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PREFACE

The UMK Postgraduate Colloquium 2017 was held in Kampus Bachok, Universiti Malaysia Kelantan on 20th May 2017. It was a delightful event with 120 participants, consists of students and lecturers, had many fruitful discussions and exchanges that contributed to the success of the colloquium. 70 papers have been successfully presented during the colloquium.

The main objective of the colloquium is to be a platform for students to present and publish their works as well as to share their research progress with their colleagues and experts. The theme of “Entrepreneurship and Business in Propitious to Development and Sustainability” was chosen to represent the power and strength of entrepreneurship and business in the advancement of a society. It is a suitable theme considering the nature of Universiti Malaysia Kelantan that has always been promoting entrepreneurship throughout Malaysia.

All in all, the UMK Postgraduate Colloquium 2017 was very successful. The editors would like to express their gratitude to all participants and the committees that have helped in ensuring the smooth sailing of making the colloquium into a reality.

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The Relationship of Logistics Flexibility and Value-added Capability on Logistics Performance in Logistics Services

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Abstract – Markets for Logistics Service Providers (LSPs) are expanding as the increasing of customers' tendency to outsource logistics-related activities to specialists for logistics services. By outsourcing the logistics functions to LSPs, customers would be able to focus on core business and gaining competitive advantage. But those opportunities are also making it more difficult for LSPs to decide where to position themselves to maximize future growth opportunities. Therefore, the purpose of this paper is to examine the relationship of logistics flexibility and value-added capability towards logistics performance of LSPs. Based on the literature, relevant hypotheses are established as to show associated relationship between these three variables. Data are collected for an empirical analysis using partial least square technique. Result shows that logistics flexibility has a positive influence on the logistics performance. The findings also indicate that value-added capability directly affects on the logistics performance.

Keywords: logistics flexibility; value-added capability; logistics performance; logistics service providers; logistics services

1. Introduction

In today's competitive and dynamic environment, it is important for Logistics Service Providers (LSPs) to distinguish themselves from other competitors to compete in the highly dynamic markets. LSP firms should build logistics capabilities that are inimitable and durable to reduce cost and increase the performance with the innovative solution for market sustaining. Capabilities are a source of competence for the firm and it can be differentiated the firm's strength from the other firms. On the other hand, the enhancement of capability can be considered as a potential factor for logistics performance as it is difficult to duplicate by the competitors. Amit and Schoemaker (1993) defined capability as the capacity that belongs to the firm to deploy and employ its resources.

Many scholars have indicated different dimensions in their researches particularly of logistics capabilities dimensions namely logistics flexibility capability (Huang & Huang, 2012; Jie, Parton, & Cox, 2013) and value-added capability (Lam & Zhang, 2013; Yeung, Zhou, Yeung, & Cheng, 2012). Operational flexibility in logistics service is a strong predictor of performance and not only a customer attractor in a dynamic market environment (Anand, 2004). Service flexibility capability is an important factor for LSPs to meet customer fast changing requirement in the logistics service. LSPs who have capable in providing logistics flexibility services solution in the marketplace would have more opportunity to achieve logistics performance and competitive advantage over the competitors (Qureshi, Kumar, & Kumar, 2008).

Value-added logistics services would be included as a function in logistics service in order to be more competitive in the marketplace. Staying competitive often implies higher throughput and providing the demanded services at low rates. In logistics service, LSPs have broadened provides the services between the range of transportation to warehousing as well as advanced logistics and supply chain solution. Another study support this trend and indicate that customers are demanding more value-added services from LSPs (Wagner & Franklin, 2008). A study by Lai (2004), found that value-added services provides by LSPs has been demonstrated as a driver for superior performance. Therefore, the focus of this paper is to examine the relationship between the logistics flexibility and value-added capability on logistics performance in logistics services rendered by LSP firms.

2. Literature Review

2.1 Logistics performance, logistics flexibility and value-added capability

Logistics performance of LSP is crucial as the effect of logistics performance is not only on the logistics providers but it also for their customers. In other words, if the logistics performance falls under negative impact, stakeholders in the same supply chain may suffer with negative impacts caused by the inefficient of logistics performance (Wilding & Juriado, 2004). Therefore, logistics performance is an important for LSPs to be a factor for success in today's business management (Mentzer, Flint, & Kent, 1999; Mentzer & Konrad, 1991; Thai, 2013). Various indicators and attributes of logistics performance have been discussed in terms of different aspects or purposes. Aramyan, Oude Lansink, van der Vorst, and van Kooten (2007) suggests that it should divide the analysis of logistics chain performance in four categories of indicators namely efficiency, flexibility, responsiveness, and quality. Later in 2010, Fugate, Mentzer, and Stank (2010) proposed logistics efficiency, logistics effectiveness and logistics differentiation as dimensions for logistics performance. Subsequently, Jie et al. (2013) revealed that responsive, flexibility, efficiency, and quality are the determinants to measure logistics and supply chain performance, which similar to Aramyan et al. (2007), but Jie et al. (2013) approached of these dimensions on the linking supply chain practices to competitive advantage in agribusiness.

Flexibility capability is the firms' ability to customize the products or service to customers' specifications and adaptability to unexpected circumstances (Zhou & Wu, 2010). With the logistics flexibility capability, it would help LSPs to deliver superior customer service by synchronizing service delivery with customer demands. Therefore, LSPs have to be able respond with efficient as required for them to deliver, provide a support and enhance logistics services. Activities involve in logistics flexibility by the LSPs are handling both inbound and outbound shipments, able to supply information related to logistics service in order to coordinate logistics operations, and provide support to sustain in manufacturing process (van Hoek, 2001). Study by Huang and Huang (2012), who found four components of flexibility capability such as ability to accommodate special or non-routine requests, ability to handle unexpected events, ability to provide flexible operational space, and ability to construct flexible operational procedures and systems. A year later, Jie et al. (2013) conducted a study in Australia, which they investigated the linking supply chain practices to competitive advantage, the logistics flexibility was one of determinant factor, consisting of respond the changing environment, handle late orders and flexible delivery system.

Value-added service is the additional services on the features, form or functions of the basic service that deliver to the customer offered by the LSPs. Study by Yang, Marlow, and Lu (2009) on assessing resources, logistics service capabilities, innovation capabilities and the performance of container shipping services in Taiwan, identified the dimensions of logistics value-added capability. It consists of providing the additional or value-added services such as handling the customs clearance, enhance services with door-to-door service, able to provide multimodal service, expand the business into warehousing services as well as consolidation services. In this study, they confirmed that these dimensions are relevance to logistics value-added capability. Earlier study by Lu (2004), also found that key logistics service dimensions of distribution centres is value-added services.

2.2 Effect of logistics flexibility and value-added capability on logistics performance

In logistics industry, there are uncertainties situation such as changing environment, non-routine request and customer location. In that case, flexibility plays a more substantive role in providing logistics service that able to accommodate the uncertainties. Ho and Chang (2015) found that flexibility capability which is part of logistics service to have a positive effect on firm performance, which include logistics performance. Huang and Huang (2012) emphasize that logistics elements of delivery speed and dependability together with flexibility and responsiveness represent key components of customer service for most companies. In order to provide a wide range of logistics services and meet customers' requirements, many LSPs have to improve their logistics service capabilities, which includes in offering value-added services (Lai, 2004). Previous studies that have focused on logistics service capabilities and found that value-added services to be a driver for superior performance (Multaharju & Hallikas, 2015; Shi, Zhang, Arthanari, Liu, & Cheng, 2016; Soinio, Tanskanen, & Finne, 2012). Thus, it is proposed that:

H1: Logistics flexibility has a positive relationship with logistics performance of LSP firm.

H2: Value-added capability has a positive relationship with logistics performance of LSP firm.

3. Methodology

A quantitative technique using a cross-sectional data collection approach was adopted in order to empirically test the proposed framework. Three main constructs investigated were logistics flexibility, value-added capability and logistics performance. Each item was measured used a 5-point scale, ranging from 1 (=strongly disagree) to 5 (=strongly agree). In this study, LSP firms from the Malaysia Logistics Directory 2013/2014 were selected to statistically test and examine logistics flexibility and value-added capability towards logistics performance. 600 questionnaires were distributed to LSP firms in Malaysia and 134 questionnaires were collected. There were only 126 questionnaires valid for further data analysis after a few steps of screening process that included missing data and straight lining screening, whereby the partial least squares (PLS) was used to conduct statistical analysis. The statistical analysis in this study covered measurement and structural model.

4. Results

Outer loadings, composite reliability (CR), average variance extracted (AVE) and discriminant validity were assessed to reflectively examine the measurement models (Hair, Hult, Ringle, & Sarstedt, 2014). As depicted in Table 1, all the outer loadings of the constructs are well above the minimum threshold value of 0.70 except for logistics flexibility, which there was one outer loading below 0.70. However, if the AVE for latent variables are above 0.5, items with their item loading between 0.5 to 0.7 can be retained (Hair et al., 2014). All CR coefficients were above cut off values of 0.70 as suggested by Henseler, Ringle, and Sinkovics (2009), which signify that items are reliable. In term of AVE values, it was above the minimum threshold level of 0.50. The result demonstrates all constructs were convergent validity. The Fornell and Larcker (1981) criterion was evaluated to assess discriminant validity as presented in Table 2.

Table 1: Construct Validity

Construct	Items	Outer Loading	AVE	CR
Logistics Flexibility	LFC1	0.717	0.557	0.862
	LFC2	0.761		
	LFC3	0.836		
	LFC4	0.690		
	LFC5	0.716		
Value-added Capability	VAC1	0.868	0.716	0.927
	VAC2	0.862		
	VAC3	0.834		
	VAC4	0.808		
	VAC5	0.858		
Logistics Performance	LP1	0.816	0.642	0.915
	LP2	0.856		
	LP3	0.794		
	LP4	0.767		
	LP5	0.843		
	LP6	0.725		

Note: AVE=Average Variance Extracted; CR=Composite Reliability; LFC=Logistics Flexibility; VAC=Value-added Capability; LP=Logistics Performance

Table 2: Discriminant Validity-Fornell Larcker Criterion

Research Constructs	Logistics Flexibility	Value-added Capability	Logistics Performance
Logistics Flexibility	0.746		
Value-added Capability	0.578	0.846	
Logistics Performance	0.666	0.547	0.802

Note: Diagonals represent the square root of the AVE while the off-diagonals represent the correlations

The next step of analysis is to evaluate the structural model results. It could be conducted after measurement model has been confirmed as reliable and valid. It involves examining of the relationship between the constructs (Hair et al., 2014). The PLS-SEM algorithm was applied in order to assess the significance and relevance of the structural model relationship. It is to demonstrate the hypothesized relationships between constructs. The significance was obtained using the bootstrapping option (5000 resample) in order to assess the size of the path coefficient. The results of the hypothesis testing and structural relationships as presented in Table 3.

Table 3: Result of Hypothesis Testing

Hypothesis	Relationship	Beta Value (β)	t-value	Decision
H1	LFC \rightarrow LP	0.525	7.362 ^{**}	Supported
H2	VAC \rightarrow LP	0.243	3.356 ^{**}	Supported

Note: Significant level = ^{**} $p < 0.01$; ^{*} $p < 0.05$; ^{ns} not significant; LFC=Logistics Flexibility; VAC=Value-added Capability; LP=Logistics Performance

5. Discussion and Conclusion

This study intended to measure the relationship between logistics flexibility and value-added capability on logistics performance in logistics services. A total of 126 LSP firms were usable used as a sample for this study and it was analysed using PLS technique. In term of the validity and reliability, both of tests have fulfilled convergent and discriminant validity required. The results demonstrated the relationship between the three variables. This study shows that logistics flexibility has significant effect on logistics performance. This finding ensures that logistics flexibility helps LSP firms to improve logistics performance in term of increasing service responsive, flexibility, efficiency, and quality. This result is consistent with the existing contentions (Aramyan et al., 2007; Jie et al., 2013). This finding also ensures that logistics flexibility may have benefits for the customers on the service rendered by the LSPs, who have flexibility in handling logistics services. For example, in the event of unexpected spikes in demand, flexible transportation services of LSP will be able to handle the level of inventory the customer has to carry. LSPs with the flexible option in providing logistics service will be able to retain the existing customers and attract new customer as they are able to serve their special customers' needs in the market. This fact is also in line with study by Yang (2012), who indicated that flexibility capability has a significant positive effect on performance

In examining the relationship between value-added capability and logistics performance, it has been shown that value-added capability has a significant relationship on logistics performance. This is consistent with previous studies, such as Lu (2003), who highlighted that LSPs have to add value to their logistics services so that a number of service attributes can be delivered to the customers, and Yang et al. (2009), found that value-added capability has a positive relationship with firm performance, which includes the logistics performance. LSPs have to look into market needs and changes in order for LSPs to offer better services with different features. This result will lead to serve customers with huge variety in demands. Thus, by providing value-added service, it may enhance the capability of LSP and increase the logistics performance. It can be concluded that both logistics flexibility and value-added capability would be enhanced logistics performance of LSP firms in logistics services.

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Result of a Pilot Test on Training Need Analysis for Rural Entrepreneurship: Potential Entrepreneur

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Abstract – *The purpose of this paper to reveal the result of training need analysis (TNA) descriptive study on the potential rural entrepreneurs within the aquaculture industry. The previous study on rural aquaculture entrepreneur focuses on the operation in aquaculture and environment that influence the development of aquaculture industry. The studies on TNA of potential entrepreneurs from bottom 40 within the aquaculture are still scarce. Therefore, this study used OTP model to identify the organization (O), task (T) and person (P) that fit to be a rural entrepreneur within the aquaculture industry. To achieve this objective, quantitative method has been utilized. The pilot test study was carried out on 30 participants who are the poor (Bottom 40) in four district Bachok, Tumpat, Jeli and Gua Musang, Kelantan. The result indicated that participants both male and female are interested in attending the training programme despite face with numerous problems.*

Keywords: Entrepreneurship, Rural, Poverty, Training, Training Need Analysis

1. Introduction

Entrepreneurship is perceived as an essential engine of economic development. Through the entrepreneurship hopefully can boost up the Malaysian standard of living especially for rural area. Hence, the entrepreneurship also has been acknowledged as primary potency of economic development and improvement of a nation especially to develop nations for instance China, India, Malaysia and Thailand (Ahmad, Yusoff, Noor, & Ramin, 2012; Paul, Hamzah, Samah, Ismail, & D'Silva, 2013). The rural entrepreneurship as a gigantic employment potential and instrument for enhancing prosperity of rural group appear to be in one opinion on the earnest need to highlight by the administration, corporation and people.

Hence, the different group including the administration as a policy maker, the specialist and in addition the analysts due to the significance of rural entrepreneurship in the community over the year it has been a subject of discussion. Nonetheless, until today there is not clear conclusion or single model of rural entrepreneurship training program (Nyambura, 2014). The continuous training ought to be applied as a culture in the life of an entrepreneur (Jusoh, Ziyae, Asimiran, & Kadir, 2011). Thus, an entrepreneurs need to be equipped with various knowledge, skill and right attitude. The continuous training ought to be executed as a culture in the life of a business person, lifelong learning ought to be connected as a culture and do not stop after graduation or business venture successful (Msipah, Chavunduka, Jengeta, Mufudza, & Nhemachena, 2013).

In addition to that, poverty issue also major problem in the developing country. The rate of poverty in rural community need to break through in order to achieve Wawasan 2020. Malaysia has made various declarations of its desires to accomplish upgrade nation status by 2020 (Nair & Sagarana, 2015). Abdullah, Yusuff, and Rahman (2016) agree that the increase rate of social problems in society is due to poverty. Therefore,

this matter should be highlighted to eradicating the poverty in rural communities. In developing countries these enterprises have tended to be looked at from a development, or poverty alleviation perspective, as well as entrepreneurial activities and potentially growing businesses (Salleh & Sidek, 2011)

The development of rural entrepreneurship in Malaysia has begun since 1970 when government implement New Economic Policy (NEP). It becomes the first government effort for the development of rural entrepreneurship in Malaysia. Subsequent to NEP, in 1990, the program remains under the Malaysia Plan, in March 2010 the New Economic Policy was introduced. The government especially the Ministry of Regional and Rural Development apply numerous programs and support to boost up the development of rural entrepreneurship. Ibrahim Abu Shah in (Jusoh et al., 2011) depicts the arrangement condition under the New Economic Policy (NEP) and National Development Policy (NDP) is far not quite the same as the present condition and future situations. Despite the effort from the government, there still quite number rate of poverty in rural communities.

The rest of this paper is sorted out as follows. In segment two we give brief data on the rural entrepreneurship definition and characteristic literature review. In segment three we give a clarification of research methodology of the study and afterward we introduce and examine the outcomes in segment four. Lastly, the paper closes with the conclusion in segment five.

2. Review of related literature

There is broad knowledge about rural entrepreneurship from previous researcher in the literature. For the purpose of this paper will review three aspects which is defining rural entrepreneurship and training need analysis for rural entrepreneurs.

2.1 Defining rural entrepreneurship

One of the pillars of rural economic development is rural entrepreneurship. The rural entrepreneurship and rural entrepreneurs has become a vital source for developing country. Rural entrepreneurs are the individual who experiences entrepreneurship improvement in rural territory and in the meantime they can adjust any changing of environment (Ahmad et al., 2012). This will be quite challenging for the rural entrepreneurs to sustain their business for a long time.

Rural business contains essentially smallholder administrators in the agricultural sector, workers and employees working in a informal sector which has been characterized as " other industries " (Arshad & Shamsudin, 1997). The field in agricultural sector involves rubber, palm oil and coconut smallholders, paddy farmers, fishermen, aquaculture fish reared, mixed farmers and estate workers. However, this —other industries‖ or informal sector is the way rural community to create income for their family and lives.

The —informal sector‖ refers to population residing in the rural sector that is involved in other agricultural activities not mentioned earlier or semi-industrial urban based employment like mining, manufacturing, construction, transport, utilities, exchange and administrations (Arshad & Shamsudin, 1997). In Malaysia, large enterprise has more than 200 employees, medium scale enterprise utilizes between 50-199 workers, small enterprise covers all enterprises utilizing between 5-49 labourers and smaller scale enterprise utilizes under 5 employee and is ordinarily regarded as an informal sector under the Ministry of States and Regional Development (Salleh & Sidek, 2011).

2.2 Training need analysis for rural entrepreneurs

Training need analysis is one of the vital phases in training cycle. Before training will be conducted it is ought to organized training need analysis to identify the need for training that suitable for trainee (Jusoh et al., 2011). This step aim to save time and cost in organizing training by focusing only on the need of training. Basically the need of training is differ for everyone and field (Afolabi & Macheke, 2012).

Research about training need analysis has been practiced in the field of entrepreneurship however research on training need analysis for rural entrepreneurs is still scarce. Previous research on training need analysis in Malaysia only focused on manufacturing, successful entrepreneurs and the establish corporation (Jen-Chia, Tseng-Chang, & Chen, 2012; Mohd Anuar, bin Mohamad Yusof, Mahmood, Ahmed, & Akhtar, 2015).

Study on training need analysis for rural entrepreneurs is still inadequate especially focusing the rural entrepreneurs in the aquaculture industry. Entrepreneurship in rural business as a rule and small scale business specifically has a huge impact in many economies, regardless of whether created or creating (Ahmad et al., 2012; Salleh & Sidek, 2011). Nonetheless, in creating nations these businesses have had a tendency to be taken a gander at from an advancement, or poverty alleviation perspective, as opposed to as entrepreneurial exercises and possibly developing organizations.

Basically trait of rural business are small in size and local market, lack of entrepreneurial attitudes, lack of entrepreneurship culture in the area, lack of networking source and lack of availability to access information, financial, business service and infrastructure (Salleh & Sidek, 2011) Nonetheless, in the brilliant side the product from rural business are in demand in the market by the local people. They find the product is likeable and suitable for their daily taste.

Study from Salleh and Sidek (2011) recommends that government should give genuine consideration regarding create rural business by elevating entrepreneurship to youthful era, empower dynamic inclusion of advanced education organizations in entrepreneurship improvement in rural ranges and energize networking by blends of private service organizations and public division bolster.

Hence, it can be concluded despite the fact that the business entrepreneurs profoundly comprehended about the program, the program require assist change in term of mix and coordination. It is trusted that this study can give some data that can be utilized by the particular service in upgrading the country business advancement program in Malaysia (Ahmad et al., 2012).

3. Methodology

This study utilized a quantitative approach. The respondents of the study were 30 potential rural entrepreneurs. The respondent from 2 selected places: Bachok and Tumpat. The respondent is selected from list of Asnaf recipients from Majlis Agama Islam Kelantan (MAIK). The list of respondents is a who B40 group.

The data were collected using a structured questionnaire. Questionnaire has been modified to cater the required information for research objectives. The questionnaire comprises of three parts namely part A is the respondents' background, part B is the training design and lastly part C is the training need analysis based on model OTP. Part B and C are measured based on the statement and the respondents were asked to provide their opinions based on five-point Likert scale, namely: (1) Disagree, (2) A little agree, (3) Half Agree, (4) Agree, and (5) Strongly Agree. The mean score was then regrouped into three categories as low (below 2.5) moderate (2.5 to 3.5) and high (above 3.5). The results then were analyzed using Statistical Package for Social Science (SPSS) version 20.0.

4. Result and Discussion

4.1 Respondents' Characteristics

This section presents descriptive statistics and explains the background of the respondents and their desire to attend entrepreneurship training. Table 1 shows that more than half (76.7 percent) of the respondents are female. In terms of age, mostly the respondent in the 31-45 group (73.3 percent). For marital status, almost 70.0 percent of them are married, 16.7 percent still single and 13.3 percent are divorced. The respondent's current occupation, 40.0 percent is involved in small business, 13.3 percent work as labor, 10.0 percent work as farmers, 3.3 percent work as fishermen, 3.3 percent work in others field of work however 30.0 percent state as not working. Average income monthly indicates approximately (30.0 percent) receives RM500 monthly and (36.7 percent) receives RM500-RM1000 monthly. Most of the respondents are holding SPM certificates (63.3 percent) and PMR certificates (20.0 percent).

Hence, most of the respondents never attended training (90.0 percent). None of the respondent attends training provide by Permodalan Nasional Berhad (PNB), Lembaga Kemajuan Ikan Malaysia (LKIM), Lembaga Penubuhan Peladang (LPP) and Majlis Amanah Rakyat (MARA). Type of training undergo by respondent is Skill (3.34 percent), Marketing (3.33 percent), Vocational and technical (3.33 percent). More than half express desire to attend training (53.33 percent) and willing to sacrifice time also cost to attend the training. The respondents choose frequency to attend training once, 1-2 days (53.33 percent) and the training ought to be conducted in weekend (53.33 percent).

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Table 1: Background of respondents (N=30)

Background	Information	Frequency	Percentage (%)
Gender	Male	7	23.3
	Female	23	76.7
Age	30 and below	7	23.3
	31-45	22	73.3
	46-55	1	3.4
	56 and above	0	0
Status	Single	5	16.7
	Married	21	70.0
	Single mother/ single father	4	13.3
Current occupation	Labor	4	13.3
	Fishermen	1	3.3
	Businessman	12	40.0
	Farmer	3	10.0
	Not working	9	30.0
	Others	1	3.3
Average income monthly	RM500	9	30.0
	RM500-RM1000	11	36.7
	RM1000- RM1500	1	3.3
	No salary	9	30.0
Educational level	Finish Standard six	3	10.0
	PMR/SRP	6	20.0
	SPM	19	63.3
	Diploma	2	6.7
Training attended before	Yes	3	10.0
	No	27	90.0
Agency provided	Permodalan nasional berhad (PNB)	0	0
	Lembaga kemajuan ikan malaysia (LKIM)	0	0
	Lembaga penubuhan peladang (LPP)	0	0
	Majlis amanah rakyat (MARA)	0	0
	Others	3	10.0
	Not related	27	90.0
Type of training	Rearing fish	0	0
	Skill _____	1	3.34
	Management	0	0
	Marketing	1	3.33
	Vocational and technical	1	3.33
	Accounting	0	0
	Research (R&D)	0	0
	Others	0	0
	Not related	27	90.0
Desire to attend training	Yes	16	53.33
	No	14	46.67

Desire to sacrifice to attend training	Yes	16	53.33
	No	14	46.67
Frequency to attend training	Once, 1-2 days	16	53.33
	Once, 3-4 days	0	0
	1-5 hours in 1 week	0	0
	1-5 hours in 2 weeks	0	0
	Not related	14	46.67
Suitable time for training	Weekdays	0	0
	Weekend	16	53.33
	Not related	14	46.67

It can be concluded that both male and female has an interest to attend training and they already involve in small business as their current occupation. However, their average income monthly is still in B40 level group with approximately RM0 – RM1500. This monthly earning is hardly to cover overall monthly expenses for a family. In addition, their level of education also is at a medium level for this rural community group. Despite numerous training organized by Permodalan Nasional Berhad (PNB), Lembaga Kemajuan Ikan Malaysia (LKIM), Lembaga Penubuhan Peladang (LPP) and Majlis Amanah Rakyat (MARA) none of the respondent attend provide training. However, some of the respondents undergo the training for skill, marketing, vocational and technical. The respondent prefers to attend training once, 1-2 days and they prefer the training to be conducted on weekend not weekday.

5. Conclusion

This paper concludes that the respondents have an interest to attend the organized training despite their constrains and hindrances. Their problem would be time spend for training, money and transportation to come to the training places. Thus, the training need analysis for rural entrepreneurship ought to be further developed in the area of organization, task and person. Hence, in order to boost up rural entrepreneurship activities in rural communities, it is recommended rural entrepreneurship training program supposed to be executed and give attention (Jusoh et al., 2011; Msipah et al., 2013; Nyambura, 2014).

The limitation of this study depends on only limited sample and specific variables. Hence, to heighten the findings is suggested the study to be expended in larger scale and cover different areas in Kelantan. The study should focus on potential entrepreneurs from bottom 40 in rural area. This effort is to increase their level of income and upgrade their knowledge, skill and attitude in entrepreneurship as well as poverty alleviation purpose. The relationship of critical success factors in implementing rural entrepreneurship training programs in Malaysia can also be included in the analysis for further discussion.

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Factors Influencing Customers' Acceptance toward Self-Service Kiosk in Northern Peninsular Malaysia

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Abstract - *Self-service technology increase recently in global and the usage of self-service technology is increasing especially in western countries due to potential revenue provided to retailers. Limited research towards type of self-service technology especially in retail environment been carried out. Besides, limited number of research towards customers' acceptance and self-service kiosk based on Malaysian culture carried out. Therefore, the aim of this study is to identify the factors influence customers' acceptance towards self-service kiosk in Northern Peninsular Malaysia. Four independent variables selected by modify Technology Acceptance Model (TAM) which are perceived usefulness, perceived time saving, perceived enjoyment and convenience to identify customers' acceptance for self-service kiosk in AEON Mall at northern region in this study. Therefore, a quantitative research been designed for this study. Data collected by distribute questionnaire for 384 respondents that experienced self-service kiosk in AEON Mall at northern region (Kedah, Perak and Penang) in Malaysia. Data analysis method which are Descriptive Analysis. Pilot test (Cronbach's Alpha), Pearson Correlation Coefficient and Multiple Regression been carried out by running SPSS software. The findings show that four independent variables are related towards customers' acceptance for self-service kiosk in AEON Mall at northern region. Besides, convenience been identify as most influential factor for customer acceptance towards self-service kiosk in AEON Mall at northern region.*

Keywords: Self-service technology (SSTs), perceived usefulness, perceived time saving, perceived enjoyment, convenience

1. Introduction

Technology brings many benefits towards current society which make life become easier. Besides, technology can lead economic development growth rapidly. Therefore, technology innovation includes self-service kiosk can increase current customer demand to reduce self-sufficient and support customers life become easily. Kumar (2007) defined customers can use self-service technology to receive service within interaction from employees. Win-win approach can be occur by self-service technology (Kimes & Collier, 2015) due to self-service technology helps companies and customers at the same time. Companies can reduce employees cost and increase potential revenue by using self-service technology while customers can feel convenience and flexible in time when using self-service technology.

Hsieh (2005) defined that interactive freestanding kiosk same as self-service kiosk. In Malaysia, self-service kiosk can be founded at airport, banks, malls and hotels especially customers check in and print the airline tickets at airport by using self-service kiosk frequently. Besides, Chang (2015) stated that Maybank was the first banking company to adopt self-service automated teller machine (ATM) in Malaysia at 1981 and coming up with cash deposit machine and cheque deposit machine. Moreover, there are successful company, Clean Pro provided self-service laundry with 30 years history at Malaysia (Chang, 2015).

The advantages of self-service kiosk for company are it can be running 24 hours per 7 days. Lee, Fairhurst and Lee (2009) defined kiosk can be information provided station that able achieve customers' self-satisfaction and develop personal interaction between company and customers by attractive and interactive multimedia digital content. Indeed, self-service kiosk been widely applied in bank industry such as self-service automated teller machine (ATM) and airline industry such as airline ticket self-check in at Malaysia.

A data provided by Shende (2015) that reported at Global Self-Service Kiosk Market 2016-2020 defined that potential growth for 5 percent that adopt self-service kiosk by retailers among 2016 to 2020. Besides, 58 percent revenue generate by vending machine segment in 2014 at global self-service technology market (Shende, 2015). Therefore, self-service technology becomes vital for retailers due to high revenue generate and this can support by Shende (2015).

Self-service technology has rapid growth and mostly been acceptance in western countries (Elliott & Meng, 2011). Due to this service brings many revenues to retailers. However, customer acceptance towards self-service technologies can be different perception when different culture context especially for Malaysia is developing countries. Besides, self-services technology been widely researched within specifically in western countries compared to Malaysia. Therefore, this research is specifically to identify the factors for acceptance of self-service kiosk among customers based on Malaysian culture.

2. Literature Review

General Review about Self-Service Technology (SSTs) and Freestanding Interactive Kiosk

Self-service technology defined that technology that make customer to act a service within interaction of employees (James, 2014). According to Srinivasan (2014) defined that adoption of self-service technology in business can lead the changers of business nature. Furthermore, SSTs become advantages for consumers since it can helps consumers save time, money, enjoyment even satisfaction (Cho, 2011). Therefore, this technology exchange the nature way of traditional business running method especially in urban areas. However, Kaushik and Rahman (2015) defined SSTs cannot accepted fully by customers due to certain reasons such as disappointment towards technologies and techno phobia (Lin & Hsieh, 2006). There are variety of service kiosk provided in retail market. However, this research is focus on freestanding interactive kiosk.

Variety service kiosk provided in the retail market. According to Hsieh (2005) defined that freestanding interactive kiosk which known as self-service kiosk. Therefore, this study only focus self-service kiosk. Variety retailers and marketers such as hospitality industry, airline industry and government industry to use kiosk for fulfil the goals. Therefore, retailers and marketers will use kiosk based on the industry involve and business needs. This is due to the freestanding interactive kiosk can be used created by retailers with several applications in order to meet market meet due to freestanding interactive kiosk can create high visual feeling for customers. Besides, Disability Discriminant Act (DDA) kiosk is create and build in every business which bring convenience to all users includes disability individuals.

Technology Acceptance Model (TAM)

TAM was designed by Davis (1989) to identify user acceptance towards information technology. TAM defined that two main key points that according to behaviour which are perceived usefulness and perceived ease-of-use as determine for technology adoption outcome (Davis, 1989). This can supported by the finding from Liu, Chen and Zhou (2010).

TAM helps researchers understand consumers' behaviour and identify external factors that affect consumers' attitude and motivation as outcome to adopt and accept new technologies. Therefore, TAM is important model for researcher that identify acceptance of individuals towards new technology. There are many previous researcher to apply TAM in many study. For example, a study from Srinivasan (2014) to apply TAM become great use to identify key determinants that affect SSTs usage.

Besides, many past researchers are modify TAM into suitable form by includes many relevant factors to identify outcome of attitude towards new technology adoption. This can supported by Bobbitt and Dabholkar (2001) includes self-service experience to identify relationship between attitudes towards new technology adoption. Researchers modify TAM model to identify others factors affect acceptance towards self-service kiosk.

Customers' Acceptance toward Self-Service Kiosk

2.1.1 Perceived Usefulness

Srinivasan (2014) defined that perceived usefulness as ability of system that used by an individuals can complete the task given even improve current performance. Therefore, SSTs technology been widely accepted and recognised by consumers due to usefulness (Srinivasan, 2014). This is due to individuals able to perform and complete certain activities based SSTs technology within interaction from others individuals. Indeed, individuals willing to shops by SSTs technology based on ability that belief and secure relationship between perceived usefulness (Srinivasan, 2014).

Chang (2015) defined that perceived usefulness become vital factors that influence behaviour at banking industry, airline industry even trading industry since perceived usefulness is one of the elements for TAM in order to identify level of acceptance towards self-service technology among customers. This can supported by the finding from Cho (2011) who apply perceived usefulness in study of self-service technologies in apparel retail settings which result perceived usefulness is related to consumer behaviour. Moreover, finding from Chang (2015) defined that quality and hedonic value are positive related to attitude in self-service technologies. Finding from Srinivasan (2014) stated usefulness is one of the factors for customers to purchase online. Besides, Porat and Tractinsky (2012) founded that moderate effect for usability can dominant for customers adopt online purchase activities since perceived usefulness are elements for usability.

Therefore, the hypothesis for perceived usefulness and customers' acceptance is proposed as:

H₁: There is significant relationship between perceived usefulness and customers' acceptance towards self-service kiosk.

