online, focused on two essential functions of language, namely, the heuristic and representational function, that is, to get information about the environment, and to inform and talk about facts respectively.

Silva (2014) also stated that there are video game characters that utilised accent, informal speeches as well as different speaking styles, which are beneficial in helping non-native speakers realise that not everyone in real-life speaks like the people in textbooks, or those from simulated environments, and as such they have to look into the terms used by those characters to understand what they mean.

RESEARCH METHOD

This research used a quantitative research method and gathered 102 respondents comprising youths in Malaysia between the ages of 18 and 30 years (Bernama, 2019). The purposive sampling method is chosen based on the following criteria:

1. Students studying in any tertiary education institution in Malaysia.
2. Educators teaching in any educational institution in Malaysia.
3. Proficient in English as it is the conducting medium of this research, the questionnaire, and also the primary topic of research.
4. Understand the concept of video games.

The research instrument for this study is a questionnaire form that utilizes the Google Form service and is delivered through online means to collect data from the respondents. Questions in the form are arranged according to the literature review, selected theory, and its theoretical framework in this research. Besides students, educators of any age that is teaching in any educational institution are targeted for their valuable data and opinions too. The questionnaire consists of four sections, sections A, B, C, and D. Section A focuses on the demographics of the respondents, such as their age, gender, ethnicity, and educational levels. For Section B, questions regarding the respondents' understanding and experiences of video games are included. Third, for section C, the questions are formulated in accordance with the theoretical framework, including questions pertaining to the four stages of the learning process of Experiential Learning Theory. Lastly, Section D includes the questions targeting responses for the research questions and objectives. The answering format for Sections C and D are arranged with the 5-Point

Likert Scale model. Number 1 in the scale represents ‘Strongly Disagree’, 2 represents ‘Disagree’, 3 represents ‘Neutral’, 4 represents ‘Agree’ and finally, 5 represents ‘Strongly Agree’. The data collected were tabulated and then analysed with Google sheets in order to deduce connections between the dependent and independent variables.

This study used the version of the Experiential Learning theory, also known as ELT, an educational theory, published by David Kolb in 1984. Kolb (1984) defines experiential learning as a ‘holistic integrative perspective on learning that combines experience, cognition, and behaviour’. This means experiential learning is a rounded learning process that utilises the feelings, perceptions, and actions of the learner. In short, Kolb’s model of ELT can be described as a learning process with an emphasis on transforming the learner’s experience into knowledge (Boud, Keogh & Walker, 1985).

ELT consists of four stages of the learning cycle, that is, concrete experience (CE), reflective observation (RO), abstract conceptualisation (AC), and active experimentation (AE). When a learner is learning, the cycle will usually be repeated not just once, but several times (Kolb, 2015). This theory was selected for this research due to its nature of letting learners experience, and learn through the gathered experience, which is similar to the process of playing a video game.

Kolb’s (2015) version of experiential learning theory involves four main types of abilities:

1. Concrete experience (CE): students taking in new experiences.
2. Reflective observation (RO): developing understanding about students’ own experience.
3. Abstract conceptualization (AC): form theories and concepts to explain understandings.
4. Active experimentation (AE): apply theories to resolve challenges or make decisions.

As such, the essence of experiential learning would have students actively absorb and learn from a new experience, and then use the said knowledge to overcome difficulties. Diyanni and Borst (2020) stated that one of the keys to achieve experiential learning for educators, is to bring the outside world into the classroom. In order for students to experience the outside world while in the classroom, teachers can utilize creative learnings such as role-play, simulations, case analysis, and gamification to help students learn actively, instead of just sitting and listening to lectures. Diyanni and Borst (2020) stated that these pedagogical practices enable students to look both backward, through reflection, and forward toward real-world applications.

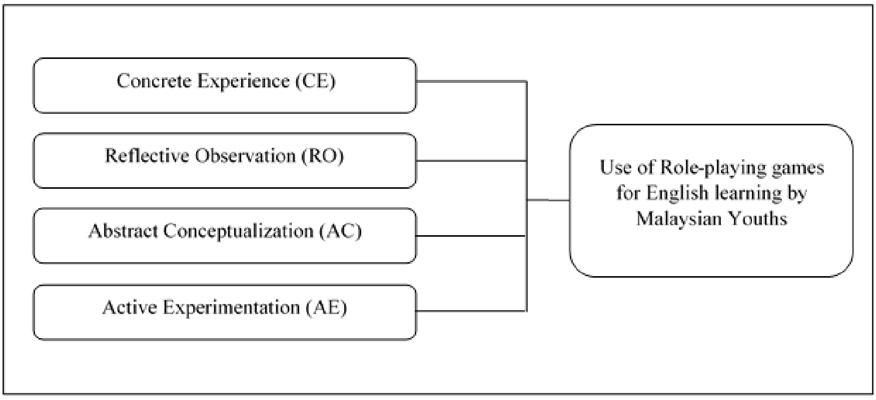

Figure 1: Experiential Learning Theory

DATA ANALYSIS

Data was collected from the 102 respondents through an online questionnaire survey in Google Forms. This survey aims to identify the benefits of role-playing video games as an English learning tool for youths in Malaysia as well as to investigate the impact of the implementation of video games as an educational tool for youths in Malaysia.

DEMOGRAPHICS

Table 1: Demographic data of respondents

Items	Responses	Number of respondents	Percentage
Gender	Male Female	52 50	51% 49%

Ethnicity	Chinese Indian Malay Others: Bumiputera Sabah	92 5 4 1	90.2% 4.9% 3.9% 1%
Age	Undisclosed 18 19 20 21 22 23 24 25 26 27 29	1 2 1 4 8 20 43 10 4 1 3 5	1% 2% 1% 3.9% 7.8% 19.6% 42.2% 9.8% 3.9% 1% 2.9% 5%
Occupation	Student Educator	90 12	88.2% 11.8%

Among the respondents, the gender is almost equally represented, with 52 males (51%) and 50 females (49%). The three major ethnicities of Malaysia are present, namely, Malays, Chinese and Indians. One (1%) Bumiputera (native) of Sabah is also present. Most of the respondents are aged 24 years and below (86.3%) while a small number of them are aged from 25 to 30 years (12.8%). 90 respondents (88.2%) are students while 12 respondents (11.8%) are educators.

KNOWLEDGE OF VIDEO GAMES

Table 2: Respondents' knowledge and experience of Video Games

Items	**Responses**	**Number of respondents**	**Percentage**
Do you know what are video games?	Yes No	102	100%

Have you played video games before?	Yes No	99 3	97.1% 2.9%
How much time do you spend on video games in an average week?	Less than 1 hour 1 to 3 hours 4 to 6 hours 7 hours and above	35 33 15 19	34.3% 32.4% 14.7% 18.6%
Do you think video games are educational?	Yes No	88 14	86.3% 13.7%
As video games grow more photorealistic with complex sounds and interactions available to the players, in which field do you think it can assist learners? (You can pick more than one option)	Simulations, e.g., Driving	61	59.8%
	Communications/ Languages	79	77.5%
	Academics, e.g., Mathematics, History	46	45.1%
	Information Technology, e.g., Coding, Writing Scripts	47	46.1%
	Others: In artistic and aesthetic sense	1	1%
	Others: Motor skills, APM (action per minute) and concentration	2	2%
	Others: Logic, observation, problem and puzzle solving	2	2%
	Others: Interpersonal skills like Critical thinking	1	1%

All the 102 respondents know what video games are. Most of them (97.1%) have played video games before while three of them (2.9%) have never played any. The respondents have spent different amounts of time on playing video games each week. 35 respondents (34.3%) spent less than an hour, 33 respondents (32.4%) spent 1 to 3 hours, 15 respondents (14.7%) spent 4 to 6 hours, and finally, 19 respondents (18.6%) spent 7 hours and above on video games in an average week. The majority (86.3%) of the respondents agreed that video games are educational to their players, while the rest (13.7%) disagreed. Out of all the fields that video games can assist learners with, 79 respondents (77.5%) thought video games help with communications and languages, 61 respondents (59.8%) thought they aid in simulations like driving, 47 respondents (46.1%) thought they can help in information technology, and 46 respondents (45.1%) thought they helped with academics such as mathematics or history. There were also other responses that are not listed, such as artistic and aesthetic sense (1%), motor skills and concentration (2%), logical, observation, and problem-solving skills (2%), and also interpersonal skills (1%).

EXPERIENTIAL LEARNING THEORY AND VIDEO GAMES

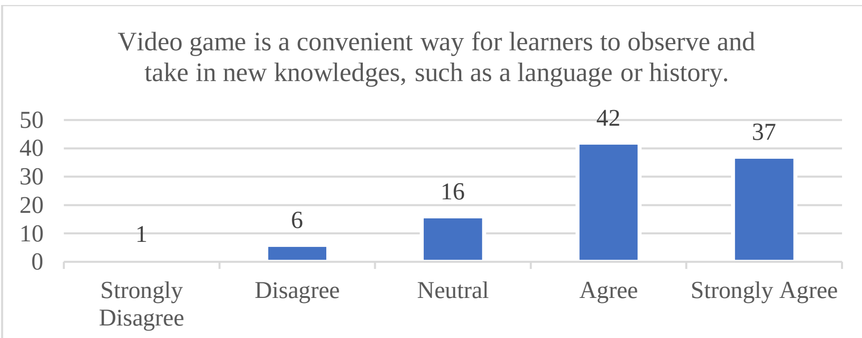

Figure 2: Video game is a convenient way for learners to observe and take in new knowledge

The question asked the respondents whether they agree with the statement 'Video game is a convenient way for learners to observe and take in new knowledge, such as a language or history'. Figure 2 shows that most of the respondents, 42 out of 102 (41.2%) agreed with the statement. 37 of them (36.3%) strongly agreed that video game is indeed a convenient way to take in new knowledge. 16 of the respondents (15.7%) remained neutral on the statement, while 6 (5.9%) disagreed, and one of them (1%) strongly disagreed.

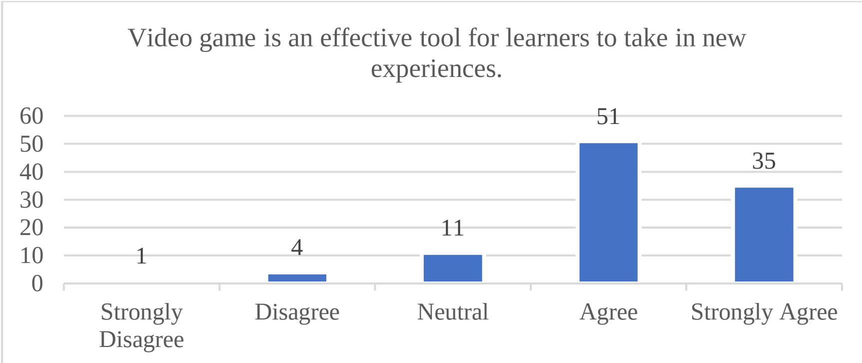

Figure 3: Video game is an effective tool for learners to take in new experiences.

The question states that 'video game is an effective tool for learners to take in new experiences' 51 (50%) respondents agreed to the statement, and 35 respondents (34.3%) strongly agreed that video game is an effective tool for learners to learn new things. 11 respondents (10.8%) had neutral opinion on the statement, while 4 respondents (3.9%) disagreed, and one respondent (1%) strongly disagreed that video games are effective for learning new experiences.

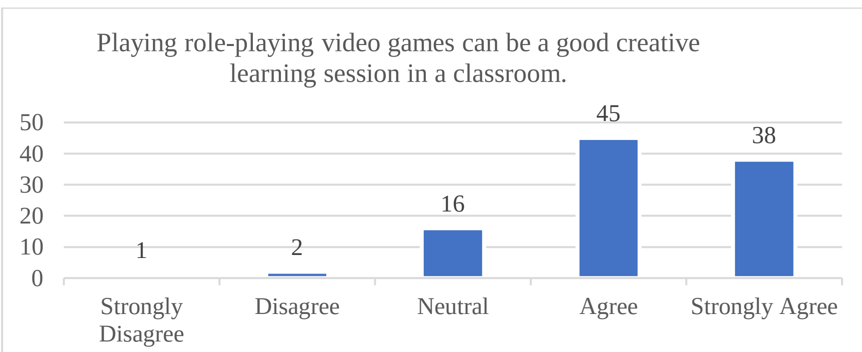

Figure 4: Playing role-playing video games can be a good creative learning session in a classroom.

This question puts role-playing video games in a classroom as a creative learning session. 45 (44.1%) respondents agreed, and 38 respondents (37.3%) strongly agreed that it will be a good creative learning session. 16 respondents (15.7%) remained neutral on the statement, while two respondents (2%) disagreed, and one (1%) strongly disagreed.

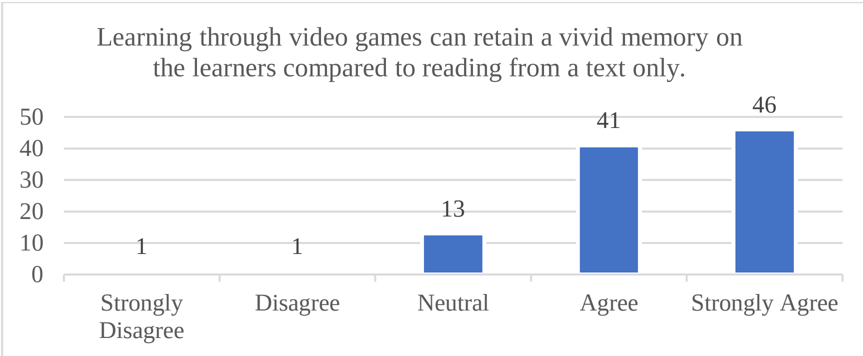

Figure 5: Learning through video games can retain a vivid memory

This question states that video games can lead to a vivid memory for learners when compared to reading from texts only. 46 o (45.1%) respondents strongly agreed, and 41 respondents (40.2%) agreed that learning video games can indeed help students retain a vivid memory. 13 respondents (12.7%) remained neutral on the statement, while one (1%) disagreed, and one (1%) strongly disagreed, perhaps meaning that texts are better learning materials than video games.

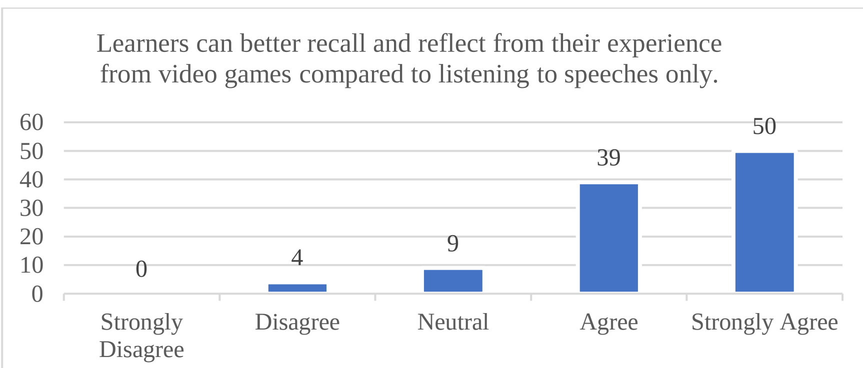

Figure 6: Recall and reflect on their experience with video games.