2.1.2 Perceived Time Saving

Current trend for individuals are required fast and efficient services especially for consumers that tend own sensitivity towards time related issue (Srinivasan, 2014). Therefore, SSTs technologies plays the advantages roles especially time sensitivity consumers due to deliver time service can be save (Srinivasan, 2014). Srinivasan (2014) defined several reasons such as lack of time in shopping for income families and individualistic consumers that prefer time less and less difficulty to buy products within many obstacles as SSTs become perceived time saving among user. This can be prove by bank services which SSTs kiosk helps save cost and times for consumers and management (Srinivasan, 2014).

Therefore, the hypothesis for perceived time saving and customers' acceptance is proposed as:

H₂: There is significant relationship between perceived time saving and customers' acceptance towards self-service kiosk.

2.1.3 Perceived Enjoyment

Srinivasan (2014) defined perceived enjoyment as —to the degree to which the activity using the technology interface is perceived to be enjoyable in its own way. Apart from that, it also will enhance the performance of its user. Indeed, perceived enjoyment becomes vital factors to adopt technology usage (Srinivasan, 2014). This is due to finding from Srinivasan (2014) defined that customers can be motivate towards new technology by achieve high enjoyment of entertainment.

Cho (2011) defined that technology anxiety become main factors as motivator in previous SSTs research due to instead of perceived usefulness, perceived time saving and perceived enjoyment become factors to individual to perform activity as supported by the finding from Srinivasan (2014). Therefore, SSTs kiosk intent been used by consumers and been motivate as technology entertain consumers. Finding from Wang, Harris and Patterson (2012) defined that consumers willing to use self-service technology if the technology brings enjoyment experience. Besides, Meuter, Ostrom, Roundtree and Bitner (2000) stated that if technology make failure in terms of functionality and design can lead customers feel unsatisfied experience for self-service technology.

Therefore, the hypothesis for perceived enjoyment and customers' acceptance is proposed as:

H₃: There is significant relationship between perceived enjoyment and customers' acceptance towards self-service kiosk.

2.1.4 Convenience

James (2014) defined convenience is main reasons to achieve satisfaction towards online store. Well website design and fine financial security can achieve customers' satisfaction towards online store as supported by the finding from James (2014). Moreover, customers feel satisfy on experience towards websites if ease of navigation appear as Szymanski and Hise (2000) stated that ability to functionally navigate a website is vital for consumers. Collier and Kimes (2013) stated that the total time to complete task can defined as convenience. Besides, location for SSTs located become vital to customers due to customer consider usage of SSTs according to surrounding of location. An strategically location for self-service kiosk located can affect customers'

feeling to develop self-service task based on kiosk as supported by the finding from Collier and Kimes (2013). Moreover, perception towards poor customer services especially frontline employees (Queiri, Yusoff & Dwaikat, 2015) become main concerns for retailers adopt SSTs technology to fulfil consumers own convenience preference. This is due to retailers may face hiring and training issues for current and new employees. Finding from Wang et. al. (2012) defined that besides of enjoyment experience, consumers willing to use self-service technology if the technology brings convenience.

Therefore, the hypothesis for convenience and customers' acceptance is proposed as:

H₄: There is significant relationship between convenience and customers' acceptance towards self-service kiosk.

3. Methodology

This study is a quantitative research since numeric measurement includes. 384 customers who age 18 and above and experienced use self-service kiosk selected in AEON Mall Malaysia at northern region (Kedah, Perak and Penang) been selected as target respondents by non-probability, convenience sampling method.

Questionnaires been distributed among target respondents with two languages (Malay and English) that developed in questionnaire to prevent respondents confuse. The items in questionnaire were designed in straightforward and comprehensible. Besides, 5-point Likert scale that ranging from 1 (Strongly disagree) to 5 (Strongly agree) been developed to this questionnaire.

The online questionnaire consists four parts:

- Part A is identify demographic profile
- Part B is identify target respondents about self-service kiosk usage.
- Part C is identify the feedback of respondents about perceived usefulness, perceived time saving, perceived enjoyment and convenience towards self-service kiosk.
- Part D is identify opinion about consumer acceptance towards self-service kiosk.

Statistical Programmers for Social Science (SPSS) been used by researchers to analysis data that collected from targeted respondents. Data analysis method that researchers carry out in this study was reliability test, descriptive analysis, Pearson Correlation Coefficient and Multiple Regression. The functionality for each data analysis method will be further discuss in next paragraph.

The usability of reliability test is to identify the consistency for each variables in this study. Researchers collect 30 target respondents at AEON Kota Bharu Mall to perform this test. Result of reliability test based on Cronbach's Alpha Coefficient value and the value must exceed 0.7 as suggested by Hair, Babin, Money and Samouel (2010).

Descriptive analysis functioned as summarization for data collection from questionnaire. Therefore, researchers performed descriptive analysis to examine demographic profile from 384 target respondents and summarize into table form by using frequency and percentage as supported by Hair et. al. (2010) stated that descriptive analysis can know as the statistic used to describe variables or generalize information from sample.

Pearson Correlation Coefficient is to test relationship between variables and evaluate the strength of the relationship by values. This data analysis method is aim to identify the relationship between perceived usefulness, perceived time saving, perceived enjoyment and convenience towards customers' acceptance self-service kiosk. Therefore, the rule of thumb for Pearson Correlation Coefficient showed at below Table.

Table 1: Rules of Thumb about Correlation Coefficient Size

Size of Correlation	Interpretation
.91 to 1.0 / -.91 to -1.0	Very Strong
.71 to .90 / -.71 to -.90	High
.41 to .70 / -.41 to -.70	Moderate
.21 to .40 / -.21 to -.40	Weak
.20 to .01/ -.20 to -.01	Very Weak

(Sources: Adopted from Hair et. al. (2010))

Multiple Regression is to identify relationship all independent variables between dependent variable in one equation formula. Multiple regression testing carried out by researchers is to identify the significantly for all independent variables to dependent variable in this study. Therefore, this data analysis method is to achieve one of the research objective which is identify the most influential factors for customers' acceptance towards self-service kiosk.

4. Summary of Findings

Table 2: Respondent's demographic characteristics

Demographic	Frequencies	Percentage
Gender		
Male	145	37.8
Female	239	62.2
Total	384	100
RACE		
Malay	159	41.4
Chinese	178	46.4
Indian	47	12.2
Total	384	100
AGE		
<18	5	1.3
18-25	269	70.1
26-35	68	17.7
36-45	29	7.6
46-55	9	2.3
56-65	4	1.0
Total	384	100
Position		
Student	248	64.6
Household	27	7.0
Employee	96	25.0
Others	13	3.4
Total	100	100

State		
Perak	129	33.6
Penang	127	33.1
Kedah	128	33.3
Total	384	100

(Sources: Developed for research)

Table 2 shows summarization for respondents' demographic characteristics. In term of gender, 145 (37.8 percent) and 239 (62.2 percent) are male and female respectively from target respondents. Moreover, target respondents in term of race can be divided into 159 (41.4 percent), 178 (46.4 percent) and 47 (12.2 percent) respectively. Moreover, mostly respondents with age 18 to 25 involve in study due to the number achieved 269 respondents.

In term of position, student is the highest involve in study which achieved 248 or 64.6 percent following up by employees with number of 96 or 25 percent. Moreover, respondents from this study mostly located at Perak followed by Kedah and Penang with number 129 (33.6 percent), 128 (33.3 percent) and 127 (33.1 percent) respectively. In conclusion, mostly respondents in this study are students and average age 18 to 25 years old.

Table 3: Reliability Analysis

Factors	Number of items	Cronbach's Alpha
Customer Acceptance	6	0.734
Perceived Usefulness	6	0.903
Perceived Time Saving	6	0.936
Perceived Enjoyment	6	0.940
Convenience	6	0.893

(Sources: Developed for research)

Cronbach's Alpha is to identify the stability for items in questionnaire can be understand as defined by Hair et. al. (2010). Table 3 showed as the result reliability analysis for all variables in this study which measure by Cronbach's Alpha value. The result shows that Cronbach's Alpha is range 0.734 to 0.940 means all variables is reliable due to exceed 0.7 as recommend value.

Table 4: Pearson Correlation Analysis

		CA	PU	PTS	PE	CON
RI	Pearson Correlation	1	.768**	.722**	.680**	.801**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384

CA: Customer Acceptance, PU: Perceived Usefulness, PTS: Perceived Time Saving

PE: Perceived Enjoyment, CON: Convenience

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

(Sources: Developed for research)

Table 4 shows the result by Pearson Correlation Analysis in this study. The r values between Perceived Usefulness and Customers' Acceptance is 0.786, Perceived Time Saving and Customers' Acceptance is 0.722, and Convenience and Customers' Acceptance is 0.801, Perceived Enjoyment and Customers' Acceptance is 0.680 which means all of them are more than 0.3. Thus, Customers' Acceptance is associated with Perceived Usefulness, Perceived Time Saving, Perceived Enjoyment and Convenience.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.828 ^a	.685	.682	2.54507	1.811

a. Predictors: (Constant), Perceived Usefulness, Perceived Time Saving, Perceived Enjoyment and Convenience

(Sources: Developed for research)

The R-Square value is 0.685, which means 68.5% of the variation in Customers' Acceptance can be explained by Perceived Usefulness, Perceived Time Saving, Perceived Enjoyment and Convenience. The Adjusted R-Square is 68.2%.

The Durbin-Watson statistic of is 1.881, almost 2. Thus, this indicates that there is no serial correlation.

Table 6: Regression coefficients

Coefficients	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.444	.612		2.357	.000
Perceived Usefulness,	.181	.053	.207	6.317	.001
Perceived Time Saving	.109	.039	.143	5.569	.005
Perceived Enjoyment	.100	.036	.123	0.327	.006
Convenience	.376	.053	.423	7.853	.000

Dependent variable: Customer Acceptance

Independent variable: Perceived Usefulness, Perceived Time Saving, Perceived Enjoyment, Convenience

(Sources: Developed for research)

The p-value from all independent variables in this study is less than 0.01, which means that at least one of the four variables; Perceived Usefulness, Perceived Time Saving, Perceived Enjoyment and Convenience are significant to Customers' Acceptance in this study.

The Equation for this model study is

$$\text{Customers' Acceptance} = 3.444 + 0.181 (\text{Perceived Usefulness}) + 0.109(\text{Perceived Time Saving}) + 0.100(\text{Perceived Enjoyment}) + 0.376(\text{Convenience})$$

Therefore, the equation defined that every one unit increase in Perceived Usefulness, Customers' Acceptance will increase by 0.181 units, provided the Perceived Time Saving, Perceived Enjoyment and Convenience remain unchanged. Similarly, for every one unit increase in Perceived Time Saving, Customers' Acceptance will go up by 0.181 units, provided the Perceived Usefulness, Perceived Enjoyment and Convenience are still the same.

Correspondingly, for every one unit increase in Perceived Enjoyment, Customers' Acceptance will go up by 0.100 units, provided the Perceived Usefulness, Perceived Time Saving, and Convenience are remain the same. Moreover, for every one unit increase in Convenience, Customers' Acceptance will increase by 0.376 units, provided the Perceived Usefulness, Perceived Time Saving and Perceived Enjoyment are still the same. Therefore, it can be conclude that convenience is the most influential factors among variables towards customers' acceptance towards self-service kiosk in Northern Malaysia since higher beta values compares to others.

5. Discussion and Managerial Implication

The first objective for this research is to identify the relationship between perceived usefulness towards customers' acceptance in self-service kiosk at northern region of

AEON Mall Malaysia. According to the finding, perceived usefulness is related to customer's acceptance towards self-service kiosk. Therefore, the finding for perceived usefulness in this study can be verify by the findings from Kaushik and Rahman (2015) defined that customers can achieve their objectives by using self-service kiosk which easy to complete task compare with employee service. Besides, the finding also can be supported by Chang (2015) stated that perceived usefulness can be measured by quality and hedonic value which positive related to customers' attitude towards self-service technology.

The second objective for this research is to identify the relationship between perceived times saving towards customers' acceptance in self-service kiosk at northern region of AEON Mall Malaysia. The finding showed that perceived time saving is related to customers' acceptance towards self-service kiosk. This can be supported by findings from Lee, Fairhust and Cho (2013) defined as customers could save time due to self-service kiosk caused checkout process become faster and smooth. Furthermore, the finding in this study is similar as outcome of study that carried out from Kaushik and Rahman (2015) defined those customers willing to use self-service kiosk due to save time and within interaction from employees.

The third objective for this research is to identify the relationship between perceived enjoyments towards customers' acceptance in self-service kiosk at northern region of AEON Mall Malaysia. According to the finding, perceived enjoyments are related to customers' acceptance towards self-service kiosk. This can be supported by Srinivasan (2014) defined that perceived enjoyment been identify as strongest bond towards customer attitude for SSTs in Indian retail environment. Moreover, the finding in this study can be supported by the finding from Wang et. al. (2012) stated that customers willing to use self-service kiosk when customers experienced enjoyment.

The fourth objective for this research is to identify the relationship between conveniences towards customers' acceptance in self-service kiosk at northern region of AEON Mall Malaysia. The finding showed that convenience is related to customers' acceptance towards self-service kiosk. Findings in this research which supported by Coliner and Kimes (2013) defined as SSTs using by customers occur accurate, spend and explore intention.

The last objectives for this research are to identify the most influential factors among customer acceptance towards self-service kiosk at northern region of AEON Mall Malaysia. Based on finding from multiple regressions, convenience is the most influential factor for customer acceptance for self-service kiosk. This findings can

similar been defined by Hsieh (2005) conclude that customer use SSTs due to SSTs bring convenience to customer as the main contribution for SSTs. Besides, this finding can be supported by the suggestion for future study from Srinivasan (2014).

This study is to identify the determinants that affect customers' acceptance towards self-service kiosk in Northern Peninsular Malaysia. Therefore, this study provides knowledge for customers to make decision to use self-service kiosk. A part from customers, this study also provide valuable information insight for business management and government agency since this study is to identify acceptance for self-service kiosk among Malaysian. Furthermore, useful information regarding customers' acceptance towards self-service kiosk can be gained by future researchers that interested in self-service technology field.

The limitation of this study is this research been carry out at northern region (Kedah, Perak, and Penang) in Malaysia. Moreover, this study is to identify customers' acceptance towards self-service kiosk at AEON mall in Northern Peninsular Malaysia within involve others shopping complex. Although few respondents that 40 years old and above are involve in this study, the finding cannot full identify the acceptance for self-service kiosk based on perception from others generation groups due to majority respondents in this study are age range 18 to 25.

Therefore, researchers recommended this research can been expanded towards whole Malaysia due to large number of respondents can identify more accurate result. Besides, this study can be expanded to identify the level of customers' acceptance towards self-service kiosk at others shopping complex such as Aman Central, One Utama Shopping Centre and more. Besides, researches recommended others variables such as perceived anxiety, perceived readiness and trust as measurement variables to develop a new study in future coming for better understanding.

6. Conclusion

In conclusion, all the variables which are Perceived Usefulness, Perceived Time Saving, Perceived Enjoyment and Convenience related to customers' acceptance for SSTs since all variables are significant based on the finding. Besides, self-service kiosk is favourable for customer shops at AEON Mall in Northern Peninsular Malaysia which reflect that self-service kiosk can be external marketing strategy for current and new retailers to adopt this technology to improve current performance and revenue. Indeed, self-service kiosk playing vital roles for retailers to improve current performance not only at Western countries even in Malaysia.

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The Impact of Website Effectiveness towards Online Repurchase Intention

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Abstract - *Internet shopping becomes current trends and growing rapidly in global. Online shopping becomes main market channels from online retailers or marketers due to it brings convenience and mainly accepted by Generation Y. Based on purchasing behaviour for each generation group towards online shopping, this can defined that Generation Y are high acceptable for online shopping activities compare to others generation. Therefore, the purpose of this study is to identify the impact of website effectiveness towards online repurchase intention among online consumers in Generation Y at Malaysia. AIPD model can be integration ways to evaluate domestic and international websites strategies and be motivation for consumers especially Generation Y to adopt online shopping. Therefore, the elements of APID model which are attracting, informing, positioning and delivering purposed as four independent variables in this study. A quantitative research designed in this study and data collected by distributed 100 questionnaire to online shopping consumers among Generation Y in Malaysia. The data been collected and analysis by SPSS version 23.0. Data analysis method that carried out in this study are Descriptive Analysis. Pilot test (Cronbach"s Alpha), Pearson Correlation Coefficient and Multiple Regression. The findings showed four independent variables are related to online repurchase intention among online consumers in Generation Y at Malaysia. Besides, online consumers in Generation Y at Malaysia reflected that delivering become most influential factors towards online repurchase intention in online shopping activities.*

Keywords: APID, Attracting, Delivering, Informing, Positioning, Repurchase Intention, Generation Y

1. Introduction

The internet shopping become rapid grow phenomenon in global stage. Generation Y are focus to online shopping due to convenience which become hot trend among them (Lim, Osman, Salahuddin, Romle & Abdullah, 2016). According to San, Omar and Thurasamy (2015) defined that Generation Y have greater intention to join online buying activities compares to others generation. Factors of busy working and social life caused consumers do online shopping which result online shops become large number and variety due to differentiation between traditional store and online stores. Therefore, the companies must develop proper strategies by studying feelings of customers can create loyalty among consumers and competitive advantages in online market. Mansori, Liat and Shan (2012) defined website feature playing important roles to influence purchase intention among consumers. APID (Attracting, Informing, Positioning, Delivering) model that developed by Simeon (1999) can be method to identify brilliant strategies in develop different environment of website with or within cross country.

A website that provided clear information includes product description, price showed and images to convenience visitors that access. Distrust feeling occur among consumers towards their privacy been protected by online retailers or online marketers become key points for consumers to repurchase through online. Therefore, trust become main points for online retailers towards consumers due to customers willing buy products or services repeatedly since positive image occur from companies and customer loyalty occur (Ghane, Fatian & Gholamian, 2011). There are various factors that argued by previous researchers that influenced online repurchase intention which are joy of use, website, security, firm reputation, responsiveness, privacy, expect in performance, expect in effort and social influence (Moeeni & Fard, 2014; Karami, Saeidi, Saeidi & Saeidi, 2012; Dharmawirya & Smith, 2012). Therefore, elements of APID model which are attracting, informing, positioning and delivering purposed as independent variables since elements of APID model have own functionality which can identify the influence of website effectiveness towards online repurchase intention. .

2. Literature Review

2.1 Generation Review about Online Shopping Trends and Generation Y

A report from Bernama Group in 2014 stated that there are total growth of online shopping market in Malaysia from RM 1.8 billion to RM 5 billion been predicted in 2013 to 2015. According to Ariff, Sylvester, Rahim and Zakuan (2014) defined that website quality improvement as important elements since website elements been critical investigate can influence customer satisfaction compare spend large cost on online advertisement in order to attract online consumers. Mwencha, Muathe and Thuo (2014) defined that perceived risk becomes obstacles for online consumers to make online purchase decision during online purchasing. Although perceived risk is one of the reasons to affect purchase decision, Jiang, Yang and Jun (2013) stated that shopping convenience can be motivation to buy and enjoy in online shopping activities. Since online store is more flexible compare to traditional stores based on time and location (Ozen & Engizek, 2014) which result Generation Y in Malaysia gain broader knowledge and product selection from online shopping activities.

Characteristics of Generation Y born in 1980-2000 (Ordun, 2015) consider as consumers group who actively in online purchasing. Besides, Generation Y defined as unique and updated person which personally heavy user for social networking (Ordun, 2015) which becomes great opportunity for online retailers or online marketers identify competitive strategies by understanding their behaviour. This can supported by the study from Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber and Solnet (2013) stated that influences from social media can affect individual's behaviour neither in positive or negative outcome.

Repurchase Intention

Zhang, Fang, Wei, Ramsey, McCole, and Chen (2011) defined repurchase intention as an action that customer repeat purchasing product or services from certain retailers or marketers after purchasing process have been done before. Besides that, Zhang et. al. (2011) defined that repurchase intention know as favourability of consumers to make repeat purchasing. Various factors includes trust (Zhang et. al., 2011), consumers' service experience (Park, Bhatnagar & Rao, 2010) and service marketing (Nurhanan, A.Halim & Malliga, 2016) become main elements for repurchase intention occur among consumers.

APID Model

AIPD Model was proposed by Simeon (1999) which functional as model to structure web skills or ability to make fine content for webpage in order to increase brand name and image in cyberspace. Moreover, AIPD model can defined as useful guideline in order to develop effective website for company. Past researchers include Simeon and Sayeed (2011) adapt APID Model in to research in order to access internet plans or project in different industry. Besides, Iddris (2012) defined that a study from Yang, Ahmed, Ghingold, Gold, Tham and Lim (2003) enlarged the APID model and identify elements of APID model as measurement to build up excellent web site. Therefore, 4 elements that contains APID model are Attracting, Informing, Positioning and Delivering.

2.1.1 Attracting

Attracting defined as companies that carry an action plan to identify potential customers to attract them to official website or physical stores. According to Yang et. al. (2003) stated that attracting is the elements which focus to develop offline and online strategies in result to attract online shoppers to web site. Therefore, meaningful content that full of rich content includes product description, price and images is important due to it can help customers to access web page easily (Oppenheim & Ward, 2006; Badre, 2002). Attractive web page must contains great navigation. Oppenheim and Ward (2006) defined navigation is a must and important for consumer access and use that service in websites. Kim and Stoel (2004) defined navigation as assets for website due to useable of link that related to the web. Indeed, an easy understanding website and content availability in main page that caused first impression by consumers can defined as navigating. According to Sun, Kim and Heo (2016) stated that attracting is positive related to customers satisfaction and repurchase intention based on attracting aspects that include quality, design and price. Besides, the finding from Moeeni and Fard (2014) stated that online buyers will be more intention if the websites is attractive.

Therefore, the hypothesis for attracting and repurchase intention is proposed as:

H₁: There is significant relationship between attracting and repurchase intention among online shoppers in Generation Y at Malaysia.

2.1.2 Informing

Informing defined as ability of website to display and gather information includes product and services feedback, events and ideas. According to Yang et. al. (2003) stated that informing as basic information about company and products provided for consumers.

The researchers defined informing as a focusable information and knowledge that contains in website must be enjoy by members in certain organization. A high information quality must contain six elements which are accuracy, suitability, availability, commitment, application and shortage (Stewart & Malaga, 2009). Therefore, it can result effective of cost for business through informing process due to information that placed in web sites must give specific values, content, method and time characteristics to customers (Gackowski, 2005). According to Perry and Bodkin (2000) stated that usability of the website can influence consumers' purchase intention due to usability of website includes availability of the website, searching range capability and more can helps online consumers easy to shop online.

Therefore, the hypothesis for informing and repurchase intention is proposed as:

H₂: There is significant relationship between informing and repurchase intention among online shoppers in Generation Y at Malaysia.

2.1.3 Positioning

Positioning defined as action that present products and services which represent firm image and differentiate with other competitors. According to Yang et. al. (2003) stated that positioning as action that carry out by one online retailer to show speciality among similar competitors based differentiation strategy. Iddris (2012) stated that positioning as flows of desire image that create towards consumers' mind among competitors. The companies must position the relevant and important base to consumers based on e-retailing positioning strategy (Iddris, 2012). Marketing positioning strategies includes price discount, unique products and convenience services (Reichheld & Scheffer, 2000; Phau & Poon, 2000) usually been used by online marketers for positioning in consumer mind set. The finding from Zeithaml, Parasuraman and Malhotra (2002) stated that customers have more intention to repurchase if the online retailers provided extra incentives such as discount offers.

Therefore, the hypothesis for positioning and repurchase intention is proposed as:

H₃: There is significant relationship between positioning and repurchase intention among online shoppers in Generation Y at Malaysia.

2.1.4 Delivering

Delivering defined as a website that provided technical structure and services that helps individuals' interaction each other through information delivered. According to Yang et. al. (2003) stated that positioning as action that carries out by one online retailer to show speciality among similar competitors by differentiation strategy. Kim and Jade (2014) defined a website must delivered a real, quick, safe and interactivity information. The researcher identify delivery in term of capacity that factors includes databases, search engines, e-mail, visual and others web tools will be examined. This is due to a website that high effort to send suitable contents with proper ways to target and potential customers known as high capability website (Kim & Jade, 2014). The finding from Chakraborty, Srivastava and Mashall (2007) defined that delivery performance is positive related to customers' satisfaction and repurchase intention by delivering great product quality.

Therefore, the hypothesis for delivering and repurchase intention is proposed as:

H₄: There is significant relationship between delivering and repurchase intention among online shoppers in Generation Y at Malaysia.

3. Methodology

This study is carried out by quantitative research since numeric measurement includes. 100 online consumers in Generation Y who age range between 18 to 36 years old at Malaysia been selected as target respondents by non-probability, convenience sampling method.

Questionnaires been distributed among target respondents with two languages (Malay and English) that developed in questionnaire to make respondents easy to understand the items contains. The items in questionnaire were designed in straightforward and comprehensible. Besides, 5-point Likert scale that ranging from 1 (Strongly disagree) to 5 (Strongly agree) been developed to this questionnaire.

The questionnaire consists two parts:

- Part A is identify demographic profile
- Part B is identify the feedback of respondents about attracting, informing, positioning, delivering and repurchase intention towards online shopping activities.

Below table shows original resources that items for each variables adapted:

Constructs	Adapted from
Attracting	<ul style="list-style-type: none"> • Carlson and O'cass (2010) • Coker (2013) • Flavian and Guinaliu (2006) • Kim and Stoel (2004) • Aren, Guzel, Kabadayi and Alpkon (2013) • Rezaei and Amin (2013) • Leung, Schuckert and Yeung (2013)
Informing	<ul style="list-style-type: none"> • Carlson and O'cass (2010) • Coker (2013) • Flavian and Guinaliu (2006) • Kim and Stoel (2004) • Leung et. al. (2013)
	<ul style="list-style-type: none"> • Coker (2013) • Flavian and Guinaliu (2006) • Kim and Stoel (2004) • Leung et. al. (2013)
	<ul style="list-style-type: none"> • Coker (2013) • Flavian and Guinaliu (2006) • Kim and Stoel (2004) • Aren et. al. (2013) • Rezaei and Amin (2013)
	<ul style="list-style-type: none"> • Rezaei and Amin (2013) • Leung et. al. (2013) • Zendehdel, Palm and Osman (2015) • Wen, Prybutok and Xu (2011)

(Sources: Developed for Research)

Statistical Programmers for Social Science (SPSS) been used by researchers to analysis data that collected from targeted respondents. Data analysis method that researchers carry out in this study was reliability test, descriptive analysis, Pearson Correlation Coefficient and Multiple Regression. The functionality for each data analysis method will be further discuss in next paragraph.

The usability of reliability test is to identify the consistency for each variable in this study. Researchers collect 30 target respondents who experienced online shopping within age range 18 to 36 years old. Result of reliability test based on Cronbach's Alpha Coefficient value and the value must exceed 0.7 as suggested by Hair, Babin, Money and Samouel (2010).

Descriptive analysis functioned as summarization for data collection from questionnaire. Therefore, researchers performed descriptive analysis to examine demographic profile from 100 target respondents and summarize into table form by using frequency and percentage as supported by Hair et. al. (2010) stated that descriptive analysis can know as the statistic used to describe variables or generalize information from sample.

Pearson Correlation Coefficient is to test relationship between variables and evaluate the strength of the relationship by values. This data analysis method is aim to identify the relationship for attracting, informing, positioning and delivering towards repurchase intention among online consumers in Generation Y at Malaysia. Therefore, the rule of thumb for Pearson Correlation Coefficient showed at below Table.

Table 2: Rules of Thumb about Correlation Coefficient Size

Size of Correlation	Interpretation
.91 to 1.0 / -.91 to -1.0	Very Strong
.71 to .90 / -.71 to -.90	High
.41 to .70 / -.41 to -.70	Moderate
.21 to .40 / -.21 to -.40	Weak
.20 to .01/ -.20 to -.01	Very Weak

(Sources: Adopted from Hair et. al. (2010))

Multiple Regressions is to identify relationship all independent variables between dependent variable in one equation formula. Multiple regression testing carried out by researchers is to identify the significantly for all independent variables to dependent variable in this study. Therefore, this data analysis method is to achieve one of the research objective which is identify the most influential factors for repurchase intention among online consumers in Generation Y at Malaysia.

4. Summary of Findings

Table 3: Respondent's Demographic Characteristics

Demographic	Frequencies	Percentage
Gender		
Male	54	54.0
Female	46	46.0
Total	100	100
RACE		
Malay	49	49.0
Chinese	31	31.0
Indian	14	14.0
Others	6	6.0
Total	100	100
AGE		
18 to 23	158	56.0
24 to 29	35	44.0
Total	100	100

(Sources: Developed for Research)

Table 3: Respondent's Demographic Characteristics (Cont.)

Demographic	Frequencies	Percentage
Education		
STPM	4	4.0
Diploma	5	5.0
Bachelor Degree	76	76.0
Others	15	15.0
Total	100	100

Occupation		
Government Sector	16	16.0
Private Sector	10	10.0
Self-employed	5	5.0
Students	69	69.0
Total	100	100

Marital Status		
Single	92	92.0
Married	8	8.0
Total	100	100

Type of website used		
Lazada.com	18	18.0
Zalora.com	14	14.0
Mudah.com	15	15.0
Alibaba.com	16	16.0
11 Street.com	23	23.0
Others	14	14.0
Total	100	100

Number of usage to online stores in last 6 months

1-3	40	40.0
4-6	45	45.0
7-9	12	12.0
10 and above	3	3.0
Total	100	100

Total usual number spend to purchase appeal online

Below RM 50	43	43.0
RM 51-RM 150	42	42.0
RM 151-RM 250	15	15.0
Total	100	100

(Sources: Developed for Research)

Table 3: Respondent's Demographic Characteristics (Cont.)

Demographic	Frequencies	Percentage
Total number of spend on current purchase		
Below RM 50	38	38.0
RM 51-RM 150	43	43.0
RM 151-RM 250	18	18.0
RM250- RM 350	1	1.0
Total	100	100
Region of State		
Peninsular Malaysia	80	80.0
Sabah/Sarawak	20	20.0
Total	100	100

(Sources: Developed for Research)

Based on table 3 shows the summary for respondent's demographic profile. It can conclude that mostly Generation Y that doing online shoppers are students. Besides, 11 street become most favourite website that Generate Y to do online shopping. Besides, Generation Y in Malaysia average expanse to do online shopping is RM 51 to RM 150.

Table 4: Reliability Analysis

Factors	Number of items	Cronbach's Alpha
Repurchase Intention	10	0.895
Attracting	4	0.756
Informing	5	0.794
Positioning	4	0.777
Delivering	5	0.826

(Sources: Developed for Research)

Hair et. al. (2010) defined that Cronbach's Alpha is to identify the stability for items in questionnaire. Table 4 showed as the result reliability analysis for all variables in this study which measure by Cronbach's Alpha value. The result shows that Cronbach's Alpha in range 0.756 to 0.895 means all variables are reliable due to exceed 0.7 as recommend value.

Table 5: Pearson Correlation Analysis

		RI	ATT	INFO	POSI	DELI
RI	Pearson Correlation	1	.510**	.413**	.434**	0.519**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100

RI: Repurchase Intention; ATT: Attracting; INFO: Informing; POSI: Positioning;
 DELI: Delivering

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

(Sources: *Developed for Research*)

Table 5 shows the result by Pearson Correlation Analysis in this study. The r values between Attracting and Repurchase Intention is 0.510, Informing and Repurchase Intention is 0.413, Positioning and Repurchase Intention is 0.434, Delivering and Repurchase Intention is 0.519 which means all of them are more than 0.3. Thus, Repurchase Intention is associated with Attracting, Informing, Positioning and Delivering.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 ^a	.349	.321	.32548

a. Predictors: (Constant), Attracting, Informing, Positioning and Delivering

Dependent variable: Repurchase Intention

(Sources: *Developed for Research*)

The R-Square value is 0.349, which means 34.9% of the variation in Repurchase Intention can be explained by Attracting, Informing, Positioning and Delivering. The Adjusted R-Square is 32.1%.

Table 7: Regression Coefficients

Coefficients	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.833	.355		2.482	.015
Attracting	.266	.096	.288	2.779	.007
Informing	.064	.115	.064	0.555	.058
Positioning	.109	.120	.103	0.907	.366
Delivering	.273	.133	.252	2.054	.043

Dependent variable: Repurchase Intention

Independent variable: Attracting, Informing, Positioning and Delivering

(Sources: *Developed for Research*)

The p-value from two independent variables which are attracting and delivering in this study is less than 0.05, which means that at least one of the two variables; Attracting and Delivering are significant to Repurchase Intention in this study.

The Equation for this model study is

$$\text{Repurchase Intention} = 0.833 + 0.266 (\text{Attracting}) + 0.273 (\text{Delivering})$$

Therefore, the equation defined that every one unit increase in Attracting, Repurchase Intention will increase by 0.266 units, provided the Delivering remain unchanged. Correspondingly, for every one unit increase in Delivering, Repurchase Intention will go up by 0.273 units, provided the Attracting are remain the same. Therefore, it can be conclude that attracting is the most influential factors variable towards repurchase intention among online consumers in Generation Y at Malaysia since beta values for Delivering is higher than Attracting variable.

5. Discussion and Managerial Implication

The first objective for this research is to identify the relationship between attracting and repurchase intention among online shoppers in Generation Y at Malaysia. According to the finding, attracting is related to repurchase intention among online shoppers in Generation Y at Malaysia. Therefore, the finding for attracting in this study can be verify by the findings from Moeeni and Fard (2014) stated that website quality is direct affect to online buyers. Besides, the finding also can be supported by Zeithaml et. al. (2002) stated that website that contain good graphic can attract online buyers to shop online.