The question provides a scenario comparing learners recalling their experience from video games, compared to their experience from speeches. 50 (49%) respondents strongly agreed, and 39 respondents (38.2%) agreed, that video game experiences are easier to recall compared to those of speeches. Nine respondents (8.8%) remained neutral on the statement, and four respondents (3.9%) disagreed.

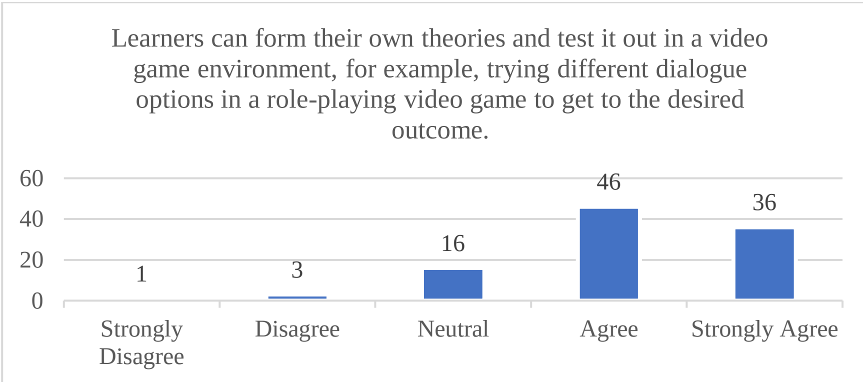

Figure 7: Theories and tests in video game environment.

This statement proposes that a video game environment is a good testing zone for theories, such as different attempts of dialogues. 46 respondents out of 102 (45.1%) agreed, and 36 (35.3%) strongly agreed with the statement. 16 respondents (15.7%) remained neutral on it, three respondents (2.9%) disagreed, and one (1%) strongly disagreed with the statement.

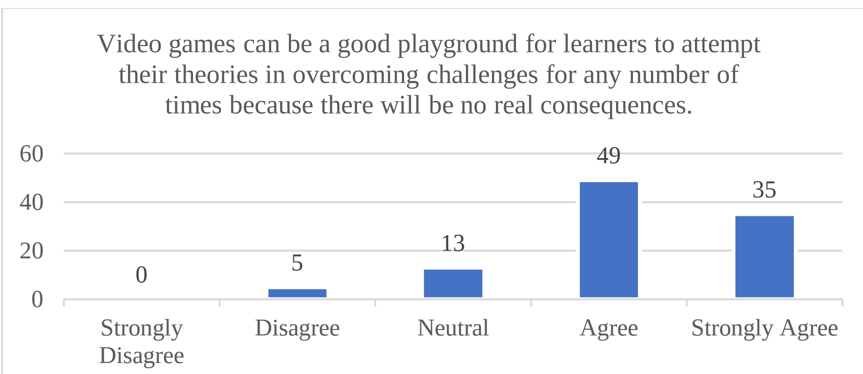

Figure 8: Video games can be a good playground for learning.

This question provides a statement that video games can be a good simulation for learners to try their way in overcoming obstacles, because there will not be any real consequences in doing so. 49 respondents (48%) agreed, and 35 respondents (34.3%) strongly agreed on the statement. 13 respondents (12.7%) remained neutral, and five (4.9%) disagreed on the statement.

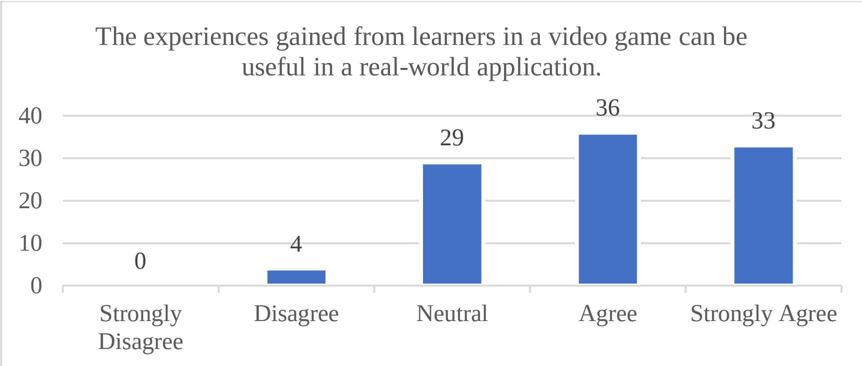

Figure 9: The experiences gained from learners in a video game can be useful in a real-world application.

Mean and Descriptive Analysis of Data Collected in Section C

Table 3: Mean of items of Section C

Items no.	SD	D	N	A	SA	Mean	Rank
1	1	6	16	42	37	4.059	7
2	1	4	11	51	35	4.127	4
3	1	1	13	45	38	4.147	3
4	1	1	13	41	46	4.275	2
5	0	4	9	39	50	4.324	1
6	1	3	16	46	36	4.108	6
7	0	5	13	49	35	4.118	5
8	0	4	29	36	33	3.961	8

Item number 5 states that learners can better recall and reflect on their experience with video games compared to listening to speeches only, and this item has the highest mean at 4.324. 50 respondents (49%) and 39 respondents (38.2%) strongly agreed and agreed with the statement respectively, which means that most respondents agreed that video gaming is actually much more memory-enhancing when compared to traditional speeches or lectures in a classroom.

Item number 4 states that learning through video games can help learners retain a vivid memory of learnt materials compared to reading from a text only. This item ranked the second highest with a mean of 4.275. 46 respondents (45.1%) strongly agreed, and 41 respondents (40.2%) agreed with the statement, which means that most respondents also agreed that video gaming can help students to remember key knowledge when compared to reading it from texts such as slideshow and textbooks.

Item number 8 states that the experiences gained from learners in a video game can be useful in a real-world application. This item ranked the lowest with a mean of 3.961. In spite of a big percentage of respondents that strongly agrees (32.4%) and agrees (35.3%), about a third of the respondents (28.4%) are neutral on the statement. This means that while many people acknowledge the use of knowledge and information learned from a video game is useful in real life, there are still some people that are not sure about the use of it, even though they do not deny its possibilities.

VIDEO GAMES AS ENGLISH LEARNING TOOLS FOR YOUTHS IN MALAYSIA

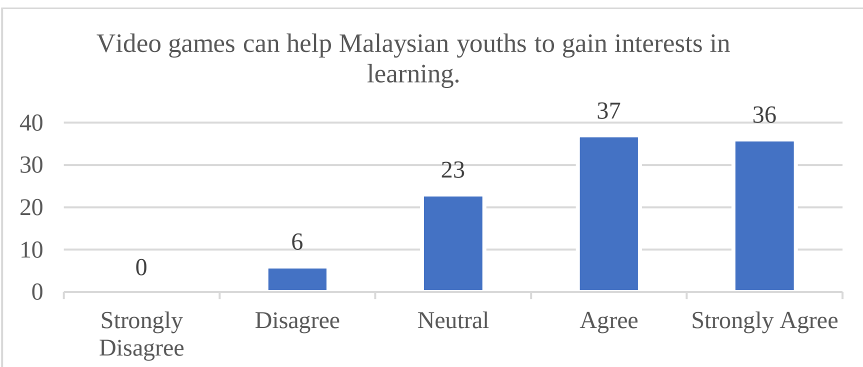

Figure 10: Video games can help Malaysian youths to gain interest in learning.

This statement proposes that it is possible for video games to kindle interest in learning for Malaysian youths. 37 respondents (36.3%) agreed, and 36 respondents (35.3%) strongly agreed that video games are useful in helping Malaysian youths gain interest in learning. 23 respondents (22.5%) are neutral on the statement, while six (5.9%) disagreed.

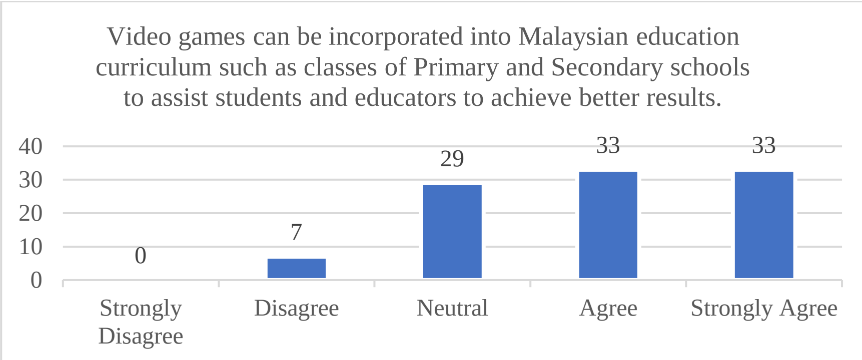

Figure 11: Video games can be incorporated into the Malaysian education curriculum.

This question states that video games can be incorporated into the Malaysian official education curriculum such as Primary or Secondary schools for better results. 33 respondents (32.4%) agreed, and another 33 respondents (32.4%) strongly agreed that video games can indeed help achieve better results in government schools. 29 respondents (28.4%) remained neutral on the statement, while seven (6.9%) disagreed.

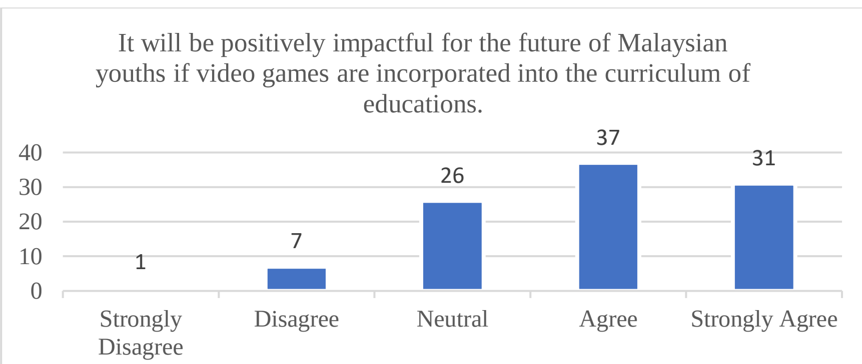

Figure 12: Positively impactful for the future of Malaysian Youths

This statement proposes that implementation of video games into the curriculum will be helpful for the future of Malaysian youths. 37 out of 102 respondents (36.3%) agreed, and 31 respondents (30.4%) strongly agreed to the statement, believing that video games in education will lead to a bright future. 26 respondents (25.5%) remained neutral on the statement, seven respondents (6.9%) disagreed and one (1%) strongly disagreed.

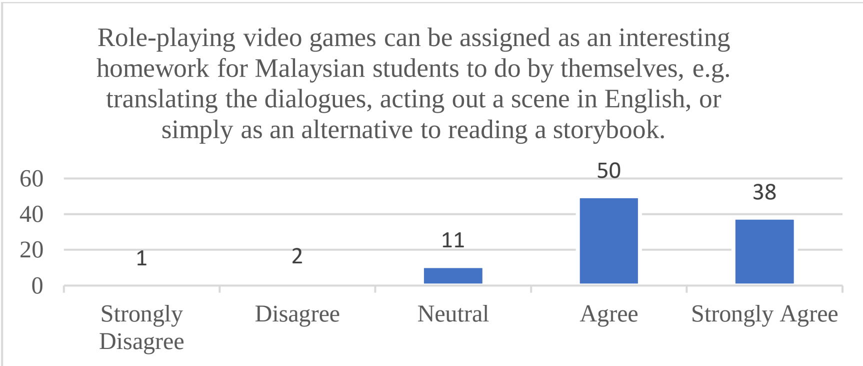

Figure 13: Role-playing video games can be assigned as interesting homework for Malaysian students

This question states that role-playing video games can be given to Malaysian students as creative homework, such as translating dialogue or acting out a scene. 50 out of 102 respondents (49%) agreed, and 38 respondents (37.3%) strongly agreed with the statement, it can be assumed that they agree it will be an interesting homework that students will do willingly, thus learn by having fun in the process. 11 respondents (10.8%) had a neutral opinion on the statement, two respondents (2%) disagreed, and one respondent (1%) strongly disagreed.

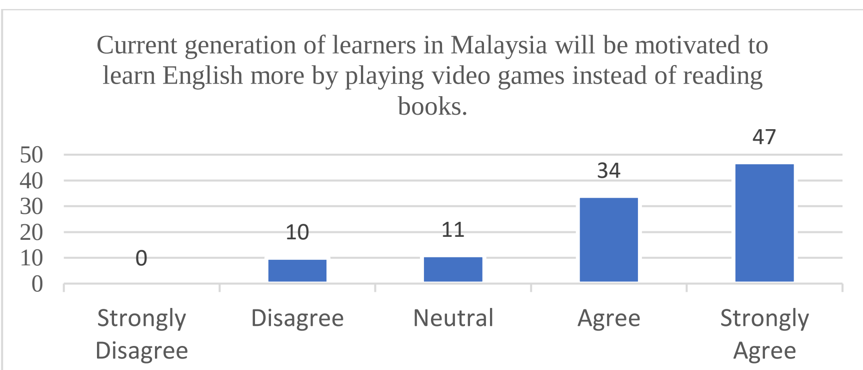

Figure 14: Learning English more by playing video games instead of reading books.

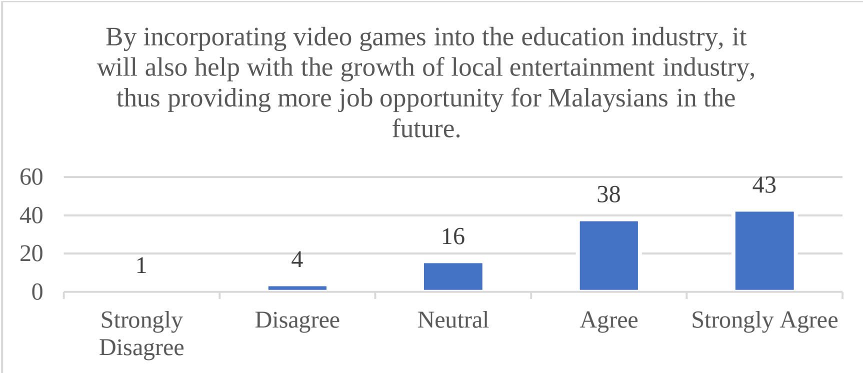

Figure 15: Helping with the growth of the local entertainment industry

Figure 14 proposes that Malaysian students will be more motivated to learn English by playing games instead of reading books. 47 respondents (46.1%) strongly agreed, and 34 respondents (33.3%) agreed with the statement, as playing video games can possibly keep their attention longer than reading books. 11 respondents (10.8%) had neutral opinions, and 10 respondents (9.8%) disagreed.

The question states that video games can help with the growth of the local entertainment industry and provide more job opportunities in Malaysia if it was incorporated into the education industry (Figure 15). 43 respondents (42.2%) strongly agreed, and 38 respondents (37.3%) agreed with the statement. 16 respondents (15.7%) remained neutral, four respondents (3.93%) disagreed with the statement and one respondent (0.98%) strongly disagreed.

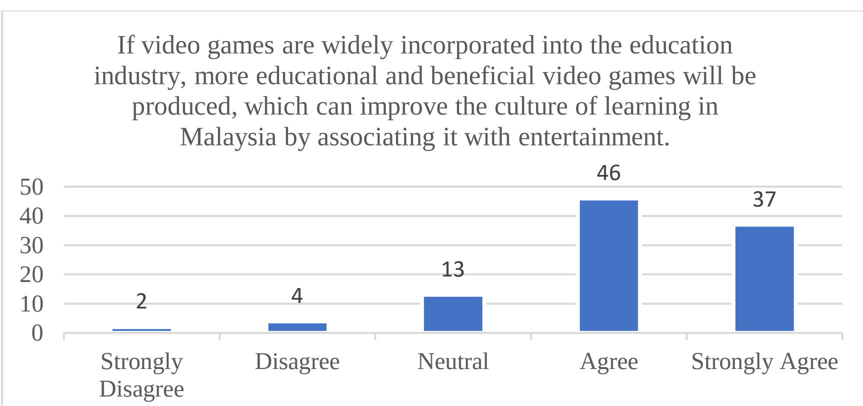

Figure 16: Incorporating video games into the educational industry.

The last question proposes that by incorporating video games into education, it can ultimately improve the learning culture and appetite of Malaysians by associating learning with entertainment. 46 out of 102 respondents (45.1%) agreed, and 37 respondents (36.3%) strongly agreed with the statement. 13 respondents (12.7%) remained neutral, four respondents (3.9%) disagreed, and two (1.96%) strongly disagreed to the statement, which means they agree that video games can help Malaysian youths associate learning with having fun indeed.

MEAN AND DESCRIPTIVE ANALYSIS OF DATA COLLECTED IN SECTION D

Among the items in section D, item 4 has the highest mean at 4.196. This item states that role-playing video games can be assigned as interesting homework for Malaysian students to do by themselves, e.g., translating the dialogues, acting out a scene in English, or simply as an alternative to reading a storybook. 38 respondents (37.3%) and 50 respondents (49%) strongly agreed and agreed with the statement respectively. It is apparent that Malaysians prefer creative assignments such as those related to video games instead of just ordinary read-and-write homework.

Items 5 and 6 both ranked at the second-highest mean of 4.157. Item 5 states that the current generation of learners in Malaysia will be motivated to learn English more by playing video games instead of reading books. This statement was strongly agreed to by 47 respondents (46.1%) and agreed to by 34 respondents (33.3%). While the current method of Malaysian education mostly involves reading books only, the majority of respondents which includes students and educators alike, think that the current generation will prefer playing games to learn more than reading books.

Item 6 states that incorporating video games into the education industry, will also help with the growth of the local entertainment industry, thus providing more job opportunities for Malaysians in the future. 43 respondents (42.2%) strongly agreed and 38 respondents (37.3%) agreed with the statement. The majority of the respondents have a positive view of the implementation of video games in the education industry and believe that it can help with the growth of the local entertainment industry, which has potential and talents, but still lacks the practical exposure, as stated in Southeast Asia Game Industry Report 2021 (MDEC, 2021).

Item 3 has the lowest mean of 3.882. Item 3 states that it will be positively impactful for the future of Malaysian youths if video games are incorporated into the curriculum of education. 37 respondents (36.3%) agreed, and 31 respondents (30.4%) strongly agreed with the statement. Although the majority of the respondents agreed with the statement, about a quarter of the respondents were either neutral on the statement (25.5%) or disagreed with it (6.9%). This shows that although around 80% of the respondents agree to the positive effects of video games in learning as per prior items, some are still unsure whether video games will really be a good addition to the curriculum of education.

Other benefits of role-playing video games include function and skills. The function of video games shown in this study is related to the function of a video game as learning new experiences, retaining a vivid memory, building creative learning, and recalling their experience from video games. Besides, a video game has the benefit of being able to create a good environment which is different from attempts of dialogue, provide good simulation to overcome obstacles, and apply the use of the experiences in the video games to real life.

In terms of skills that a learner can get through a video game, it helps the youth to gain interest in learning, have fun doing homework and is attention-grabbing. Furthermore, the skills can be used in the growth of the local entertainment industry, to provide more job opportunities, help achieve better results, lead education to a bright future, and improve the learning culture and appetite of Malaysians.

Table 4: Mean of items of section D

Items no.	**SD**	**D**	**N**	**A**	**SA**	**Mean**	**Rank**
1	0	6	23	37	36	4.010	4
2	0	7	29	33	33	3.902	5
3	1	7	26	37	31	3.882	6
4	1	2	11	50	38	4.196	1
5	0	10	11	34	47	4.157	2
6	1	4	16	38	43	4.157	2
7	2	4	13	46	37	4.098	3

DISCUSSION

The objectives of this research are to identify the benefits of role-playing video games as an English learning tool for youths in Malaysia, as well as to investigate the impact of the implementation of video games as an educational tool for youths in Malaysia. By conducting the research, society can better understand that video games can be a form of positive entertainment for Malaysian youths when it is harnessed and utilised properly. The Malaysian Ministry of Education too can implement video games as an educational tool, perhaps starting as an extra-curricular class?

Through the analysis of the results collected from Malaysian students and educators, it can be concluded that the majority of the people agreed that video game is a useful tool in various learning applications, and it is possible to have good results from using them in classes. The majority of the students and educators agreed that video game is a convenient, yet effective tool for learners to take in new experiences or learn a language, such as English. Besides, they also agreed that a feature of video games is that of helping learners retain good memory of the things they learned better when compared to either reading from a textbook or listening to speeches. Therefore, playing video games can provide a good creative learning session in a classroom, so in theory, it can be mixed into traditional teaching methods to create engagement from the students, and at the same time prevent boredom and burnout in them. Last but not least, it is also agreed that video games are a good virtual place for students to attempt their theories or try out different methods of solving a situation, and define which is the best. Juxtaposed, the findings of the study also show that video games can assist learners in many fields, namely, simulations, communications, and languages, academic learning of mathematics or history, information technology, artistic sense, motor skills, logical skills, observation, and problem-solving skills, as well as critical thinking skills.

In terms of video games and English learning for Malaysian youths, video games are helpful for Malaysian youths to gain interest in learning, as well as motivation in learning English. I Video games can be successfully implemented in the education system, such as classes, homework, or assignments. Finally, the implementation of video games into the education industry can help with the growth of the local entertainment industry, and form a learning culture by aligning it with entertainment in the long run.

Ultimately, these findings suggest that role-playing video games as an English learning tool will be appealing and interesting for youths in Malaysia, and, therefore, beneficial in helping them in their studies. From the findings of the study it is apparent that current generations are more attentive to video games rather than texts or speeches, which is in line with hypothesis one.

Besides, video games will help educators and students to achieve better academic results in English learning. Educators and learners alike agreed that video games can be a good creative learning exercise for students in class, and, thus, can be supportive of English learning, which supports hypothesis two.

Experiential Learning Theory is a process of learning through experiencing the knowledge and skill of the learners themselves in order to learn it well. In short, according to the experiential learning theory, students can learn well if they go through the process of experiencing new things, then reflecting on what they experienced, proceeding to explain what they experienced into a theory, then finally applying the theory to resolve challenges. The first element in this theory, Concrete Experience (CE), which is related to students taking in new experiences, can be seen in the analysis of a video game as learning new experiences, which at the same time can benefit students in retaining a vivid memory and also building creative learning, and recalling their experiences from video games. The second element is Reflective observation (RO) which is related to developing an understanding of the students' own experiences. In this a video game has the beneficial function to create a good environment different from attempts of dialogue. Other than that video games provide a good simulation to overcome obstacles, and students can apply the experiences in the video games in real life. The third element is Abstract conceptualization (AC) which is related to theories and concepts to explain understandings. Video games help the youth to gain interest in learning, do homework in fun ways and, grab the students' attention so they can focus on what they are doing. Other than that, the last element in this theory is Active experimentation (AE) which is related to the application of theories to resolve challenges or make decisions. The findings of the study show that video games can be put to good use in the growth of the local entertainment industry, provide more job opportunities, help achieve better results, lead education to a bright future, and improve the learning culture and appetite of Malaysians.

It can be said that the experiential learning theory is applied effectively in this research, as the questions are formulated to find out whether video games are able to help learners achieve all the four elements of the ELT process. All the statements in Section C of the questionnaire are developed revolving around the components of the experiential learning theory. Items 1 and 2 are based on concrete experience, items 4 and 5 are based on reflective observation, and lastly, items 6 and 7 are based on abstract conceptualization and active experimentation. As all of these items have a high mean value, and majority of the respondents either strongly agreed or agreed to the statements, it proven that video games are indeed suitable for learning in terms of experiential learning theory.

CONCLUSION

The results of this study show the benefits of role-playing video games as an English learning tool for youths in Malaysia through memory-enhancing, vivid memory recall, and real-world application knowledge. Almost 80% of the respondents agreed with the positive effecst of video games in learning as per prior items. Nonetheless, while many people acknowledge the use of knowledge and information learned from a video game is useful in real life, there are still some people that are unsure about the use of it, even though they do not deny its possibilities.

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The Antecedents and Consequences of University Students' Brand Identification: The Moderating Effect of Student Engagement

Liu Siwei *

Abstract: A powerful brand is a critical strategy for a university in the current competition. And a university brand needs to become an identity to differentiate its students from other universities rather than providing sensory pleasure and function needs. The University brand identification needs to be identified by their students. Unfortunately, the antecedents and consequences of student brand identification are still unclear. Therefore, in this concept paper, quantitative research and a questionnaire survey are proposed. The impact of brand value congruence, brand credibility, brand experience, brand personality, brand knowledge and student satisfaction on brand identification will be tested. The moderating effect of student engagement also will be considered. In the end, the process of researching student brand identification is presented.

Keywords: University brand, brand identification, student engagement, Malaysian higher education

INTRODUCTION

A powerful brand is a strategic tool for a university to maintain its reputation in society and win organisational trust among members. Faced with massification, and internationalisation in higher education, the number of universities has expanded sharply, regardless of domestic or global contexts. The competition between universities is becoming fierce. Building a powerful university brand becomes increasingly important since a successful brand can develop a high-quality relationship (De

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Chernatony, 2010) to encourage students, staff and society to trust. A university brand can be understood through three dimensions: aesthetic, functional, and symbolic (Jeon, 2017). It means a university brand should have the sensory pleasure (Jeon & Lee, 2016) to attract public attention, functional needs (Chaudhuri & Holbrook, 2001) to satisfy students, and symbols that differentiate students and staff from others (McCracken, 1990). Therefore, a university brand should be a symbolic identity of its students, which differentiates it from other universities and connect its fates with university development. As an organisational symbol, a university brand should get identification from students, and maintain their loyalty toward the university. Unfortunately, the research on how to win brand identification from students and transform the brand to be their university identity is still insufficient. Most research on university brands focuses on the conceptualization of university brands and their benefits. Besides, nowadays, Malaysia is also becoming an international higher education hub through its ranking and stable environment. The NHESP was formulated with the vision of transforming Malaysia into an international hub of excellence for higher education. In the Economic Transformation Programme List, expanding higher education and building a powerful Malaysian university brand (Symaco & Da Wan, 2017) has been essential in higher education internationalisation. Hence, maintaining a powerful brand and expanding the Malaysian university image are essential issues.

In university brand research, the conceptualization of the university brand, positive impact of the university brand and proper strategy of university brand are main topics. In conceptualisation, a university brand is the manifestation of one institution or university's feature that distinguishes it from others, and shows its capacity to satisfy students, deliver higher education and help get enrolment in the future job (Bennett & Ali-Choudhury, 2009). It can be understood as an awareness among students or parents (Joseph et al., 2012), and trust in the university from students. On the benefits of a university brand, it can help a university improve rankings, can be a member identity (Wu & Cheong, 2022), and then win internal support (Itani, 2021). Moreover, to improve the effectiveness of university branding, researchers stated many possible strategies. A good university location and an inclusive composition of students can prompt communication of brand (Bennett & Ali-Choudhury, 2009). Performing social responsibility (Tan et al., 2022), encouraging positive behaviour student engagement (Ruangkanjanases et al., 2022), building an image to satisfy students' perceptions (Qazi et al., 2022) and transforming the brand into an identification for students and staff (Qazi et al., 2022) which can improve university branding.

Therefore, university managers should prompt brand identification among students. Unfortunately, the research on university brand identification is insufficient. Schlesinger et al., 2021) claimed the brand image partially accounted for the alums' identification of the brand. Among university students, Naheen and Elsharnouby (2021) found that the sincerity and liveliness of brand personality directly influence students' identification. In another survey, Fazli-Salehi et al., 2022) reported that prestige positively impacts brand identification, while distinctiveness and memorable experience had no impact. But Palmer et al. (2016) insisted that academic and social experience significantly influence brand identification. Balaji et al. (2016) argued that brand knowledge and brand prestige play a key role in determining identification. In their discussion, how to prompt brand identification is still uncertain, especially for the role of brand experience.

Therefore, the research on the antecedents of students' brand identification needs to be discussed deeply. Besides, the role of engagement in the brand has been discussed by many scholars (Brodie et al., 2013; Thakur, 2016; Vivek et al., 2012). However, engagement in university brands gets few discussions. As a result, engagement will be discussed in this study.

Based on the previous study on brand identification, brand value congruence, brand credibility, brand experience (Rather et al., 2022b), brand knowledge, brand personality (Shezi, 2022), and academic satisfaction (Rodriguito et al., 2022) will be chosen as predictors to confirm how to promote student brand identification. and student engagement also will be chosen as a moderator. Quantitative method and questionnaire survey will be chosen to collect data. PLS-SEM will be the method to analyse data. Consequently, this proposal attempts to suggest some ideas to carry out proper research on prompting student brand identification.

PROBLEM STATEMENT

Brand identification comes from belongings to a brand or company instead of buying a membership (Lam et al., 2013), a solid psychological state of perceiving, feeling, and belongingness with a brand (Lam et al., 2013). In higher education, brand identification can be understood as a student or teacher's attachment or belongingness to the university (M. Balaji et al., 2016). Research on brand identification is an important topic in brand studies. Unfortunately, research on university brand identification, especially from students, is not enough.

On theoretical dimensions, social identity theory is mainly used to explain identification. In social identity theory, people get self-identity based on affiliation with a membership to a specific group (Tajfel, 1981). In organisation study, as the identification strengthens, employees adhere to and behave in ways consistent with organisational norms and values (Ashforth & Mael, 1989). So, employee identification has been a significant driver of performance (Lam, et al., 2013). In marketing studies, customer brand identification has yielded enhanced customer attachment and loyalty (Büyükdağ & Kitapci, 2021).

Social exchange theory is another critical theory. Social exchange theory insists that mutual benefits come from activity between two or more groups (Adams, 1965). During the exchange, if groups are mutually treated equally, their outcomes must be satisfactory (Oliver, 1997). In marketing studies, benefits like organisational trust, customer satisfaction, and loyalty will be exchanged for other economic and noneconomic benefits from the company (Cheon & Cheon, 2016).

The signal theory considers signal as any physical or behavioural attribute of a person exerting influence on another's behaviour (Dunham, 2011). It argues that brand reputation is based on public opinion, market credibility, trust, and stakeholder expectations (Miles & Covin, 2000). The signal can have a positive or negative influence on consumers. For example, a higher price can evaluate the product as high quality (Tsao et al., 2005). In the signalling process, quality is the most distinctive feature of a brand (Connelly et al., 2011). The communication of quality is the most important part of the signal process.

However, in the existing research, social identity theory is used to explain the effect of brand itself as a group identity. Social exchange theory insists on the role of engagement and interaction while the signal theory focuses on the satisfaction of quality. Based on the sole theory, researchers cannot comprehensively understand the antecedents of brand identification and loyalty. Hence, to know how to win brand identification from students, the researcher should establish a comprehensive theoretical framework based on the main theories.