The second objective for this research is to identify the relationship between informing and repurchase intention among online shoppers in Generation Y at Malaysia. The finding showed that informing is related repurchase intention among online shoppers in Generation Y at Malaysia. This can be supported by findings from Perry and Bodkin (2000) defined that website that easy navigate by consumers can influence consumers' purchase intention. Furthermore, the finding in this study is similar as outcome of study that carried out from Abels, White and Hand (1998) defined that customers prefer simple design and easy click on website page which easily and convenience consumers to search product and buy.

The third objective for this research is to identify the relationship between positioning and repurchase intention among online shoppers in Generation Y at Malaysia. According to the finding, positioning is related to repurchase intention among online shoppers in Generation Y at Malaysia. This can be supported by Reichheld and Scheffer (2002) and Phau and Poon (2000) stated that positioning strategy includes adopt discount price strategy, unique merchandise and convenience application by online retailers to sustain online customers for repurchase.

The fourth objective for this research is to identify the relationship between delivering and repurchase intention among online shoppers in Generation Y at Malaysia. The finding showed that delivering is related to repurchase intention among online shoppers in Generation Y at Malaysia. Findings in this research which supported by Chakraborty et. al. (2007) stated that delivery performance is positive related to customers' satisfaction which lead repurchase intention.

The last objectives for this research is to identify the most influential factors of website effectiveness towards repurchase intention among online shoppers in Generation Y at Malaysia. Based on finding from multiple regression, attracting is the most influential factor for customer acceptance for self-service kiosk. This findings can similar as the finding from Sun et. al. (2016) stated that attracting is positive related to customers

satisfaction and repurchase intention based on attracting aspects that include quality, design and price.

This study is to identify the determinants that affect relationship towards repurchase intention among online shoppers in Generation Y at Malaysia. Therefore, this study provide knowledge for online marketers and retailers about the impact website effectiveness towards repurchase among online shoppers in Generation Y at Malaysia. In order, develop suitable marketing strategy to sustain customers' loyalty.

The limitation of this study is this research only small sample size which are 100 target respondents. Moreover, this study is only involve Generation Y which age range 18 to 36 years old. Therefore, researchers recommended this research recommended involve this study with other generation group. Besides, researches recommended large sample size in order to get more accurate data.

6. Conclusion

In conclusion, all the variables which are Attracting, Informing, Positioning and Delivering towards repurchase intention among online shoppers in Generation Y at Malaysia since all variables are significant based on the finding. Besides, attracting is recognised as most influential factors towards repurchase intention among online shoppers in Generation Y at Malaysia. Therefore, online retailers and marketers ensure the website design must be attractive such as good graphic in order to consumers do repurchase.

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An Ideal Sight of Islamic Banking Familiarity Towards Triumph of Islamic Banking Delivered in Kelantan, Malaysia

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Abstract - *Managing the delivery of knowledge for Islamic Banking (IB) Products is vital for assessing IB performance. It is important to note that numerous prior researchers have done most of the research which regard towards the customers' attitude towards basis knowledge of Islamic Banking. Due to the urgent need for a new model in heightened the IB ecosystem, this study analyse the extent of the IB delivered of the current IB Marketers for the nation and thereafter develop a strategy that is unique and accurate in its way of doing IB according to Shariah principal. A set of new dimension for implementing the standard towards the fact's delivery of IB products is vitally crucial to the Islamic Banks' workforces, the employees must be the first who is aware of the accurate information of the products to grab the first impression of Islamic financial indicator by the customers. Using the model to examine factors that influence the accomplishment of IB delivered, this study thus attempts in order to fill the gap in the knowledge of IB by assisting the bankers in formulating right strategies and policies to attract more customers based on the IB familiarity in which basis knowledge of IB marketers. The researcher conducts the study in Kelantan, Malaysia to measure the delivery of IB products and services in term of marketer's views. Within this new IB modelling for product's knowledge delivery in Malaysia market, it should be able to portray the actual view of IB delivered.*

Keywords: Islamic Banking, familiarity, delivery, knowledge.

1. Introduction

The start of 2017 shows the tremendous growth of Islamic Finance. IB products started to gain its popularity as it becomes major spotted in banking institutions, especially in Malaysia in providing *shariah* compliant products. —Malaysia once again frontrunners the indicator ranking, forming itself as the global hub for Islamic Finance as it is mainly due to having a large IF asset base, a large number of IF institutions and funds, in addition to having the strongest regulatory framework and highest awareness score of all countries! (State Of The Global Islamic Economy Report, 2016/17). A Quranic verse from *Surah al-Baqarah* [Quran 2:30-33] explained that man's basic qualification for being the representative (*Khalifah*) of Allah S.W.T. in which those who controlled the knowledge (Mirza & Riaz, 2012). From the *Surah*, it is important for one marketer to absorb the IB knowledge to do sales as it is best for them to actually understand it before the customer. As indicated by Idris et al. (2011), —The religious value includes factors like Islamic bank is not involved in any regulations or acts against *Shariah* that could spiritually burden customers, free from doubtful transaction, no *riba* is charged or offered and contributes towards *zakat* payment, justice and honesty based on the Holy Quran and *Sunnah*!, rather than starting with a conceptualisation of IB product that only aims at sales of the products alone.

1.2 Problem Statement

As it has been stated that all the principles of IB and finance guided by and adhered to Al-Quran and Hadith, hence it should be acknowledged and comprehensively understandable and practicable. This made employees who are working at the Islamic and non-Islamic based financial institutions are actually different (Imam Buchari et al., 2014). Despite the rapid growth of IB industry and about 78.5% trainers are proficient enough in delivering the knowledge of Islamic Banking products (Talent Development Survey, 2014), there are many Muslims that still not aware about the fact that IB is practiced in the financial system (Ahmed, Iqbal, & Khan, 2017). In addition, Capital Market Regulator (2013) identified that 82% of its survey respondent experience shortage of talent in the Islamic finance (Talent Development Survey, 2014). Understanding the fact's delivery of IB products is vitally crucial to the IB bankers, the talented bankers with good IB familiarity is essential in order to grab the first impression of Islamic financial indicator by the customers. On top of that, Small Medium Enterprise (SME) is a backbone of Malaysia's economy, still most SME's not even engage with formal cash funding due to lack of knowledge and they find the complexity of IB models (Alam, 2015). This result therefore reflects the problem on the growth and development of IB in Islamic banks. The problem addressed that existing knowledge was not being effectively disseminated throughout the organization (Abdusalam, 2013).

1.3 Literature Review

1.3.1 *The Delivery of IB Information pertaining Knowledge*

The knowledge delivered is the fact that transmitted from one person towards another person. The essential of knowledge, especially with regard to Shariah compliant has a strong basis of knowledge as it depends on Quran and Sunnah. In this study, the IB delivered refers to knowledge process that execute the ideas, rules, procedures, information, experience, context and interpretation about Islamic finance and banking products which is delivered to the customer. As conforming to Ahmad R., Romle, and Jumahat (2017), the main challenge of lack of acceptance among Malaysian towards IB products with regard to misconception and misunderstanding about the knowledge of IB. The researchers further stated that the understanding of IB knowledge for newly practitioners of conventional bankers, especially with regard towards the prohibition element of *riba*, *gharar* and gambling is restricted due to a few experts and scholars in the IB system to recognize the challenges. Dahlawi (2005) explicitly stated that the Shariah board should contribute in determining the conditions and criteria of employment that workers should meet in terms of ethics, conduct, and knowledge of IB. Previous study found that the underlying principles influence on product knowledge of IB employees (Harun, Rashid, & Hamed, 2015).

1.4 Factor

1.4.1 *IB Familiarity*

Familiarity refers to reality's knowledge and skill pertaining IB on the basis of religiosity, underlying principles and perception. In Islam, many verses of the Quran

had stressed the relationship between faiths and performing is through man's conduct. One of them is stated in Surah al-Qasas verse 77 meaning _where a person who aware of the God's unlimited power would accordingly honour the conduct as stated by the Islamic teachings.

As according to Gallagher and Tierney (2013) religiosity defined as individual's devoutness towards god. Religiosity essential to sight an moral faith that reflects the day-to-day behaviour

and obligation on Muslim entrepreneurs' operation (Ahmad, Palil, Isa, & Dolah, 2015). In addition, religiosity also plays a substantial part in Islamic financial services (Johan & Putit, 2016). The researchers demonstrate that religiosity had given vital influence in modelling a man's conduct which may include daily activities (Ahmad et al., 2008). Previous empirical studies found a positive influence of religiosity on banking selection criteria. Studies in IB only focused on an individual who is not the players of the industry. A study by Akbar et al. (2012) showed that there was a significant relationship of knowledge of Muslim towards the understanding of IB concept such as *riba* (usury). Studied by Tara et al., (2014) also found that religiosity had a significant influential cause towards acceptance of IB products.

As conferring to Kahf and Khan (1992), underlying principle defined as a legal statement of an abridged theory. Kahf and Khan (1992) constructed IB underlying principles as;

—The basis of the efforts of Islamic scholars to identify alternatives to the interest-based system is the explicit prohibition and condemnation of in-terest by Allah in the Holy Qur'an. In addition, the elaboration of issues related to financial matters by jurists is, inter alia, based on the saying of Prophet Muhammad (pbuh), *al kharaj bi al daman* (which relates the entitlement to the return on an asset to bearing the risks resulting from its possession || (pp.9)

Previous study found that underlying principles had a significant positive control on workers' product knowledge of IB (Harun et al., 2015). A study by Johan and Putit (2016) indicated that consumers' acceptance of credit card usage determined by the breadth and depth understanding of halal concept and Islamic principles amongst Islamic credit card holders.

Perception refers to a window from which a picture of reality can be triangulated with other insights (Krauss, 2005). Romanov (2011) also argued that perception would include senses, feelings, ideas, thought and theories. In general, perception is the ability to understand the differences and often identified by the level of satisfaction on certain products and services. A study by Jinjiri Ringim (2014) revealed that empirical support for the individual perception on the consumption of IB products and services. Previous studies found that there was a positive perception of training and experience on IB among bankers in Malaysia (Zainol et al., 2008). In addition, as rendering to Rehman (2014), it was clarified that employee positive perception and their widespread knowledge about IB products and services have a sturdy contribution headed for the growth of IB in Pakistan.

Therefore, the proposition statement was constructed:

Ha: IB Familiarity of bankers will significantly explain the variance accomplishment of IB delivered.

1.5 Theories Underpinning the Conceptual Framework

Most of relevant theoretical models are based on Al-Quran and Sunnah also the approachable related references. In Islam, many verses of the Quran had stressed the relationship between faiths and performing is through man's conduct. The theoretical framework of IB knowledge based on Surah Al-Baqarah: 275 and related framework by (Harun et al., 2015). The theoretical framework of IB Familiarity based on Surah Al-Qasas: 77 and related framework by (Harun et al., 2015).

2. Research Methodology

2.1 Sampling and Data Collection

Since the purpose of this research is to identify the delivery of IB products and services in term of marketing perspectives in Malaysia, hence the samples were selected based on the following criteria to meet the objection of this study. Samples should be the residents from Malaysia and work in Kelantan area. Samples should be marketing executives at Islamic banks. As the data for total marketers in Kelantan not available, this study considered the sample as total population which is 110 respondents. As stated by Sekaran (2003), —In nonprobability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects, however, it could be the only way to obtain data. In this study, a questionnaire is commonly being used to achieve the objective of this study. The numbers of questionnaires were successfully collected and valid for the analysis is 105 (95%).

2.2 Data Analysis

Through the data that have been collected, the descriptive analysis will be conducted for the purpose of the general analytical overview. While, the reliability test will be conducted to examine whether it is dependable and accurately among measurement, then generate all results by using SPSS version 2.1. The Pearson Correlation Coefficient is also being used to measure the correlation coefficient among variable. While regression test also be used to test whether the accomplishment of IB delivered can be predicted by the model.

2.3 Measurement

The questionnaire based on the nominal, ordinal and interval scale. The interval scale in this study is based on Likert scale. Respondents are required to answer the questions by choosing one of the four-point scales: 1 (strongly disagree), 2 (disagree), 3 (agree) and 4 (strongly agree). The used of four-point scales is a must to avoid any uncertainty in determine respondent's answer. The survey instrument would be based on previous studies' question such as the delivery of IB information pertaining knowledge, and IB familiarity (Harun et al., 2015).

2.4 Validity and Reliability

Table 1: Reliability Statistics

	Cronbach's Alpha	N of Items
Pilot Test	.839	40
Actual Test	.840	40

In this study, reliability test is being tested using Cronbach's Alpha. According to Hair et al. (1998), the lowest limit for Cronbach's Alpha is 0.70. Based on the study, the reliability test for all variable components were higher than 0.70, hence, it revealed that the result of questionnaires was reliable. Reliability test has been carried out to check for internal consistency and for both pilot test and actual test; the values had passed the thumb of rule which was 0.70.

3. Findings

Table 2: Level Determination for Accomplishment of IB Delivered in Kelantan and its Determinants

Variable	Mean	SD
Accomplishment of IB Delivered	3.29	0.33
IB Familiarity:		
Religiosity	3.18	0.39
Underlying Principles	3.47	0.57
Perception	3.01	0.49

The descriptive statistic on the accomplishment of IB delivered of Islamic bank employees was high (mean score 3.35). This was a good indicator for the performance of IB provision. Furthermore, IB familiarity, Islamic marketing ethics and IB enhancement knowledge also showed good sign as the mean score was high. (Table 2)

Table 3: Pearson Correlation between Variables

	Accomplishment of IB Delivered	IB Familiarity
Accomplishment of IB Delivered	1	.741**
IB Familiarity	.741**	1

** . p <0.01 level (2-tailed).

* . p <0.05 level (2-tailed).

The correlation between the accomplishment of IB delivered and IB familiarity of Islamic bank employees analyse using bivariate Pearson's correlation. The correlations that fall between +0.80 and +0.61 indicate moderate association between the variables (Branch, 1990). It is found that the accomplishment of IB delivered had a moderate positive significant correlation with IB familiarity (Table 3).

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.741 ^a	.549	.544	.26742	.549	125.301	1	103	.000

Based on the result, it was estimated about 54.9% of IB familiarity explained the variance of the accomplishment of IB delivered (Table 4).

Table 5: Anova Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.961	1	8.961	125.301	.000 ⁰
Residual	7.366	103	.072		
Total	16.327	104			

The model is significant $F(1, 103) = 125.301, p < .001$. It is also found that IB familiarity had a significant positive impact on the accomplishment of IB delivered. Thus, the hypothesis of this study was supported (Table 5).

4. Limitation of the study

One of the limitations for this study was the use of cross sectional design for this study, which captures the knowledge of respondents at a point in time. Thus, the study cannot prove causal relationship on a longitudinal basis. Next, the limitation to the study is the use of subjective self-reported perceptual measures in assessing the studies. The accuracy of self-perceptions might be strongly influenced by the respondent's employer. Finally, the findings from this study cannot be generalized in a larger context across the environments or cultures of other countries since the data collected during this study was limited to Kelantan state, Malaysia.

5. Discussion

Pearson's correlation and regression analysis outcome indicate that $r=0.741, P=0$. Therefore, the research hypothesis (H_a) is accepted. The findings on the significant relationship with between IB familiarity of marketing employees and the accomplishment of IB delivered are in line with studies conducted by previous researchers. Findings on the positive significant relationship between IB familiarity of marketing employees and the accomplishment of IB delivered is in line with previous studies on demonstrated result by Tara et al. (2014) that religiosity had a significant influential cause towards acceptance of IB products. His empirical studies found a positive influence of religiosity on banking selection criteria. Prior study found that underlying principles had a significant positive control on workers' product knowledge of IB (Harun et al., 2015). A study by Jinjiri Ringim (2014) revealed that empirical support for the individual perception on the consumption of IB products and services. The studied by Harun et al. (2015) used of religiosity, underlying principles and perception as a separate independent variables. Hence, this study combines these entire elements under single independent variable to obtain better significant result.

6. Conclusion and Suggestion

6.1 Suggestion for future Study

The research will be meaningful if the data can be gathered for both quantitative and qualitative techniques in which as to complement each other and execute the result. Moreover, future research should enlarge the scope of the study with regard to the authenticity of the allegation.

6.2 New Model

In this study, the main objectives are to determine the factors that influencing the accomplishment of IB delivered. Hence, this new model is developed in heightened The IB ecosystem. It shows that majority of respondents acknowledge about the importance of the delivery of IB in term of knowledge of products and services. However, this is not sufficient because even though marketers are aware of the accomplishment of IB delivered, this does not guarantee they will deliver the IB products and services in an Islamic way. The *shariah* regulatory advisors, religious organization, and academics can make use of the result of the study to create attentiveness and educate the general public, especially marketers on the prospect or opportunities of IB services in Malaysia.

6.3 Conclusion

The overall findings provide new empirical contribution to academia, more research needs to be conducted to establish the link to the benefits to the industry and society as a whole. The IFSI Stability Report of 2016 also discussed about a set of new challenges for implementing the standard in which require the staffs to have a deep understanding pertaining the knowledge of IB at world level. Therefore, the study of IB familiarity through detailed discussion would propose insight and solution into the implementation of the standard. The knowledge of IB product surely important by both parties either bankers or customers as stated;

“O you who believe, Fear Allah and give up what remains of your demand for Interest, if you are indeed a believer. If you do not, then you are warned of the declaration of war from Allah and His Messenger; But if you turn back you shall have your principal: Deal not unjustly and you shall not be dealt with unjustly” [Quran 2:278-279].

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Examining Factors that Militate against Small and Medium Enterprise (SMEs) in Raising Finance in Ghana

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Abstract-Access to finance has been earmarked as one of the critical constraints to Small and Medium Enterprises (SMEs) sector in Ghana. This study aims at conducting an in depth literature review by employing social capital theory to demonstrate that SMEs in Ghana are militated against raising finance for operations. Such challenges include lack of collateral, existence of information asymmetry, inadequate technical and managerial skills, negative perception of SMEs and limited access to finance among others. The paper suggests various ways in which these challenges can be addressed which include; the need for social capital development through network, improving SMEs information management system, enhancing technical and managerial skills among entrepreneurs and development of friendly SMEs legal and regulatory framework. Likewise the paper suggests alternative sources of finance which include; crowd funding, business angels, bootstrapping, and capital market financing. The paper therefore concludes by making social network as significant prerequisite to be developed by SMEs as an effective mechanism to mitigate their financial challenges.

Key words: financing; Ghana; militate; SMEs; social network

1. Introduction

Almost 95 per cent of the world firms are in the category of small and medium-sized enterprises (SMEs) with less than 250 employees and with less than €50 million annual turnover which also include around 60 per cent of all private employment worldwide (Ayyagari, Demircuc-Kunt and Maksimovic, 2011a). Thus SMEs are often a driving force behind every resilient national economy in terms of growth and development (Ayyagari et al., 2011; Beck et al., 2005). However, despite their significant role in the economic development of countries, particularly developing countries, SMEs growth and development are vehemently militated against financial resources. In the context of Ghana finance topped all the challenges faced by SMEs according to Association of Ghana Industries (AGI, 2013). Whereas the collapse of SMEs have been attributed to their inability to raise sufficient finance (Bieke, 2004), little attention has focussed on the factors that militate against these SMEs in raising finance and how these factors can be lessened to the barest minimum. Further, the existing literatures opine that all efforts made at different levels of economic participation in the previous years about SME financing have had a very little positive impact to turn this challenge in a very decisive, sustainable and comprehensive direction bemoaned Institute of Statistical Social and Economic Research (ISSER, 2015). This paper has it as onus to critically discuss factors militating against SMEs in Ghana in raising finance to fund their businesses, ways of reversing the trend, and recommendations of alternative sources of funding.

1.1 Methodology

This paper basically depends on previous literatures. Thus secondary information to justify the particular selection of method, approach to the topic, and an indication that this research contributes something new (Amin, 2004, Hart, 2001). Reviewing of literature has been revealed to be dependable in conducting desk research which is fundamental to this paper. Recently the indispensable nature of literature review has compelled researchers to regard it as major motivational tool for meaningful and useful research (Onwuegbuzie, Leech & Collins 2012). Similarly, conducting critical literature review is considered as a means of establishing the author's in depth knowledge about a particular field of study (Randolph 2009). This presupposes that an academic discussion empty of literature review together with theory is nothing more than speculation, story or personal impression. This paper largely depends on literature review and social capital theory to examine and discuss issues in the review and tie the discussion to the theoretical framework. Gaps are determined in the existing literature and alternative ways to filling them. This approach is considered better for a theoretical paper of this nature.

2. Literature Review

2.1 What are Small and Medium-Sized Enterprises (SMEs)?

There is no universally accepted definition for SMEs, nor is there indeed a single and uniformly acceptable definition (Oteh, 2010). The definition differs from country to country, and in most cases there is a diversity of definitions within the same country due to the spread of SMEs over wide range of sectors (Naimy, 2011; Zeitouni, 2012). However, this has generally put SMEs to the subjective definitions of convenience and interpretivistic sentiments. For instance European countries use bilateral or double standard unit preferably known as the binary standard in defining SMEs which takes into account the number of employees, and the turnover or annual balance sheet total. Notably, SMEs are defined in EU countries as businesses which employ fewer than 250 workers and have an annual turnover of fewer than 50 million Euros, and or a balance sheet total of lower than 43 million Euros (Ayyagari, Demirguc-Kunt and Maksimovic, 2011a). Contrastingly, the World Bank defines SMEs using the following indices Small enterprise up to 50 employees, total assets of up to \$3 million and total sales up to \$3 million, and Medium enterprise up to 300 employees, total assets of up to \$15 million, and total annual sales of up to \$15 million (Ayyagari et al., 2005; Ardic et al., 2011). These definitions may not be applicable to all economies. Hence, there is the need for context or customized to the economic circumstances of every country.

In Ghana, the number of employees is the most popular and accepted definition used. This definition comes from the National Board of Small Scale Businesses Industries (NBSSI) which defined SMEs as: Micro enterprises: Those employing up to 5 employees with fixed assets not exceeding the value of \$10,000, Small enterprises: Employ between 6 and 29 employees with fixed assets of \$100,000, Medium enterprises: Employ between 30 and 99 employees with fixed assets of up to \$1 million. However, there are always divergence views with regard to the maximum number of employees used by the various official institutions. The Ghana Statistical Service (GSS) categorises firms with less than 10 employees as small-scale enterprises and their counterpart with more than 10 employees as medium and large-scale enterprises. On the other hand Ghana Enterprise Development Commission (GEDC) uses a 10 million Ghanaian cedi as upper limit definition for SME. A more current definition is the one specified by the Regional Project on Enterprise Development (RPED) on Ghana manufacturing survey paper which defines SMEs as businesses having lower than 100 workers, large enterprise 100 and more

employees. Under the RPED SMEs are categorized into four; micro enterprises are those that less than 6 employees, very small enterprises constitute those employing 6-9 employees; small enterprises are businesses that employ between 10 and 29 employees while medium sized enterprises are those that employ between 29 to 100 employees. Although the inconsistencies in definitions could be attributed to temporal factors. However, it is undeniable fact that the disparities in definitions thwart the policies design to mitigate and intervene the outstanding issues of SMEs (Apire, 2003). Despite the various discrepancies in SME definition from both academicians and practitioners its importance cannot be over-looked.

2.2 Importance of SMEs in Ghana

The key drivers of competition and innovation are the SMEs. The SME sector has stayed very innovative and adaptable in order to stand and survive the current economic downturn and recession. Generally, empirical studies show that SMEs play a very significant role in innovation (Fritsch & Mueller, 2005), employment generation (Garikai, 2011, Baptista et al, 2005; Steel & Saddler, 2005), economic growth and reduction of unemployment (Garikai, 2011).

In Ghana, the mainstay of the economy is the informal sector. Similarly, SMEs issues are of critical significance given the essential role they play in the Ghanaian economy. Available data from the Ghana Registrar General Department (GRGD) indicates that 92 per cent of all registered companies are micro, small and medium enterprises. Notably, this group has been earmarked as the catalyst for economic growth of the country as they serve as the major employment and income sources. Again, SMEs have been noted to contribute about 85 per cent of manufacturing employment (Steel and Webster 1991). Likewise, they represent about 80 per cent of the private sector, contribute about 60 per cent to GDP. This re-affirm suggestion made by Beck and Kunt (2006), that SMEs form a larger part of the private sector in many developed and developing countries. Most employment opportunities are largely hinged on the private sector in Ghana. The contribution of this sector to Ghana's economic growth through job creation cannot be underestimated. Interestingly, the SME sector constitutes the vast majority of businesses in Ghana and over the years, they have evolved to become key suppliers and service providers to large corporations, including transnational and multinational corporations.

There are great optimistic indications that SMEs in Ghana have excessive potentials to promote economic growth and development since small and medium-sized enterprises make judicious use of scarce resources than large-scale enterprises. Nonetheless, in Ghana SMEs are the driving force for large number of innovations and contribute to the growth of the national economy through employment creation, investments and exports. Efforts have been made by successive governments to reduce poverty and accelerate economic growth by increasing foreign direct investment, diversifying the economy, enacting policy frameworks which favour small business ownership and at most initiating employment and entrepreneurship programmes. Moreover, SMEs have advantages over the large-scale firms in the sense that they are able to adapt more easily to market environments given their broadly skilled technologies. Indicatively, SMEs in Ghana are vital for economic growth and development because they encourage entrepreneurship, generate employment, and reduce poverty (Abor & Quartey 2010). However, sustainability of SMEs in Ghana are threatened to stagnate due to the varied constraints exposed to them particularly finance. For Ghana to achieve its vision 2020 by becoming a middle income nation then SMEs have an important role to play in spurring this agenda. Despite, the immense contributions play by SMEs, they have been criticized most especially in connection with its job generation abilities. Firstly, SMEs have been criticized for their high rate of bankruptcy which leads to unemployment. While they

create a lot of jobs, they also destroy many jobs. Secondly, SMEs have been criticized on the premises that they provide low value added goods and services and have short life. However, their total contribution to the economy as whole cannot be undermined particularly the indelible mark they leave in the employment sector.

2.3 Nature of Financing SMEs in Ghana

By nature of financing, it refers to the structure of financing whether it is a self-raised financing, a loan finance with commercial interest rates, —free loan subsidised or even financing from donation and grants where beneficiaries are not obliged to repay.

In Ghana and Africa in general external financing in the form of grant or subsidized type is predominantly important for starting up small household enterprises among the relatively poor. The sources of such finance often range from the semi-formal financial institutions such as government's agencies, religious organisations, financial non-governmental organisations (FNGO) to close relatives (Osei-Assibey, 2013). For example as custom demands and an integral part of social norms in most family settings in Ghana, the richest person in the family owes it a duty to help the less privileged ones, usually with some small amount of start-up capital (called *dwetiri* in Ghanaian akan language) for them to start a small business to make a living and become independent. While in most cases these amounts of money offered by wealthier family members are not expected to be paid back nor documented. Aryeetey (2004), indicates that this is to some extent the basic reason which explain why a substantial part of the borrowings done within the rural financial market in Africa for setting up small businesses are from family and friends. However, no matter how important these types of financing may be, the existing literatures argue that a firm that depends on too much free cash for its business operations may find its insiders making poor investments and relaxing cost control efforts. In this case, free cash, donation and grants actually weaken and diminish the growth process of SME compared with a situation where the SME has to rely more on external finance provided by an efficient and competitive financial system (Jensen, 2009).

2.4 Social Capital Theory and SMEs in Ghana

This theory was propounded in 1995 by Putman, which explains social capital as the entire resources both actual and virtual that accrue to an individual owners and organisations by virtue of having mutual relationship, acquaintance and recognition to a social network (Bourdieu & Wacquant, 1992). The benefits accumulated through social networks define the social capital of enterprises. This is much essential in the financing context of SMEs because there could be mutual advantages between the parties when inter and intra-social network of SMEs are formed. It denotes the ability of the players to derive substantial and immeasurable advantages from their social networks, personal relationships and the quality of association (Portes, 1998). The social capital theory puts up an argument that individuals and organizations most often participate in social networks in order to make profits (Lin, 1999). The theory has its strength based on three assumptions namely (i) the more the networking, the greater the social capital, (ii) the greater the social capital, the higher the priority of the norm of equality (iii) the greater the social capital, the easier to mobilize support for problem solutions.

As indicated by Schmid & Robison (1995), the concept of social capital is made up of: expectations, obligations and information channels, trustworthiness of structures, norms, and effective sanctions. All these have a positive influence on SMEs growth. According

to Davidsson & Honig (2003), SMEs are more probable to raise funds to finance their business operations better when they develop and maintain strong association to social networks. This is further clarified by Coleman (1988) that social capital could be one of the vital resources which can enhance internal organizational trust through the bonding of actors, as well as by bridging external networks in order to provide useful resources. However, evidence from previous studies conducted have come to a consensus that the driving force in social network theory is trust and fulfilment of obligation which go with sanctions (Coleman, 1988; Knack & Keefer; 1997; Lin, 1999). One significant beauty aspect of social capital theory as indicate by Kasekende & Opondo (2003) is its ability to provide good results during information sharing that overcome information asymmetries problem, which is difficult to share information with potential financiers like banks.

More so, social capital networks from both formal and informal sources have been found to be useful to all firms irrespective of their size. Markets are created and maintained through the network, at the same time it identify business partners and potential investors for SMEs. When SMEs develop and maintain a good social networks, they stand to benefit from social capital which will support their effort to secure finance for operations. This is made workable due to the fact that social capital builds trust among SMEs and their network partners. Interestingly, the social network take the place of social insurance which translates into business insurance and provides access to pertinent information which SMEs need to embark on various business transactions (Spence, Schmidpeter & Habisch, 2003). This strategy has been useful for banks which establish social networks with SMEs (DeYoung, Guenon, Nigro, & Spong, 2012). It is prudent for SMEs to build networks with non-rival firms to enhance their ability and chance to enter into, and observe contractual exchanges as well as legal protection from unscrupulous practices by other firms (Spence, Schmidpeter & Habisch, 2003; Mensah, 2004). SMEs need to leverage their network relationships, which can increase their accessibility to novel sources of information to manage with turbulent environmental circumstances (Pinho, 2011). In a very clear and distinctive manner social network provided by organisations, community and friends and relatives are theorized to support the positive effects of entrepreneur characteristics like experience education and financial capital through trade-off. It is essential to apply this theory to identify and understand the very challenges faced by SMEs in raising finance to fund their businesses.

Despite, the numerous relevance of social capital theory, like any other management science theory, social capital has been strongly criticised. For instance Bourdieu & Wacquant, (1992) believe that social capital theory is an instrument used by the elite to segregate and marginalise incapable and wrong people from entering the network group. This pinpoints to the fact that only the members within the network stand the chance to benefit from the network. Whereas this may be practicable under individual networks level, strategic SMEs can equally formed a vibrant networks to produce social network. However, SMEs may be obstructed by well-established larger social networks of financial institutions which focus on larger businesses as their target. More so, it is worthy to note that social capital network if it is not well crafted from the inception of its formation can bring to light some negative significance such as criminal networks (Quillian & Redd, 2006). The idiosyncratic nature of social capital network usually comes along with equity generation issues (Perkins, Hughey & Speer, 2002). As SMEs try to include all interested institutions and members to the network it becomes a critical challenge to identify and predict intentions and guarantee behaviours. Also it may be extremely cumbersome for SME to get the desire benefits from the social network without persistence free flow of information concerning the business nature, strategic plans and returns to funders since information asymmetry is considered as major problem.

However, contingent to this theory the factors that militate against SMEs in raising finance to fund their business operations in Ghana are deliberated below.

2.5 Factors Militate Against SMEs in Raising Finance in Ghana

The association between the theory of social capital and factors militating against SMEs in raising finance cannot be over-looked. In the subsequent discussion, such an association is opined as inherently embedded in every challenge that SMEs encounter either directly or indirectly. The main focus here is on dissection of challenges such as; lack of collateral, existence of information asymmetry, inadequate technical and managerial skills, negative perception of SMEs and limited access to credit among others.

2.5.1 Lack of Collateral

Collateral is an asset pledged as security for repayment of a loan, to be forfeited in the event of default. Stringent collateral requirements of banks and other formal financial institutions usually side-line majority of SMEs. Lack of collateral hampers access to credit and is usually associated with land ownership right, poorly defined property, and weak land (OECD, 2000) and the absence of social networks. Because the theory of social capital puts emphasis on social networks and reciprocity arising from such networks (Putman, 1995; Lin, 1999). However, in the absence of social network it becomes difficult for SMEs to acquire collateral to secure bank loan. The unmeasurable insecurity neighbouring the growth and survival of SMEs and their asset-backed collateral is typically valued at —carcass value to ensure that the loan is accurately covered in case of default and immediate realization (Binks et al., 1992). According to Naimy (2011) and Karadag (2015), they indicate that even when borrowers have assets that can be used as collateral, they are often not readily accepted by banks because of high cost and long tape in using judicial enforcement mechanisms. This presupposes that the already disadvantaged SMEs, may even need proportionately more collateral than do large firms. Consequently, Blazy & Weill (2014), identify the roles of collaterals when the owner-manager possesses more information on the probability of success of a firm than a bank:

- Collaterals limit downside losses by providing assets to banks in the event of project failure
- Collaterals provide incentives to entrepreneurs to commit him or herself to the project
- Collaterals provide signals to the bank that the entrepreneur believes the project is likely to succeed because the owner will not commit their personal resources to the project if otherwise.

In the early years of small businesses establishment, collateral creates a significant constraint to them due to the fact that they do not have valuable assets to use as collateral. Nonetheless, there is no single explanation for lack of collateral by SMEs. The pretty obvious thing is that limited social networks militate against the capability of SMEs to secure collateral securities.