On empirical dimensions, the number of research focusing on university brand identification from students is still not enough. Currently, the research on universities focuses on benefits of university brands. For example, based on brand image perception, researchers test the role of scholarship policies on the student's choices (Wang, 2022). Some researchers insist improving competitiveness should be based on complicated and powerful brands (Cordelier et al., 2021; Salameh, Kolokotroni, & Constantinou, 2022). But a powerful brand should become a symbol of consumers themselves and get their loyal behaviours.

Unfortunately, studying how to improve identification is not enough. In business brands, the positive impact of brand credibility, brand value congruence, brand experience, brand personality, brand satisfaction and brand personality has been proved on brand identification (Lee et al., 2020; Rather et al., 2022a). But only brand personality, brand experience, and brand knowledge have been tested in students' brand identification (Balaji et al., 2016; Fazli-Salehi et al., 2019; Fazli-Salehi et al., 2022; Naheen & Elsharnouby, 2021; Schlesinger et al., 2021). Moreover, their results are uncertain. Some scholars insisted brand experience has a positive impact on university brand identification while others considered brand experience has no impact (Balaji et al., 2016; Fazli-Salehi et al, 2019). Moreover, engagement has been proven to have a positive impact on brand identification, especially because it can boost the relationship between other predictors and identification (Rather et al., 2022a). However, there is still no research discussing the moderation of student engagement in university branding. Based on this gap, how to improve student identification needs more research.

On the methodological dimension, most researchers will use the quantitative method for the research design. Researchers use the quantitative method to use the experiment or the questionnaire survey. In the experiment, researchers will explore the role of some brands on the consumer's intention (Mukherjee & Althuizen, 2020; Song et al., 2021; Zhu et al., 2020). In the survey, researchers will test some factors and build a model for brand identification (Balaban et al., 2020; Rather et al., 2022a; Sihvonen, 2019; Yang et al., 2020; Zhang et al., 2022; Zhang, 2020).

Besides, some researchers also use qualitative methods. They may use case studies (Au et al., 2021), or interviews (Chen et al., 2022) to summarise the consensus of some brand concepts, like brand value or brand loyalty. But for university students, there is still no exclusive quantitative research to understand their identification with university brands, regardless of the experiment, survey, or interview. In the university brand and brand identification, the researcher needs to apply quantitative research to test the critical determinants for university brand identification from students.

On the analysis dimension, most analysis techniques are still basic in the quantitative method. Most still use descriptive and inferential analysis to determine which factors can impact brand loyalty (Yuan & Gao, 2022; Zhang et al., 2022). And some researchers use the confirmatory factor analysis (Acharya, 2021; Rather et al., 2020). Other analyses, like multigroup comparison, importance-performance map analysis, mediation analysis, or moderation analysis, are used a few times. These advanced analyses can help researchers identify more actionable findings for university managers (Ghasemy et al., 2020). Ghasemy et al. (2020) said "There is vast potential for higher education researchers to use the opportunity that PLS-SEM capabilities offer when they study higher education phenomena." For the university students' brand identification, the researcher needs to use detailed and advanced analysis to understand the main determinants for shaping brand loyalty.

According to problems from theoretical, empirical, research design, and analysis levels, a more comprehensive theoretical framework is needed to understand students' identification and advanced analysis to find the main determinants.

THEORETICAL FRAMEWORK

A set of exogenous variables has been confirmed through the literature review. Brand personality (Shezi, 2022), satisfaction (Kuenzel & Halliday, 2008), brand value congruence, credibility, and experience (Rather et al., 2022a), brand knowledge (Balaji et al., 2016) can influence brand identification. And brand attachment (Bahri-Ammari et al., 2016), brand advocacy (Keller, 2007), and brand loyalty (Rai & Medha, 2013) are the potential consequences of brand identification.

According to the social identity theory, the motivation for identification should be based on shared values. Brand identification should start from the customer value. So, brand personality, brand value congruence, and brand credibility should be perceived by the students and transformed into a collective identity. In social exchange theory, behaviour results from an exchange process and interpersonal interaction (Priporas et al., 2017). One of the basic tenets is that relationships evolve into trusting, loyal, and mutual communication (Cropanzano & Mitchell, 2005). An organization should guarantee exchange through love, status, information, money, goods, and services (Lai et al., 2020). A good experience should be provided for students. And students should engage in university branding. In the signal theory, the firm will receive other returns when an organisation sends positive or negative signals (Kirmani & Rao, 2000). The return will be influenced by the organisation's social responsibility and performance (Utgård, 2018). Under these positive signals, students can satisfy the quality of a university and have a proper knowledge of the university brand.

Based on the signalling theory, social identity theory, and social exchange theory, the logic of brand identification will be understood. Hence, we choose these variables and establish this conceptual framework.

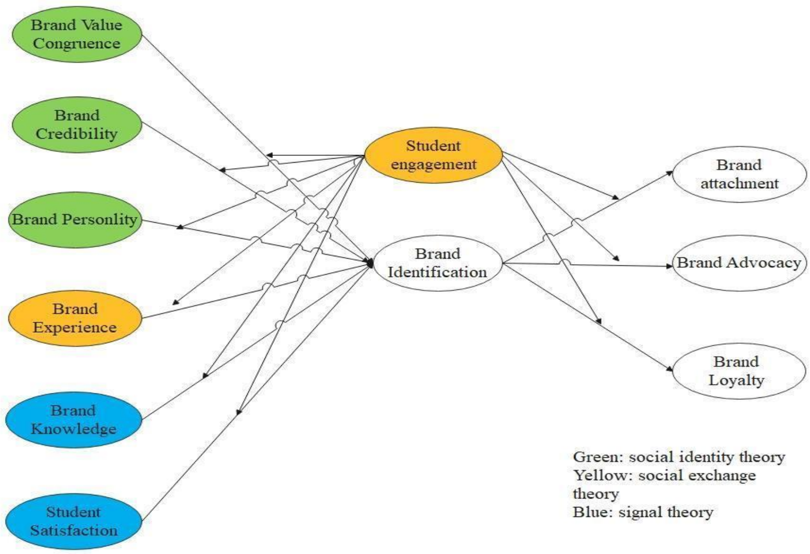

Figure 1: Conceptual framework

RESEARCH OBJECTIVES

The research aims to know the antecedents and consequences of brand identification. Meanwhile, the effect of student engagement in university branding also needs to be probed. Based on these, the following sub-objectives are proposed:

1. To study the mediating effect of brand identification between all predictors and brand attachment.
2. To study the mediating effect of brand identification between all predictors and brand advocacy.
3. To study the mediating effect of brand identification between all predictors and brand loyalty.
4. To study the moderating effect of student engagement on the relationship between all predictors and brand identification.
5. To study the moderating effect of student engagement on the relationship between brand identification and brand attachment, advocacy, and loyalty.

RESEARCH QUESTIONS

On the grounds of the objectives, five questions will be formulated to be answered:

1. To what extent does brand identification mediate the relationship between all predictors and brand attachment?
2. To what extent does brand identification mediate the relationship between all predictors and brand advocacy?
3. To what extent does brand identification mediate the relationship between all predictors and brand loyalty?
4. To what extent does student engagement moderate the relationship between selected predictors and brand identification?
5. To what extent does student engagement moderate the relationship between brand identification and brand attachment, advocacy, and loyalty?

RESEARCH SIGNIFICANCE

The research is beneficial for university management. With the logic of brand identification, university managers can know how to improve students' perception of the university brand. They can improve their marketing strategy to maintain the university's reputation.

The research will provide some suggestions for internal university management. By understanding the antecedents of brand identification, university managers can understand the potential factors for improving student loyalty. These findings can improve the university climate.

The research will propose some advice on improving Malaysian universities' development. As the study focused on Malaysia's higher education, the current situation, problems, and achievements of university branding need to be learned about. Some concrete suggestions for improving the image of Malaysian universities will be proposed.

The research will provide an example of PLS-SEM use in higher education research. In this study, the researcher will apply a measurement model, structural model, mediator analysis, moderator analysis, and multigroup analysis. Therefore, the research can provide some ideas of the PLS-SEM use for other higher education researchers.

METHODOLOGY

The study aims to confirm the potential antecedents of students' brand identification and consequences. Based on the relationships between selected predictors, brand identification, and outcome variables, the modelling of university brand identification of students will be formed. Concerning this study's testing theories and probing the relationship between variables, post-positivism will be chosen as the research worldview post-positivism aims to explain how causes determine effects or outcomes (Creswell & Creswell, 2018). Therefore, the research approach should be a quantitative method and a cross-sectional questionnaire survey will be conducted to collect data. Then the data should be analysed in SPSS and PLS-SEM.

RESEARCH PROCESS

A research process consists of defining the research issues, formulating hypotheses, designing the research tool, collecting, and evaluating information, and discussing the results (Kumar, 2018). Figure 2 outlines the research process involved in the study.

In the first step, the researcher focuses on the research issue and identifies the research gap found in the literature. It is found that little research has been done on student brand identification in universities and limited predictors were chosen to test their impact on students' brand identification. Most of the data analysis also is basic, while little research can employ advanced analysis techniques. The literature review suggests a more profound knowledge of variables that may motivate students to identify the university brand.

Next, in the conceptual development stage, attention is given to theories and concepts used in previous studies focused on brand identification. The current literature is used to develop the conceptual framework and hypotheses.

Then, in the research design stage, the researcher will consider various aspects such as instrument development, and sampling design. The sampling design determines the process of identifying the sample size and sampling techniques. All questionnaires are created using items tailored in previous research.

In the end, the data obtained will be screened via SPSS Version 24 software, and the Partial Least Square-Structural Equation Modelling will be used to test all the hypotheses developed. The findings will be discussed and documented after the results are presented and interpreted.

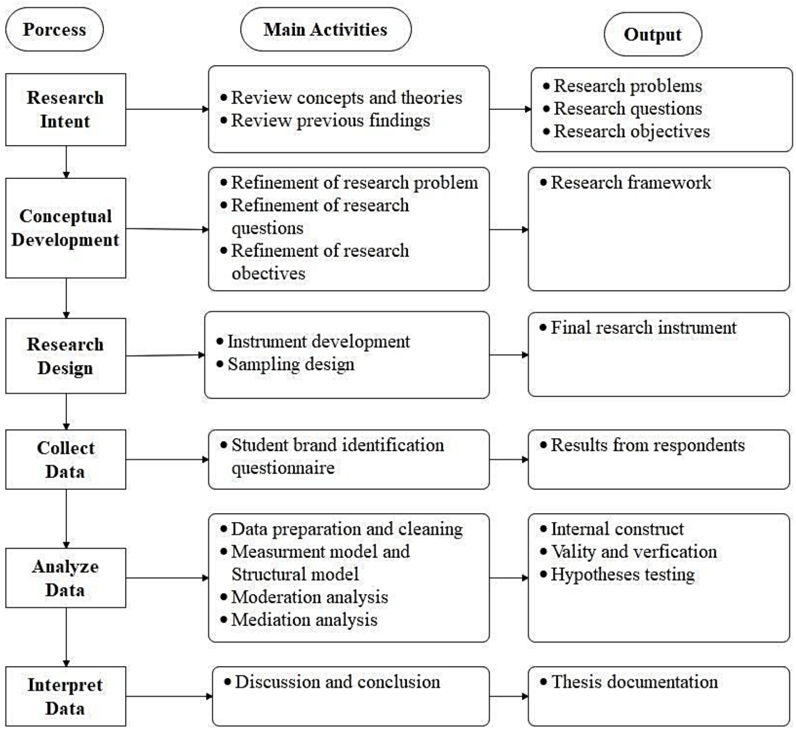

Figure 2: Research Process

POPULATION

According to Cresswell (2012): in survey studies, a sample is first selected and studied by the researcher, and then the findings are generalised from the sample to the population. Malaysia's higher education system is made up of equally sizeable public and private sectors, with a total enrollment of 1.3 million students. The public sector comprises 20 universities that enrolled 567,62 (Kementerian Pengajian Tinggi, 2021). The private sector has 48 universities, 19 international branch campuses, 33 university colleges, and 345 colleges that collectively enrolled 633 344 students (Kementerian Pengajian Tinggi, 2021). The large population of students can be an ideal target population location. The target population should be students from Malaysian universities.

SAMPLING

Sampling is the process of selecting a sufficient number of the right element from the population (Sekaran & Bougie, 2016). A study of the sample and an understanding of its properties or characteristics make it possible to generalise such properties or characteristics to the population elements.

There are two significant types of sampling design: probability and nonprobability sampling (Mills & Gay, 2019). Due to the absence of a sampling frame, the study will choose non-probability sampling. In non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects (Sekaran & Bougie, 2016). In non-probability sampling, there are two main types: convenience sampling and purposive sampling. Purposive sampling can be categorised into judgement sampling and quota sampling. Judgement sampling involves choosing the subject most advantaged placed or in the best position to provide the information required. Quota sampling ensures that certain groups are adequately represented in the study by assigning a quota. However, Quota sampling does not involve the random selection of participants from the population, but it still involves using probability principles to ensure that the sample represents the population (Cresswell, 2012). The quotas are usually set to reflect the distribution of the population on the characteristics of interest, so the probability of a member of the population being selected depends on the proportion of the population with the relevant characteristics (Cresswell, 2012). Therefore, although quota sampling does not involve random selection, it still involves using probability principles to ensure that the sample is representative of the population and is considered a probability sampling method.

Therefore, quota sampling will be used. In the sampling process, university type, nationality, and program type will be considered. Based on the research design, a group of students from 5 universities constitute the sample. These 5 universities will be selected randomly from a list of Malaysian HIEs published on www.universitymalaysia.net and listed below:

1. Universiti Malaya
2. Universiti Sains Malaysia
3. Universiti Putra Malaysia
4. INTI International College Penang
5. Sunway University

SURVEY INSTRUMENT

Survey research needs the collection of standardised, quantifiable information from the population. By convention, there are two forms of collection: questionnaire and interview (R. Kumar, 2018). Concerning the advantage of inexpensiveness and broad scope, the questionnaire is selected for data collection.

The Likert scale or rating scale is a measure that asks individuals to indicate their level of agreement with various statements about a particular person, thing, or idea (Gall et al., 1996). To measure students' attitudes toward brand identification, the Likert scale will be chiefly used. In the study, all constructs in this study are adapted from established questionnaires, and no single item was used in the model measurement. Brand credibility will be measured by the Erdem and Swait (2004) six-item scale. Brand value congruence will be measured by Hu et al. (2019) four-item scale. Brand identification will be measured by Stokburger-Saueret al. (2012) five-item scale. Brand knowledge will be measured by Baumgarth and Schmidt (2010) four-item scale. Brand experience will be measured by Pascarella and Terenzini (1980) eight-item scale. Student satisfaction will be measured by Helgesen and Nesset (2007) twelve-item scale. Student engagement will be measured by Gayles and Hu (2009). Brand personality will be measured by Rauschnabel et al. (2016) using four-item scale. Brand advocacy will be measured by Stokburger-Sauer et al. (2012) using three-item scale. Brand attachment will be measured by Huang et al. (2017) eight-item scale. Brand loyalty will be measured by Kumar and Kaushik (2018) two-item scale. Therefore, 71 items will be used to measure the constructs.

Table 1: Scales of Constructs

Constructs	**No. of items**	**Scale**
Student Satisfaction	12 items	Five-Point Likert Scale
Brand Experience	8 items	Five-Point Likert Scale
Brand Knowledge	4 items	Five-Point Likert Scale
Brand Value Congruence	4 items	Five-Point Likert Scale
Brand Credibility	6 items	Five-Point Likert Scale
Student Engagement	13 items	Five-Point Likert Scale
Brand Personality	6 items	Five-Point Likert Scale
Brand Identification	5 items	Five-Point Likert Scale
Brand Attachment	8 items	Five-Point Likert Scale
Brand Advocacy	3 items	Five-Point Likert Scale
Brand Loyalty	2 items	Five-Point Likert Scale

SUTATISTICAL ANALYSIS

Data analysis involves assigning data to the constructs and establishing links between the constructs. The data collected from the completed questionnaires were analysed using a series of processes. First, the data were processed and then keyed in as input to the IBM SPSS statistical software. Second, the same software was used to run the descriptive analysis. Third, the prediction capability of the structural model and the link between constructs were examined using SmartPLS 3.0 software.

STATISTICAL ANALYSIS USING SPSS

In the first step of the data analysis, IBM SPSS software is utilised as the primary tool for all data entry, data definition, and data preparation processes since IBM SPSS can assist the researcher in cleaning the data and checking for logical dataset inconsistencies. In the SPSS, data screening will be the first step to determine if there are errors or missing values after input. Then, the researcher should clean the data and assess the database before starting the data analysis.

Cleaning the data is the process of inspecting the data for scores that are outside the accepted range. In this study, SPSS will be used to sort cases in ascending order for each variable. The values of the variable will be arranged from the smallest number to the largest and the misnumbered cases will be spotted out. Then the researcher can substitute an average number for each missing score in SPSS. After cleaning errors and replacing missing values, the researcher should do descriptive statistics to indicate general tendencies and the spread of scores in the data (Cresswell, 2012). In the descriptive analysis, measures of central tendency will be summarised through the mean, the median, and the mode. Then measures of variability will be confirmed from range, variable, and standard deviation. Moreover, the normality test will show the dispersion of scores around the mean.

STATISTICAL ANALYSIS USING STRUCTURAL EQUATION MODEL

According to Hair et al. (2019) arguments, the researchers should choose PLS-SEM analysis first in these conditions when the analysis concerns a theoretical framework from a predictive perspective or the structural model is complex and includes many indicators, constructs and relationships. Concerning many indicators, constructs involved in this research, PLS-SEM and SmartPLS software will be used. However, before conducting modelling analysis in PLS, data screening must be done in case there is some missing value or data error influencing results. This procedure will be completed via SPSS firstly based on steps introduced in the previous sections.

After determining the data, the measurement model evaluation and structural model evaluation should be done. Regarding all constructs being formed on the reflective measurement, the procedure of measurement evaluation should include convergent and discriminant validity, the construct and the indicator reliability (Hair et al., 2019). To guarantee the quality criteria, the researcher should report factor loadings, specific reliability ρA, Cronbach's alpha, and composite reliability, and the HTMT criterion of discriminant validity (Ghasemy et al., 2020). In the report on structural model evaluation, it should include VIF, bootstrapping routine, R2, $f2$, comparison of differences in structure, and robustness checks based on the FIMIX-PLS method (Ghasemy et al., 2020). Besides, advanced analysis needs to be done to increase the results' accuracy and decrease biasedness (Hair et al., 2019). Concerning brand identification as mediator and student engagement as moderator, mediator analysis and moderator analysis should be conducted.

SUMMARY

A powerful brand is a critical strategy for a university's reputation and internal management. It can strengthen students' trust in their university. Therefore, universities should build a powerful brand to maintain their impact in fierce competition and transform their brand into an identity for students. However, the research on university brand identification, especially on students' brand identification, is still insufficient. Therefore, this paper provides a proper proposal for future research on students' brand identification. Quantitative research is designed, and a suitable research process is introduced. For the measurement of all variables, all existing questionnaires are summarised. Besides, on the data analysis, the results needed to report are all introduced based on the SPSS and PLS-SEM software. Based on the future results of data analysis, how to prompt students' brand identification will be understood. The university manager will also know how to maintain the reputation and improve the relationship between students and the university brand.

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Kertas Penyelidikan

Pengehakupayaan Komuniti Siam dalam Pendidikan Tinggi Dari Perspektif Teori Pendidikan Progresivisme

Prakash Velloo* & Muhammad Su'ud Zhariff Bin Zaharin**

Abstrak: Artikel ini meninjau keberkesanan teori pendidikan progresivisme dalam memberi pengupayaan dan bimbingan kepada pelajar sekolah menengah dari komuniti Siam di Malaysia dalam merangka dan merancang strategi bagi melanjutkan pengajian ke peringkat tertiari. Memandangkan ramai ahli komuniti Siam menghadapi masalah dalam konteks pembangunan infrastruktur, ekonomi dan pendidikan, suatu projek pengehakupayaan komuniti Siam dalam pendidikan tinggi (Fasa 1) di daerah Padang Terap di negeri Kedah, Malaysia berteraskan teori pendidikan progresivisme diusahakan untuk memberi transformasi diri kepada pelajar tersebut dalam membimbing dan memberi panduan kepada mereka ke arah penyediaan diri dalam mengharungi pendidikan pada peringkat tertiari kelak. Dapatan daripada projek yang ditinjau membuktikan bahawa pelarasan kerjaya berdasarkan minat yang mereka ada membantu dan menyediakan kerangka tindakan seterusnya yang lebih berkesan dalam pendidikan pelajar. Teori pendidikan progresivisme terbukti melahirkan sifat penjanaan semula dalam diri pelajar yang memberikan kebebasan untuk mencari dan menemukan sendiri minat kerjaya dan cara mengharungi rintangan yang akan dihadapi kelak sebelum berjaya dalam kerjaya.

Kata kunci: Pengehakupayaan, komuniti Siam, pendidikan tinggi, pendidikan progresivisme

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PENGENALAN

Komuniti Siam Bumiputera merupakan salah satu komuniti minoriti di Malaysia yang tertumpu di negeri Kelantan, Kedah dan Perlis, iaitu negeri-negeri yang bersempadan dengan Selatan Thailand (Siam) (Nakseethong, 2016). Seperti komuniti lain, komuniti Siam turut menyumbang kepada pembangunan negara. Aknan Ethook, senator di Dewan Negara bagi mewakili Komuniti Siam, menyatakan terdapat ramai komuniti Siam menghadapi masalah dalam konteks pembangunan infrastruktur, ekonomi dan pendidikan. Dalam konteks pendidikan tinggi, pada peringkat awal, komuniti Siam sering dianggap bukan bumiputera dan dinafikan hak sebagai bumiputera seperti dalam urusan pemilihan pelajar ke IPTA dan pemilihan kemasukan pelajar keturunan Siam ke institusi itu masih lagi dibuat berdasarkan syarat dan prosedur sama seperti pelajar keturunan bukan bumiputera. Namun begitu, sejak 2012, pelajar Malaysia berketurunan Siam telah diiktiraf sebagai bumiputera dalam permohonan untuk melanjutkan pelajaran ke institusi pengajian tinggi awam (IPTA), dan mereka layak memohon mengikuti program pengajian yang dikhususkan untuk bumiputera di IPTA pada peringkat asasi, diploma serta ijazah pertama (Utusan Melayu, 2012). Selain itu, ramai pelajar masyarakat Siam yang telah menikmati kemudahan pinjaman pelajaran daripada Majlis Amanah Rakyat (Mara) termasuk bagi yang mahu melanjutkan pelajaran di luar negara.

Melanjutkan pengajian ke peringkat yang lebih tinggi ialah pelaburan yang boleh meningkatkan keupayaan belia komuniti Siam untuk bersaing merebut peluang kerjaya dan pendapatan yang lebih baik, serta bersaing dalam ekosistem pekerjaan pada abad ke-21 yang kian mencabar. Perdana Menteri Malaysia sendiri melaporkan yang masih ada lagi masalah berhubung kemasukan pelajar berketurunan Siam ke institusi pengajian tinggi di Malaysia dan perkara ini akan diperbetulkan dan memastikan mereka merebut peluang yang seda ada seperti pelajar Bumiputera lain (Halid & Majid, 2018).

FALSAFAH PENDIDIKAN PROGRESIVISME

Falsafah Pendidikan Progresivisme yang wujud pada abad ke-20, kemudian dibentuk untuk tujuan pendidikan oleh John Dewey. Falsafah ini memiliki konsep yang berlandaskan fahaman manusia mempunyai kebolehan untuk mengharungi ancaman kepada keberadaan manusia itu sendiri dalam usaha mencari kemajuan (Barnadib, 1994). Buku yang pertama diterbitkan tentang falsafah ini adalah School of Tomorrow dan kemudiannya pertubuhan pendidikan progresivisme ditubuhkan. Pada peringkat awalnya, falsafah tersebut bersifat individualistik tetapi akhir 1930-an barulah menumpukan kepada perubahan sosial.

Dalam kaitannya dengan “Merdeka Belajar”, falsafah progresivisme merupakan suatu aliran falsafah pendidikan yang berpendapat bahawa manusia mempunyai kemampuan yang unik dan luar biasa serta dapat mengatasi berbagai-bagai permasalahan yang mengancam manusia itu sendiri (Mustaghfiroh, 2020).

Muhammad Noor Syam (1988) menegaskan bahawa pemahaman progresivisme memberi keutamaan kepada kemampuan manusia sebagai subjek yang memiliki potensi alamiah, terutamanya kekuatan ‘self regenerative’ untuk menghadapi dan mengatasi masalah dalam hidupnya.

Teori Progresivisme menempatkan pelajar pada posisi utama dalam melakukan pembelajaran, kerana pelajar mempunyai kecenderungan alamiah untuk belajar dan menemukan sesuatu tentang dunia di sekitarnya dan juga memiliki keperluan yang harus dipenuhi dalam kehidupannya. Hal ini akan memberikan pelajar suatu minat yang jelas dalam mempelajari berbagai-bagai persoalan (Am Rizqi, 2018).

OBJEKTIF KAJIAN

Artikel ini bertujuan untuk meninjau Teori Pendidikan Progresivisme dalam keperluan pendidikan tinggi di kalangan pelajar sekolah daripada komuniti Siam di Malaysia. Justeru itu, program transformasi Bumiputera Siam berlandaskan Falsafah Pendidikan Progresivisme dianjurkan yang tumpuannya diberikan kepada pendidikan yang berpusat kepada individu iaitu masyarakat masa ini dengan memberi penekanan kepada kreativiti, aktiviti, pembelajaran “naturalistic”, hasil pembelajaran “dunia nyata”, dan juga pengalaman rakan sebaya.

Segala kemahiran perlu diajar kepada individu untuk membantu mereka mengenal pasti, menganalisis dan menyelesaikan sesuatu masalah dan membolehkan individu menyesuaikan diri dengan perubahan yang berlaku dalam kehidupannya. Oleh itu suatu program telah dilaksanakan yang terbahagi kepada 2 fasa:

Objektif Fasa 1:

(i) Memberi motivasi dan pencerahan kepada pelajar tentang keperluan melanjutkan pelajaran ke peringkat tertiari dalam mentransformasi diri, keluarga, masyarakat dan negara.
(ii) Membimbing pelajar tentang minat kerjaya mereka supaya pemilihan kursus dan institusi boleh dibuat dengan lebih tepat kelak.
(iii) Memberi panduan kepada pelajar tentang sistem kemasukan, keperluan dan persediaan dalam melanjutkan pelajaran ke peringkat pendidikan tinggi.

Objektif Fasa 2:

(i) Memantau program yang dilaksanakan pada Fasa 1 untuk memastikan pelajar lebih fokus dalam menghadapi peperiksaan akhir serta menyediakan diri untuk menghadapi kerjaya hidup kelak.
(ii) Menilai program yang dilaksanakan pada Fasa 1 supaya keberkesanan program tersebut dapat diukur serta program pada masa akan datang boleh dianjurkan dengan lebih berkesan.

SOROTAN KAJIAN

Meskipun pelbagai inisiatif telah dilakukan oleh kerajaan bagi meningkatkan enrolmen pelajar dari komuniti Siam di IPT (IPT Swasta, universiti awam, intitusi TVET, institusi kementerian lain), mereka lebih cenderung untuk mengeksplorasi peluang pekerjaan berbanding mencari peluang untuk melanjutkan pengajian ke peringkat yang lebih tinggi sejurus tamat persekolahan.

Merujuk kepada temubual yang dijalankan bersama En Chalar A/L Endin Prom (Mantan Pengerusi Komuniti Siam Kedah), hasil temubual mendapati masih wujud jurang keupayaan dari segi sosio-ekonomi dan pendidikan (pendidikan tinggi) di kalangan komuniti Siam generasi muda pada hari ini. Merujuk kajian ilmiah yang dijalankan beliau sekitar tahun 2000, iaitu berkaitan sosio-ekonomi penduduk keturunan Siam di Kedah. Hasil kajian tersebut menjelaskan cabaran dan halangan penduduk Siam tekun bersaing meningkatkan taraf sosio-ekonomi mereka dengan pelbagai sumber dan kaedah yang ada. Namun, penekanan terhadap pentingnya pendidikan tinggi dilihat kian terabai dan kurang persaingan. Hal ini adalah disebabkan persaingan sesama masyarakat Siam di Kedah untuk meningkatkan taraf sosioekonomi berbanding dengan penekanan terhadap persaingan ke institusi pendidikan tinggi. Hal ini boleh menjejaskan penghasilan modal insan yang berpendidikan tinggi daripada komuniti Siam yang merupakan komponen penting dalam menjamin kelestarian ekonomi, politik, serta budaya dan warisan mereka. Sekiranya keadaan ini berterusan, hal ini juga berpotensi merencatkan agenda mentransformasikan pembangunan dan kebolehmandirian (survivability) sosioekonomi, dan usaha untuk melahirkan lebih ramai pemimpin masa depan negara dari komuniti Siam Bumiputera.

Mentransformasi paradigma mengenai kepentingan dan peluang melanjutkan pengajian ke IPT memainkan peranan yang penting bagi menarik perhatian dan minat komuniti Siam untuk melanjutkan pengajian ke peringkat yang lebih tinggi. Tanpa pendedahan maklumat dan promosi yang efektif, agak sukar bagi pelajar-pelajar ini untuk membuat keputusan yang tepat dalam memilih laluan kerjaya mereka (Halid & Majid, 2018).

Oleh itu, Program Transformasi Bumiputera Siam: Pengehakupayaan dalam Pendidikan Tinggi telah dilaksanakan oleh Universiti Sains Malaysia bersama Kolej Universiti Komunikasi Han Chiang untuk mendidik pelajar Siam pada peringkat sekolah menengah atas. Program ini diharapkan dapat menjana pemikiran dan pembangunan kapasiti remaja dari komuniti Siam dalam meletakkan kepentingan pendidikan tertiari bagi mentransformasi pembangunan Komuniti Siam di Malaysia.

Personaliti, minat dan kemahiran diri mempengaruhi kecenderungan seseorang individu dalam membuat pemilihan kerjaya. Secara umum, kebiasaannya individu akan memilih kerjaya yang menepati ciri-ciri personaliti diri dan minatnya. Kajian mendapati keserasian ini mempengaruhi kepuasan pekerjaan manusia. Oleh itu, jika seseorang individu memilih pekerjaan yang bertentangan dengan minatnya, dia mungkin masih boleh melakukannya tetapi kadar kepuasan hatinya terhadap pekerjaannya mungkin rendah.