2.5.2 Existence of Information Asymmetry

Information asymmetry is the total disparities in information between owner- manager as a borrower of capital and the bank as the supplier of capital where the supplier is typically assumed to be at an informationally disadvantage as compared to the borrower (Peltoniemi and Vieru, 2013; Nofsinger and Wishing, 2011; Ed Vos et al., 2007; Bester,

1985; and Stieglitz and Weiss, 1981). In such situation the owner-managers possess more knowledge about the prospects and risks facing their businesses than lenders. Meanwhile, banks require certain vital information on firm performance before approving loans to ensure that the project is commercially worthwhile. Notably, this vital information is often not readily available from SMEs, and owners of small businesses keep more and better information about the performance of their businesses than banks. It is worthy to acknowledge the fact that there is no best way SMEs can drive to greater height if information management is not channelled through social networks in which social capital is derived (Putman, 1995; Lin, 1999; Davidsson & Honig, 2003). Storey (1994, 2005) notes that —the small business owner is likely to be significantly better informed about the business than an outsider such as a bank.‖ Thus, banks do not have enough access to management information on SMEs. The high costs of determining information asymmetry can significantly increase the trouble of small firms to obtain loans (Riding et al., 2010). This phenomenon accounts for small firms to be offered with small capital loan at higher rates compared with large firms. Insufficient information affects the readiness of banks to give debt financing to SMEs because of their state of insecurity. The resultant effect of this difficulty is the actuality of a —debt gap,‖ wherein commercially feasible projects do not obtain funding (Binks et al., 1992).

Moral hazard may also aggravate financial constraints that stem from information asymmetry. After the transaction, the bank runs the risk that the owner-manager will become involved in actions that are unwanted from the lender's point of view, or the loan will be totally diverted (Shaban et al., 2014). All these unforeseen contingencies exacerbates the unwillingness of financiers particularly banks to lend to SMEs to pursue their growth agenda. Without social network information asymmetry tends to be a major factor militating against financial providers particularly banks when it comes to SMEs financing. However, it is indeed through social network that SMEs can facilitate the persistence flow of information to overcome information asymmetry problem.

2.5.3 Inadequate Technical and Managerial Skills

Technical and managerial capabilities of the SME greatly determines the ability to access external finance. It is one of the major characteristics of SMEs that financiers critically look at because of perceived risk and lack of entrepreneurial skills among owner managers. However, there is a strong interrelationships among human capital, social capital and financial capital. An adequate amount of social capital and financial capital accrued to the SMEs to undertake business operations is largely contingent to the competencies of management and technical skills interplay. Armstrong, (2006) considered human capital as most essential, influential and as a sine quo non to the survival of organisations including SMEs. In fact inadequate management experience and technical skills are very significant to financial providers (Muhammad et al. 2010) and hinder SMEs ability to access finance (Moore, & Palich, 2006). Concerning the high failure rate of SMEs, internationally and locally, (Kuratko and Welsch, 2004) indicate that the important reasons for failure of SMEs which generally accepted is the lack of management knowledge and skills. According to Reid & Xu (2012) entrepreneurial skills and experience is paramount because they play a key role of organising the work of others in the social network and supplement their activities to achieve the business objectives. They therefore conclude that prior management experience is positively related to firm accessibility of finance. In another development Bank Muscat in Oman (2009) organised entrepreneurship workshop on constraints facing SMEs in achieving their growth objectives. The workshop concludes that the main reasons for the SME failure in Oman are the poor capabilities of managers to guide these enterprises and they are not able to understand their jobs. However, since SMEs develop with competent management (Davidsson et al., 2010), SMEs should develop managerial competencies in order to have smooth access to financial resources for growth (Penrose, 2006). In effect

the absence of proper social networking and organogram as the business is normally being run by owner-manager responsible administratively, financially and technically makes SME incapable to access external finance particularly bank finance.

2.5.4 Negative Perception of SMEs

By convention commercial banks signify the most significant source of SME financing, and can fulfil up to 80 percent of SME capital needs (Bruns and Fletcher, 2008). However, gaining external finance from a bank can be thought-provoking for firms operating within the SME sector. Banks do not compromise with risk, and risks are integral to the SME sector. Business ethics and trust are seen as professionalism. The theory of social capital underscores the importance of trust in social networks at both individual and organizational level (Bourdieu & Wacquant, 1992; Putman, 1995; Portes, 1998; Lin, 1999). However, most entrepreneurs in Ghana display gross dishonest in honouring business contract. For instance some entrepreneurs do divert loan contracted from bank for their private purposes instead of the intended business agenda (Mensah, 2004). Furthermore, banks may also not be approachable to business owners which have lean social relationship network. Most especially the owners of newly established firms that want to expand their products, build new facilities, or develop markets outside of their home territory (Bruns and Fletcher, 2008). Further, this perception is also exhibited theoretically where SME owners are disallowed by their own or other experiences from applying for external finance. This produces a discouraged borrower effect (Kon, et al., 2003 and Fraser, S. 2005). That is, at some point in time some owner-managers may totally stop applying external financing simply because there were ones discouraged from applying. For instance business owners, who are discouraged by perceived bureaucracy and financial requirements are discouraged by first refusal. When perceived issues exist business owners may not seek bank finance. This could be either a perception that they will not have the requisite information and good credit track record that it is perceived that banks require or will be unsuccessful because of lack relationship lending with the bank which emanates from social network. Perception of SME borrowers by lenders greatly constrained them from accessing external finance.

2.5.5 Limited Access to Credit

Across national borders access to credit is most reported challenge experienced by SMEs (Evans & Sawyers, 2009; Gruzina & Zvirbule Berzina, 2012; Lahiri, 2012). In Ghana SMEs find it extra difficult to secure finance. In most instances, the formal banking procedures on lending are not suited to meet the needs of the SME sector therefore they are invariably dependent to solicit finance from the informal sector through social networks from friends and family savings and loans organisations, bootstrapping, leasing, and retained earnings for their operations. Moreover, banks consider this sector to be fragile, weak and risky due to factors such as low growth rate, inability to maintain collateral security, informal business practices, and lack of creditworthiness (Lahiri, 2012). Similarly, (Kira & He, 2012) considers collateral demand as the main driver of access to credit by banks. Invariably SMEs are disadvantage compared to large established firms. In turn, SMEs consider the banks' loan procedures to be cumbersome and collateral demands for such loans excessive (Ekeledo & Bewayo, 2009). Hence the SMEs are left to the mercy of obtaining financing from the internal or the informal sources which largely do not support growth. With reference to the enormous significant contributions by SMEs to the economy Ghana, it is imperative to mitigate these factors that militate against SMEs in raising finance.

In Attempt to mitigating these constraints faced by SMEs discussed above, the deliberation here try to establish the interactions between social capital, human capital and financial capital. This is grounded on the foundation that if social networks are advanced by SMEs they will appreciate social capital which also leads to an increase human capital and financial capital as already discussed in the theory. Below are proposed strategies need to be adopted and enhanced to ensure favourable SMEs financing in Ghana.

3. Factors to Address the Challenges

3.1 The Need for Social Capital Development through Network among SMEs

Referring to the social capital theory, it is undisputable fact that the development of social networks among SMEs in Ghana could have a major positive impact on their financing lacuna. This is due to the fact that the establishment of social network give birth to social capital which ultimately aid SMEs to secure finance capital to fund their businesses. This is grounded on the idea that trust is solidified among SMEs partners of the same social network in order to accumulate social capital. This social capital becomes insurance and further serve as business insurance which give access to SMEs in their financial transaction (Spence, Schmidpeter & Habisch, 2003). Related literatures support that this strategy has significantly worked for many financial institutions particularly banks which established good rapport with SMEs through networking (DeYoung, Glennon, Nigro, & Spong, 2012). It is highly advisable to SMEs to take social networking seriously with non-rival firms to increase their capacity and accessibility to enter into, and observe contractual exchanges as well as legal protection from unscrupulous practices by other firms (Mensah, 2004).

3.2 Improving SMEs Information Management System

Information asymmetry is considered as one of the major factors militating against SMEs in Ghana in their course of raising finance to support their business operations. There are diverse ways to curtail this problem of information asymmetry. First relationship lending improved by social networking has the potential capability to reduce the problem. Because banks will depend on the soft information instead of the hard information to lend to SMEs (Torre, Soledad, Peria & Schmukler, 2010). However, SME, should not delay for banks to request for soft information, with the aid of social network SMEs could take the advantage to educate themselves the best practices from other firms on how information are prepared, planned and managed for financial proposal and deal with bank transactions. Secondly, the problem of information asymmetry could be minimised through establishment of comprehensive private bureau to collect data on credit histories of SMEs, and well-developed legal system for registering title to property that can be used to collateralize loans without confronting any hustles by the SMEs (Berger & Udell, 2006). Lastly the government of Ghana can put in place SMEs financing data initiative by conducting regular survey of financing of SMEs in terms of issuing and borrowing practices to inform policy actions. These could enhance SMEs attempt to raise finance but should be championed by existence social network.

3.3 Enhancing Technical and Managerial Skills among Owner-Managers

It is important to note that human capital has a strong positive relationship with finance of SMEs (Mensah 2004). Entrepreneurs with high managerial capacity can leverage their personal capital to mitigate their business finance constraints. The insinuation here is that if SMEs heavily and adequately invest in human capital, they equally benefit in the ability

to raise finance for funding operations. Likewise SMEs in Ghana should improve management particularly on entrepreneurial training and skill development. According to Tushabomwe (2010) proper supervision and skill training in terms loan officers, guarantee officials, investment fund managers could augment management effort. The lack of such training is adversely affecting the ability of SMEs to raise finance. It is essential for SME owner-managers to dichotomize social ties that are inimical to management decision making.

3.4 Legal and Regulatory Framework

In order for SMEs to meet their financial need much effort depends on the government of Ghana. As the government realises that the absence of supportive laws and regulations severely militate against the availability of financing especially from formal financing sources (Ruffing 2003). The government should do well to provide a policy environment to reduce collateral requirement by banks. According to (Ruffing 2003), SMEs thrive well if the business environment policy, legal and regulatory framework, necessary infrastructure coupled with stable macroeconomic indicators are well shaped. Recently government of Ghana together with other donor agencies have made a lot of initiatives to support SMEs financing. For instance the dying Ghana microfinance and loan centre (MASLOC) has been re-vamped. Again there has been a lot of support from donor agencies like, Deutsche Gesellschaft Fuel Technische Zusammenarbeit (GTZ), assist SMEs on credit fund-urban and rural areas, Business Assistant Fund (BAF) to assist SMEs entrepreneurship development and Promotion of Small and Micro Enterprise Fund (PSME) support the development of SMEs training. However, such initiatives lacked multi-sectorial approaches (Oteh, 2010). Worse still the distribution of these incentives to all intended beneficiaries is problematic. A major argument was that SMEs with good growth potentials were being discriminated against (Aryeetey et al., 1994). At the same time, however, the effectiveness of many similar SME credit was being called in question (Webster, 1991).

4. The Way Forward in SMEs Financing in Ghana (Alternative Measures)

This section examines how SMEs in Ghana can raise funds through alternative ways in order to finance their businesses with background support from social network.

4.1 Crowd Funding Financing

Recently crowd funding has gained significant recognition in financing SMEs all over the world. —This phenomenon, called crowd funding, is a collective effort by people who network and pool their money together, usually via the internet, in order to invest in and support efforts initiated by other people or organizations (Ordanini, Miceli, Pizetti, Parasuraman, 2011). Crowd funding is an open call social network for the collection of resources in terms of funds and tangibles from large population irrespective of the background through internet platform. This platforms are websites that support entrepreneurs to solicit for funding through an open call and post details about the project. The financing needs of innovative ideas of SMEs as well as advancement of technology coupled with financial innovation have brought to reality an alternative form of financing. It is equally important to note that financial crisis together with high interest rate which resulted in constrained bank lending and pushed borrowers into seeking new means of funding. Crowd funding financing uses internet as social network platform to moderate between project ideas and crowds of backers interested to invest funds. However, compared to banks crowd funding typically meet the financial needs of SMEs

in a more flexible way to raise funds, where dialogue between the funders and fundraisers are most critical (Belleflamme et al., 2013a). Moreover, Belleflamme et al., (2013a) points out that with crowd funding individuals willingly finance projects directly by providing only small amount as contribution in exchange for a product, money, or service or even when there is no hope for any reward. Crowd funding support projects financing is a more democratic that facilitates growth of SMEs (Shiller, 2013).

Therefore, based on the unique nature crowd funding financing it could be justified as one of the suitable innovated social network sources of finance that can be adopted and implemented in other developing countries like Ghana to support SMEs financing when other sources are limited to reach.

4.2 Business Angels Financing

Angel investors are very important for small and medium sized enterprises because they provide more than money. They are hands-on investors ready to make available their expertise, knowledge, experience, skills, and contacts in the businesses they invest in. Angel finance is not an intermediated finance, but rather is an informal source of external financing (Shane, 2013). According to Kerr, Lerner, and Schoar (2014) describe business angels are wealthy individuals who invest directly in SMEs through an equity contract. Because of the nature of angels by definition are high net worth individuals, the funds that angel invests in SME is most often consistent with the amount that the firm needs. Business angels rely on social capital theory and play major role in the growth and development of SMEs not only by providing access to financing but also by contributing personal networks and business expertise (Mitter, 2012). Business angels are seen as the key drivers behind major start-up of many SMEs and fill the credit gap between external and internal sources of financing when financial institutions are unwilling to extend credit (Shane, 2013). The findings of the research conducted by Shane (2013) for the SBA found that business angels invest an estimated \$36 billion each year with each investment being approximate \$31,500 in US.

Even though these investors activities are not common in Africa particularly Ghana, but it is believed that they have significant contribution towards SME financing and could be adopted and implemented since the developing countries usually copy from the developed world.

4.3 Bootstrapping Financing

Bootstrap strategies consist of the use of owner-related finance, delaying payments, minimization of capital invested minimization of accounts receivable, sharing and borrowing of resources, and using subsidy finance (Vanacker et al. 2011). According to Barringer and Duane (2010), bootstrapping is a way of finding the need to escape external funding through creativity, ingenuity, thriftiness, cost-cutting, or any means necessary like buying used instead of new equipment, leasing of equipment, sharing of office space with other businesses and sweat equity. A bootstrapping entrepreneur's typically rely on his or her ability to be highly adaptable and operate on a shoestring budget in order to achieve the enterprise growth in finance. This strategy is suitable for SMEs in Ghana in meeting some of their financial challenges by leveraging the available resources instead of seeking bank loan.

4.4 Capital Market Financing

In Ghana capital markets are in their early-stages of development, shareholding is uncommon and very few long-term financing are readily available for SMEs. Capital

markets products like shares equity and bonds to raise funds are not easy to be issued by SMEs because of their perceived risk status and their inability to be listed on the stock exchange market (Parker, 2006). This situation can be addressed through the social networks, where social capital support the social and financial strength of the SMEs to raise funds through shares equities and bonds (Putman, 1995; Lin, 1999). Through social capital theory SMEs in Ghana can conveniently access capital market finance to fund their business operations.

5. Conclusion

Finance has been identified as a dominant factor militating against SMEs in Ghana (Ayyagari et al., 2011; Beck et al., 2005). As such banks which are the major financiers to SMEs are reluctant to lend to them because of their risky nature, lack of collateral, lack of creditworthiness and high interest rate which leave the SMEs in the state of Limbo (Berger & Udell, 2006). However, it is important to note that SMEs are in the private sector making unprecedented contributions to employment and economic growth in general (Abor & Quartey, 2010). The application of social network theory through its linkages, social capital and financial capital can assist SMEs to alleviate from their financial difficulties.

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Influence of Role Stress on Employees' Turnover Intention in Hotel Industry: Job Satisfaction as a Mediator

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Abstract: Job turnover is traditionally faced by organizations in many industries. Implications such as resources wastage and low productivity can be derived from turnover issue. Turnover intention is found as the best predictor for actual turnover in previous studies. Consequently, this demands some insights on turnover intention subject in Malaysia context. Nowadays, the numbers of hotels in Malaysia are increasing year by year due the blooming tourism industry in Malaysia. However, the employees' turnover intention rate in the hotel industry is also increasing year by year. Thus, there is an issue that affects the employees' turnover rate in the hotel industry which is quite related with the level of role stress among the employees. This phenomenon is alarming because it will affect organizational growth, profitability and customer satisfaction. This study examines the influence of role stress on employees' turnover intention in hotel industry, imposing job satisfaction as a mediator. An integrated turnover process model with one predicting variable (role stress; role conflict, role ambiguity and role overload) and mediating variable (job satisfaction) is presented in this study based on the social exchange theory. In addition, this study also models perspective from different departments in the hotel in examining relationship among the variables. Data was collected by using self-administrated surveys from a total of 220 employees which from 9 five-star rated hotels in the East-Coast of Peninsular Malaysia. Reliability, correlation and multiple regression analysis were conducted to interpret the findings. The findings showed that role conflict, role overload and job satisfaction are significantly related to turnover intention but role ambiguity does not have any significant relationship between turnover intentions. On the other hand, job satisfaction was found to have partially mediated the relationship of role stress and turnover intention.

Keywords: Role stress, turnover intention, job satisfaction, hotel industry

1. Introduction

Trade was the driving force behind the Malaysian economy for many years. Commodities such as rubber, cocoa, palm oil and timber were highly sorted until the rise of the manufacturing industry in the mid-1990s. The service industry was not far behind in gaining its popularity while the tourism industry experienced massive growth marked by the increase in foreign exchange revenue, employment opportunities and potential tourism attractions (Goldsmith, 1994).

The continuous surge in tourist arrivals open doors for new opportunities as well as challenges to the various stakeholders in the industry such as hoteliers. A total of 176.9 million visitors were recorded in 2015 with a growth of 4.5 per cent compared to 2014. Meanwhile, the number of trips increased by 8.1 per cent from 217.5 million trips in 2014 to 235.2 million trips in 2015. A total of RM67,842 million was spent for domestic tourism in 2015 and average expenditure per trip rose 0.7 per cent to RM288 (2014:RM286). This is well reflected in the increase of average occupancy rates of hotels by locality and the increase in hotels and rooms supply to meet demand.

Significantly, Worland (1988) described the term —hospitality industryl in general as an organization which provides one or more services that contributes to the function of hospitality and it included four sectors namely hotels, restaurants, licensed clubs and motels consisting of many sub-sectors. One in every nine workers is involved in the

hospitality industry that sums up to around 212 million people worldwide. Tourism is a key element of the hospitality industry that capitalizes heavily on manpower resources and also established itself as the largest generator of jobs providing for both direct and indirect employment (Singh, 1997). Davidson (2010) had pointed out that there are two aspects that posed as challenges for employment in the hospitality industry; firstly, it was difficult to attract labor and secondly, high turnover due to the significant loss through the investment in human capital through training and quality enhancement. Employees' turnover in the industry was accepted as predicted and is almost accepted as to be expected. According to Collins (2007), high mobility or turnover rate experienced within the industry was a common problem throughout this industry worldwide where hotels were the largest employer in tourism.

The growing issue of employees' turnover is experienced by hotels all over the world. A new report from Deloitte, Hospitality (2015) found that employees' turnover in hospitality can be as high as 31 percent and may increase further as the recession is left behind. This is nearly double the average rate for other industries and can be expensive for business. According to data from Bureau of Labor Statistics' Job Opening and Labor Turnover (JOLTS) program (2015), the turnover rate in the hospitality sector rose for the fourth consecutive year in 2014, but remained below pre-recession levels and the overall turnover rate in the restaurants and accommodations sector was 66.3 percent in 2014, up 10 percent points from the recent low of 56.6 percent in 2010. This may be attributed to the low-wage and low-investment cycle trending in the industry. Most employees view the job as boring, routine with irregular hours not worth their wage. Furthermore, they were rarely sent for training lowering their opportunities for career advancement. This is mainly because their managers assume that the high turnover is a reflection of an unreliable workforce thus any form of investment on recruitment, training, job promotions are simply omitted or deemed unnecessary.

Thus, the human resource department of an organization plays a vital role in the service industry. Chan (2010) coined that employees' turnover as a major concern in the field of human resource management. The main reason being it is directly associated with the service sector. Employees' turnover has always been the key issue faced by organizations regardless of their location, size, nature of business and business strategy (profit or non-profit oriented) (Choi, 2012). Turnover is the ratio of workers around the labor markets (Burgess, 1998). Turnover may be categorized as internal, external, voluntary, functional and dysfunctional (Earl, 1992). Turnover rates vary significantly within and without organizations (Kraus, 2000). Employees' turnover in the hospitality industry often averages as much as 200% to 300% per year. Statistically speaking, this means that the entire staff of a hospitality operation turns over to three times per year. The percentages reflect extremely high turnover rates for employees in their first 30 days combined with diminishing rates for other employees (Demir, 2007).

Based on the above alarming turnover rate, the issue of employees' turnover intention has received, and continues to attract considerable critical attention. Prudently, researchers have examined the effect of role stress on employees' turnover intention. Numerous research results showed that role stress had been associated with turnover intentions. When the level of pressures had overcome the employees which were common in their field, they might change their careers in order to reduce stress (Ahmad Sheraz, 2014). Occurrence of two or more sets of pressures at the same time such as that compliance with one would make compliance with the other more difficult known as role conflict. The degree to which an individual was unclear about the expectations of others as well as the degree of uncertainty linked with one's performance is called role ambiguity. On top of that, role overload is defined as incompatibility among the

role requirements and the extent to which resources and time was available to fulfill with these requirements (Ahmad Sheraz, 2014). Perceived role stress and employees' turnover intention in the hotel industry have increasing consequences. Shortages of workforce in all the departments not only calls for creative strategies of attracting new recruits but also to make full use of the existing staff in an attempt to reduce the impacts of turnover. Employees who are less stressed and more fulfilled in their jobs have better work quality compared to those with highly stressful jobs, leaving the latter depressed and unsatisfied. This is supported in a study by Teyce (2013) who stated that highly stressful jobs leads to the lack of job commitment and considered as a factor that influence the employees' turnover rate.

According to Tett (1993), the researchers have identified that job stress had cost the organizations billions of dollars all over the world. Job stress had cost some countries such as United Kingdom £63 billion, 15 billion Australian dollars and the American business USD200 billion annually. This included the costs of health care, higher rate of absenteeism, turnover and lower performance. The other costs were in terms of low productivity, reduced profit, high rate of employees' turnover, recruiting and training replacement (Tett, 1993).

Job satisfaction has been studied by many researchers as antecedent of employees' turnover intention. A number of researchers have reported job satisfaction has a significant relationship with employees' turnover intention. Susskind (2000) stated that there were several research results that showed job satisfaction to be significantly and negatively related to turnover intention on a consistent basis. Furthermore, job satisfaction is one of the factors in the service industry because it is assumed that only when the employees are satisfied with their job at the workplace that they can satisfy their customers and give their best performance. In order to get customer satisfaction, the employees of the organizations should also be satisfied too.

Among all the potential mediating variables, job satisfaction was highlighted as it has been considered the most important factor in voluntary turnover research (Trevor, 2001). It plays a major role in almost all turnover theories (Lee et al., 1999) and was tested to be the key psychological predictor in most turnover studies (Dickter, 1996). Yousef (2002b) suggest that role conflict and role ambiguity as sources of stress and are negatively associated with job satisfaction and various dimensions of organization commitment. His result further suggests that job satisfaction mediates the effect of role conflict and role ambiguity on affective and normative commitment. Therefore, it is important to understand the causes of job stress, the negative effects and severe role stress may have on both employees and organizations.

Such postulation is in line with the ongoing interests whereby many researchers have studied the consequences which probably have forced an employee to make a decision to quit his or her job. This was followed by evaluating another working environment that will lead to a passionate search for other opportunities (Lee, 1988). In summary, the study focuses on examining how role stress affects turnover intention indirectly, through job satisfaction among five-star hotel employees in Malaysia.

2. Literature Review

2.1 Turnover Intention

Turnover intention can be either voluntary or involuntary. Voluntary intention occurs when the employees leave the organization at will. This is often the case when the employees are presented with an alternative with better opportunities. Meanwhile, involuntary intention takes place when an organization decides to terminate an employee due to unsatisfactory work performance (Iqra Saeed, 2014). For the purpose of this study, researcher focuses on voluntary intention which can be triggered by many organizational factors.

Employees' turnover was not only a significant tangible cost but also an intangible or —hidden cost associated with loss of skills, inefficiency and replacement cost (Lashley, 1999). Year 2000, Lashley reported that loss of investment in training and loss of staff expertise were examples of turnover costs and opportunity costs. Some authors highlighted more intangible costs of turnover associated with organizational behavior and related to —hygiene factors, such as work reutilization, role conflict, dissatisfaction of job, low morale, lack of commitment, destructive supervision/leadership and absence of career growth that influence employees' productivity, effectiveness, quality and hotel service standards (Deery, 1994; Davidson, 2001; O'Connell, 2007).

Significantly, the reasons of having turnover intention might vary from one individual to another (Atang, 2010). Recent studies noted that researchers used new variables such as employees' personality (Dole and Schroeder, 2001; Hsieh et. al., 2009), hardiness (Law, 2005), gender (Reed et. al., 1994) and organizational tenure (Udo et. al., 1997) to determine the moderating effect on the turnover intention. It is observed that there are few researches done in the local setting and hence it is doubtful if those results obtained from the Western countries can be generalized in Asia, particularly Malaysia.

2.2 Social Exchange Theory

Social exchange theory was based on the idea that social behavior is the result of an exchange process whereby the purpose is to maximize benefits and minimize costs. The early development of this theory can be traced back to the studies by Thibaut and Kelley as well as Homans and Blau (Brinkman, 2005). According to Homans (1961), the understanding of the exchange is in terms of material and non-material goods such as the symbols of approval or prestige. This theory explains that the individuals consider potential reward and risks of social relationships. Furthermore, it implies that all human relationships are shaped by using a subjective reward-cost analysis and the comparison of the alternatives. Someone who gives much would expect to get at least the same amount from others in return. However, those who receive a lot from others will be under pressure to give back the equal amount as they receive. People will terminate or abandon the relationship as soon as the costs outweigh the benefits (Farmer, 1999).

The viability of social exchange theory is basically based on the assumption that individuals recognize one's life situations and notice each one's needs. It is also referring to the principal of reciprocity, where by privileges granted by one party is returned by the other. The interaction between humans will be noticed consciously and in some way reciprocated. The willingness to generate an advance performance will respond with a payback either immediately or much later (Brinkman, 2005). Thus, consistent with norm of reciprocity and social exchange theory, these incentives give

rise to committed employees who would reciprocate by working harder to fulfill the requests of their supervisors or by engaging in extra-role behaviors beneficial to their supervisors and organization.

2.3 Role Stress

Stress is the inability to handle stress in the workplace due to the gap between a person's ability and his work requirements (Holmlund-Rytönen, 2005). Stress can be interpreted as a spur leading to psychological or physical stress reactions such as anxiety or a cardiovascular problem. According to Seyle (1974), stress is a specific psychological and physical reaction to acute or enduring demands. Stress may be made prominent at work by role ambiguity, role conflict or role overload which arises from the working environment and individual characteristics.

The negative impact of role stress on turnover intention has been proven in previous research. When the level of stress increased, job satisfaction decreased and leading to the increased of turnover intention (Hellman, 1997; McBey, 2001; Ghiselli, 2001). According to Rizzo (1970), role conflict was the incongruity between expectations and observed role performance. The general definition of conflict is an antagonistic condition of disagreement, opposition or incompatibility between two or more parties (Merriam, 2007). Conflict-prone is the conceptual differences among subordinates and supervisors about job tasks and activities required. This raises the conflict between commitment to a number of supervisors and individual's requirements (Kahn, 1992). Organizations who cares for their employees must spare them from the 'cross fire' of two or more superiors who have incompatible work instructions and expectations (Rizzo, 1970).

Role conflict was significantly correlated to the tendency to leave (Kemery, 1985). Role stress is one of the factors leading to high turnover rate among employees and it has been shown in several studies (Jimmieson, 2004; Fogarty, 1996). American Institute on Stress (2005) had conducted a study related to the stress at which 40 percent of the turnover is due to stress.

Role ambiguity is one of the factors that have an impact on the role of stress in the workplace. This problem often occurs when an employee does not have clear information about their role expectations (Rizzo, 1970). Role ambiguity also means expressing uncertainty, estimated when there is an uncertain role expectation because there is no information about the role and the work it demands. The employees do not know where to direct his or her efforts, where to add extra efforts, whether the superior will deem the outcomes of the role performance a failure or a success (Beehr, 1985). As a result, the employee will be in doubt when drawing conclusions and achieve the expectations of their superiors while they work in trial and error. This will occur when workers do not have a clear idea about their roles (Rizzo, 1970).

The meaning of role overload is having too much to do in a limited time (Conley, 2000). According to Rizzo (1970) workload is also defined as the absence of synchronicity between the needs, time constraints with work-related resources available to meet the requirements. The workload becomes a challenge that will hamper the employees from carrying out their duties effectively and efficiently (Pelletier, 1992; Rahim, 1992; Jamal, 1990). Classic job-demands-control model theorizes that workers whose jobs have high demands (related to work overload) but given little control suffer most from stress relation problems (Karasek, 1979). Role overload and turnover intention were positively related and supported by a number of researchers (Diane Brannon, 2007). Glaser (1999) found significant relationship between role overload and stress and turnover. This

research assumes that stress will play an intermediary role between workload and turnover intentions.

In organizational behavior and organizational psychology, job satisfaction has been widely studied and is one of the most commonly measured organizational variables in both research and applied settings (Eric, 2007). According to Short (1987), a combination of psychological and environmental surroundings causes a person to make a statement —I am satisfied with my job| is job satisfaction. It is acknowledged to have high correlation with levels of intrinsic empowerment such as organizational and career development. It is identified to have high correlation with levels of intrinsic empowerment such as organizational and career development. It is commonly defined as —an affective response by an employee concerning his or her particular job and results from the employee’s comparison of actual outcomes with those of which are expected, needed, wanted or perceived to be a fair or just| (Cranny, 1992; Spector, 1996).

Numerous researches found that employees’ job satisfaction was influenced by stress as well as their performance at their workplace. This was because most of the organizations were more demanding in terms of the enhanced job outcomes (Simin Bemana, 2013). High levels of role stress were linked to low of job satisfaction which had been well established in the literature as a negative one (Ang, 2014). Role stress and emotional exhaustion has a negative impact on job outcomes such as job dissatisfaction as stated in the empirical studies in the literature regarding hospitality management (Karatepe, 2011). Role stress is also associated with turnover intentions when job satisfaction decreased. Many researchers believe role stress could be linked to job satisfaction and individual’s decision to leave his or her job. This is supported by Applebaum (2010) who stated that role stress influenced the job satisfaction which leads to low performance and higher intent to quit.

Many researchers had found that role stress significantly and negatively related to job satisfaction (Ang, 2014). Malik (2010) stated that job dissatisfaction, absenteeism and turnover intention were directly caused by role stress as in the traditional theory of role stress. Role ambiguity expectations were correlated with greater tension and job dissatisfaction than clear role expectations (Vandenberghe, 2011). Previous studies had shown the relationship between role stress and job satisfaction especially among service staffs, teachers and nurses (Cervoni, 2011; Crawford, 2010). On the other hand, a study of professional accountants revealed that role stress is directly significant with low job satisfaction and high intention to leave (Steven, 2010).

2.4 Job Satisfaction

Job satisfaction can affect the other variables such as turnover intention (Halil, 2010). Halil (2010) and Price (1981) reported that job satisfaction had an in direct influence on turnover through direct influence on formation of intent to leave. According to Munchinsky (1980) and Trevor (2001), job satisfaction had been found to have a direct significant relationship with turnover intention. Other research found that there was a significant negative relationship between job satisfaction and turnover intention (Morrison, 2000; McBey, 2001). Contradictory to other employment opportunities available, job satisfaction was the good predictor of turnover intention (Shields, 2001). There was a negative influence between job satisfaction and turnover intention as stated by El-Jardali (2007). Pertaining to Spector (1997), studies have been reasonably consistent in showing the correlation between job satisfaction and turnover intention. Employees with low job satisfaction are more likely to quit their jobs.

Another study by Chan (1997) had confirmed the relationship between job satisfaction and turnover intention, where every unit of reduction in job satisfaction reflected approximately a one half standard deviation increases to turnover intention. Liu (2006) reported that job satisfaction was negatively related to turnover intention. However, the lower the level of turnover intention when the staff was no longer retained in their jobs, the higher the level of job satisfaction and job performance and vice versa (Yang, 2010; Aghdasi, 2011; Yucel, 2012). Numerous studies had found job satisfaction was one of the factors for turnover intention and it was indicated that those with low job satisfaction were having a high turnover intention (Zopiatis, 2014). Job satisfaction was critical for any organizations. It was considered an important factor when it comes to employees' feelings about their commitment to the organizations as a predictor of turnover (Yucel, 2012).

Mbah (2012) reported that the greater the job satisfaction, the lower the turnover intention. This finding confirmed earlier literature that suggested a person with a high level of job satisfaction holds a positive attitude and commitment towards the job and in contrast, the people who are less likely to be satisfied with the job, hold negative attitude about the job. It means that the employees who are satisfied with their jobs will perform consistently well without the intent to quit their job. It was proposed that job satisfaction reduced the employees' turnover intention. According to Drenzo (2011) and Hom (2012), job satisfaction was an affective factor of motivation that would prevent employees from thinking about quitting. Technically, the differences in the point to which job satisfaction was found rising or declining also explain for a change in employees' turnover intention (Chen 2011). Ahmad Bashir (2012) concluded that job satisfaction was negatively correlated with turnover intention. The current research predicted that the more employees are satisfied with their jobs, the lower the intention to leave the organizations.