Soal Selidik Minat Kerjaya (SDS) Kod Holland (1958) dipilih sebagai alat bantuan memilih kerjaya semasa program ini. Menurut Teori Holland (1958), minat manusia dan persekitaran kerja boleh dikategorikan kepada 6 kelompok iaitu Realistic, Investigative, Artistic, Social, Enterprising dan Conventional. Teori ini membantu menerangkan tentang jenis-jenis personaliti manusia yang mempunyai kecenderungan yang berbeza. Maklumat ini boleh digunakan sebagai alat bantuan merancang kerjaya dengan membuat pilihan yang sesuai dengan kelayakan dan personaliti (Holland, 1958).

Penerangan mengenai jenis personaliti adalah seperti berikut:

1. ***Realistic:*** Kelompok ini suka bekerja dengan peralatan dan mesin. Selain itu, mereka juga mempunyai kemahiran mekanikal serta keupayaan fizikal. Umumnya, mereka lebih suka bekerja di luar dan bersifat praktikal. Selain itu, mereka dilihat sebagai ikhlas, rendah diri dan pemalu. Antara kerjaya yang sesuai adalah seperti jurutera, pakar mata, tukang kimpal, atlit sukan, mekanik, tukang kayu, chef, pemandu jentera, penternak dan lain-lain.

2. ***Investigative*****:** Golongan ini suka memerhati, menyiasat, menganalisisa dan membuat penilaian. Mereka juga berkemahiran dalam bidang matematik dan sains. Mereka gemar bekerja bersendirian dan lebih suka terlibat dengan idea berbanding manusia dan peralatan. Selain itu, mereka juga mempunyai sikap ingin tahu yang tinggi, bersikap logikal, mementingkan ketepatan, bijak serta berdikari. Antara kerjaya yang sesuai buat kumpulan ini ialah doktor perubatan dan pergigian, ahli sains, pengaturcara komputer, ahli psikologi, ahli antropologi, inspektor produk dan lain-lain.

3. ***Artistic*****:** Kumpulan ini mempunyai kebolehan dalam bidang seni dan berfikiran kreatif. Individu dalam kelompok ini lebih suka bekerja dengan idea, mahukan kebebasan dan bersifat imaginatif serta berintuitif.

Antara kerjaya yang sesuai untuk individu artistik adalah arkitek, guru muzik, pelakon, pereka grafik, jurufoto, penari, penulis atau editor dan lain-lain.

4. *Social*: Kelompok ini senang bekerja dengan manusia dalam bentuk membantu, mengajar/ mendidik, membimbing, melatih dan memberi dorongan. Mereka sangat berkebolehan dalam menggunakan perkataan dan berminat dengan perhubungan sesama manusia. Mereka bersifat baik hati, pemurah, penyabar, mesra dan bertanggungjawab. Kerjaya yang sesuai adalah seperti guru, kaunselor, jururawat, pelayan restoran, jurulatih, pakar diet, pendakwah dan lain-lain.

5. *Enterprising*: Mereka dalam golongan ini berupaya memimpin dan memberi ucapan serta mempengaruhi orang lain. Mereka sangat cenderung dalam politik dan wang selain suka bekerja dengan manusia. Sifat ketara mereka adalah peramah, suka akan cabaran, optimistik, cergas, berkeyakinan dan bercita-cita tinggi. Kerjaya yang sesuai adalah ahli politik, peguam, perancang kewangan, wartawan, broker saham, pengurus restoran, agen pelancongan dan lain-lain.

6. *Conventional*: Manusia dalam kategori ini pula mempunyai kemahiran perkeranian dan pengiraan yang sangat baik, sangat terurus, akur kepada peraturan, dan gemar merancang. Mereka bersifat praktikal, cermat, cekap, tekun dan berhati-hati. Antara kerjaya yang sesuai untuk personaliti sebegini ialah akauntan, juru audit, kerani pejabat, juruwang, penganalisa kewangan, setiausaha dan lain-lain.

Semasa slot Soal-Selidik Minat Kerjaya, para pelajar diberikan suatu ceramah ringkas untuk mendedahkan mereka kepada maksud keenam-enam kelompok personaliti serta item-item yang terkandung dalam setiap kelompok. Kemudian pelajar-pelajar diberikan masa selama 75 minit untuk menjawab soalan-soalan dalam borang soal selidik tersebut.

METODOLOGI DAN INSTRUMEN KAJIAN

Program Transformasi Bumiputera Siam dilaksanakan untuk fasa pertama di daerah Padang Terap. Program ini bertempat di Institut Kemahiran Belia Negara, Naka memandangkan kawasan Naka terletak di tengah-tengah daerah Padang Terap serta bilangan pelajar Siam di kawasan Naka ramai berbanding dengan kawasan-kawasan lain. Program ini diadakan dengan kerjasama Pejabat Pendidikan Daerah Padang Terap dan Pejabat Ahli Parlimen Padang Terap, YAB Dato' Seri Mahdzir bin Khalid.

Peserta program ini disertai oleh 119 pelajar tingkatan 4, 5 dan 6 berketurunan Siam daripada keenam-enam sekolah menengah di daerah ini iaitu SMK Lubuk Merbau, SMK Dato' Syed Ahmad, SMK Naka, SMK Pedu, SMK Kuala Nerang dan SMK Padang Terap. Seramai 8 orang fasilitator dari Institut Penyelidikan Pendidikan Tinggi Negara, Universiti Sains Malaysia dan 5 orang fasilitator dari Kolej Universiti Komunikasi Han Chiang membantu program ini.

Apabila mereka selesai menjawab borang tersebut, mereka boleh berunding dengan fasilitator kumpulan masing-masing dari segi kecenderungan mereka berdasarkan keputusan dalam borang soal-selidik tersebut. Semasa sesi perundingan tersebut, pelajar-pelajar dapat memahami jenis personaliti mereka. Maklumat ini boleh digunakan oleh pelajar-pelajar tersebut sebagai alat bantuan merancang kerjaya dengan membuat pilihan yang sesuai berdasarkan kelayakan mereka. Hal ini selari dengan hasrat konsep pendidikan progresivisme iaitu matlamat pendidikan yang ditonjolkan adalah untuk menyediakan golongan pelajar agar berupaya mengakomodasi sebarang perubahan yang berlaku serta kebebasan diberikan kepada pelajar bagi mengejar apa-apa sahaja ilmu dan kemahiran yang diminatinya untuk perkembangan mental, jasmani dan rohaninya (Mustaghfiroh, 2020).

DAPATAN DARI RESPONDEN

Jadual 1: Jumlah skor dan gred

Jumlah Skor	Gred
2856 - 3808	**A**
1904 - 2855	**B**
952 - 1903	**C**
0 – 951	**D**

Seramai 119 responden yang terdiri daripada pelajar berketurunan Siam Tingkatan 3,4,5 dan 6 dari 6 buah sekolah yang terletak di daerah Padang Terap, Kedah. Kod Holland telah dibahagikan kepada 6 kategori iaitu R.I.A.S.E.C dengan jumlah skor maksimum bagi tiap-tiap kategori ialah 32 skor. Seramai 119 responden menduduki ujian ini dan secara keseluruhan, analisis skor ujian adalah seperti berikut:

Jadual di bawah menunjukkan jumlah skor dan gred yang dibina berdasarkan jumlah keseluruhan responden yang menduduki ujian.

Jadual 2: Skor ujian

Kategori	**Skor Responden**	**Skor Maksimum**	**Peratusan**	**GRED**
R	893	3808	23.5 %	D
I	1125	3808	29.5%	C
E	1469	3808	38.5%	C
S	**1990**	**3808**	**52%**	**B**
C	**1582**	**3808**	**41.5%**	**C**
A	**1497**	**3808**	**39%**	**C**

Berdasarkan skor responden dan gred yang diperolehi secara majoritinya skor responden memperolehi Gred D iaitu sekitar (1201-1900) skor. Jumlah terendah yang diperoleh ialah Gred E (900 – 1200) skor. Skor tertinggi yang dicapai adalah Gred C (1990-2000) skor.

Berdasarkan teori kod Holland, jumlah 3 skor tertinggi bagi kategori R.I.A.S.E.C adalah merupakan peratusan yang tinggi sebagai pelarasan individu membentuk dan mencapai kerjaya yang bersesuaian dengan minat. Merujuk kepada data ujian, jumlah skor dan kategori yang tertinggi bagi responden yang dijalankan adalah [S.C.A]. Oleh demikian, analisis mendapati responden ujian soal selidik minat kerjaya telah mencapai 3 kategori tertinggi dalam kategori Social, Conventional dan Artistic. Keupayaan individu untuk mengenalpasti minat masing-masing seperti di atas juga adalah selari dengan teori pendidikan progresivisme di mana ia boleh dikaitkan dengan pengetahuan dan kepercayaan bahawa manusia mempunyai kemampuan tersendiri.

IMPLIKASI

Oleh itu, sebagai ulasan implikasi secara keseluruhan mendapati responden gemar berperwatakan Social, Conventional dan Artistic.

Hasil analisis daripada gabungan 3 kategori (S.C.A) ini, peratusan terbaik yang bakal membentuk kerjaya kepada responden adalah dalam bidang pengurusan sosial atau khidmat awam (sama ada bidang swasta, komuniti atau awam). Tambahan pula, kod 3 mata Holland turut memberikan idea-idea kerjaya yang seangkatan dengan skor yang diperoleh iaitu seperti kerjaya: pengurusan seni pentas, pendidik, seni kreatif, jururawat, NGO, dan pentadbir.

Walau bagaimanapun, analisis ini turut memerhati jumlah kategori keempat tertinggi iaitu Enterprising dengan skor sebanyak 1469 (38.5%) berada pada Gred C. Jumlah skor Enterprising adalah tidak banyak berbeza dengan jumlah skor Artistic dengan perbezaan sebanyak 28 skor sahaja iaitu bersamaan 0.5% perbezaan.

Pengakhiran, Ujian Soal Selidik Minat Kerjaya (SDS) ini adalah merupakan instrumen rasmi kaunselor di peringkat menengah dan pengajian tinggi di Malaysia (boleh rujuk pada http://portal.mpm.edu.my/pengenalan2). Instrumen ini digunakan sebagai alat membantu kaunselor dalam menangani masalah keselarasan antara individu (pelajar) dengan bidang pengajian yang dipohon diselesaikan melalui penggunaan teknik psikometrik.

Implikasi keputusan kajian seperti di atas boleh dikaitkan dengan pengetahuan dan kepercayaan bahawa manusia mempunyai kemampuan yang wajar untuk menghadapi dan mengatasi masalah yang mengancam keberadaan manusia itu sendiri berdasarkan Teori Pendidikan Progresivisme (Wulandari, 2020). Perkara ini adalah berdasarkan perundingan pelajar bersama fasilitator kumpulan semasa keputusan ujian personaliti dikongsi bersama pelajar. Dari sudut yang berbeza, progresivisme merupakan penggerak manusia dalam usahanya untuk mencapai kemajuan atau sering disebut 'progress' (Barnadib, 1994).

Dalam konteks pendidikan, progresivisme memiliki orientasi untuk masa depan. Masa depan yang diharapkan adalah masa depan yang berubah atau maju dibandingkan dengan masa sebelumnya dan masa sekarang. Oleh sebab itu, sesuai dengan maksudnya, progresivisme mengharapkan kemajuan bagi pelajar, yang membolehkannya mampu menjawab dan menyelesaikan segala masalah hidupnya (Am Rizqi, 2018).

TEMUBUAL BERSAMA GURU DAN PELAJAR

Pihak Kolej Universiti Han Chiang telah melawat SMK Lubuk Merbau dan SMK Naka sebagai aktiviti susulan dan temu bual dijalankan dengan guru dan sampel pelajar yang telah mengambil bahagian dalam projek ini.

DAPATAN DARIPADA TEMU BUAL DENGAN GURU

Berikut adalah dapatan daripada temu bual dengan guru semasa lawatan ke sekolah sampel. Pihak penemuduga telah menggunakan soalan Focus Group Discussion yang telah disediakan berdasarkan tiga bahagian iaitu kesan program terhadap pelajar, kesedaran pelajar dan program intervensi.

Dapatan terperinci daripada temu bual di atas adalah seperti berikut (mengikut setiap soalan):

(A) KESAN PROGRAM TERHADAP PELAJAR

1. Pada pendapat guru apakah manfaat program terhadap pelajar?
   Secara amnya, guru-guru berpendapat bahawa program ini telah membawa manfaat terhadap pelajar. Guru-guru berpuas hati dengan program ini khasnya kerana pelajar-pelajar berjaya didedahkan kepada minat kerjaya mereka. Di samping itu, pelajar-pelajar diberi pendedahan kepada aktiviti di luar bilik darjah. Guru-guru juga memberi komen bahawa pelajar-pelajar yang bersifat pendiam telah mengambil bahagian dengan aktif dalam aktiviti yang disediakan semasa bengkel yang diadakan.

2. Kelemahan program (sekiranya ada)?
   Guru-guru berpendapat bahawa jangka masa program mungkin terlalu singkat untuk menerapkan pengetahuan serta bimbingan secara mendalam semasa program. Mungkin program akan

datang boleh dipanjangkan kepada sekurang-kurangnya dua hari supaya konsep yang diterapkan boleh dibengkelkan dan dipraktikkan secara lebih terperinci dalam kelompok kecil.

3. Apa yang menarik tentang program?
   Program ini menarik kerana telah melibatkan pelajar dalam kumpulan kecil yang berasa lebih berani untuk memberi respons. Selain itu, pelajar-pelajar juga seronok semasa mengambil bahagian dalam slot permainan dan juga berminat untuk melayari kumpulan Facebook Transformasi Siam yang telah diwujudkan semasa program ini untuk manfaat mereka.

4. Adakah anda melayari Facebook Transformasi Siam dan kekerapan lawatan? Apakah pendapat guru berkenaan laman Facebook tersebut (kelebihan & kekurangan)?
   Guru-guru telah melayari Facebook Transformasi Siam tetapi kekerapan lawatan dikhuatiri tidak begitu kerap. Guru-guru berpendapat bahawa saluran Facebook ini amat sesuai dan selaras dengan rutin pelajar pada masa ini. Sebaliknya, motivasi untuk mengambil bahagian tidak tinggi kerana tiada ganjaran untuk direbut oleh pelajar. Mungkin kuiz atau sesuatu pertandingan boleh diwujudkan supaya motivasi pelajar lebih tinggi untuk melayari kumpulan Facebook tersebut.
   Guru-guru juga berpendapat bahawa Facebook Transformasi Siam telah membuka peluang kepada pelajar untuk mendapatkan maklumat dalam persediaan peperiksaan akhir. Banyak juga maklumat berkaitan isi-isi penting untuk subjek-subjek telah dikongsi bersama.

(B) KESEDARAN PELAJAR

1. Pada pendapat guru adakah ujian personaliti membantu para pelajar mengenal pasti personaliti masing-masing?
   Guru-guru berpendapat bahawa ujian personaliti yang ditawarkan membantu para pelajar mengenal pasti personaliti masing-masing untuk memberi bimbingan dan panduan kepada mereka untuk menjejaki landasan kerjaya yang sesuai dengan minat serta personaliti mereka.

Pelajar juga menunjukkan minat yang lebih ketara dalam pengetahuan kerjaya apabila balik ke sekolah selepas projek ini. Ada antara mereka yang mula bertanya tentang hala tuju kerjaya dan juga bidang kerjaya yang diminati.

2. Dari segi pemerhatian guru, apakah kekuatan personaliti/perwatakan pelajar-pelajar?
   Secara amnya, kekuatan personaliti/perwatakan, mereka suka melibatkan diri dalam pelbagai bidang seni dan juga suka membantu masyarakat khasnya semasa bekerja dalam kumpulan kecil mahupun kumpulan besar.

3. Dari segi pemerhatian guru, apakah kelemahan personaliti atau perwatakan pelajar? Kenapa ada kelemahan tersebut?
   Secara amnya, kebanyakan pelajar ini bersifat pendiam apabila berdepan dengan individu yang kurang dikenali oleh mereka, khuatir untuk membuat ucapan di depan khayalak ramai dan juga kurang meminati aktiviti yang saintifik atau teknikal.

4. Berdasarkan dapatan ujian personaliti, didapati pelajar lebih cenderung dalam aspek Konvensional, Sosial dan Artistik. Juga didapati bahawa pelajar kurang berminat dari segi kemahiran teknikal, hal-hal keusahawanan & kepimpinan. Apakah pandangan guru berkaitan dapatan ini?
   Ya, dapatan ini selari dengan pengalaman guru-guru dengan pelajar-pelajar ini seperti jawapan dalam item (3). Mereka juga didapati kurang berminat untuk menjadi ketua dalam sesuatu aktiviti.

5. Adakah guru mendapati sebarang perubahan personaliti pelajar selepas program ini?
   Ya, secara amnya guru-guru berpendapat bahawa terdapat perubahan personaliti pelajar selepas program ini. Didapati bahawa ada pelajar yang mula menegur guru-guru di sekolah, lebih aktif dalam kelas dan lebih aktif dalam aktiviti sekolah. Ini selari dengan fahaman progresivisme yang merupakan aliran falsafah pendidikan yang menekankan orientasinya kepada pelajar untuk kepentingan hidupnya di masa depan. Sejarah masa lalu dijadikan pengalaman hidupnya, dan kebaikan dalam sejarah dijadikan sebagai teladan yang patut dicontohi (Am Rizqi, 2018).

(C) PROGRAM INTERVENSI

1. Bagaimana pihak IPT dapat membantu dari segi penambahbaikan kemajuan pelajar?

   Guru-guru berpendapat bahawa kemajuan pelajar dapat ditambah baik dengan melanjutkan program ini dengan bengkel yang membahagikan pelajar kepada kelompok mengikut minat mereka supaya kemahiran dalam bidang masing-masing dapat disampaikan. Dalam konteks ini, pendidikan akan dapat berhasil serta mampu melibatkan pelajar secara aktif dalam pembelajaran, sehingga mereka mendapatkan banyak pengalaman untuk bekalan hidupnya (Mustaghfiroh, 2020).

   Mungkin program yang akan datang boleh dianjurkan di luar daerah Padang Terap. Contohnya, diadakan di kampus Universiti Sains Malaysia untuk mendedahkan pelajar kepada fasiliti dan suasana kampus.

   Ada juga cadangan supaya dianjurkan suatu kem Bahasa Inggeris untuk mengasah kemahiran berkomunikasi yang menjadi kelengkapan penting di alam pendidikan tinggi.

PENUTUP

Projek ini dijalankan sebagai membantu pelajar komuniti Siam daerah Padang Terap dalam mengenal pasti pelarasan kerjaya berdasarkan minat (skill) yang ada pada mereka. Diharap dengan usaha ini, kita bersama-sama dapat membantu dan menyediakan kerangka tindakan seterusnya yang lebih berkesan dalam pendidikan pelajar justeru dapat memenuhi keperluan pengajian tinggi negara. Untuk mengembangkan pendidikan yang berfokuskan kepentingan pelajar sebagai manusia, semua unsur pendidikan yang berfokuskan kepada tindakan 'self-regenerative' pelajar dan bertindak untuk masa depan kemanusiaan patut ditekankan. Dengan demikian, sistem pendidikan harus memahami dan menyiapkan pelajar-pelajar untuk menghadapi segala tentangan pada masa sekarang dan masa akan datang (Am Rizqi, 2018).

Progresivisme juga memandang bahawa pelajar diberikan kebebasan dan kemerdekaan untuk melakukan eksperimen untuk mencari dan menemukan sendiri penyelesaian alternatif yang dapat digunakan untuk mengatasi setiap permasalahan yang akan dihadapinya pada masa akan datang (Mustaghfiroh, 2020).

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Interpretasi Kepahlawanan Melayu: Satu Soroton Pandangan Terhadap Filem Hang Tuah (1956)

Muhammad Su'ud Zhariff bin Zaharin *

Abstrak: Pahlawan pada era feudal telah menjadi ikon berzaman bagi masyarakat Melayu khususnya. Kemasyhuran pahlawan Melayu mampu mengangkat sesebuah kerajaan pada satu tahap kegemilangan. Tanah Melayu pernah tersohor dengan satu figura pahlawan yang terkenal di seantero benua iaitu hulubalang Kerajaan Melaka, Laksamana Hang Tuah. Nilai keperwiraan Hang Tuah diperturunkan dari generasi ke generasi melalui pelbagai medium. Watak Hang Tuah cuba diadaptasi dan dipersembahkan dalam filem-filem Melayu. Perwatakan Hang Tuah lihat mampu menjadi satu simbol dan nilai budaya masyarakat Melayu meskipun ditelan arus peredaran masa. Sorotan penulisan ini memberikan satu pandangan identiti dan meneliti beberapa aspek representasi kepahlawanan Melayu melalui filem awal yang mengangkat Hang Tuah sebagai watak utama, iaitu filem Hang Tuah (1956).

Kata kunci: Pahlawan Melayu, Hang Tuah, filem Melayu

PENGENALAN

Filem Hang Tuah (1956) merupakan salah satu filem adaptasi Melayu yang terkenal dalam sejarah perfileman tanah air. Filem ini dikatakan cuba mengangkat karya kesusasteraan Melayu klasik melalui Hikayat Hang Tuah dan Sejarah Melayu. Memandangkan filem ini bersifat adaptasi, karta ini sering menjadi perhatian dalam kalangan sarjana. Antara aspek yang sering menjadi daya tarikan mereka adalah

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seperti soal kesetiaan dalam aspek naratif seperti plot, lakonan, gaya bahasa, latar dan tema.

Mubin Sheppard, dalam penelitian beliau terhadap sosiobudaya dan nilai sejarah keberadaan Hang Tuah dalam masyarakat Melayu Melaka menjelaskan bahawa:

> “Few races in the world today possess a hero who has remained the undisputed paragon of so much they hold in high esteem for five centuries, and whose reputation and qualities are, if anything, more fervently admired now than at any time since he fought and won innumerable duels in the fifteenth century. The immortal name of Hang Tuah conjures to the Malay of today, just as it did in long ago Malacca, the epitome of courage, courtesy and resource, which has characters the warrior-leaders of the Malay race throughout recorded history”. (Mubin Sheppard, 1975)

Hang Tuah dinilai sebagai satu figura yang terpuji khususnya kepada masyarakat Melayu. Mustapha (1999) menyatakan: *"Tokoh lagenda Hang Tuah ini telah dieksploitasi oleh pengarang Hikayat Hang Tuah untuk menjadi lambang kemegahan negara Melaka dan menjadi sumber aspirasi dan kebanggaan bangsa Melayu".* Hang Tuah dianggap sebagai pahlawan terbilang Melayu yang membela negara menerusi karakter dan keperibadiannya, malah watak Hang Tuah memberikan gambaran tentang hulubalang Melayu zaman silam dan sebagai jaguh kepada adat istiadat hulubalang Melayu (Ahmad Sarji, 2004).

Muhammad Haji Salleh (1997) menyatakan, pentafsiran terhadap watak Hang Tuah akan sentiasa terbuka dengan melahirkan pelbagai tafsiran mengikut zaman dengan melihat keadaan pada zaman itu sendiri. Kehebatan Hang Tuah dengan jiwa Melayu menjadikan bangsa Melayu terus mengenang Hang Tuah walaupun berabad-abad lamanya, ini turut merangkumi bahan-bahan kreatif seperti teater, sajak, drama dan juga filem (Wan Hasmah, 2013).

Selain itu, karakter dan keperibadian Hang Tuah acap kali menjadi polemik antara sarjana dengan elit masyarakat Melayu. Perlu diperjelaskan, polemik ini terhasil berteraskan dua teks utama mengenai Hang Tuah iaitu Sejarah Melayu dan Hikayat Hang Tuah yang bersifat semi-historical. Dua teks ini memperlihatkan Hang Tuah sebagai lambang ketaatsetiaan yang tidak berbelah bahagi kepada pemerintahnya.

Gambaran Hang Tuah akan menjadi pengkhidmat terbilang istana boleh terlihat semenjak Hang Tuah kecil apabila ayahnya, Hang Mahmud, bermimpi cahaya menyinari penuh ke arah kepala Hang Tuah. Menurut Shaharuddin (2014), penulis Hikayat Hang Tuah memperkaitkan Hang Tuah dengan kuasa ghaib adalah untuk mengangkat peranan dan kedudukan mereka yang berkhidmat kepada istana sebagai suatu pekerjaan yang mulia. Hal ini dikatakan demikian kerana peranan hulubalang-hulubalang ini sangat besar terutamanya dalam mengekalkan dominasi kuasa raja kepada rakyat marhaen.

Meneliti sorotan Hikayat Hang Tuah menceritakan tugasan dan peranan Hang Tuah sebagai hulubalang (kemudiannya laksamana) telah mempengaruhi pandangan hidupnya. Hang Tuah ditawarkan ilmu keagamaan yang bersifat lebih tinggi berbanding dengan ilmu tempur oleh gurunya, namun, Hang Tuah menolak. Dia merasakan cukup sekadar ilmu yang mampu menjadikannya seorang hulubalang untuk melaksanakan bakti khidmat terhadap istana. Hang Tuah mentafsir agama mengikut perspektif feudal dengan mengutamakan kepentingan kepada pemerintahnya (Shaharuddin, 2014).

Menurut Yusoff (2008), seorang pemikir Greek ada mengatakan; *"Untuk memahami masa kini, kita perlu menggali dan memahami masa lampau/silam"*. Ahmad Sarji (2004) melihat Hang Tuah sebagai tokoh istana yang berkuasa untuk menjamin kesejahteraan Kerajaan Melayu Melaka. Sewaktu tempoh perkhidmatannya, Hang Tuah berjaya memacu kegemilangan empayar Melaka dan kejatuhannya juga bermula selepas perkhidmatan Hang Tuah tamat.

Melalui tafsiran sarjana seperti Noriah (2006) melalui Hikayat Hang Tuah, watak Hang Tuah diwujudkan untuk menghidupkan semula impian masyarakat Melayu yang mahu bangsanya dikenali sebagai bangsa yang hebat dan unggul setelah semangat ini dilunturkan oleh penjajah mancanegara. Hang Tuah diceriterakan sebagai pahlawan yang sempurna sifat peribadinya baik daripada segi mental, fizikal dan juga spiritual.

PEMAPARAN HANG TUAH SEBAGAI PAHLAWAN DALAM FILEM MELAYU

Filem Hang Tuah diterbitkan dalam ruang masa yang menarik, terutamanya dalam konteks sosiopolitik masyarakat Melayu pada waktu itu khususnya. Hal ini dikatakan demikian kerana keadaan melieu masyarakat Melayu pada ketika itu sarat dengan paradoks ideologi dalam menuju kemerdekaan Persekutuan Tanah Melayu. Johan Jaafar (2005) mengatakan pada zaman ini, dalam bidang sastera misalnya, zaman ini merupakan zaman sastera anti-establishment, sastera marah-marah ataupun sastera protes. Filem Melayu sama seperti sasteranya yang memberi refleksi pemikiran dan psyche Melayu pada zaman dan dasawarsanya pada ketika itu (Johan, 2005).

Jalinan imej Hang Tuah di dalam budaya popular Melayu menerusi teater, drama televisyen ataupun filem dilihat akan terus dicoraki menerusi kelangsungan minda masyarakat Melayu. Seterusnya karya-karya tersebut bakal mendepani tafsiran-tafsiran baru terhadap bentuk representasi Hang Tuah yang ideal untuk tempoh-tempoh tertentu baik pada masa sekarang ataupun pada masa hadapan. Di sinilah pentingnya filem sebagai cakera masyarakat, iaitu sejarah perubahan pemikiran masyarakatnya mampu dikesani dari zaman ke zaman.

Dalam sorotan penulisan ini, perbincangan lanjut menuju persoalan tentang sama ada wujud hubungan langsung atau tidak langsung suatu figura itu dalam sesuatu filem. Hal ini cuba dijelaskan oleh Siegfrid Kracauer, Andrew Bergman, Paul Monaco dengan menyatakan filem secara tidak langsung merupakan suatu medium ekspresi obsesi, ketakutan dan aspirasi sesebuah masyarakat. Menurut Filem juga merupakan suatu mitos representasi kepada *"sesuatu yang telah hilang dan juga sesuatu yang diinginkan"* (Allen & Gomery, 1985).

Penelitian terhadap pemikiran Jung (1959) dalam penulisan beliau "*The Archetypes and Unconscious*" yang bersandarkan kepada konsep arkitep. Jung menjelaskan arketip merupakan konsep penting kepada konsep collective unconscious. Penjelasan lanjut turut dijelaskan oleh Iaccino (1998) melalui prakata bukunya *Jungian Reflection Within The Cinema* berpendapat, Jung mendefinisikan arketip sebagai sesuatu yang kuno dan primordial wujud berzaman lamanya. Ianya boleh dikenalpasti melalui tradisi sesebuah suku kaum, mitos, cerita dongeng dan kesenian yang primitif. Melalui collective unconscious ini, manusia mampu untuk meneroka perkara-perkara yang diwarisi serta membentuk persepsi umum antara mereka.

> "Psychic existence can be recognized only by the presence of contents that are capable of consciousness. We can therefore speak of an unconscious only in so far as we are able to demonstrate its contents. The content of the personal unconscious are chiefly the feeling-toned complexes, as they called; they constitute the personal and private side of psychic life. The contents of the collective unconscious, on the other hand are known as archetypes". (Jung, 1959)

Jung (1959) turut menjelaskan bahawa adalah perlu mempertimbangkan imej-imej yang timbul dalam khayalan ataupun mimpi sebagai satu mekanisme yang didapati daripada minda tidak sedar untuk berkomunikasi dengan minda sedar. Perkara ini terjadi melalui pertalian antara pengalaman mimpi yang pernah dialami dan juga mitos yang pernah direkodkan oleh budaya-budaya yang berlainan. Jung (1959) juga berpendapat bahawa, mitos mempunyai kekuatan yang tidak boleh dipadamkan oleh mimpi, khayalan, nafsu dan ketakukan yang telah dialami oleh kebanyakan manusia. Mimpi merupakan satu dimensi kolektif (seperti kebimbangan masyarakat atau negara misalnya) kerana ianya telah berada pada ruang kesedaran yang sebelumnya terkandung dalam minda tidak sedar (Izod, 2001).