2.5 Mediator (Job Satisfaction) on the Relationship between Role Stress and Employees' Turnover Intention

In several disciplines such as, psychology, sociology, economics and organizational behavior turnover has long been an important part of research (Williams, 1986). Many researchers had postulated and identified a number of variables as being linked with turnover, satisfaction, commitment and intention to quit have been commonly accepted as important precursors to turnover. There is considerable support for the notion that intention to quit is probably the most important and immediate antecedents of turnover decisions (Mobley, 1979; Bluedorn, 1982). Podsakoff and his colleague (2007) had reported that when hindrance-stressors decrease, job satisfaction and turnover intention increase and turnover intention decrease when challenge-stressors increase by using meta-analysis technique.

Earlier studies suggested that job satisfaction may play a mediating variable between role stress and employees' turnover intention. There is a perception based on previous research which suggested that a stressful workplace environment lead to negative effect on job satisfaction (e.g., Kemery, et. al., 1985; LeRouge, et. al., 2006; Parasuraman et. al., 1984; Tuten et. al., 2004). Wide-spread data showed that job satisfaction decreases intention to leave the organization (e.g., Blau, 2007; Laveret.al., 2001; Poon, 2004; Tett et. al., 1993). Villanueve (2009) found that job satisfaction partially mediated the relationship between role stress and employees' turnover intention.

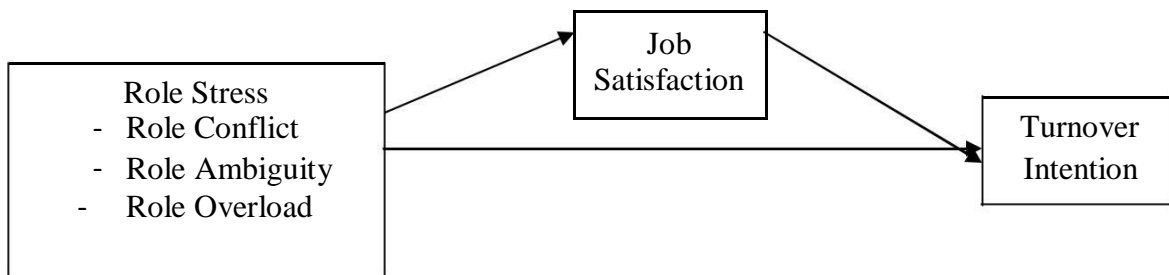


Figure 1: Conceptual framework

3. Analysis

3.1 Reliability Test

Table 1.1: Interpretation of Cronbach's Alpha

Dimensions	Cronbach's Alpha	Strength of Association
Role Conflict	0.708	Good
Role Ambiguity	0.829	Very Good
Role Overload	0.774	Good
Job Satisfaction	0.807	Very Good
Turnover Intention	0.865	Very Good

Based on Table 1.1, Cronbach's Alpha values for each predictor variables were as follows: Role conflict 0.708, Role ambiguity 0.829 and Role overload 0.774. The Cronbach's Alpha of mediator variable was 0.807 for Job satisfaction. The Cronbach's Alpha for the dependent variable (turnover intention) was 0.865.

3.2 Pearson Correlation Analysis

Table 1.2: Means, Std. Deviation and Correlations of role stress on turnover intention, job satisfaction

	Means	Std. Deviation	(1) RC	(2) RA	(3) RO	(4) JS	(5) TI
Role Conflict	2.7188	.77449	(0.708)				
Role Ambiguity	4.0613	.54479	-0.274**	(0.829)			
Role Overload	2.7912	.70745	0.362**	-0.058	(0.774)		
Job Satisfaction	3.8190	.44961	-0.044	0.454**	-0.002	(0.807)	
Turnover Intention	2.5825	.87221	0.260**	0.005	0.549**	-0.258**	(0.865)

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

* Correlation is significant at the 0.05 level (2-tailed).

Role conflict and role overload had a positive significant relationship with turnover intention. However, role ambiguity did not have any significant relationship with turnover intention. Thus, hypothesis 1 was partially supported.

Role conflict and role overload did not have any significant relationship with job satisfaction. Fortunately, role ambiguity had a positive significant relationship with job satisfaction. Hence, hypothesis 2 was partially supported.

The Pearson product moment correlation coefficient was used to determine the relationship between job satisfaction and turnover intention and hypothesis was supported since job satisfaction had a negative significant relationship with turnover intention. When job satisfaction level decreased, employees' turnover intention increased.

3.3 Multiple Regression Analysis

Table 1.3: Multiple regression analysis for the relationship between mediator variable (job satisfaction) on the relationship between role stress and employees' turnover intention

Model 1	P value	Total Effect Model	Direct Effects	Indirect Effects
Role conflict	0.5385			
Job satisfaction	0.0000			
Model 2				
Role conflict	0.0002	0.0002	0.0002	
Job satisfaction	0.0000			0.5518
Turnover intention	0.0000	0.0000		

Model 1	P value	Total Effect Model	Direct Effects	Indirect Effects
Role ambiguity	0.0000			
Job satisfaction	0.0000			
Model 2				
Role ambiguity	0.0830	0.9494	0.0830	
Job satisfaction	0.0000			0.0001
Turnover intention	0.0000	0.0000		

Model 1	P value	Total Effect Model	Direct Effects	Indirect Effects
Role overload	0.9767			
Job satisfaction	0.0000			
Model 2				
Role overload	0.0000	0.0000	0.0000	
Job satisfaction	0.0000			0.9771
Turnover intention	0.0000	0.0012		

Dependent Variable: m_turnover intention

p < 0.10*

p < 0.05 **

p < 0.01***

Table 1.3 showed the results of regression analysis done by deliberating independent variables; role conflict, role ambiguity, role overload, job satisfaction and the dependent variable turnover intention. Then the regression analysis was carried out by controlling the variable turnover intention by using Andrew Hayes (2013) procedure.

Based on the first table (role conflict), showed that p-value of role conflict is not significant (0.5385) and job satisfaction is 0.0000. Meanwhile total effect model showed that role conflict is significant (0.0002) with turnover intention. When conflict is higher it tends to quit the job and less of satisfied. When the job satisfaction is added in an equation, direct effects showed that no changes happened and indirect effects showed that not significant (0.5518). This first equation proven that job satisfaction is not a mediator between role conflict and employees' turnover intention.

Based on the second table (role ambiguity), showed that p-value of role ambiguity is significant with job satisfaction. Total effect model showed that role ambiguity is not significant (0.9494) with turnover intention. The higher the ambiguity the higher the worker satisfied the less of intent to quit. When the job satisfaction is added in an equation, direct effects model showed (0.0830) is almost significant when the p-value is (10%) and indirect effects model showed that 0.0001 significant. This second equation proven that job satisfaction is a partially mediates the relationship between role ambiguity and employees' turnover intention.

Based on the third table (role overload), showed that p-value of role overload is not significant (0.9767) with job satisfaction. Meanwhile, total effect model showed that role overload is significant (0.0000) with turnover intention (0.0012). This shows that higher of overload less of satisfaction and higher on the intent to quit. As job satisfaction is added an equation, direct effects model showed that no changes occurred and indirect effects model showed that no significant (0.9771) relationship between role overload and employees' turnover intention.

4. Discussion

When an employee feel extremely stressed in the workplace, he or she will try to overcome the stress and the intent to quit the job will indirectly increase. Based on the results, it was concluded that the work overload will create the intent for employees to quit their jobs. This result analysis was not supported by Layne (2004) who stated that was a significant relationship between role stress and turnover intention. Cote (2002) stated that stress was an emotion that could increase turnover. The managers or supervisors are encouraged to revise the shift rotation schedule among the employees. Conflict was one of the common issues at the workplace whether between the employees, the top management or the customers of the hotel. Proactive action needed to be taken by the managers or supervisors since they are responsible to overcome the conflict issues. Therefore, this issue can be resolved immediately.

Kats and Kahn (1996) stated that role stress consisted of role conflict, role ambiguity and role overload. A study by Ghapanchi and Aurum (2011) was done to discover the reason to ICT personnel's intentions to leave. They concluded that there were four factors that affected the employees' turnover intention, namely individual attributes, environmental factors, organizational factors, psychological factors and lastly job-related factors. Ghapanchi & Auurm (2011) also mentioned that under job-related factors, there were several components that resulted in turnover intention. This included work stress, role conflict and role ambiguity. High level of work-related stress caused employees to underperform and dissatisfaction at work. It contributed to high turnover intention.

The higher the role stress level, the lower the job satisfaction. Employees who had lower role stress in any organizations, they were more satisfied with their jobs. Therefore, they will perform better hence bringing benefits to their organizations. In regards of role stress and job satisfaction, role conflict and role ambiguity have been acknowledged as managerial factors associated low job satisfaction (Cervoni, 2011).

Further research suggested that role stressors such as role ambiguity and role conflict have significant relationships with job satisfaction (Podsakoff, 2007). The results of the current study showed that both role conflict and role ambiguity were significant predictors of job satisfaction, as observed in other studies (Cervoni, 2011; Podsakoff, 2007; Vandenberghe, 2011). The stress at work caused by role ambiguity and role conflict had a significant negative impact on job satisfaction. It proved that the less role stress the workers experienced, the higher their satisfaction (Cervoni, 2011; Crawford, 2010; Podsakoff, 2007; Zapf, 2001). In situations where employees were unclear about their roles, the role stress level increases. As a result, satisfaction decreases and the employees will not be able to perform well. Consequently, the stress and satisfaction relationship in this study could be applied to achieve higher performance.

Based on Pearson Regression analysis, it was concluded that job satisfaction had a negative significant relationship with turnover intention. Wherever there was low level of employees' satisfaction in the hotel industry, the employees leave that organization intentionally. Job satisfaction tends to minimize the role stress and employees' turnover intention. When someone is dissatisfied with his or her job, the intention of quitting increased. Job satisfaction can affect many other variables such as turnover intention. Price (1981) and Ahmad (2012) reported that job satisfaction had an indirect influence on turnover through direct influence on formation of intent to leave. According to Trevor (2001) job satisfaction had been found to have directly significant relationship with turnover intention. The works of Karatapé's et al. (2006), Schwepker's (2001), Li & Tse's (1998) and Lam, Zhang, & Baum's (2001) were examples of studies that examined this relationship and concluded the same results. Additionally, the findings of this study were in line with previous results (Kim, 2011) where it suggested that the relationship of job satisfaction with turnover intention was negative. This implied that when followers become satisfied (happy with what they do) and committed (enjoy the membership in organizations), their intentions to leave the organization would be diminished. Having variety and control over their jobs reflect higher level of involvement and commitment to their jobs and thus giving the employees greater satisfaction. Leaders should realize that having satisfied and committed employees would reduce their intention to leave. It will assist them in avoiding any associated costs such as recruitments and trainings.

Job satisfaction partially mediated the relationship of role stress on employees' turnover intention since it had a significant relationship with role stress and turnover intention. This is supported by the study of Villaneuva (2009). Therefore, it was concluded that in the presence of high level of conflict among the employees with their manager/supervisor or guests, the lower their satisfaction level. High level of conflict would sometimes cause the employees to feel less dedicated to the workplace as their commitment decreased. As a result, they would want to quit their jobs. Besides that, their performance at work would also be affected. The management needs to be constantly alert with their employees' performance to ensure that job dissatisfaction and job stress can be detected and mitigated at a very early stage. Failure to handle these issues may result in negative consequences such as turnover.

5. Conclusion

The goal of this study was to examine the influence of role stress on employees' turnover intention in the hotel industry: where job satisfaction and task performance acted as mediators. In order to be successful in this industry, it is necessary to ensure that the employees are satisfied with their work only then will they be able to perform in effectively.

The human resource in each hotel plays a crucial role in the success of the business. In the hotel business, employees are responsible in providing a good service to others, thus the whole performance of the business is dependent on the performance of the employees. Employees who perform effectively and work according to the standards established are prone to be more satisfied in their work.

Stress among the employees can easily be reduced by the management if they understand the hidden reasons of stress at the workplace. Most employees tend to become overworked because they have a fear of being laid off, excessive pressure to meet expectations. However, that does not increase the employees' job satisfaction. It only makes them feel obligated to perform while staff cutbacks make many employees work overtime and that can also increase stress excessively among the employees. Work related stress has been identified as a major hidden reason for employee job dissatisfaction and high turnover. This study clearly highlights that in order for hotels to improve their performance, it is necessary to provide pleasure/enjoyment to the employees at work which ensures the employees are not under excessive stress and pressure.

Considering the nature of the work within the hospitality industry, stress is a common element. Therefore, it depends on the management to devise which method or technique is suitable to reduce stress among employees. Otherwise, the quality of the employees' performance will hit a plateau or deteriorate with time.

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Asnaf Entrepreneur's Intention under Asnaf Entrepreneurial Program (AEP) Towards Zakat on Business

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Abstract – *This study examines the factors influencing the Asnaf entrepreneur's intention towards zakat in business. By tested the sufficiency and application the Theory Planned Behaviour (TPB) whereas examining the antecedents of attitude, subjective norms and perceived behavioural control towards Asnaf entrepreneur's intention. Asnaf entrepreneurs who are participated in the Asnaf entrepreneurial Programme (AEP) act as the contributors in solving the effectiveness in distribution issue. The rationale for the effectiveness distribution in Islam is to help and boost the social and economic life among Asnaf. Approximately 274 sets of questionnaires were distributed to Asnaf entrepreneurs conducted by Majlis Agama Islam Kelantan (MAIK) and Majlis Agama Islam Selangor (MAIS). Confirmatory Factor Analysis (CFA) was performed to examine the reliability and validity of the measurement, and the structural equation modelling techniques (SEM) were used to evaluate the casual model. The findings indicate that the strong predictive power of original TPB model to explain the Asnaf entrepreneur's intention towards zakat in business. Hence, the study provides an insight to zakat institution that the effectiveness of distribution of zakat encourage the collection of zakat thru the participation among Asnaf entrepreneurs.*

Keywords: Asnaf, Entrepreneur's Intention, Islamic Social Finance, Zakat

1. Introduction

In Islam, the social economic and contributions has a very essential in development of Ummah. The social economic in Islamic perspectives it is covered by Zakat. Zakat function is to foster a sense of caring among Muslims. In aggregation the Muslims beings, the zakat aims to help each other so that all Muslim live in peaceful situation. Zakat is consisting of zakat fitrah and zakat in wealth. Zakat instrument has always been emphasized in the Al Quran, such as in Surah An-Nur, verse 56:

“So establish regular Prayer and give regular Charity; and obey the Messenger that ye may receive mercy”.

The concept of zakat itself shown that the Islamic society stands for quality by ensures that has prevails in meeting and creating a balance in distribution of resources towards one who have less or focused on the poverty alleviation (Arif, Alwi, & Tahir, 2011). The Islamic society mostly highlighted the issue related zakat in wealth such as zakat in business. By focusing on zakat in business, the major target generally entrepreneurs. The entrepreneur development acts as an instrument in economic and necessary to be aware of any changes. The changes in the quantity and character will be give impact towards economic value added (Syed Zamberi, 2013). Therefore, it important to explore an extreme influence on the behaviour of entrepreneurs in making decisions (Lu & Chen, 2013). In Islamic perspectives, Muslim entrepreneurs stressed on the relationship between Men and Allah s.w.t (Hamid & Sa'ari, 2011). This relationship covered how entrepreneurs run the business depend on training and capital assistance. However, this condition is rooted by intention and effect of compliance behaviour among entrepreneurs in seeing according to Shariah (Hoque, Mamun, & Mohammad Ahshanul Mamun, 2014). Under shariah perspectives, the entrepreneur's compulsory to comply

with the zakat in business once it achieved the *Haul* and *Nisab*. The positive development of entrepreneurs successful in business is increasing in year 2015 by 9.5 percent (SSM, 2015). Badly, this positive movement in business against with zakat collection whereas it presented the lower zakat collection in business as compare with zakat on income (Lembaga Zakat, 2015). Therefore, zakat institution taken some alternative such as develop the Asnaf Entrepreneurial Programme (AEP). The rationale AEP is to encourage the increasing of zakat payer among the successful Asnaf. Significantly, this programme relatively gave the positive impact towards the collection (Ab Rahman, 2014). Nevertheless, Asnaf development is positively influenced by the quality of distribution. By developing this programme, it will improve the issue of dissatisfaction among Asnaf towards the process of distribution (Rahman, 2014).

Moreover, previous studies have declared that AEP manipulates the economic status to Asnaf who become the entrepreneurs (Ab Rahman, 2014; Hairunizam, 2004). In the context of Asnaf entrepreneurs, many studies have interested with this field, but there are only limited on the factors highlighting the success of Asnaf (Hassan & Noor, 2015; Azman, 2014; Fatimah Salwa; 2014; Amirul; 2013). The successful of Asnaf found as a contributor towards the economy and social development. This development related with the effectiveness of zakat distribution in support the program for Asnaf to improve certain aspects. Such as, mind and attitude, basic needs and income increase (economic projects) (Patmawati Ibrahim & Ghazali, 2014). Since 2012, AEP found as successful programme, whereas early 2017, 19 Asnaf entrepreneurs out from Asnaf category. Majority it is covered small business such as bakery, frozen food and catering. Previously, in year 2016, 175 Asnaf entrepreneurs also successfully out from the Asnaf category (Izwan, 2017). This statistic shows that the big contribution of AEP towards Asnaf's life. Moreover, under this AEP it encourage the successful Asnaf entrepreneurs to become zakat payer (Hamid, 2013). Therefore, based on discussion above, it encourages the researcher to examine the Asnaf entrepreneur's intention who are under AEP towards zakat in business.

2. Literature Review

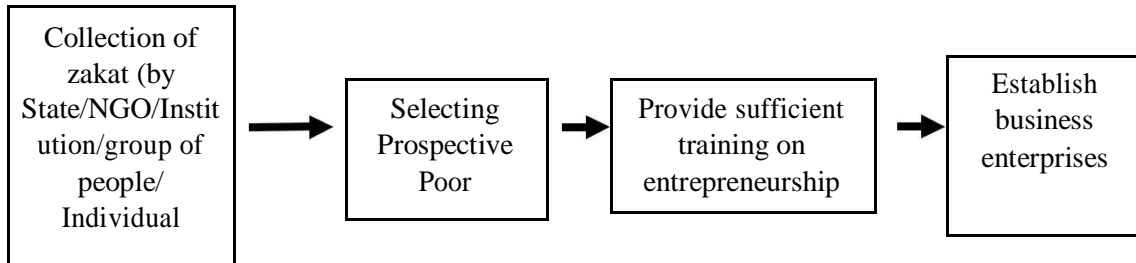
2.1 Entrepreneurs and Intention

The entrepreneurs highly depend on the stability in the activity (Farkas & Gubik, 2013). Therefore, it is importance to researchers explore the entrepreneur's decision making towards long term process. Previously, many researcher interested explored by underlying assumptions of the theory planned behaviour (TPB) and related with entrepreneurship such as (Amran, Saif Ur Rehman, Shaghayegh, & Jabeen, 2013; Hrubes, Ajzen, & Daigle, 2001). However, it only focused on the youth behaviour and microfinance facility influence the entrepreneurship involvement.

2.2 Asnaf Entrepreneurial Programme

Considering Asnaf categories, the zakat institution produces the effective way for these categories to enhance the better life in social and economic under Asnaf Entrepreneurial Programme (AEP). This group will be given help and attention solely by certain parties for such purposes. This is because, they are unable to move on its own given the lack of suffered financial (Ab Rahman, 2014). The purpose of programme designed for the poorest Muslim group in Malaysia and fully supported by the zakat institutions based on the Asnaf Entrepreneur Development Model by (Mohd Abd Wahab Fatoni & Halim, 2008) such as exposure, education, implementation, marketing, monitoring, knowledge,

oriented planning, the religious and consultation. Based on the elements in model, it is developed the functions of mobilizing zakat in developing entrepreneurs among asnaf as well as based on the an entrepreneurs development process mode for zakat distribution presented as Figure 1 by (Nazamul Hoque & Mohammad, 2015);



Source: (Nazamul Hoque & Mohammad, 2015)

Figure 1: Zakat Distribution Entrepreneurs Development Process

Therefore, it achieved social and economic development, some of zakat institution in Malaysia concern in develop the entrepreneur among Asnaf such as Lembaga Zakat Selangor (MAIS) and Majlis Agama Islam Kelantan (MAIK). For instance, MAIS succeed distributed the mobile business to 45,000 asnaf under entrepreneurial program (Asnaf MAIS, 2015). This program has produced a successful entrepreneur in the retail, service, fast food providers and fishermen.

2.3 Underpinning theory based model for Zakat in Business

By extends TPB, the conceptual model in this study adding the one antecedent's factors as a mediator. The theory planned behaviour a well-established as general theory especially in social psychology (Ajzen, 1991). The rationale for the direct effect of perceived behavioural control (PBC) on behaviour lies in that given a sufficient degree of actual control over behaviour, people are expected to carry out their intentions when requisite opportunities and resources both are available.

i) Attitude and Asnaf Entrepreneur's Intention towards zakat in business

Previously, by examined 123 respondents, found that attitude as a measurement in theory planned behaviour (TPB) is significantly influence zakat compliance intention on saving (Farah Mastura & Bidin, 2013). The effect of attitude on the intention has also been validated in the banking domain. Results have showed that the attitude toward using Islamic banking by customer such as significantly affects their intention to adopt the proportion of Malaysian Muslims' awareness of the Islamic banking products and services depends on service quality that may influenced intention (Amin & Isa, 2008)

ii) Subjective Norms and Asnaf Entrepreneur's Intention towards zakat in business

The effect of subjective norm on behavioural intention has been validated in numerous studies of production and management engineering department which is develop the understanding of the factors that influence knowledge sharing behavioural within an organisational framework. The results indicate that the intention to share knowledge is mainly influenced by employees' attitude and subjective norms (Chatzoglou & Eftichia, 2009). Likewise, intention are an outcome of the satisfaction process that contributed into two categories; economic behaviour and social behaviours (Kaur Sahi & Gupta, 2013). The social behavior depends on the social influences resistant that intentions that predict the behavior (Galan-ladero, Galera-casquet, & Wymer, 2013).

iii) Perceived Behaviour Control (PBC) and Asnaf Entrepreneur's Intention towards zakat in business

In applied the perceived behavioural control (PBC) in social science research significantly found that at he perceived behavioural control supported the intentioned in predicting the behavioural among college student (Montesarchio, 2009). Otherwise, at Chicago, by investigated the freedom of choice and perceived control declared that the importance relationship between preference for choosing and perceived control (Botti, 2004). It also supported by another studies in tourism, it professed a better understanding of the relationships between the dimensions of perceived behavioural control and customers' intention to help the effective marketing strategies increased intention to revisit (Yoo, 2011).

2.4 Theoretical Framework

The study mainly focuses on the entrepreneur who are succeed under Asnaf Entrepreneurial Programme by examining the intention towards zakat in business. The research framework for this study is primarily based on the (Ajzen, 1991) and supported with decomposed theory planned behaviour (DTPB)

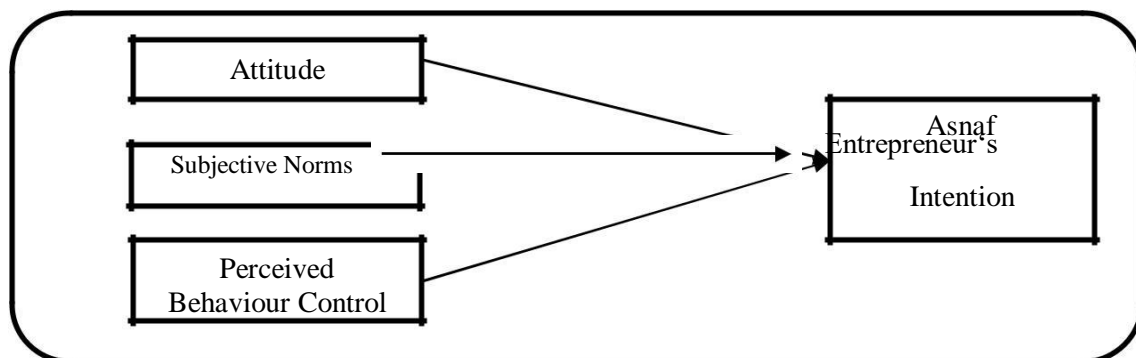


Figure 2 : The proposed theoretical framework

3. Methodology

3.1 Research Design

This study generally focused on the applied research whereas this study identified a problem in an economic and finance sector and applied an existing theory to solve the problem. Besides that, this study naturally applied the cross sectional or survey design. The cross sectional design explained a design entailing the collection of data on more than one case at a single point time in connection with two or more variables to detect patterns of association (Bryman, 2008).

3.2 Research Instruments Development

Asnaf entrepreneur's intentions towards zakat in business is the predictor as an endogenous variable for the first part. This endogenous variable supported by first exogenous variable namely attitude, subjective norms and perceived behavioural. All the exogenous variable depends on the other antecedents based on the decomposed components based on Table 1.1.

Table 1.1: Variables measurement

Variables	Sources	Total number of items
Antecedents of attitude; Belief Feeling	(Amna Sabir 2011; Farah Mastura & Bidin, 2015; Ram Al Jaffri, 2010)	10
Antecedents of subjective norm; Spouse Parent Friends Amil zakat	(Amna Sabir 2011; Farah Mastura & Bidin, 2015; Ram Al Jaffri, 2010)	16
Antecedents of perceived behavioural control Service Quality Position on Business income Rebate Knowledge	(Abd Halim, Nor Azizah, Norida Abu, & Zehan, 2015; Al-Jabari, 2013; Khalil Md Nor & Pearson, 2008)	17
Asnaf Entrepreneur's Intention	(Farah Mastura & Bidin, 2013; Ram Al Jaffri Saad, 2010)	10
Total		43

3.3 Study population

The study is conducted in the Malaysia that focused of two states from East Coast Region state and West Coast known as Kelantan and Selangor. Kelantan state is chosen because more than 90 percent of its population are Malays who are Muslims (Statistic, 2010). The Muslim entrepreneur's that supposedly in Malaysia there have 3,854 companies that majority from Sendirian Berhad (Sdn.Bhd) and Berhad. For the Sole Proprietries and partnership, it presented 101, 324 companies. These business and companies' statistics however majority 60% is Muslim (Companies Commission Malaysia, 2015). In Kelantan showed the higher of register in Companies Commission Malaysia among East Coast Region in Malaysia totally 192,911 and increase by 10% every year (Companies Commission Malaysia, 2005).

3.4 Sample size and Sampling Techniques

The selected sample size will also guide by the 5% level of significant at which the formulated hypotheses will be test. This level of significance is standard that specified for rejecting the null hypothesis. At this level of significance the level of confidence is 95% that normally used for research in social science (Saunders, Saunders, Lewis, & Thornhill, 2011). By applied the level of confidence, the sample size will be calculated based on formula (Mugenda, 1999) representing 274 respondents.

4. Data analysis

Data analysis involves steps such as coding the responses, screening the data, and selecting the appropriate data analysis strategy. These steps presented by (Churchill & Iacobucci, 2010) starting by identifying data entry errors and examine how appropriately the data meets the statistical assumptions. The screening involves running descriptive, missing, outliers, response bias, normality, multicollinearity and reliability of data. Then, it supported another several statistical tools and methods were employed for data analysis and hypotheses testing by using SPSS software version 18. This tool will be supported the analysing data by Structural Equation Modeling (SEM) using AMOS 18.0 software.

4.1 Statistical Analysis and Results

The profile of respondents, descriptive statistics of constructs, and data screening conducted at the first phase. Under data screening, it is consisting of missing data, outliers, factor analysis, normality, linearity and homoscedasticity, multicollinearity, correlations, reliability and validity. These are followed by the analysis on the structural equation modeling's (SEM). It included the goodness of fit of measurement, structure and hypothesized model. In the end, the results of hypotheses testing are presented. Table 1.2 shown the profile of respondent based on the frequency descriptive.

Table 1.2: Respondent's Profile ($N= 274$)

Variable	Category	Frequency	Percentages %
Gender	Male	88	32.1
	Female	186	67.9
Marital Status	Single	60	21.9
	Married	160	58.4
	Others	54	19.7
Age	20 – 29	61	22.3
	30 – 39	128	46.7
	40 – 49	59	21.5
	50 – 59	26	9.5
Education	SPM	100	36.5
	STPM	122	44.5
	Diploma	27	9.9
	Bachelor's Degree	17	6.2
	Others	8	2.9
Types of business	Services	59	21.5
	Food	122	44.5
	Retail	44	16.1
	Tailor	49	17.9
No of independent	1-5	111	40.5
	6 – 10	84	30.7
	11 – 15	55	20.1
	16 – 20	23	8.4
	21 – 25	1	0.4
Gross income	RM 3500-5000	22	8.0
	RM 5500-7000	90	32.8
	Above RM 10000	162	59.1

4.2 Structural Equation Model Results

After the measurement model achieved the goodness of fit model, convergent and discriminant validity, then the model was applied into structural model. In this model, purposely for determine the relationship among constructs and to achieve the hypotheses in this study. The Asnaf's Intention is the endogenous variables which are determined by exogenous variables namely attitude, subjective norms and perceived behavioral control Figure 3 illustrated the full structural model. It indicated that all goodness of fitness are supported. The goodness of fit indices has shown satisfactory results. The structural model fit to the data with value of ChiSq/df=3.172 the CFI=0.905, IFI=0.905, TLI=0.887, NFI=0.863, RFI=0.843 and root mean RMSEA=0.089. It shows that, all fit indices was achieved. It shows that all the indices value exceeded the commonly accepted levels, indicating that the model can be used to determine the hypothesis in this study.

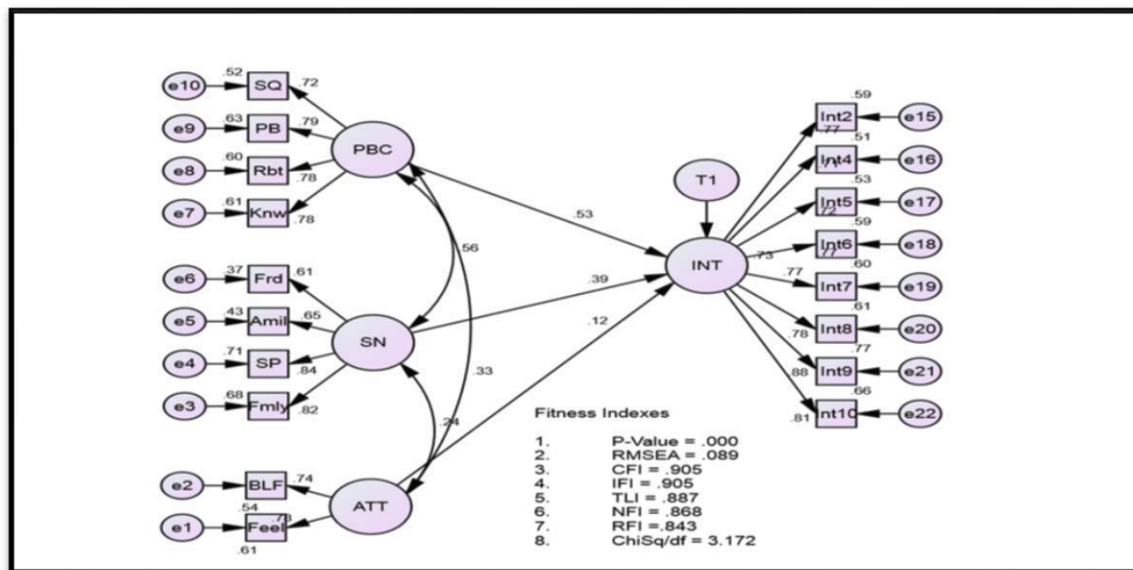


Figure 3: Structural Modelling

Assessment of the structural model was conducted to determine the predictive power of the model (which is to demonstrate the extent of explained and unexplained variances) and to analyze the hypothesized relationships among the latent constructs proposed. Predictive power of the model is determined using the standardized results (Factor loading) which is above 0.7 and significant value at the level of $\rho=0.05$. The results of hypothesis testing for Asnaf entrepreneur's intention as shows detailed in the Table 1.3.

Table 1.3: Results of Hypothesis Testing for Asnaf's Intention and Attitude, Subjective norms and Perceived Behavioural control

Hypothesis	Relationship between exogenous and endogenous variables	Standardized coefficient (β)	Critical Ratio (CR)	ρ value	Results
H1	Int <-- ATT	0.118	2.297	0.022**	Supported
H2	Int <-- SN	0.394	6.492	0.001***	Supported
H3	Int <-- PBC	0.521	7.658	0.001***	Supported

Note: Int= Asnaf's intention, ATT=Attitude, SN=Subjective Norms and PBC= Perceived Behavioural Control, * $\rho < 0.01$, ** $\rho < 0.05$, *** $\rho < 0.001$.

5. Discussion

This study mainly focused on the Asnaf entrepreneur's intention towards zakat in business. Significantly, this study examines the relationships of antecedent's factors (attitude, subjective norms and perceived behavior control. In concern to the first research objective and question, this study developed three main hypotheses related to the relationship between attitude, subjective norms, perceived behavioural control and Asnaf entrepreneur's intention towards zakat in business. The findings indicate that all the hypotheses tested are supported at significant level $p > 0.001$. By utilized the Decomposed Theory Planned Behaviour (DTPB) stated by Taylor and Todd (1995) as a basis in developing the research framework. This theory supported the three factors positively affects the individual's intention.

Under DTPB, it decomposes the three factors into specific beliefs. This section will specifically focus on the research objectives and hypotheses posited in this study. The result also validated the robustness of the TPB to explain intention to participate towards zakat in business. Several studies have shown the usefulness of the TPB model in predicting intention to use financial services such as Islamic banking and credit cards (Rutherford and DeVaney, 2009; Hasnah *et al.*, 2011; Raedah *et al.*, 2011; Siang and Weng, 2011; Huda *et al.*, 2012; Syed *et al.*, 2012). The analysis confirms many previous findings presented in the literature review. The findings provide support for the theory whereas positively give the effect towards individual's intention. It has been demonstrated that the intention model in this study is a rigorous framework when it comes to explaining or predicting variations in Asnaf entrepreneur's intention.

Firstly, the results indicated that the attitude significantly support the Asnaf entrepreneur's intention. It have been supported by previous studies with the different field such as (Amin & Isa, 2008). It indicated that the most important and significant factors of customer attitude in Malaysian Islamic banking. Secondly, for the next relationship which is indicated the significant effect between Subjective norms and Asnaf entrepreneur's intention. Generally, this finding have similar to previous studies such as (Chatzoglou & Eftichia, 2009; Gopi & Ramayah, 2007). Thus, it concludes that the subjective norms positively encourage the Asnaf entrepreneur's intention. Finally, the perceived behaviour control has a direct significant effect on the Asnaf entrepreneur's intention. This is supported by numerous past studies (Kim, 2012; Montesarchio, 2009; Pacheco, Lunardo, & dos Santos, 2013). Therefore, the study confirmed planned behaviour theory (TPB) through the examination of the model fit as an interaction to help better explain, analyse and understand the Asnaf entrepreneur's intention.

6. Limitation and Suggestions for Future Research

The use of purposive sampling is one of the important shortcomings of this research. The model applied in this research offers the several prospects to expand the existing study. Future researchers can add many other critical concept such as spiritual or religion factor as an important antecedent. Future research is needed to consider across more than a Asnaf entrepreneurs population by replicating the study of zakat in business. Next limitation is given that this study has been conducted in the context of Malaysian entrepreneurs. Thus, to generalize the results of this study beyond Malaysia, further studies need to verify whether the findings of this study is consistent with the findings from other countries. Finally, this study was a cross sectional study which is measures the intention effect at a single point in time. The limitation for this cross-sectional study is the restriction of ability to prove a cause effect. Therefore, it

recommends that the future research should be apply a longitudinal design. It will support the evaluation of the validity the results since the individual's attitude and intention are possible to change over time.

7. Conclusion

The research investigates the antecedents of intention TPB model. All directs paths are found to be significantly related to Asnaf entrepreneur's intention. The objectives of the study are to determine the factors influencing the Asnaf entrepreneur's intention. The study also seeks to identify the effect of the antecedent's factors on the main factor. From the results obtained, the theoretical framework s significantly validated.

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Elemen Pengurusan Islam Dalam Pentadbiran Wakaf; Kajian Awal Terhadap Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) Dan Perbadanan Wakaf Selangor (PWS)

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Abstrak - Artikel ini akan membincangkan mengenai penerapan elemen pengurusan Islam dalam pentadbiran wakaf. Institusi wakaf sebenarnya mempunyai peranan yang amat signifikan dalam membangunkan sosioekonomi umat Islam. Walaubagaimanapun, sumbangannya pada masa kini semakin merosot dan mengecil sehingga gagal memberi impak yang bermakna kepada kesejahteraan umat Islam. Di antara kelemahan yang dikenalpasti dalam adalah dari segi amalan dan fungsi pengurusan. Justeru, artikel ini telah membincangkan mengenai pemantapan pentadbiran wakaf melalui penerapan elemen pengurusan Islam. Kajian ini dijalankan secara kualitatif dengan menggunakan kaedah temubual dan kajian dokumen untuk mendapatkan data-data mengenai beberapa buah agensi pentadbir wakaf di Malaysia. Hasil kajian ini mendapati bahawa elemen pengorganisasian merupakan salah satu fungsi pengurusan telah dilaksanakan oleh agensi-agensi pentadbir wakaf. Namun begitu, pelaksanaannya masih belum sempurna dan perlu kepada penambahbaikan. Oleh yang demikian, para pentadbir wakaf disarankan agar menerapkan empat langkah asas elemen pengorganisasian, iaitu pembahagian kerja, penjabatan, pembentukan struktur organisasi dan penyelarasan dengan lebih baik supaya dapat meningkatkan dan memperbaiki peranan dan sumbangan institusi wakaf ke arah kesejahteraan umat Islam di Malaysia.

Kata kunci: wakaf, elemen pengorganisasian, pengurusan Islam, pentadbiran wakaf,

1. Pengenalan

Kajian ini meneliti langkah-langkah yang perlu diambil untuk memantapkan pentadbiran wakaf di Malaysia. Ia akan membincangkan mengenai penerapan salah satu elemen pengurusan Islam, iaitu elemen pengorganisasian oleh dua buah agensi pentadbir wakaf iaitu Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS). Kajian ini bertujuan untuk membantu agensi-agensi pentadbir wakaf untuk memantapkan pentadbiran wakaf melalui penerapan dan pelaksanaan elemen-elemen pengurusan Islam.

2. Konsep Pentadbiran Wakaf dan Pengurusan Islam

Dari segi bahasa, wakaf bermaksud berdiri, berhenti atau menahan. (Ibnu Manzur, 1993, al-Razi, 1967). Kamus Dewan (2007) pula mentakrifkan wakaf sebagai sesuatu yang diberikan untuk kegunaan orang ramai sebagai derma atau sesuatu yang diberikan atau diuntukkan bagi keperluan yang berkaitan dengan agama Islam. Al-Zuhayli (2011) pula mendefinisikan wakaf sebagai menahan sesuatu harta yang boleh dimanfaatkan serta kekal, *ain* harta tersebut dan terputus hak pengurusannya daripada pewakaf dan selainnya, untuk tujuan perbelanjaan yang harus, sama ada diambil daripada hasil wakaf itu atau menggunakan hasil wakaf tersebut untuk tujuan kebajikan dan mendekatkan diri kepada Allah SWT. Manakala, Jabatan Wakaf, Zakat dan Haji (JAWHAR, 2017) pula mendefinisikan wakaf sebagai apa-apa harta yang ditahan hak pewakaf ke atas harta tersebut daripada sebarang urusan jual beli, pewarisan, hibah dan wasiat di samping mengekalkan sumber fizikalnya. Amalan wakaf disyariatkan agar membolehkan umat

Islam menjana pahala serta mendekatkan diri kepada Allah SWT. Di samping itu, ia amat berpotensi untuk memberi impak yang besar kepada pembangunan sosioekonomi dan kesejahteraan ummah, serta mampu memberi keuntungan besar kepada umat Islam (Ohman Sabran, 2002). Di antara dalil yang mensyariatkan amalan wakaf ini adalah nas daripada Surah Ali _Imraan (3):92 yang bermaksud :

“Kamu tidak sekali-kali akan dapat mencapai (hakikat) kebajikan dan kebaktian (yang sempurna) sebelum kamu dermakan sebahagian dari apa yang kamu sayangi.” Al-Qurtubi (1960), Ibn Kathir (1997) dan Ibn _Asyur (1984) mentafsirkan ayat ini dengan membawakan kisah wakaf telaga *bi"ru haa"* yang dilaksanakan oleh salah seorang sahabat Rasulullah SAW, iaitu Abu Talhah r.a.. Walaupun *bi"ru haa"* merupakan sebuah telaga yang sangat disayanginya, beliau tanpa teragak-agak terus mewakafkannya setelah turunnya ayat ini. Kisah ini memberikan satu petunjuk yang jelas bahawa wakaf merupakan sebahagian daripada amalan sedekah yang amat digalakkan oleh syariat Islam.

Tanggungjawab pentadbiran wakaf tersenarai di bawah Senarai II, Senarai Negeri, Jadual Kesembilan Perlembagaan Persekutuan yang menetapkannya terletak di bawah kuasa Sultan sebagai ketua Agama Islam negeri yang telah mewakilkannya kepada Majlis Agama Islam Negeri (MAIN). Contohnya, Seksyen 61, Enakmen Majlis Agama Islam dan Adat Istiadat Melayu Kelantan Bil. 4/1994 memperuntukkan bahawa Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) adalah pengawal tunggal kepada semua wakaf, samada wakaf am atau khas. Berdasarkan peruntukan tersebut, setiap negeri mewujudkan sebuah bahagian atau unit pentadbiran wakaf yang berada di bawah Majlis Agama Islam Negeri (MAIN) masing-masing. (Baharuddin Sayin et.al., 2015). Menurut Mohd Afandi Mat Rani, et. al (t.t), pentadbiran wakaf di Negeri Johor, Kedah dan Pulau Pinang dilaksanakan oleh Bahagian Wakaf, manakala Negeri Kelantan, Melaka, Pahang, Perak dan Terengganu meletakkan tugas tersebut kepada Unit Wakaf yang berada di bawah beberapa bahagian seperti Bahagian Pembangunan, Bahagian Hartanah dan Pembangunan, Bahagian Pengurusan Mal, Bahagian Wakaf dan Sumber Am, Bahagian Baitulmal dan Bahagian Aset. Sebagai contoh, pentadbiran wakaf oleh Majlis Agama Islam dan Adat Melayu Terengganu dilaksanakan oleh Unit Wakaf yang diletakkan di bawah Seksyen Pembangunan Harta yang berada di bawah kawalan Bahagian Pengurusan Mal (MAIDAM, 2017). Bagi Negeri Selangor pula, Majlis Agama Islam Selangor (MAIS) telah menubuhkan sebuah anak syarikat, iaitu Perbadanan Wakaf Selangor (PWS) untuk mentadbir institusi wakaf di Negeri Selangor.

Dari segi bilangan kakitangan yang terlibat serta pembahagian tugas dalam pentadbiran wakaf, dapat dilihat bahawa sesetengah agensi pentadbir wakaf negeri hanya mempunyai bilangan kakitangan yang amat minimum dan terdapat juga agensi yang tidak mempunyai pembahagian tugas yang jelas. Sebagai contoh, Majlis Agama Islam Negeri Kedah mempunyai empat orang kakitangan yang bertanggungjawab mentadbir institusi wakaf di Negeri Kedah, iaitu seorang pegawai yang berfungsi sebagai Ketua Bahagian Wakaf, seorang Penolong Pegawai Hal Ehwal Islam serta dua orang Pembantu Tadbir. Manakala, dua lagi jawatan Pembantu Tadbir masih belum diisi. (MAIK, 2017). Bahagian Wakaf dan Baitulmal Negeri Sabah pula mempunyai 7 orang kakitangan, iaitu seorang pegawai yang bertindak sebagai Ketua Bahagian, seorang Penolong Pegawai Hal Ehwal Islam, 4 orang Pembantu Tadbir dan seorang Pekerja Awam. (MUIS, 2017). Bagi Negeri Melaka, tugas mentadbir institusi wakaf diserahkan kepada seramai 19 orang kakitangan dengan diketuai oleh seorang Pegawai yang dibantu oleh 2 orang Penolong Pegawai Tanah, 2 orang Penolong Pegawai Hal Ehwal Islam, 7 orang Pembantu Tadbir dan 7 orang Pembantu Hal Ehwal Islam. Mereka

dibahagikan kepada beberapa unit iaitu Penguatkuasaan Tanah, Pendaftaran dan Pengurusan Tanah, Wakaf dan Masjid / Surau. (MAIM, 2017)

Dalam hal ini, agensi pentadbir wakaf perlu mengkaji dan meneliti semula kesesuaian dan kemampuan unit atau bahagian yang ditugaskan untuk melaksanakan pentadbiran wakaf. Antara perkara-perkara yang perlu diberi perhatian adalah bilangan kakitangan, kelayakan kakitangan, pembahagian tugas dan jumlah beban tugas yang ditanggung oleh kakitangan yang terlibat. Harta wakaf amat perlu diurus oleh mereka yang berkepakaran dan berkebolehan untuk membangunkannya agar amalan wakaf dapat memberi sumbangan kepada pembangunan dan kesejahteraan ummah.

Dewasa ini, institusi wakaf didapati sudah tidak lagi memainkan peranan yang berkesan kepada pembangunan sosioekonomi umat Islam. Agensi-agensi pentadbir wakaf dilihat tidak berdaya saing dan menghadapi pelbagai masalah dalam menguruskan institusi wakaf. Siti Mashitoh Mahmood (2000) yang mengkaji peranan Majlis Agama Islam Wilayah Persekutuan (MAIWP) sebagai pemegang amanah tunggal harta wakaf di Wilayah Persekutuan Kuala Lumpur (WPKL) juga telah mendapati bahawa MAIWP tidak melaksanakan tugas tersebut dengan baik, dalam memenuhi niat dan hasrat para pewakaf serta untuk membangunkan harta-harta tersebut sebagaimana sepatutnya. Perkara ini berlaku kerana MAIWP sendiri menghadapi pelbagai permasalahan dan kelemahan dalaman dan luaran seperti masalah kewangan, pengurusan dan juga perundangan.

Justeru, agensi pentadbir wakaf amat perlu menumpukan usaha ke arah memantapkan sistem dan amalan pengurusan dalam usaha untuk meningkatkan prestasi dan memaksimumkan potensi sumbangan amalan wakaf kepada kesejahteraan masyarakat. Ketidakecekapan pengurusan akan mengakibatkan organisasi tidak dapat berfungsi dengan baik dan sebaliknya menjadi mundur ke belakang. Pengurusan yang lemah ini merupakan faktor utama yang mendorong ke arah kegagalan sesebuah organisasi. Selain itu, ia juga akan mengganggu kelancaran aktiviti-aktiviti organisasi, meningkatkan kos perbelanjaan mengurus dan seterusnya merosakkan imej organisasi. Sebaliknya, kecekapan mengurus sudah tentu akan meningkatkan kecekapan organisasi, menambahkan produktiviti, mengurangkan kos pengurusan, memperbaiki imej organisasi serta menambah nilai organisasi. Oleh yang demikian, sistem dan amalan pengurusan yang baik serta berkesan amat penting untuk diterapkan dan diamalkan oleh agensi-agensi pentadbir wakaf.

Pengurusan Islam adalah berteraskan kepada prinsip tauhid. Manusia selaku hamba dan khalifah Allah SWT perlu menyempurnakan amanah yang diterima dengan cara melakukan amalan yang soleh serta melaksanakan amalan syura di dalam organisasi. Pengurusan penting untuk membina peradaban yang berlandaskan tauhid dan diredhai Allah SWT. Ianya menghapuskan fasad, menegakkan keadilan serta bermatlamat mengejar al-falah iaitu kejayaan di dunia akhirat. (Rasid Muhamad, Mohd Yadman & S.Salahuddin, 2010).

Falsafah pengurusan Islam menekankan bahawa manusia mempunyai dua fungsi utama, iaitu sebagai hamba dan khalifah. Perlakuannya di dalam organisasi hendaklah tidak melampaui dua fungsi ini. Pengurusan adalah berkaitan dengan konsep amal. Islam mementingkan amal yang terbaik bukan sahaja pada pandangan manusia, tetapi menurut pandangan Allah. Manusia adalah makhluk sosial yang saling memerlukan. Organisasi adalah tapak atau wadah untuk manusia beramal dan saling membantu. (Mustafa Haji Daud, 1994).

Pengurusan Islam mempunyai matlamat yang selari dengan matlamat atau maqasid syariah iaitu menjaga agama, nyawa, harta, akal serta maruah dan keturunan. Matlamat menjaga agama bermaksud aspek agama perlu diteliti dan dititikberatkan dalam setiap urusan pekerjaan. Menjaga nyawa pula boleh difahami dengan mengambil berat mengenai keselamatan pekerja dan masyarakat dalam setiap urusan dan tindakan. Matlamat menjaga harta pula bererti konsep pengurusan Islam menolak sebarang pencerobohan ke atas harta orang lain serta menekankan konsep mendapatkan harta dengan cara yang halal di samping keperluan untuk menjaga harta organisasi dengan berhemah. Seterusnya, pengurusan Islam juga mementingkan penjagaan akal supaya sentiasa disuburkan secara positif dan dibimbing dengan semangat syura serta panduan Al-Quran dan al-Sunnah. Penjagaan maruah dan keturunan juga dititikberatkan dalam pengurusan Islam dengan cara mempertingkatkan kesedaran beragama dalam kalangan pekerja dan masyarakat serta memupuk budaya dan amalan kerja yang baik dan mengikut batas syarak. (Rasid Muhamad, Mohd Yadman & S.Salahuddin, 2010).

Organisasi boleh ditakrifkan sebagai suatu entiti sosial yang terdiri daripada dua atau lebih manusia, direkabentuk untuk mencapai hasil tertentu serta mempunyai struktur pembahagian tugas dan tanggungjawab dalam kalangan ahli organisasi (Aizzat Mohd Nasruddin, Intan Osman & Zainal Ariffin Ahmad, 2006). Pengurusan merupakan usaha ahli organisasi dalam melaksanakan proses perancangan, pengorganisasian, kepimpinan dan pengawalan dengan memanfaatkan semua sumber organisasi demi mencapai matlamat organisasi. (Stoner dan Wankel, (1984) dalam Ab. Mumin Ab. Ghani, 2006; Abu Bakar Hamed, Rusmala Mohd Daud & Siti Nabihah Abdul Khalid, 2007). Keempat-empat elemen ini amat penting untuk diterapkan secara praktikal di dalam amalan pengurusan wakaf demi memastikan institusi wakaf mampu berfungsi dengan cemerlang sebagai agen penyebar kesejahteraan ummah. Walaubagaimanapun, kajian ini hanya akan menumpukan kepada penerapan elemen pengorganisasian dalam pengurusan wakaf sahaja. Elemen pengorganisasian ini merupakan topik yang amat wajar diperhatikan dan diberikan tumpuan dalam usaha untuk menjana penambaan dalam pengurusan wakaf. Ini memandangkan sebuah organisasi yang telah disusun dengan baik sudah pasti akan mampu menguruskan perjalanan aktiviti-aktivitinya dengan cemerlang.

Pengorganisasian ditakrifkan sebagai penyusunan sumber-sumber organisasi dalam bentuk kesatuan dengan cara yang berkesan agar matlamat dan objektif organisasi yang telah dirancang akan dapat dicapai (Ahmad Ibrahim Abu Sin, 2008; Abu Bakar Hamed, et. al., 2007; Rasid Muhamad, et. al. 2010). Sistem pengorganisasian adalah penting bagi mencapai matlamat organisasi. Struktur organisasi yang baik terhasil daripada proses pengorganisasian yang menunjukkan rangkaian arahan dan autoriti yang baik. Pengorganisasian yang berkesan akan membantu pengurus menyelaraskan sumber manusia dan bahan dengan baik. (Aizzat, et. al, 2006). Pengorganisasian merupakan elemen yang sangat penting dalam pelaksanaan praktikal pengurusan. Ia adalah kesinambungan kepada elemen perancangan. Pengorganisasian adalah proses penentuan tenaga, terutama tenaga manusia supaya dapat diurus dan disusun rapi agar matlamat organisasi tercapai. Ia melibatkan proses menentukan tenaga kerja tertentu, mengenalpasti tenaga yang terlibat, dan menentukan kesesuaian bakat, potensi serta kemampuan seseorang pekerja.

Elemen pengorganisasian ini juga ada dijelaskan di dalam al-Quran al-Karim, sebagaimana firman Allah SWT di dalam Surah al-Saff, (61):4 yang bermaksud :

“Sesungguhnya Allah mengasihi orang-orang yang berperang untuk mempertahankan agamanya, dalam barisan yang teratur rapi, seolah-olah mereka sebuah bangunan yang tersusun kukuh.”

Begitu juga dengan firmanNya dalam Surah al-Taubah (9):71 yang bermaksud,

“Dan orang-orang yang beriman, lelaki dan perempuan, setengahnya menjadi penolong bagi setengah yang lain, mereka menyuruh berbuat kebaikan, dan melarang daripada berbuat kejahatan, dan mereka mendirikan sembahyang, dan memberi zakat, serta taat kepada Allah dan rasulNya. Mereka itu akan diberi rahmat oleh Allah, sesungguhnya Allah maha kuasa, lagi maha bijaksana.”

Kedua-dua ayat al-Quran ini memberikan asas yang jelas mengenai kepentingan melaksanakan elemen pengorganisasian, iaitu dengan melaksanakan prinsip kerjasama dan bantu-membantu dalam sebuah organisasi yang tersusun.

Pelaksanaan elemen pengorganisasian oleh Rasulullah SAW pula dapat diperhatikan dalam sejarah peristiwa hijrah Rasulullah SAW ke Madinah yang telah merakamkan tindakan Rasulullah SAW memanfaatkan bakat dan potensi para sahabatnya. Rasid Muhamad, et. al. (2010) membawakan contoh Saidina Abu Bakar r.a dipilih dan dilantik untuk menemani Baginda SAW di sepanjang perjalanan ke Madinah al-Munawwarah, manakala Asma' r.a ditugaskan membekalkan makanan semasa Rasulullah SAW dan Abu Bakar r.a bersembunyi di Gua Thur. Amir bin Furaihah pula ditugaskan menggunakan ternakannya untuk memadamkan kesan jejak tapak kaki, manakala Abdullah bin Uraiqit pula bertidak sebagai sebagai penunjuk jalan.

Selain itu, contoh elemen pengorganisasian juga boleh dilihat melalui tindakan Rasulullah SAW mewujudkan beberapa jabatan selepas pembukaan Kota Mekah. Antaranya ialah penubuhan *Dar al-Nadwah* sebagai institusi perundangan dan pelaksanaannya, *al-Siqayah* sebagai jabatan air semasa musim haji, *al-Hijabah* sebagai jabatan yang menjaga dan memegang anak kunci Kaabah, *al-Rifadah* sebagai jabatan yang menjamin bekalan makanan kepada jemaah haji fakir miskin, *al-Imarah* sebagai jabatan yang menjaga kesucian kaabah dan *al-Sifarah* sebagai jabatan yang memutuskan perdamaian dan perbalahan puak. (Rasid Muhamad, et. al. 2010). Pada zaman pemerintahan Khalifah Umar al-Khattab r.a, beliau turut melaksanakan fungsi pengorganisasian dengan menubuhkan beberapa jabatan seperti sebuah jabatan wakaf yang dinamakan *Dar al-Daqiq* (rumah gandum) yang bertujuan mengumpulkan sumbangan derma dan sedekah selain daripada zakat. Jabatan ini juga bertanggungjawab mengagihkan sumbangan yang diterima kepada mereka yang berhak. (Mustafa Haji Daud, 1994).

Proses-proses pengorganisasian dilaksanakan dengan cara menyenaraikan kerja dan tugas yang perlu dibuat, membahagikan tugas mengikut kesesuaian, mewujudkan unit atau jabatan, mewujudkan penyelarasan, mengawasi pelaksanaan serta melakukan penyesuaian dan penambahbaikan. Secara umumnya, terdapat empat langkah asas dalam melaksanakan elemen pengorganisasian, iaitu :

2.1 Pembahagian Kerja

Menurut Stoner, Freeman & Gilbert (1995), pembahagian kerja adalah pemecahan sesuatu tugas yang kompleks supaya seseorang individu berupaya melakukan tugas yang khusus. Ianya dapat difahami sebagai pengkhususan tugas yang diberikan kepada seorang pekerja supaya mampu melaksanakannya dengan lebih fokus. (Abu Bakar Hameed, et.al, (2007). Ahmad Ibrahim Abu Sin (2008) menekankan kepentingan pemilihan tenaga kerja yang sesuai dan tepat untuk berada di tempat yang sesuai bagi melaksanakan sesuatu tugas. Ini sangat penting bagi membolehkan tugas tersebut dijalankan dengan berkesan dan baik.

2.2 Penjabatan

Penjabatan pula ditakrifkan sebagai pengumpulan aktiviti-aktiviti kerja yang sama dan berkaitan ke dalam unit-unit tertentu dalam usaha untuk menambahkan keberkesanan penggunaan sumber-sumber organisasi (Abu Bakar Hameed, et.al, (2007); Aizzat, et. al, 2006). Terdapat tiga corak penjabatan, iaitu corak fungsian, corak bahagian dan corak matrik.

Penjabatan corak fungsian dilakukan dengan mengumpulkan para pekerja mengikut kemahiran dan bidang kepakaran. Berbeza dengan penjabatan corak fungsian, penjabatan corak bahagian pula mengumpulkan para pekerja dengan kemahiran yang pelbagai mengikut jenis produk, pelanggan atau wilayah geografi. Manakala, penjabatan corak matrik pula berbentuk gabungan di antara penjabatan corak fungsian dan corak bahagian. (Aizzat, et. al, 2006).

2.3 Pembentukan Struktur Organisasi

Pembentukan struktur organisasi merupakan salah satu ciri asas dalam proses pengorganisasian. Terdapat beberapa konsep yang berkait rapat dengan struktur organisasi, iaitu pembentukan carta organisasi, rangkaian arahan atau garisan autoriti yang tidak terputus antara peringkat paling rendah dengan peringkat paling tinggi, jangkauan kawalan oleh pengurus kepada subordinat di bawahnya, struktur yang berbentuk tinggi atau leper, konsep tanggungjawab dan kebertanggungjawaban serta delegasi tugas dan autoriti daripada pengurus kepada pekerja peringkat bawah. (Aizzat, et. al, 2006). Struktur organisasi perlu dibentuk dengan betul agar dapat menggalakkan penyertaan kakitangan berkemahiran yang dapat meningkatkan prestasi organisasi berkenaan. Pembentukan struktur ini bererti wujudnya pemimpin pada peringkat-peringkat tertentu dan memerlukan kepada hubungan atasan dan bawahan yang baik. (Ahmad Ibrahim Abu Sin, 2008).

2.4 Penyelarasan

Penyelarasan merupakan satu langkah yang perlu dilakukan oleh seorang pengurus demi memastikan matlamat organisasi dapat dicapai. Ia dilaksanakan dengan mengintegrasikan aktiviti-aktiviti jabatan yang berlainan supaya mereka dapat berkomunikasi, memahami dan bekerjasama dalam satu pasukan. (Aizzat, et. al, 2006). Konsep penyelarasan ini juga dilihat bertepatan dengan konsep syura yang dianjurkan oleh Islam, sebagaimana firman Allah SWT di dalam Surah Ali _Imraan (3): 159 yang bermaksud :

“Maka dengan sebab rahmat (yang melimpah-limpah) dari Allah (kepadamu wahai Muhammad), engkau telah bersikap lemah lembut kepada mereka (sahabat-sahabat dan pengikutmu), dan kalaulah engkau bersikap kasar lagi keras hati, tentulah mereka lari dari kelilingmu. Oleh itu, maafkanlah mereka (mengenai kesalahan yang mereka lakukan terhadapmu), dan pohonkanlah ampun bagi mereka, dan juga bermesyuaratlah dengan mereka dalam urusan (peperangan dan soal-soal keduniaan) itu. Kemudian apabila engkau telah berazam (sesudah bermesyuarat, untuk membuat sesuatu) maka bertawakkallah kepada Allah, kerana sesungguhnya Allah mengasihi orang-orang yang bertawakkal kepadaNya.”

Rasulullah SAW sendiri sentiasa mengamalkan konsep syura dengan meminta pendapat para sahabat yang mempunyai pengalaman dan kepakaran dalam bidang masing-masing untuk menyelaraskan pelbagai urusan. Baginda SAW turut membentuk sebuah majlis syura yang dianggotai oleh 14 orang sahabat yang terpilih berdasarkan keilmuan, kebolehan analisis, keimanan, keintelektualan serta komitmen dalam perjuangan dakwah. (Ahmad Ibrahim Abu Sin, 2008).

Perbincangan di atas menunjukkan wujudnya kepentingan dan keperluan yang mendesak untuk memantapkan pentadbiran wakaf melalui penerapan elemen-elemen pengurusan Islam. Walaupun terdapat banyak kritikan dan komentar mengenai pelbagai permasalahan dan kelemahan yang wujud di dalam pentadbiran dan pengurusan wakaf di negara ini, masih tidak banyak kajian yang meneroka dan mendalami secara terperinci dan khusus mengenai topik ini bagi mencari jalan penyelesaian kepada permasalahan serta kelemahan yang telah dikenalpasti itu.

Justeru, kajian ini akan cuba untuk meneliti penerapan dan pelaksanaan elemen pengorganisasian dalam pentadbiran dan pengurusan wakaf di dua buah agensi pentadbir wakaf, iaitu Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS). Kedua-dua agensi ini dipilih memandangkan latar belakang kedua-dua agensi ini yang berbeza. Perkembangan institusi wakaf di Negeri Selangor dilihat agak terkehadapan dan lebih maju berbanding dengan negeri-negeri lain, termasuk Kelantan. Kaedah dan amalan pengurusan yang diamalkan oleh Perbadanan Wakaf Selangor (PWS) yang merupakan sebuah anak syarikat kepada Majlis Agama Islam Selangor (MAIS) agak menarik untuk dibandingkan dengan kaedah dan amalan pengurusan wakaf yang diamalkan oleh Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK).

3. Metodologi Kajian

Kajian ini dilaksanakan terhadap dua buah agensi pentadbir wakaf, iaitu Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS). Bagi mengumpulkan data-data yang diperlukan oleh kajian ini, kaedah kajian dokumen dan temubual tidak berstruktur telah dilaksanakan. Kaedah kajian dokumen dilakukan dengan cara meneliti dan mendapatkan data dan maklumat di laman sesawang rasmi Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS). Selain itu, kajian juga turut dibuat terhadap Laporan Tahunan, buku-buku, artikel serta tesis yang berkaitan dengan kajian ini. Ini adalah selaras dengan saranan Merriam (2001) yang menyatakan bahawa bentuk-bentuk dokumen adalah termasuk bahan-bahan bertulis, visual dan fizikal yang relevan dan berkaitan dengan kajian.

Untuk mendapatkan data-data primer, kaedah temubual juga telah dijalankan terhadap pegawai yang mempunyai kaitan dan pengalaman mengenai pentadbiran wakaf di agensi terbabit. Informan bagi kajian ini telah dipilih berdasarkan strategi pensampelan bertujuan (*purposive*). Pemilihan informan ini tidak dibuat secara rawak kerana ia berfokus dan melibatkan jumlah informan yang kecil dan mempunyai ciri-ciri tertentu. Kaedah temubual yang dijalankan ini adalah secara separa berstruktur. Menurut Othman Lebar (2014) dan Noraini (2010), temubual separa berstruktur melibatkan pemilihan soalan yang telah dirangka, tetapi jumlah dan urutan soalan, cara menyoal, dan bentuk soalan berubah-ubah bergantung kepada reaksi informan.

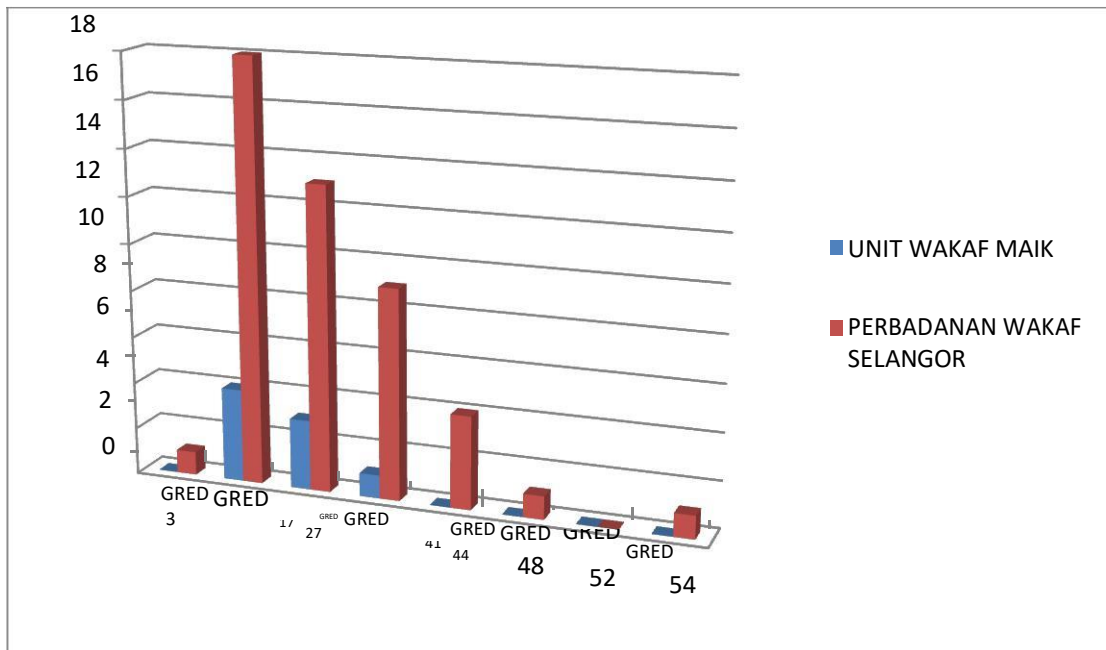
4. Dapatan Kajian

Dalam meneliti penerapan dan pelaksanaan elemen pengorganisasian dalam pentadbiran wakaf oleh Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS), kajian ini telah melihat kepada empat langkah asas dalam proses pengorganisasian, iaitu pembahagian kerja, penjabatan, pembentukan struktur organisasi dan penyelarasan.

4.1 Pembahagian Kerja

Pengurusan wakaf di Negeri Kelantan berada di bawah tanggungjawab Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) melalui Bahagian Pembangunan MAIK yang bertanggungjawab mengawalselia enam buah unit, termasuk Unit Wakaf. Unit ini diketuai oleh seorang Pegawai Wakaf gred LS41 dan dibantu oleh tujuh orang kakitangan sokongan. Di Negeri Selangor pula, tugas pengurusan wakaf diserahkan oleh Majlis Agama Islam Selangor (MAIS) kepada anak syarikatnya, iaitu Perbadanan Wakaf Selangor (PWS). Kepimpinan PWS terdiri daripada seorang Ketua Pegawai Eksekutif gred 54 yang dibantu oleh seorang Timbalan Ketua Pegawai Eksekutif gred 48, empat orang pengurus bahagian gred 44 dan 41 orang kakitangan lain (Perbadanan Wakaf Selangor, 2017).