Oleh hal demikian, dalam konteks masyarakat Melayu, Hang Tuah ialah representasi imej kepada konsep kesetiaan yang merupakan satu komponen yang universal. Kisah kesetiaan tidak berbelah bahaginya kepada Sultan diperturunkan dari generasi ke generasi sehingga diterapkan ke dalam bentuk neofeudal di Malaysia.

INTERPRETASI PAHLAWAN DARI PERSPEKTIF BERBEZA

Perkembangan tafsiran melalui perspektif berbeza mengenai Hang Tuah boleh dilihat menerusi dua pandangan. Pandangan pertama, adalah dengan memisahkan Hang Tuah daripada nilai modernis sekaligus menolak figura ini sebagai simbol kepada nilai tradisional. Pandangan kedua mengekalkan Hang Tuah sebagai simbolik utama masyarakat

Melayu, akan tetapi tafsiran mengenainya haruslah menyeluruh terutama melalui teks Hikayat Hang Tuah. Menurut pandangan ini, perkara yang diketengahkan kepada masyarakat adalah nilai yang terkandung pada bahagian pertama dengan tidak meliputi keseluruhan teks termasuk bahagian kedua.

Hikayat Hang Tuah terbahagi kepada dua bahagian, watak Hang Tuah pada bahagian pertama berbeza dengan bahagian kedua. Hang Tuah pada bahagian pertama digambarkan sebagai seorang pahlawan yang berani dan gagah, manakala Hang Tuah pada bahagian kedua digambarkan sebagai seorang diplomat yang penyabar, bijaksana dan warak (Kassim, 1991).

Farish (2008), cuba menjelaskan tindakan yang di polemik dengan menyatakan:

> "Tidak perlu diperkatakan lagi, bahagian kedua Hikayat Hang Tuah ini jarang dibaca dan dibincangkan. Sebabnya mudah sahaja; Hang Tuah tidak lagi dianggap macho, jantan dan berkuasa. Tuah juga semakin menjauhkan dirinya daripada pengaruh istana, yang suatu ketika membolehkan dia menggunakan kekerasan dengan sewenang-wenangnya". (Farish, 2008)

Pemisahan Hang Tuah sebagai wira tradisional daripada wira moden telah dipelopori oleh idea-idea yang dikembangkan oleh tokoh sosialis (Kassim, 1991, Khoo, 2006). Hang Jebat dianggap sebagai wira moden bersama idea yang cuba mencabar status quo yang mapan. Hang Tuah menjadi figura dominan sebagai testimoni ketaatsetiaan rakyat terhadap pemimpin, justeru, figura ini terpaksa bertembung dengan nilai-nilai moden yang semakin menghakis kredibilitinya.

Penegasan daripada Mohd Yusoff (2008), beliau turut mengkritik percambahan idea-idea yang dilihat cuba untuk mencalarkan imej Hang Tuah yang tidak bersifat empirikal terutamanya daripada kumpulan-kumpulan anti-feudalisme dan kemudiannya melahirkan tafsiran-tafsiran seperti taat setia yang 'membabi buta' dan 'membuta tuli'. Chandra (1992) mengatakan terdapatnya faktor-faktor sosial yang berlaku dalam masyarakat Melayu telah menghakis konsep ketaatsetiaan ini berdasarkan keadaan ekonomi dan budaya dalam peringkat-peringkat tertentu dalam sejarah.

Prakata buku Hikayat Hang Tuah, Kassim (1991) menjelaskan bahawa Hang Tuah menggambarkan sikap hidup Melayu yang muncul ketika zaman sebelum merdeka. Nilai dan keperibadiannya pada zaman ini bergeser dengan nilai dan keperibadian sifat hidup baru yang tercerna dari peradaban Barat.

> "Pembatasan ini penting, kerana sudah tentu Hang Tuah tidak dapat mewakili peribadi Melayu sepanjang masa kerana apabila unsur-unsur peribadi itu sendiri ditentukan oleh keadaan-keadaan sejarah. Biarpun begitu, hikayat ini (Hikayat Hang Tuah) dan heronya telah melahirkan satu sikap hidup Melayu, iaitu sikap hidup yang berlaku sebelum datangnya peradaban moden dan yang sedang bergeser dengan sikap hidup baharu yang dibawa oleh peradaban Barat". (Kassim, 1991)

Kassim Ahmad menganggap pertarungan antara Hang Tuah dan Hang Jebat sebagai satu social conflict iaitu Hang Tuah mewakili fahaman konservatif tradisional manakala Hang Jebat melambangkan fahaman yang lebih demokratis. Hang Jebat tidak dapat dibuktikan bersalah kerana memartabatkan Hang Tuah. Hang Tuah menurut Kassim Ahmad tertinggal jauh ke belakang kerana melambangkan pemikirannya yang bersifat konservatif (Ahmad, 2004). Hang Jebat disifatkan sebagai menentang sistem feudal dan membawa perubahan zaman baru yang berlainan dengan zaman 'semasa'nya. Kassim Ahmad juga menganggap Hang Jebat sebagai 'nabi dan pahlawan kebangsaan Melayu' serta 'pemberontak kebangsaan' (Shaharuddin, 2014).

Selain itu, idea mengenai Hang Tuah ini telah ditafsirkan semula oleh Farish (2008) di dalam bukunya yang bertajuk Di Balik Malaysia: Dari Majapahit ke Putrajaya. Farish (2008) berpendapat, karakter dan keperibadian Hang Tuah perlu dinilai dan difahami secara menyeluruh melalui teks Hikayat Hang Tuah. Oleh itu, perkara yang diuar-uarkan kepada masyarakat mengenai karakter dan keperibadian Hang Tuah hanya terkandung pada bahagian pertama teks Hikayat Hang Tuah, manakala pengkisahan terhadap hikayat ini pada bahagian kedua tidak diberikan penekanan.

Menurut Shaharuddin (2014), beliau merencakan sifat Hang Tuah sebagai pahlawan yang berani, taat setia, kasih akan tanah air dan jujur tidak dapat dibandingkan. Hang Tuah merupakan pahlawan yang sangat mendukungi kedaulatan Raja dan juga bangsa Melayu. Kepatuhan dan kesetiaan kepada pemerintah adalah sifat semula jadi masyarakat Melayu dan menganjurkan agar riwayat-riwayat hidup tokoh-tokoh feudal ini dijadikan panduan dan inspirasi moral.

Namun, Farish (2008) berpendapat, ungkapan keramat Hang Tuah – 'Takkan Melayu Hilang Di Dunia' sebenarnya merupakan suatu kata-kata yang bersifat menentang dan merupakan satu keprihatinan terhadap kedudukan rakyat marhaen yang tidak boleh dipandang mudah. Ungkapan keramat ini acapkali disalahgunakan untuk menjadi metaforik yang memihak kepada satu kefahaman politik sahaja tetapi tidak berdasarkan sejarah.

Karakter Hang Tuah yang begitu digemari dan intim dengan masyarakat Melayu ini dimanipulasi oleh sesetengah pihak untuk satu retorik politik. Maknawi yang tersingkap melalui ungkapan 'Takkan Melayu Hilang Di Dunia'sebenarnya perlu dilihat di dalam konteks perubahan di Melaka pada ketika itu yang tergugat dengan kuasa Portugis. Hal ini sebenarnya merupakan seruan seorang wira untuk hamba rakyat bersatu padu. (Farish, 2008).

PEMBINAAN IMEJ HANG TUAH MELALUI FILEM MELAYU

Polemik-polemik yang telah diperbincangkan ini membuka ruang untuk meneroka kemunculan Hang Tuah selaku simbol ketaatsetiaan melalui filem. Selain itu, Wan Hasmah (2013) berpandangan, tafsiran semula amat diperlukan jika sesebuah karya sastera itu disalin semula ke dalam bentuk filem, jika tidak, usaha itu hanya sia-sia. Menurutnya lagi, adalah menjadi suatu perkara yang sangat baik apabila sesebuah karya sastera mampu diceritakan dan diterjemahkan dengan baik mengikut pendekatan baru dan juga mengikut konteks yang baru.

> Perkataan "baru" disini adalah daripada segi bentuk seni (seni sastera kepada filem) dan khayalak "baru disini" adalah merujuk kepada khayalak sastera dan khayalak filem yang dibezakan dengan pengertian dan penghayatan seni yang berbeza serta berbeza zaman dan ideologi". (Was Hasmah, 2013)

Polemik-polemik sama ada dalam bidang ilmiah mahupun aspek popular masyarakat terbentuk daripada persekitaran imej yang terbina berdasarkan watak Hang Tuah melalui Hikayat Hang Tuah itu sendiri. Pengertian dan penghayatan terhadapat imej Hang Tuah membuka ruang polemik merentasi masa sehingga ke hari ini dan juga pada masa hadapan tentang ketokohan dan kewiraan peradaban Melayu (Yusoff, 2008).

Johan (2005) mengatakan jalan terbaik untuk memahami sesuatu bangsa adalah berdasarkan minda bangsa itu sendiri kerana bangsa itu yang menentukan pemikiran, sikap, pandangan dunia dan tafsiran. Menurutnya lagi, untuk melihat cara sifat dan sistem nilai masyarakat Melayu secara kolektif dalam reaksi terhadap isu-isu tertentu seperti agama, politik dan sosial perlulah berlandaskan 'minda' ini. Filem merupakan salah satu medium yang berada di bawah kategori budaya popular seterusnya memberikan ruang untuk melihat corak dan pola psyche masyarakat Melayu. Ruang ini dalam konteks projek penyelidikan sarjana ini diisi dengan subjek Hang Tuah sebagai simbol masyarakat Melayu secara turun temurun dalam memperbincangkan pengkajian ini ke suatu tahap yang lebih komprehensif.

Haron (2001) menyarankan agar penulisan-penulisan yang mempunyai kesamarataan sejagat menyatakan pendirian tersendiri melalui penulisan kreatif ataupun non-creative. Penulisan ini menurut beliau seharusnya tidak menodai nilai-nilai yang sudahpun dimanifestasikan dalam Hikayat Hang Tuah. Mohd Yusoff (2008) menegaskan, aspek kesenian filem perlu diberi penekanan kerana menurutnya, Hang Tuah pada dimensi ini telah dibina dan dibentuk mengikut perspektif 'seni'nya. Seperti pentafsiran semula U-Wei Haji Saari melalui teater arahannya, Wangi Jadi Saksi terhadap sejarah mengenai Hang Tuah (Noor Azam, 2006); *"Sejarah itu tidak pernah mati. Ia mesti kita baca dan tafsir lagi, baca dan tafsir lagi. Kita jangan lupa itu"* (Mingguan Malaysia, 30 Julai 2006).

Kedua-dua filem awal iaitu 1956 dan juga 1989 menjadikan dikotomi Tuah-Jebat sebagai klimaks naratif utama, ini mungkin disebabkan kedua-dua filem mengetengahkan naratif berdasarkan perspektif dominan Hang Tuah sahaja, Hal ini boleh dilihat pada tajuknya iaitu Hang Tuah dan Tuah. Filem Puteri Gunung Ledang, walaupun mengangkat Hang Tuah sebagai watak utama, namun perspektif naratif turut didominasi oleh Gusti Putri Retno Dumilah. Konsep 'daulat' dalam kedua-dua filem awal merupakan konsep yang berada di pihak protagonis iaitu Hang Tuah sebagai pendukung adat istiadatnya, namun, dalam filem Puteri Gunung Ledang, konsep 'daulat' ini diletakkan di pihak antagonis iaitu Sultan Melaka, sekaligus ianya membentuk penentangan terhadap konsep 'daulat' walaupun dengan bentuk yang tidak fizikal seperti dilakukan Hang Jebat di dalam dua filem yang sebelumnya.

Teras kepada kebudayaan Melayu ialah adat. Menurut Sharifah dan Tuah (1980) adat ini juga menjadi undang-undang dalam sistem masyarakat Melayu lama. Adat tersebut telah mengalami perubahan kesan daripada pengaruh Hindu dan kemudiannya berlandaskan undang-undang Islam. Adat Melayu merupakan adat yang telah meresapi seluruh pemerintahan Malaysia (Sharifah & Tuah , 1980). Sebelum Dasar Ekonomi Baharu (DEB) dan ketika zaman penjajahan, telah terdapat konsensus umum dalam golongan berhaluan kanan mengenai tiga perkara utama kemelayuan iaitu bahasa, agama dan raja. Situasi ini kemudiannya menjadi latar kepada sentimen kemelayuan yang bersifat homogen seperti identifikasi bumiputera, Muslim dan juga berbahasa Melayu (Khoo, 2006)

'Kesetiaan kepada Sultan' dilihat sebagai salah satu daripada tiga perkara utama yang termaktub dalam konstitusi. Namun begitu, perkara ini menjadi paling kurang penting bagi masyarakat Melayu terutamanya pada ketika 1980-an dan 1990-an iaitu 'kesetiaan secara feudal' ini dicabar oleh kemodenan, pendidikan dan hakisan perlembagaan daripada kekuasaan monarki pada tahun 1983-84 dan 1993 (Khoo, 2006). Pembentukan Hang Tuah dalam filem-filem yang terlibat merupakan hasil refleksi dan pemikiran masyarakat semasa yang mencipta dan menerima bentuk pemaparan Hang Tuah dalam filem Hang Tuah (1956) itu sendiri.

KESIMPULAN

Masyarakat Melayu berpegang kepada prinsip *"Melayu tidak boleh menderhaka kepada raja-raja mereka"*, namun, terdapat prinsip sama berat yang telah dilupakan berakar umbi dalam budaya lisan Melayu *"Melayu perlu terus setia kepada raja-raja mereka selagi raja-raja berkuasa ke atas mereka dengan adil dan saksama"* (Khoo, 2006).

Prinsip ini mendepani pemikiran rasional yang sentiasa menjadi dukungan masyarakat Melayu itu sendiri seperti yang diperlihatkan melalui daya kreativiti dalam membentuk pemaparan Hang Tuah menerusi filem, yang akhirnya penerokaan aspek demokratis dan spiritual bahagian kedua Hikayat Hang Tuah terjelma.

Rustam (2004) mengatakan, tidak kira serasional mana sesuatu sistem sosial masih dianggotai oleh manusia dan sifatnya juga, mereka akan sentiasa berasa terikat berdasarkan unsur-unsur lama seperti ketaatsetiaan dan kebanggaan komuniti mereka. Oleh itu, menurut Rustam lagi, perlu diberikan perhatian terhadap unsur-unsur simbolisme dalam mendepani sebuah negara yang menuju ke arah kemodenan (Rustam, 2004). Oleh itu, dalam konteks ini, Hang Tuah akan sentiasa memainkan peranan pentingnya terhadap psyche masyarakat Melayu.

Jalinan imej Hang Tuah dalam budaya popular Melayu menerusi teater, drama televisyen ataupun filem dilihat akan terus dicoraki menerusi kelangsungan minda Melayu suatu zaman itu sendiri seterusnya mendepani tafsiran-tafsiran baru terhadap bentuk representasi Hang Tuah yang ideal untuk tempoh-tempoh tertentu baik pada masa sekarang ataupun pada masa hadapan. Terbuktilah betapa, pentingnya filem sebagai cakera masyarakat, apabila sejarah perubahan pemikiran masyarakatnya mampu dikesani dari zaman ke zaman.

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