Bilangan keseluruhan kakitangan yang dipertanggungjawabkan untuk melaksanakan gerak kerja pengurusan wakaf mengikut gred jawatan masing-masing bagi kedua-dua agensi tersebut ditunjukkan dalam rajah 1 di bawah.



Rajah 1: Bilangan Kakitangan Unit Wakaf MAIK & Perbadanan Wakaf Selangor Mengikut Gred Jawatan

4.2 Penjabatan

Sebelum tahun 2013, pengurusan wakaf di Negeri Kelantan dilaksanakan oleh Unit Baitulmal dan Wakaf (MAIK, 2011). Pelaksanaan langkah penjabatan dalam pengurusan wakaf di Negeri Kelantan dapat dilihat dengan pembentukan Unit Wakaf yang dipecahkan daripada Unit Baitulmal dan diletakkan di bawah seliaan Bahagian Pembangunan MAIK.¹

Langkah penjabatan yang dilaksanakan oleh unit ini adalah bercorak fungsian, dengan tiga orang penolong pegawai dibahagikan tugas untuk mengawalselia urusan Baitulmal, Baitulmal dan Wakaf serta Tanah, manakala empat orang pembantu tadbir dibahagikan kepada bidang kerja yang khusus, iaitu Wakaf Am, Wakaf Kubur, Wakaf Masjid dan Wakaf Sewa. Dapat diperhatikan bahawa tugas-tugas yang diberikan kepada tiga orang penolong pegawai tersebut adalah secara gunasama dengan Unit Baitulmal.

Bagi Perbadanan Wakaf Selangor (PWS) pula, pelaksanaan langkah penjabatan juga bercorak fungsian yang dapat dilihat dengan jelas melalui pembentukan empat bahagian iaitu Bahagian Pengurusan, Bahagian Kewangan, Bahagian Pemasaran dan Dakwah dan Bahagian Penyelidikan dan Pelaburan. (Perbadanan Wakaf Selangor, 2017).

¹ Temubual yang dijalankan bersama Puan Shakirah bt. Mohamad, Pegawai Wakaf, Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) pada 23 November 2016.

4.3 Pembentukan Struktur Organisasi

Struktur organisasi Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) adalah berbentuk tinggi dan mempunyai jangkauan kawalan yang sempit. Unit Wakaf ditempatkan di bawah Bahagian Pembangunan yang turut mengawalselia lima unit lain, iaitu Unit Agihan Zakat, Unit Baitulmal, Unit Pengurusan Projek dan Pelaburan dan Unit Pengurusan Wang Ehsan. Selain Bahagian Pembangunan, terdapat dua lagi bahagian, iaitu Bahagian Pengurusan dan Bahagian Hal Ehwal Agama dan Masjid. (MAIK, 2017). Struktur organisasi Unit wakaf MAIK ini adalah agak kecil dan minima dengan diketuai oleh seorang pegawai yang dibantu oleh tujuh orang kakitangan sokongan.

Manakala, struktur organisasi Perbadanan Wakaf Selangor juga dilihat memenuhi ciri-ciri rantaian arahan yang jelas, dan mempunyai lapan peringkat struktur yang berbentuk tinggi serta mempunyai jangkauan kawalan yang sempit. Ia juga menunjukkan penyusunan organisasi yang baik dan mampu untuk mengurus dan mentadbir institusi wakaf di Negeri Selangor dengan baik. Struktur organisasi Perbadanan Wakaf Selangor bermula dari pihak tertinggi yang terdiri daripada Pengerusi Lembaga Tadbir, Ahli Lembaga Tadbir dan Ketua Pegawai Eksekutif yang bertindak selaku perancang dan pembentuk dasar. Ia diikuti pula dengan pengurus-pengurus bahagian yang menguruskan operasi dan menggerakkan perancangan Perbadanan Wakaf Selangor. (Perbadanan Wakaf Selangor, 2017). Pelantikan dan penyusunan kakitangan sokongan seperti penolong eksekutif dan pembantu eksekutif juga telah membantu pelaksanaan gerak kerja pengurusan wakaf oleh Perbadanan Wakaf Selangor.

4.4 Penyelarasan

Unit Wakaf MAIK telah melaksanakan langkah penyelarasan dengan cara sentiasa mengadakan komunikasi dan perbincangan dengan pengurusan tertinggi MAIK dan Ketua Bahagian Pembangunan MAIK. Timbalan Yang Dipertua (TYDP) MAIK sentiasa dirujuk dan diberi maklum supaya setiap gerak kerja Unit Wakaf dapat mencapai matlamat dan halatuju keseluruhan MAIK. Kerjasama erat juga diwujudkan antara unit-unit yang berada di bawah Bahagian Pembangunan, terutamanya Unit Baitulmal yang mempunyai hubungan yang agak dekat dengan Unit Wakaf. Perkara ini amat penting kerana terdapat beberapa orang kakitangan kedua-dua unit ini yang melaksanakan tugas secara gunasama.²

Langkah penyelarasan turut dilakukan oleh Perbadanan Wakaf Selangor melalui pembentukan hubungan antara setiap peringkat yang sentiasa berhubung rapat bagi membolehkan setiap tugas dijayakan dengan baik. Langkah penyelarasan ini merangkumi cara berkomunikasi dan bekerjasama dalam melaksanakan tugas bagi mewujudkan keseragaman dan pelaksanaan bersama dalam memastikan matlamat organisasi dapat dicapai. (Mohd Hidayat, 2013). Selain itu, sebuah Jawatankuasa Pengurusan Wakaf yang telah dibentuk berdasarkan seksyen 21, Enakmen Wakaf Negeri Selangor 1999 akan mengadakan mesyuarat sebanyak 4 kali setahun bagi tujuan pemantauan dan penyeliaan kutipan serta agihan aset-aset wakaf dan juga perakaunan wakaf (Hasliza, Nazneen & Nurzatil (2014).

² *Ibid*

5. Perbincangan

Kajian ini mendapati bahawa secara umumnya, keempat-empat langkah asas proses pengorganisasian iaitu pembahagian kerja, penjabatan, pembentukan struktur organisasi dan penyelarasan telah dilaksanakan oleh kedua-dua agensi pentadbir wakaf yang dikaji, iaitu Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS).

Walaupun bagaimanapun, terdapat beberapa perbezaan yang ketara dalam pelaksanaan langkah-langkah tersebut oleh kedua-dua agensi ini. Bagi langkah pembahagian kerja, Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dilihat hanya mempunyai lapan orang kakitangan sahaja yang bertugas mentadbir dan menguruskan gerak kerja wakaf di seluruh Negeri Kelantan. Walaupun pihak pentadbiran MAIK telah membuat pembahagian kerja mengikut bidang kerja wakaf am, wakaf kubur, wakaf masjid dan wakaf sewa, didapati hanya seorang kakitangan yang ditugaskan untuk melakukan setiap bidang kerja tersebut. Bilangan ini dilihat agak kecil dan kurang berkemampuan untuk menangani tanggungjawab pentadbiran, pengurusan dan pembangunan wakaf di negeri ini. Tambahan pula, tiga orang penolong pegawai yang berada di bawah Unit Wakaf bertugas secara gunasama dengan Unit Baitulmal.

Berbeza dengan MAIK, langkah pembahagian kerja oleh Perbadanan Wakaf Selangor (PWS) didapati lebih kemas dan tersusun. Seramai 47 orang kakitangan telah dilantik dan dibahagikan kepada bidang kerja tertentu iaitu pengurusan, kewangan, pemasaran, dakwah, penyelidikan dan Pelaburan. Bilangan kakitangan ini dianggap sesuai dan mencukupi untuk mengurus dan membangunkan amalan wakaf di Negeri Selangor. Perlantikan kakitangan yang mencukupi ini dilihat sangat penting untuk memacu perkembangan institusi wakaf yang semakin diberikan perhatian oleh pelbagai pihak untuk membangunkan kesejahteraan ummah di negara ini.

Bagi langkah penjabatan, tindakan MAIK menubuhkan Unit Wakaf yang berada di bawah kawalan Bahagian Pembangunan telah sekurang-kurangnya memenuhi elemen pengorganisasian. Pengkhususan kakitangan-kakitangan kepada aktiviti kerja tertentu iaitu wakaf am, wakaf kubur, wakaf masjid dan wakaf sewa juga menunjukkan MAIK telah melaksanakan langkah penjabatan yang bercorak fungsian. Walaupun bagaimanapun, masih terdapat beberapa aktiviti kerja yang sepatutnya berkaitan dengan pengurusan wakaf seperti pemasaran, dakwah, pengurusan, kewangan, penyelidikan dan juga wakaf tunai belum dibentuk dalam sebuah unit atau jabatan yang khusus. Perkara ini mungkin berlaku kerana kekangan bilangan kakitangan yang terhad, menyebabkan aktiviti-aktiviti tersebut terpaksa dilaksanakan oleh kakitangan yang sedia ada. Sebaliknya, langkah penjabatan yang dilakukan oleh Perbadanan Wakaf Selangor (PWS) pula dapat dilihat dengan jelas melalui pembentukan empat bahagian, iaitu Bahagian Pengurusan, Bahagian Kewangan, Bahagian Pemasaran dan Dakwah dan Bahagian Penyelidikan dan Pelaburan. Di samping itu juga, pemilihan kakitangan yang berkemahiran dan mempunyai kepakaran dalam bidang-bidang tertentu seperti pelaburan, pemasaran, teknologi maklumat, penyelidikan dan perakaunan juga amat penting bagi mengisi jawatan-jawatan yang diwujudkan.

Bagi langkah pembentukan struktur organisasi, secara umumnya kedua-dua bentuk struktur organisasi Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS) didapati memenuhi ciri-ciri rangkaian arahan atau garisan autoriti yang tidak terputus, jangkauan kawalan oleh pengurus kepada

subordinat di bawahnya, konsep tanggungjawab dan kebertanggungjawaban serta delegasi tugas dan autoriti daripada pengurus kepada pekerja bawahan.

Kedua-dua agensi ini juga didapati telah melaksanakan langkah penyelarasan yang bersesuaian dan memadai untuk memastikan pelaksanaan tanggungjawab menguruskan wakaf di kedua-dua negeri dengan lebih berkesan. Pelaksanaan amalan syura dan komunikasi yang baik oleh kedua-dua agensi ini telah menunjukkan bahawa langkah penyelarasan telah dilaksanakan dengan baik dan berkesan.

6. Kesimpulan

Pengurusan merupakan seni mengurus yang melibatkan empat elemen yang perlu digabungkan, iaitu perancangan, pengorganisasian, kepimpinan dan pengawalan. Empat-empat elemen ini perlu dilaksanakan dalam menguruskan sesebuah organisasi kerana ia mempengaruhi antara satu sama lain. Dalam kajian ini, salah satu daripada elemen tersebut iaitu pengorganisasian didapati telah diterapkan oleh kedua-dua agensi pentadbir wakaf yang dikaji, iaitu Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) dan Perbadanan Wakaf Selangor (PWS) melalui pelaksanaan empat langkah asas iaitu pembahagian tugas, penjabatan, pembentukan struktur organisasi dan penyelarasan. Walaubagaimanapun, tahap pelaksanaannya masih perlu diperbaiki dan dipertingkatkan agar dapat menjelmakan pengurusan berkualiti, beradab dan berkemampuan untuk meningkatkan fungsi dan sumbangan institusi wakaf kepada kesejahteraan dan pembangunan sosioekonomi ummah.

Namun begitu, skop kajian yang terhad kepada dua buah agensi pentadbir wakaf di Negeri Kelantan dan Selangor sahaja merupakan limitasi terhadap kajian dan perlu dikembangkan kepada agensi-agensi pentadbir wakaf di negeri-negeri lain. Selain itu, kajian lanjutan mengenai pelaksanaan tiga lagi elemen pengurusan iaitu perancangan, kepimpinan dan pengawalan oleh agensi pengurus wakaf mungkin akan menghasilkan input baru yang mampu membantu usaha pemantapan pengurusan dan pentadbiran wakaf di Malaysia.

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Pendekatan Agama Sebagai Kekuatan Jatidiri Di Ibu Pejabat Polis Kelantan

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Abstrak - Agama berperanan melahirkan insan yang berakhlak mulia yang seimbang untuk membentuk dan mendidik jiwa, mental, tingkah laku dan rohani manusia. Ini disebabkan sumber asas kepada ajaran itu sendiri yang berfungsi sebagai tenaga pendorong kepada kebaikan dan pencegah daripada kemungkarannya. Namun tidak banyak kajian yang meneliti aspek ini secara mendalam khususnya terhadap Warga IPK Kelantan. Kajian ini bertujuan untuk meneroka Pendekatan Agama Islam dengan mengenal pasti apakah ciri-ciri berkaitan dan kepentingannya dari sudut pendekatan dan pencapaian yang membawa kepada kehidupan yang lebih baik mengikut syariat. Hasil kajian mendapati pendekatan agama mempengaruhi kehidupan dapat membina keyakinan dan ketahanan diri, berpegang kepada prinsip akhlak dan turut membantu kepada aspek pengurusan yang lebih cekap dan bertanggungjawab sehingga membawa kepada kejayaan Warga IPK Kelantan mendapatkan kesejahteraan lahir dan batin. Kajian ini adalah berasaskan kepada satu analisis kandungan kualitatif yang menggunakan bahan dokumen sebagai sumber data. Data yang dikumpul dalam artikel ini dianalisis dan diinterpretasikan dalam bentuk maklumat dengan menggunakan pendekatan deskriptif.

Kata kunci : Pendekatan agama, jatidiri, polis, IPK Kelantan

1. Pendahuluan

Pendekatan agama telah mendapat tempat dan diberi perhatian di Jabatan Integriti dan Pematuhan Standard (JIPS) Polis Diraja Malaysia (PDRM) berperanan dalam usaha melahirkan Warga PDRM yang mampu memberikan pimpinan jatidiri kearah melahirkan modal insan yang berkualiti dan dinamik. Modal insan yang ingin dihasilkan adalah yang mampu berfikir secara kritis dan kreatif, berkemahiran menyelesaikan masalah, berkeupayaan mencipta peluang-peluang baru, mempunyai ketahanan serta berkebolehan untuk berhadapan dengan persekitaran yang lebih global dan sering berubah-ubah (Marzita, 2006). Pembinaan modal insan untuk membentuk tenaga kerja manusia yang berilmu, berakhlak, berkemahiran, berdaya saing dan berdaya tahan amat diperlukan dalam menghadapi cabaran semasa. Fokus dan agenda utama kepimpinan negara untuk direalisasikan oleh semua pihak termasuk di Ibu Pejabat Polis Kontinjen Kelantan agar acuan dan formula negara maju yang ingin dicapai adalah negara yang makmur dan diredai Allah SWT. Firman Allah dalam Surah al-A'raf (7):205 yang bermaksud:

“Dan Ingatlah Tuhanmu dalam hatimu dengan rendah hati dan rasa takut dan dengan tidak mengeraskan suara, pada waktu pagi dan petang, janganlah kamu termasuk orang-orang yang lengah “.

Konsep kehidupan masyarakat hari ini adalah masyarakat yang hidup dalam dunia global. Kehidupan mereka yang berorientasikan materialistik telah menjadikan mereka bersifat individualistik dan sangat mementingkan gaya hidup, kelas sosial dan mementingkan diri sendiri. Menurut Siti Norlaysia (2014), generasi kini sedang berhadapan dengan pelbagai perubahan sosial yang berlaku dalam keluarga seperti hidup dalam keluarga nuklear, konflik keluarga, masalah sosial remaja, keluarga ibu tunggal, keluarga bapa tunggal, keluarga warga tua dan keluarga dwi. Maka disinilah peranan Jabatan Integriti dan Pematuhan Standard (JIPS) Polis Diraja Malaysia

(PDRM) diwujudkan bagi melahirkan warga PDRM yang mempunyai jatidiri yang kuat terhadap diri sendiri, keluarga, masyarakat dan negara.

Kajian ini memfokuskan kepentingan nilai bagi melahirkan warga IPK Kelantan yang berakhlak mulia penerapan nilai-nilai budaya islam yang dianjurkan oleh Jabatan Integriti dan Pematuhan Standard (JIPS) Polis Diraja Malaysia (PDRM) Bahagian Agama dan Kaunseling berupaya dapat mengubah dalam memahami jiwa, mental, tingkah laku dan rohani manusia. Sebagaimana firman Allah SWT dalam Surah al-An'am (6):82 yang bermaksud:

“Orang-orang yang beriman dan tidak mencampuradukkan iman mereka dengan, mereka itulah orang-orang yang mendapat rasa aman dan mereka mendapat petunjuk”

Manakala dalam Surah al-Ra'd (13):28 yang bermaksud:

“Iaitu orang-orang yang beriman dan hati mereka menjadi tenteram dengan mengingat Allah. Ingatlah, hanya dengan mengingati Allah hati menjadi tenteram”

Perkataan Islam berasal dari bahasa arab ertinya sejahtera , aman, harmoni dan dirujuk dari istilah memberi makna menyerah diri kepada Pencipta yang Maha Berkuasa dengan mentauhidkannya dengan penuh keyakinan serta melaksanakan segala suruhan dan meninggalkan larangannya.

Maksud Islam ialah , Agama ciptaan Allah yang lengkap lagi sempurna dengan segala peaturan dan undang-undang yang merangkumi penyusunan kehidupan manusia , baik yang mengenai orang perseorangan , kekeluargaan, kemasyarakatan dan kenegaraan sekaligus menghubungkan manusia dengan Tuhan dan manusia dengan alam sejagat bagi menjamin kesejahteraan , keselamatan , kesempurnaan dan kebahagiaan di dunia dan akhirat .

Islam sebagai —Ad-Dinnl mengajar dan menyuruh umatnya berpandangan jauh dengan mengambil kira kepentingan dunia dan akhirat secara seimbang dan seiring. Islam memberi perhatian kepada kepentingan jasmani sama diberi kepada kepentingan rohani, agama dan kemajuan di dunia dan akhirat. Perkataan —Ad-Dinnl dalam bahasa arab membawa pengertian kepada agama. Maksudnya suatu cara hidup atau bentuk hidup atau peraturan hidup atau suatu pegangan hidup . Islam ialah agama dan tidak semua agama itu Islam . Maka jika dua perkataan itu digandingan , ia menjadi Agama Islam yang membawa maksud suatu pegangan hidup atau cara hidup yang menjamin segala keselamatan di dunia dan akhirat . Firman Allah dalam Surah al-Imran ayat 19;

“Sesungguhnya agama di sisi Allah ialah Islam ”

Oleh itu, tujuan kajian ini untuk menghuraikan pendekatan agama kekuatan jatidiri di Ibu Pejabat Polis Kontinjen Kelantan.

2. Kajian Pendekatan Agama Sebagai Kekuatan Jatidiri

Kajian konseptual dan juga empirikal yang telah dijalankan mendapati dimensi pendekatan agama sebagai kekuatan jatidiri adalah pada dasarnya ajaran Islam adalah penyembuh penyakit akhlak, pembimbing untuk maju kepada kehidupan yang baik dan bermanfaat di dunia dan akhirat (Muhammad Iqbal: 2004) dalam kajiannya mendapati wujudnya berkaitan mengenal diri. Apakah selama ini kehidupan tanpa mengenal diri, tidak tahu apa tugas yang harus dilaksanakan, dan tidak tahu kemana tujuan. Merujuk kamus Dewan Edisi Keempat Jatidiri adalah sifat atau ciri yang unik dan istimewa (dari segi adat, bahasa, budaya, agama dsb) yang menjadi teras dan lambang keperibadian seseorang individu sesuatu bangsa.

Namun sukar untuk menemui kajian yang melihat aspek pendekatan agama kekuatan jatidiri secara mendalam di Ibu Pejabat Polis Kontijen Kelantan. Justeru, kajian ini mendalami apakah ciri-ciri dan pendekatan agama serta kepentingannya terhadap warga IPK Kelantan.

3. Metodologi

Kajian ini adalah merupakan satu kajian ilmiah yang berbentuk analisis dokumen dan kajian lapangan. Perkara-perkara utama yang diuraikan melalui bab ini ialah mengenai jenis kajian, reka bentuk kajian, populasi dan persampelan, alat (instrumen) kajian, kaedah pengumpulan data dan kaedah penganalisisan data. Penulisan ini adalah kajian berbentuk kualitatif berdasarkan kepada objektif dan persoalan kajian yang akan dikemukakan.

Melalui kajian lapangan, penulis akan mendapatkan maklumat daripada pemerhatian penulis sendiri dan melalui temubual dengan warga IPK Kelantan dan pegawai-pegawai dan anggota PDRM yang akan terlibat secara langsung. Manakala melalui analisis dokumen.

Kajian ini juga merupakan kajian tinjauan, di mana ia merupakan teknik pengumpulan data yang paling popular digunakan dalam pelbagai bidang terutamanya di bidang sosiologi dan bidang-bidang yang lain. Dalam kajian ini penulis akan menyelidik dan meninjau sejauhmana pendekatan agama kekuatan jatidiri di Jabatan Integriti dan Pematuhan Standard (JIPS) Ibu Pejabat Polis Kontijen Polis Diraja Malaysia Kelantan.

4. Dapatan dan Perbincangan

Profil Informan

Informan kajian seramai 20 orang kader JAKIM dan anggota PDRM yang menjadi responden kepada kajian ini, mereka terdiri dari Perkhidmatan Hal Ehwal Islam kumpulan sokongan gred (17-38) dan Pegawai PDRM (Konstabel ke atas). Kajian ini akan dilakukan di Ibu Pejabat Kontijen Polis DiRaja Malaysia Kelantan. Maklumat akan diperolehi dengan mendapatkan maklumbalas dari responden tersebut dengan menemu bual secara peribadi diantara pengkaji dengan responden. Jumlah keseluruhan responden kajian ini adalah seramai 20 orang. Merujuk kepada Kredjic dan Morgan (1970), bilangan yang disyorkan bagi sampel kajian ini adalah seramai 19 orang, manakala bilangan sampel telah ditetapkan bagi kajian ini adalah seramai 20 orang.

Ciri-ciri dan Pendekatan Agama

Syeikh Ahmad Arifin berpendapat bahwa setiap yang ada pasti dapat kita kenal dan yang tidak ada yang tidak dapat kita kenal. Karena Allah adalah zat yang wajib al-wujud iaitu zat yang wajib diimani setiap orang islam, tentulah Allah dapat dikenal, dan kewajiban pertama bagi setiap muslim adalah terlebih dahulu mengenal kepada yang penciptanya sebelum melakukan perkara yang lain sebagaimana sabda Nabi SAW yang bererti :

“Pertama sekali di dalam agama ialah mengenal Allah

Sebagaimana sabda Nabi SAW

Ertinya: “Barangsiapa yang mengenal dirinya, maka ia akan mengenal Tuhannya, dan barangsiapa yang mengenal Tuhannya maka binasalah (fana) dirinya.

Bagaimanakah untuk mengenal diri kita, Sungguhnya diri kita terbagi kepada dua sebagaimana firman Allah dalam surah Luqman ayat 20 :

Ertinya : Dan Allah telah menyempurnakan bagimu nikmat zahir dan nikmat batin.

Berdasarkan temu bual mendalam dan analisis tema yang dilakukan, hasil kajian menemukan tiga tema utama berkaitan ciri-ciri dan pendekatan agama di IPK Kelantan iaitu mengenal diri, untuk apa penciptaan manusia, dan kemana tujuan manusia. Setiap tema utama ini mempunyai beberapa subtema yang menjelaskan lagi kedudukan ciri-ciri pendekatan agama ini dari perspektif informan.

Hanya Allah yang tahu siapa kita, untuk apa kita ada didunia ini, dan kemana kita pergi selepas ini. Karena Allah yang menciptakan kita. Dan kita sering tak sedar dalam mencari konsep jati diri sesungguhnya sebagai manusia, selain hanya mengejar kehidupan berlandaskan nafsu di dunia ini. Mari kita mulai mengenal jati diri yang sebenarnya.

A. Mengetahui diri

Manusia adalah makhluk yang diciptakan Allah dari tanah. Sehingga Allah menetapkan manusia sebagai makhluk tertinggi kedudukannya di antara makhluk lainnya, Allah berfirman :

“ Yang membuat segala sesuatu yang Dia ciptakan sebaik-baiknya dan Yang memulai penciptaan manusia dari tanah.

(As-Sajdah Ayat :7)

“ Kemudian Dia menjadikan keturunannya dari saripati air yang hina.1

(As-Sajdah Ayat : 8)

“ Kemudian Dia menyempurnakan dan meniupkan ke dalamnya roh (ciptaan)-Nya dan Dia menjadikan bagi kamu pendengaran, penglihatan dan hati; (tetapi) kamu sedikit sekali bersyukur.”

(As-Sajdah Ayat : 9)

Jika kita mengenal siapa kita, maka kita akan bersyukur kepada Allah. Namun kebanyakan kita lupa hingga sedikit sekali kita bersyukur kepada Allah. Kita adalah Manusia yang di ciptakan Allah dari air hina dan di beri akal yang sangat luar biasa hingga kita diangkat darjat lebih tinggi di bandingkan makhluk ciptaan Allah lainnya.

B. Untuk apa penciptaan manusia

Manusia diciptakan memiliki dua tujuan dari Allah iaitu Sebagai Khalifah di muka bumi dan Beribadah kepada Allah SWT. Tidak ada tujuan lain, semua kehidupan kita sebagai manusia harus berlandaskan dua tujuan yang di berikan Allah tersebut. Dalam segala hal, baik dari segi pekerjaan, pergaulan, dan segalanya berlandaskan dua tujuan tersebut. Maka dari itu kita diberikan Allah Akal, Hati dan Jasad agar mampu memikul beban berpandukan A-Quran dan sunnah Rasullulah SWA agar berjalan dengan baik. Seperti Firman Allah SWT :

“Dan aku tidak menciptakan jin dan manusia melainkan supaya mereka mengabdikan kepada-Ku.”

(Adz-Dzaariyat Ayat : 56)

“Ingatlah ketika Tuhanmu berfirman kepada para Malaikat: "Sesungguhnya Aku hendak menjadikan seorang khalifah di mukabumi." Mereka berkata: "Mengapa Engkau hendak menjadikan (khalifah) di bumi itu orang yang akan membuat kerosakan padanya dan menumpahkan darah, padahal kami sentiasa bertasbih dengan memuji Engkau dan mensucikan Engkau?" Tuhan berfirman: "Sesungguhnya Aku mengetahui apa yang tidak kamu ketahui.”

(Al-Baqarah Ayat : 30)

C. Ke mana tujuan manusia

Dalam pemikiran yang waras tentu timbul persoalan selepas kematian apakah ada pembalasan atau perbicaraan. Disini memerlukan dalil yang jelas dalam Al-Quran ataupun sunnah Rasulullah SAW.

Kegembiraan, kekayaan, anak yang ramai, dan mempunyai kehidupan kekeluargaan yang baik boleh dikatakan sebagai hiasan-hisan dunia yang akan ditinggalkan. Karena sesungguhnya kita ini adalah makhluk yang akan pulang ke kampung akhirat. Disanalah kehidupan yang kekal selamanya di syurga atau neraka. Sekarang pilihan berada di tangan kita, kita memilih yang mana ? dan pasti mereka yang waras akan memilih Syurga. untuk mendapatkan syurga Allah sudah pasti setiap perintah yang diamanahkan oleh Allah dilaksanakan.

Firman Allah menjelaskan tujuan perjalanan kita di bumi adalah sebagaimana berikut :

“Adapun orang-orang yang beriman dan mengerjakan amal soleh, maka bagi mereka jannah tempat kediaman, sebagai pahala terhadap apa yang mereka kerjakan”.

(As-Sajdah Ayat : 19)

“Dan adapun orang-orang yang fasik (kafir) maka tempat mereka adalah jahannam. Setiap kali mereka hendak keluar daripadanya, mereka dikembalikan ke dalamnya dan dikatakan kepada mereka: "Rasakanlah siksa neraka yang dahulu kamu mendustakannya.”

(As-Sajdah Ayat : 20)

Setelah dibincangkan konsep jatidiri menurut Islam ini maka kehidupan ini menjadi lebih baik tenang dan sentiasa mendekati diri kepada Allah. Bahwa apa yang telah kita dapat, apa yang telah kita lakukan adalah untuk beribadah kepada Allah demi mencari keredaan Allah bagi mendapat syurga. Dan bila kita mengenali pencipta maka kita akan menjadi manusia yang tidak berada dalam kesombongan di muka bumi dan sentiasa menjadi hambanya yang benar-benar bersyukur karena telah menjadi salah satu makhluk yang mempunyai jatidiri yang berlandaskan kepada syariat.

5. Kepentingan Agama Dalam Membentuk Jatidiri

Informan mempunyai keyakinan tinggi bahawa mengenal Allah itu merupakan perkara utama dalam membentuk siasah diri yang mewujudkan suatu ikatan erat dalam konteks antara hamba dengan pencipta. Sebagaimana hadis yang diriwayatkan oleh Abu Dzar RA bahawa Nabi SAW bersabda:

“ Berfikirlah kamu pada kejadian Allah dan jangan kamu berfikir tentang (zatnya) kelak kamu akan binasa ”

Keyakinan ini membina kekuatan dan mendorong kearah mengetahui tentang penciptaan manusia sebagai ujian Allah didunia ini. Surah al-Mu‘minun ayat 12-16 menjelaskan yang bermaksud:

“ Dan sesungguhnya kami telah menciptakan manusia daripada pati (yang berasal) daripada tanah, kemudian kami jadikan pati itu setitik air benih di tempat penempatan yang kukuh, kemudian kami ciptakan air benih itu menjadi sebuku darah beku, lalu kami ciptakan daripada darah beku itu menjadi seketul daging, kemudian kami ciptakan daging itu menjadi beberapa tulang, kemudian kami balut tulang itu dengan daging, setelah sempurna kejadiannya itu kami bentukkan dia menjadi makhluk yang lain sifat keadaannya. Maka nyatalah kelebihan dan ketinggian Allah sebaik-baik pencipta, kemudian sesungguhnya kamu sesudah itu akan mati. Kemudian kamu sesungguhnya akan dibangkitkan hidup semula pada hari kiamat ”

Keyakinan ini menjadikan informan seorang yang benar mengakui tentang keesaan Allah menyakini bahawa Allah itu Maha melihat terhadap hambanya. Dan dengan dalil itu juga lah mencakupi keseluruhan tentang kemana tujuan manusia di lahirkan di dunia ini.

Pencapaian

Informan kajian membuktikan bahawa pendekatan agama kekuatan jatidiri merupakan suatu yang jelas yang akan menjadikan warga IPK Kelantan benar-benar dapat menghindarkan diri daripada perkara-perkara yang boleh meruntuh maruah diri, keluarga, organisasi, masyarakat dan negara.

Bahagian Agama dan Kaunseling (BAKA) Polis Diraja Malaysia (PDRM) direalisasikan hasil daripada Laporan Suruhanjaya Penambahbaikan Perjalanan dan Pengurusan PDRM pada 13 Mei 2005 yang mencadangkan agar bahagian agama ditubuhkan untuk pembangunan kerohanian dan moral anggota polis. Pada masa yang sama Cawangan Psikologi dan Kaunseling PDRM turut membuat permohonan tambahan 537 perjawatan cawangan ini yang telah dimajukan kepada Jabatan Perkhidmatan Awam (JPA) pada 28 Mei 2005.

Sehubungan dengan itu, bagi memenuhi keperluan semasa, kedua-dua Bahagian Agama dan Cawangan Psikologi dan Kaunseling PDRM telah digabungkan bagi membentuk BAKA PDRM. BAKA telah diluluskan penubuhannya mengikut Waran Perjawatan K41 tahun 2007 bertarikh 3 April 2007. BAKA diletakkan di bawah kawal selia Urus Setia Ketua Polis Negara (KPN). Sebanyak 1,503 perjawatan diluluskan di mana 20% daripadanya diisi oleh pegawai beruniform (polis) dan selebihnya pegawai awam (Pegawai Agama Jakim dan Kaunselor JPA). Baka beroperasi di peringkat Bukit Aman, Kontinjen, Daerah, Briged, dan Batalion Pasukan Gerakan Am (PGA), Institusi Latihan Kepolisian, Pasukan Polis Marin, Pasukan Simpanan Persekutuan (PSP) dan Unit Udara Polis (UUP).

5.1 Objektif Penubuhan BAKA

Penubuhan BAKA mempunyai objektifnya yang tersendiri antaranya:

- a) Membentuk kepimpinan yang berwibawa dan berkualiti dan warga PDRM yang berakhlak, berintegriti, profesional, berketerampilan dan berhikmah berteraskan prinsip Islam Hadhari.
- b) Memastikan warga PDRM dapat mempertingkatkan produktiviti dengan menggunakan sepenuhnya potensi diri secara positif dan proaktif melalui pendekatan Islam, moral dan kaunseling.
- c) Meningkatkan mutu disiplin berlandaskan etika kerja yang murni dan cemerlang.
- d) Memantapkan semua aspek pembangunan diri dan kerjaya warga PDRM bagi mencapai tahap pemikiran yang lebih positif, penghasilan kerja yang profesional dan berkualiti.
- e) Mengenal pasti isu-isu dan cabaran semasa berkaitan dengan profesionalisme dalam bidang agama dan kaunseling
- f) Mencari hala tuju dalam merencanakan usaha-usaha bagi kepentingan bidang agama dan kaunseling.
- g) Menyediakan ruang pertukaran maklumat dan perkongsian kemahiran kepakaran di kalangan ahli-ahli akademik dan pakar-pakar dalam bidang agama dan kaunseling.

6. Penutup

Pada saat roh dan jasad disatukan dan manusia sudah tinggal di bumi ini. Nabi Muhammad SAW menyatakan bahwa Allah SWT hanya akan memperhatikan Rohani manusia saja sedangkan jasmaninya tidak. Hal ini diperkuat oleh hadits Rasulullah SAW yang diriwayatkan Oleh Bukhari-Muslim :

“Dan bahawa segala sesuatu pada manusia akan ditentukan oleh Rohaninya”.

Kajian telah menunjukkan bahawa, tujuan hidup didunia ini adalah bagi mensucikan kembali Roh (hati atau qalbu) yang sudah kotor dari penyakit-penyakit hati agar kembali kepada Penciptanya (Allah SWT). Bagi mendapat kehidupan yang baik sesudah meninggal dunia maka 1. Anak yang sholeh 2. Sedekah amal jariah 3. Ilmu yang bermanfaat. Ketiga hal inilah yang akan memudahkan perjalanan Roh pada kehidupan yang sebenarnya iaitu di alam barzah dan alam akhirat.

Maka Pendekatan dan Pelaksanaan program agama di IPK Kelantan merupakan satu skop dalam menyampaikan dakwah amar makruf nahi mungkar kepada seluruh warganya untuk memenuhi kehendak serta keperluan semasa. Penubuhan Ibu Pejabat Kontinjen Polis Kelantan sememangnya sebuah IPK yang telah meletakkan kemudahan dari segala aspek sama ada fizikal, perjawatan, keagamaan dan sebagainya. Sejak awal penubuhannya lagi, IPK Kelantan tidak meminggirkan aspek keagamaan dengan

pembinaan surau untuk aktiviti keagamaan Islam. Dengan wujudnya banyak Jabatan, Bahagian, Cawangan, Ibu Pejabat Polis daerah (IPD), Balai, Pondok, BAKA dan PERKEP, sudah semestinya setiap acara atau program khususnya keagamaan dapat dilaksanakan dengan jayanya.

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Nilai Kerja Dalam Kalangan Guru Sekolah Rendah Negeri Kelantan

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Abstrak-*Kajian ini bertujuan menentukan jenis nilai kerja dalam kalangan guru sekolah rendah di seluruh negeri Kelantan. Daripada jumlah 16, 305 orang guru sekolah rendah di seluruh negeri Kelantan, seramai 413 orang telah dipilih sebagai responden kajian. Data berkaitan 12 jenis nilai kerja (Altruisme, Autoriti, Autonomi, Kreativiti, Ganjaran Ekonomi, Gaya Hidup, Perkembangan Diri, Prestij, Hubungan Sosial, Pencapaian, Kemajuan, Keselamatan Ekonomi) yang dikaji mengikut pengkelasan Super (1989) dikumpul melalui kaedah soal selidik menggunakan instrumen nilai kerja Super dan Nevill (1986) dan digunakan oleh Zakaria Kasa (2005). Nilai pekali alpha bagi soal selidik yang digunakan adalah dalam julat di antara 0.873- 0.969. Kajian mendapati guru mempunyai nilai kerja yang baik. Nilai kerja utama bagi guru sekolah rendah adalah nilai kerja perkembangan diri, keselamatan ekonomi, altruisme, pencapaian, ganjaran ekonomi dan kemajuan. Nilai kerja keseluruhannya didapati tidak berbeza di antara jantina, tetapi ianya berbeza mengikut faktor status perkahwinan, di mana nilai kerja responden yang berkahwin adalah lebih baik daripada nilai kerja responden bujang/ janda/ duda. Keseluruhan nilai kerja juga adalah berbeza mengikut faktor pengalaman mengajar responden. Responden yang berpengalaman mengajar lebih lama mempunyai nilai kerja yang lebih baik berbanding dengan responden yang kurang berpengalaman. Dapatan kajian ini juga menunjukkan guru lebih mengutamakan nilai kerja yang berkaitan dengan keperluan diri berbanding dengan nilai kerja yang berkaitan dengan keperluan perkhidmatan.*

Kata Kunci: altruisme, autonomi, keperluan diri, keperluan perkhidmatan, nilai kerja

1. Pengenalan

Hari ini, guru berhadapan dengan cabaran-cabaran pendidikan abad 21 yang menuntut guru perlu bersedia untuk berubah. Kemampuan guru untuk berubah akan menjadikan pendidikan hari ini seiring dengan perkembangan persekitaran yang akan dapat memenuhi keperluan pelajar dan masyarakat. Untuk berubah, guru harus memiliki nilai kerja yang baik, yang akan menjadi penggerak bagi kerja yang dilakukan. Kemenjadian murid-murid dari aspek sahsiah, akademik, dan kokurikulum merupakan kesan daripada pendidikan guru yang bermakna, yang telah berjaya mematuhi hasrat dan harapan yang terkandung dalam Falsafah Pendidikan Kebangsaan (FPK) sebagaimana yang dinyatakan oleh Wan Mohd Zahid Nordin (1993), "Peranan guru sudah berubah dan akan terus berubah menjadi jauh lebih beragam pada masa hadapan. Maka rancangan pendidikan guru perlu, bukan sahaja membekalkan mereka dengan pengetahuan, kemahiran dan sikap, malah patut juga membolehkan mereka menjadi agen perubahan yang sensitif dengan keperluan masyarakatl.

1.1 Penyataan Masalah

Profesion perguruan menuntut seseorang guru itu memiliki pengetahuan dan kemahiran yang tinggi serta mempunyai sahsiah dan nilai yang sesuai dengan kerjayanya (Parry dan Urwin, 2011). Nilai yang sesuai itu meliputi nilai yang ada dalam diri guru itu sendiri dan juga nilai dirinya terhadap kerja. Bagi guru, nilai kerja adalah penting kerana ianya menentukan motif seseorang itu menjadi guru (Roe dan Easter, 1999),

memberikan motivasi kerja (Latham dan Pinder, 2005; Hitlin dan Piliavin, 2004) dan nilai kerja didapati mempunyai hubungan yang signifikan dengan kepuasan kerja (Froese dan Xiao, 2012).

Namun demikian, terdapat laporan-laporan guru terlibat dengan pelbagai masalah salah laku. Kementerian Pendidikan telah melaporkan di Dewan Rakyat, seramai 200 orang guru telah terlibat dengan kes salah laku antara bulan Januari sehingga Mei 2007 (Magedran Rajagopal dan Norliza Wasilan, 2007). Antara salah laku guru yang dilaporkan adalah tidak hadir bertugas (37%), cabul dan gangguan seksual (17%), terlibat dengan rasuah (15%), tidak amanah (10.5%), penyalahgunaan dadah (9.5%), kes curi (6%), jenayah syariah (7%) dan keberhutangan serius (1%). Paparan tajuk akhbar, *Pelajar dakwa dipukul guru sehingga pengsan* (Kosmo, 18 Januari, 2012) dan pelbagai lagi kisah guru dipaparkan pada muka hadapan akhbar-akhbar utama.

Oleh itu, daripada kejadian-kejadian salah laku guru yang dilaporkan, maka timbul persoalan di sini, apakah nilai kerja guru? Ini penting kerana nilai kerja juga didapati mempunyai hubungan dengan komitmen kerja, kepuasan kerja, dan ketaatan pada organisasi (Podsakof, MacKenzie, Paine dan Bachrach, 2000) serta kebolehan memimpin (Ghorpade, Lackritz dan Singh, 2001).

Oleh itu, kajian mengenai nilai kerja amat perlu dilakukan kerana guru merupakan agen pelaksana kurikulum, agen perubahan dan tonggak kejayaan kepada sistem pendidikan negara.

1.2 Soalan Kajian

Kajian ini dijalankan bagi menjawab dua persoalan berikut:

- i. Apakah jenis nilai kerja guru sekolah rendah di negeri Kelantan?
- ii. Apakah terdapat perbezaan jenis nilai kerja guru mengikut faktor demografi (jantina, status perkahwinan, dan pengalaman mengajar)?

1.3 Objektif Kajian

Kajian ini dijalankan bagi mencapai objektif-objektif berikut:

- i. Mengenal pasti jenis nilai kerja guru sekolah rendah di negeri Kelantan, dan
- ii. Mengenal pasti perbezaan nilai kerja guru mengikut faktor demografi (jantina, status perkahwinan, dan pengalaman mengajar).

1.4 Kepentingan Kajian

Nilai kerja guru yang sesuai dalam kerangka menghadapi perubahan yang dibawa oleh PPPM 2013-2025 perlu diukur bagi menjamin perancangan besar dalam PPPM 2013-2025 dapat dilaksanakan oleh guru sebagaimana yang sepatutnya. Ini menjadikan maklumat mengenai nilai kerja guru amat berguna bagi pihak Jabatan Pendidikan Negeri Kelantan (JPNK), Kementerian Pendidikan Malaysia (KPM) serta Institut Pendidikan Guru Malaysia (IPGM).

1.5 Batasan Kajian

Responden kajian ini adalah guru sekolah kebangsaan bantuan penuh kerajaan di seluruh negeri Kelantan, yang telah mengikuti dan tamat latihan perguruan secara formal di seluruh institut pendidikan guru dalam negara.

2. Tinjauan Literatur

Kerja merupakan fenomena penting dalam kehidupan manusia. Kebanyakan manusia menghabiskan sebahagian besar kehidupan mereka dengan bekerja dalam pekerjaan tertentu bagi memenuhi keperluan kehidupan mereka. Dalam hampir semua budaya, nilai kerja adalah bahagian penting bagi keseluruhan set nilai (Zakaria Kasa, 2005), perkembangan kerjaya (Dawis, 2005). Pine dan Innis (1987) mendefinisikan nilai kerja sebagai kefahaman seseorang individu tentang peranannya dalam menjalankan tugas mengikut sikap dan kebolehan yang ada pada dirinya bagi mencapai keperluan-keperluan serta keutamaan yang diinginkan dalam hidupnya. Nilai kerja adalah sesuatu yang dapat mempengaruhi rancangan dan perkembangan kerjaya seseorang.

Nilai kerja juga telah didefinisikan oleh Sverko (1999) sebagai suatu set nilai kepercayaan tentang apa yang baik dan diinginkan berkaitan dengan peranan kerja seseorang dan dianggap sebagai sesuatu yang stabil. Brown dan Crase (1996) mendefinisikan nilai kerja sebagai nilai kepercayaan individu terhadap kepuasan hasil pekerjaan yang dilakukannya. Nilai kerja penting dalam kehidupan setiap pekerja.

Locke (1976) mendefinisikan nilai kerja sebagai matlamat yang menggerakkan seseorang mencapainya melalui pekerjaan yang dilakukannya. Definisi yang berkonsepkan matlamat ini juga telah digunakan oleh beberapa orang pengkaji lain seperti Tevruz dan Turgit (2004), Zedeck (1997), dan Nord, Brief, Atieh & Doherty (1990).

Nilai kerja adalah sesuatu yang mendorong individu mencapai apa yang diinginkan oleh individu tersebut melalui kerjayanya. Melalui penglibatannya dalam kerja, individu akan merasa puas melalui hasil kerja yang bersifat kewangan, altruisme, pencapaian yang dicapai ataupun tanggungjawab yang dilaksanakan (Brown, 2002). Beukman (2005) mendefinisikan nilai kerja sebagai tingkah laku seseorang terhadap kerja.

Kebanyakan pengkaji nilai kerja bersetuju bahawa nilai kerja adalah matlamat spesifik seseorang individu yang dianggap penting baginya dalam konteks kerja. Definisi ini menyamai definisi awal nilai kerja oleh Nord et al. (1990) yang menyatakan nilai kerja sebagai pernyataan yang membimbing seseorang individu terhadap kerja yang membolehkannya dicapai melalui kerja yang dilakukan. Manakala Kubat dan Kurrzun (2009) mendefinisikan nilai kerja sebagai kepercayaan dan sikap seseorang terhadap kerja yang berkait dengan kepuasan kerjanya.

Oleh itu dapatlah dirumuskan di sini bahawa nilai kerja merupakan unsur dalaman dalam diri seseorang dan ianya wujud dalam diri setiap orang, tidak kira di mana dirinya berada dan pekerjaan apa yang dilakukannya.

3. Metodologi Kajian

Kajian ini merupakan sebuah kajian deskriptif berbentuk penerokaan bagi mengenal pasti jenis nilai kerja dan perbezaan nilai kerja mengikut jantina, status perkahwinan, dan pengalaman mengajar.

3.1 Saiz Sampel dan Subjek Kajian

Berasaskan kepada populasi yang terdiri daripada keseluruhan guru terlatih sekolah rendah yang sedang mengajar di negeri Kelantan (16, 305), pemilihan subjek kajian dilakukan dengan menggunakan kaedah rawak berstrata dan persampelan rawak mudah. Seramai 413 orang guru telah dipilih. Bilangan ini melebihi 10% daripada bilangan yang diberikan dalam jadual persampelan.

3.2 Soal Selidik dan Instrumen Kajian

Instrumen kajian ini adalah soal selidik yang dibahagi kepada 2 bahagian. Bahagian A merupakan soalan-soalan mengenai maklumat latar belakang responden iaitu jantina, status perkahwinan, dan pengalaman mengajar. Bahagian B soal selidik kajian ini adalah mengenai 12 nilai kerja yang terdiri daripada 60 item, dengan 5 item bagi setiap nilai kerja. Instrumen nilai kerja ini dipetik daripada instrumen nilai kerja oleh Super (1970) dan telah digunakan oleh Wu (1985), Zakaria Kasa dan Ab.Rahman Md Aroff (1997) dan Zakaria Kasa (2005).

4. Dapatan Kajian

4.1 Nilai Kerja

Nilai kerja dianalisis menggunakan frekuensi, peratus, min dan sisihan piawai. Keseluruhan min dan sisihan piawai bagi jenis nilai kerja (Jadual 4.1) menunjukkan min nilai kerja yang paling tinggi adalah nilai kerja perkembangan diri (3.5), dan diikuti dengan nilai kerja keselamatan ekonomi (3.5), altruisme (3.5), pencapaian (3.4), ganjaran ekonomi (3.3), kemajuan (3.3), kreativiti (3.2), hubungan sosial (3.2), gaya hidup (3.2), autoriti (3.1), autonomi (3.1) dan nilai kerja prestij (3.0).

Daripada taburan min (Jadual 4.1), jelas menunjukkan bahawa dapatan keseluruhan susunan nilai min bagi nilai kerja telah meletakkan nilai kerja perkembangan diri, keselamatan ekonomi dan altruisme responden berada pada tahap sangat penting. Manakala nilai-nilai kerja seperti pencapaian, ganjaran ekonomi, kemajuan, kreativiti, hubungan sosial, gaya hidup, autoriti, autonomi dan nilai kerja prestij berada pada tahap penting (Jadual 4.1). Tahap nilai kerja keseluruhan bagi guru-guru sekolah rendah di negeri Kelantan telah menunjukkan min keseluruhan yang baik (3.3).

Sisihan piawai bagi semua nilai kerja responden lelaki dan responden perempuan juga menunjukkan taburan kepentingan nilai kerja dalam kalangan responden kajian ini adalah kecil, yang bertumpu antara sela antara penting dan sangat penting.

Jadual 4.1: Taburan min dan sisihan piawai nilai kerja responden mengikut keutamaan

Nilai Kerja	Min	Sisihan Piawai
Perkembangan Diri	3.5	0.64
Keselamatan Ekonomi	3.5	0.70
Altruisme	3.5	0.63
Pencapaian	3.4	0.66
Ganjaran Ekonomi	3.3	0.70
Kemajuan	3.3	0.67
Kreativiti	3.2	0.57
Hubungan Sosial	3.2	0.60
Gaya Hidup	3.2	0.65
Autoriti	3.1	0.62
Autonomi	3.1	0.61
Prestij	3.0	0.70
Keseluruhan	3.3	0.62

Keseluruhan peratus nilai kerja sangat penting responden juga ditunjukkan dalam Rajah 4.1 di bawah.



Rajah 4.1 : Carta bar peratus responden bagi nilai kerja sangat penting

4.1.1 Nilai Kerja Guru Mengikut Jantina, Status Perkahwinan, dan Pengalaman Mengajar

Nilai kerja guru juga dianalisis berdasarkan jantina, status perkahwinan, dan pengalaman mengajar.

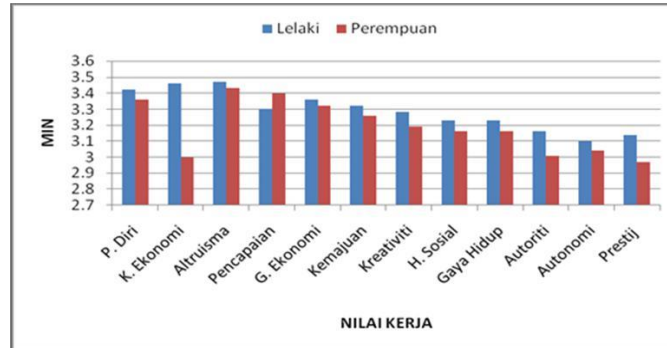
a. Perbezaan Nilai Kerja Guru Mengikut Faktor Jantina

Taburan min bagi nilai kerja responden lelaki didapati, min nilai altruisme adalah (3.5), keselamatan ekonomi (3.5), perkembangan diri (3.4), ganjaran ekonomi (3.4), kemajuan (3.3), pencapaian (3.3), kreativiti (3.3), hubungan sosial (3.2), gaya hidup (3.2), autoriti (3.2), prestij (3.1) dan autonomi (3.1). Manakala taburan min nilai kerja bagi responden perempuan pula adalah perkembangan diri (3.5), keselamatan ekonomi (3.5), altruisme (3.4), pencapaian (3.4), ganjaran ekonomi (3.3), kemajuan (3.3), kreativiti (3.2), hubungan sosial (3.2), gaya hidup (3.2), autonomi (3.0), autoriti (3.0), dan prestij (2.9) (Jadual 4.2).

Jadual 4.2: Taburan min dan sisihan piawai nilai kerja responden mengikut faktor jantina

Nilai Kerja	Min		Sisihan Piawai	
	Lelaki	Perempuan	Lelaki	Perempuan
Perkembangan Diri	3.4	3.5	0.74	0.68
Keselamatan Ekonomi	3.5	3.5	0.67	0.34
Altruisme	3.5	3.4	0.67	0.61
Pencapaian	3.3	3.4	0.67	0.66
Ganjaran Ekonomi	3.4	3.3	0.75	0.68
Kemajuan	3.3	3.3	0.72	0.64
Kreativiti	3.3	3.2	0.62	0.54
Hubungan Sosial	3.2	3.2	0.61	0.60
Gaya Hidup	3.2	3.2	0.66	0.64
Autoriti	3.2	3.0	0.61	0.62
Autonomi	3.1	3.0	0.64	0.59
Prestij	3.1	2.9	0.73	0.69
Min Keseluruhan	3.3	3.2	0.50	0.47

Keseluruhan nilai min bagi 12 nilai kerja yang dikaji bagi responden lelaki dan perempuan juga ditunjukkan dalam Rajah 4.2.



Rajah 4.2: Min bagi 12 nilai kerja guru mengikut faktor jantina

Perbezaan min bagi setiap nilai kerja mengikut jantina telah diuji dengan menggunakan ujian-*t* (Jadual 4.3). Dapatan ujian tersebut mendapati, hanya satu sahaja nilai kerja yang telah menunjukkan perbezaan yang signifikan pada paras $\alpha < 0.01$ antara responden lelaki dan responden perempuan. Nilai kerja itu adalah prestij. Manakala nilai kerja autoriti pula telah menunjukkan perbezaan yang signifikan antara mereka berada pada paras $\alpha < 0.05$. Responden lelaki didapati mempunyai nilai kerja autoriti lebih tinggi berbanding responden perempuan, di mana guru lelaki lebih suka memberitahu orang lain apa yang patut dilakukan berbanding dengan guru perempuan sekiranya mereka merasakan idea mereka lebih baik.

Jadual 4.3 : Ujian-t bagi nilai kerja mengikut faktor jantina

Nilai Kerja	Levene's Test for Equality of Variances			Ujian-t	
	2.1.5..1	Sig.	(equal)	dk	Sig.
4.4					
Perkembangan Diri	0.09	0.76	-0.97	411	0.32
Keselamatan Ekonomi	1.53	0.21	-0.63	411	0.52
Altruisme	0.76	0.38	0.94	411	0.34
Pencapaian	0.28	0.59	-1.33	411	0.18
Ganjaran Ekonomi	1.93	0.16	0.37	411	0.70
Kemajuan	4.21	0.04	0.89	411	0.37
Kreativiti	4.71	0.03	1.38	411	0.16
Hubungan Sosial	0.78	0.37	1.11	411	0.26
Gaya Hidup	0.79	0.37	1.08	411	0.27
Autoriti	1.92	0.16	2.33	411	0.02*
Autonomi	1.86	0.17	1.02	411	0.30
Prestij	3.04	0.08	2.37	411	0.01**
Keseluruhan	0.32	0.57	0.86	0.84	0.39

* Signifikan pada $\alpha < 0.05$
**Signifikan pada $\alpha < 0.01$

Jadual 4.4 : Taburan susunan nilai kerja responden mengikut faktor jantina

Nilai Kerja	Susunan Mengikut Keutamaan	
	Lelaki	Perempuan
Keselamatan Ekonomi	1	1
Altruisme	2	3
Perkembangan Diri	3	2
Ganjaran Ekonomi	4	5
Kemajuan	5	6
Pencapaian	6	4
Kreativiti	7	7
Hubungan Sosial	8	8
Gaya Hidup	9	9
Autoriti	10	11
Prestij	11	12
Autonomi	12	10

Susunan nilai kerja bagi guru lelaki dan guru perempuan sekolah rendah di seluruh negeri Kelantan mengikut keutamaan berdasarkan nilai min yang diperolehi ditunjukkan dalam Jadual 4.4. Susunan ini menunjukkan kedua-dua responden lelaki dan perempuan telah meletakkan enam nilai kerja pada kedudukan yang sama (Keselamatan Ekonomi, Altruisme, Perkembangan Diri, Ganjaran Ekonomi, Kemajuan dan Pencapaian).

b. Perbezaan Nilai Kerja Guru Mengikut Faktor Status Perkahwinan

Jadual 4.5: Taburan min dan sisihan piawai nilai kerja responden

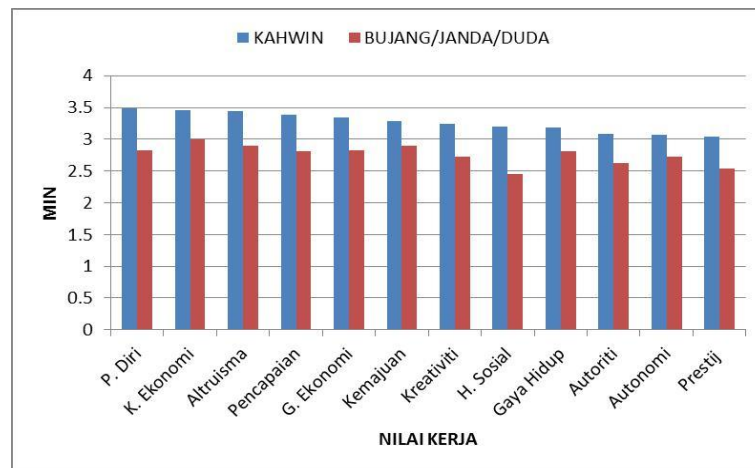
mengikut faktor status perkahwinan

Nilai Kerja	Min		Sisihan Piawai	
	Kahwin	Bujang/ Janda/ Duda	Kahwin	Bujang/ Janda/ Duda
Perkembangan Diri	3.5	2.8	0.60	0.25
Keselamatan Ekonomi	3.5	3.0	0.67	0.34
Altruisme	3.4	2.9	0.60	0.30
Pencapaian	3.4	2.8	0.64	0.25
Ganjaran Ekonomi	3.3	2.8	0.68	0.25
Kemajuan	3.3	2.9	0.64	0.30
Kreativiti	3.2	2.7	0.55	0.09
Hubungan Sosial	3.2	2.5	0.58	0.90
Gaya Hidup	3.2	2.8	0.62	0.25
Autoriti	3.1	2.6	0.61	0.82
Autonomi	3.1	2.7	0.61	0.46
Prestij	3.0	2.5	0.69	0.35
Keseluruhan	3.3	2.8	0.62	0.38

Analisis telah dibuat bagi mengenal pasti nilai kerja responden mengikut status perkahwinan mereka, sama ada kahwin ataupun bujang/ janda/ duda (Jadual 4.5). Dapatan analisis min nilai kerja mengikut status perkahwinan menunjukkan, tiga nilai kerja yang menjadi nilai kerja utama bagi responden berkahwin adalah nilai perkembangan diri (3.5), keselamatan ekonomi (3.5) dan altruisme (3.4).

Nilai min yang diperolehi menunjukkan min nilai kerja perkembangan diri dan keselamatan ekonomi bagi responden berkahwin berada pada tahap yang sangat penting (min \geq 3.5). Bagaimanapun, nilai-nilai kerja altruisme (3.4) pencapaian (3.4), ganjaran ekonomi (3.3), kemajuan (3.3), kreativiti (3.2), hubungan sosial (3.2), gaya hidup (3.2), autoriti (3.1), autonomi (3.1), dan prestij (3.0) berada pada tahap penting (3.0 sehingga 3.4). Min nilai kerja mengikut tiga keutamaan yang berada pada tahap yang sangat penting kepada responden bujang/ janda/ duda adalah nilai keselamatan ekonomi (3.0), altruisme (2.9) dan kemajuan (2.9). Nilai min yang diperolehi menunjukkan min nilai kerja keselamatan ekonomi, altruisme dan kemajuan responden bujang ini berada pada tahap yang penting. Nilai min ketiga-tiga nilai kerja responden bujang/ janda/ duda ini berada di antara 2.9 hingga 3.0.

Min nilai kerja lain-lain bagi responden bujang/ janda/ duda juga berada pada tahap penting di mana ganjaran ekonomi (2.8), perkembangan diri (2.8), gaya hidup (2.8) pencapaian (2.8), kreativiti (2.7), autonomi (2.7), autoriti (2.6), prestij (2.5), dan hubungan sosial (2.5). Keseluruhan min bagi 12 nilai kerja guru mengikut status diberikan dalam Rajah 4.3 di sebelah.



Rajah 4.3: Min bagi 12 nilai kerja guru mengikut faktor status perkahwinan

Perbezaan min setiap nilai kerja mengikut status perkahwinan responden diuji dengan menggunakan ujian-*t* (Jadual 4.6). Keputusan ujian-*t* mendapati, secara keseluruhannya nilai kerja adalah berbeza mengikut status perkahwinan. Manakala analisis perbezaan bagi 12 nilai kerja pula mendapati lima nilai kerja telah menunjukkan perbezaan yang signifikan pada paras $\alpha < 0.01$. Nilai-nilai kerja itu adalah nilai perkembangan diri, altruisme, pencapaian, kreativiti dan hubungan sosial.

Dapatan ini menunjukkan responden yang berkahwin mempunyai tahap kepentingan yang lebih tinggi dalam kelima-lima nilai kerja ini berbanding responden bujang/ janda/ duda. Empat nilai kerja yang mempamerkan perbezaan yang signifikan antara kumpulan berkahwin dan bujang/ janda/ duda pada paras $\alpha < 0.05$ adalah keselamatan ekonomi, ganjaran ekonomi, autoriti dan prestij.

Jadual 4.6: Ujian-*t* bagi nilai kerja mengikut faktor status perkahwinan

Nilai Kerja	<i>Levene's Test for Equality of Variances</i>		Ujian- <i>t</i> (equal)	<i>dk</i>	<i>Sig.</i>
	<i>F</i>	<i>Sig.</i>			
4.4	2.1.5..1	<i>F</i>			
Perkembangan Diri	25.24	0.00	-3.48	411	0.001**
Keselamatan Ekon.	22.43	0.00	-2.16	411	0.031*
Altruisme	32.30	0.00	-2.77	411	0.006**
Pencapaian	18.42	0.00	-2.78	411	0.006**
Ganjaran Ekonomi	12.74	0.00	-2.46	411	0.014*
Kemajuan	19.70	0.00	-1.88	411	0.060
Kreativiti	8.99	0.003	-2.94	411	0.003**
Hubungan Sosial	8.75	0.003	-4.115	411	0.000**
Gaya Hidup	16.57	0.00	-1.90	411	0.057
Autoriti	4.68	0.031	-2.33	411	0.020*
Autonomi	0.04	0.95	-1.83	411	0.067
Prestij	5.55	0.01	-2.31	411	0.021*
Keseluruhan	30.28	0.00	-0.47	411	0.001**

* Signifikan pada $\alpha < 0.05$

** Signifikan pada $\alpha < 0.01$

Oleh itu dapatlah dirumuskan bahawa nilai kerja guru yang berkahwin adalah lebih baik berbanding dengan guru bujang/ janda/ duda, melainkan nilai kerja kemajuan, gaya hidup dan autonomi yang didapati tidak berbeza antara responden kahwin dengan responden bujang/ janda/ duda. Dapatan keseluruhan mendapati nilai kerja adalah berbeza mengikut status perkahwinan responden $\alpha < 0.01$.

Kajian ini juga telah membuat analisis bagi mengenal pasti susunan nilai kerja mengikut keutamaan di antara responden berkahwin dan bujang/ janda/ duda dan hasilnya sebagaimana dalam Jadual 4.7. Enam susunan nilai kerja mengikut keutamaan responden berkahwin dan bujang/ janda/ duda menunjukkan perbezaan yang agak jelas. Enam nilai kerja mengikut keutamaan responden berkahwin adalah nilai perkembangan diri, keselamatan ekonomi, altruisme, pencapaian, ganjaran ekonomi dan kemajuan, manakala kepada responden bujang/ janda/ duda pula telah meletakkan susunan nilai kerja mereka iaitu nilai keselamatan ekonomi, altruisme, kemajuan, ganjaran ekonomi, perkembangan diri, dan gaya hidup sebagai enam susunan keutamaan nilai kerja mereka.

Responden berkahwin meletakkan perkembangan diri sebagai susunan kedudukan paling utama dan nilai prestij sebagai susunan paling bawah.

Jadual 4.7: Taburan susunan nilai kerja responden mengikut faktor status perkahwinan

Nilai Kerja	Susunan Mengikut Keutamaan	
	Kahwin	Bujang/ Janda/ Duda
Perkembangan Diri	1	5
Keselamatan Ekonomi	2	1
Altruisme	3	2
Pencapaian	4	7
Ganjaran Ekonomi	5	4
Kemajuan	6	3
Kreativiti	7	8
Hubungan Sosial	8	12
Gaya Hidup	9	5
Autoriti	10	10
Autonomi	11	9
Prestij	12	11

4.2 Perbezaan Nilai Kerja Guru Mengikut Faktor Pengalaman Mengajar

Keseluruhan nilai min nilai kerja mengikut pengalaman mengajar responden dipaparkan dalam Jadual 4.8. Berdasarkan min nilai kerja yang didapati, menunjukkan 8 nilai kerja utama responden yang berpengalaman mengajar 1-5 tahun adalah perkembangan diri, keselamatan ekonomi, altruisme, pencapaian, ganjaran ekonomi, kemajuan, kreativiti dan gaya hidup berada pada tahap penting dan empat nilai kerja (hubungan sosial, autoriti, autonomi dan prestij) mempunyai min yang kurang dari 3. Nilai min tertinggi bagi kumpulan ini adalah pada nilai keselamatan ekonomi (3.3) dan perkembangan diri (3.3) dan yang terendah adalah nilai kerja prestij (2.7) dan autonomi (2.7).

Bagi responden yang berpengalaman mengajar 6-10 tahun pula, nilai min yang didapati menunjukkan 9 nilai kerja (perkembangan diri, keselamatan ekonomi, altruisme, pencapaian, ganjaran ekonomi, kemajuan, kreativiti, hubungan sosial dan gaya hidup) berada pada tahap penting (min, 3.0-3.4) dan tiga nilai kerja (autoriti, autonomi dan prestij) mempunyai min kurang dari 3.0. Dua nilai kerja utama yang menjadi penting kepada responden yang berpengalaman mengajar 6-10 tahun adalah nilai altruisme (3.4) dan nilai perkembangan diri (3.4) dan nilai kerja terendah adalah prestij (2.9).

Jadual 4.8: Taburan min dan sisihan piawai nilai kerja responden mengikut faktor pengalaman mengajar

Nilai Kerja	1-5 th		6-10 th		11-15 th		16-20 th		> 20 th	
	Min	SD	Min	SD	Min	SD	Min	SD	Min	SD
Perkem. Diri	3.3	0.65	3.3	0.68	3.6	0.52	3.3	0.64	3.6	0.48
Keselamatan Ekonomi	3.3	0.75	4.0	0.71	3.6	0.58	4.0	0.77	3.7	0.47
Altruisme	3.2	0.82	4.0	0.70	3.5	0.56	3.0	0.62	3.5	0.50
Pencapaian	3.2	0.82	3.0	0.68	3.4	0.59	3.0	0.71	3.5	0.50
Ganjaran	3.2	0.84	3.0	0.68	3.6	0.55	3.0	0.79	3.5	0.50
Ekonomi			4.0				4.0			
Kemajuan	3.2	0.82	3.0	0.69	3.5	0.53	3.0	0.70	3.4	0.54
Kreativiti	3.2	0.84	3.0	0.65	3.4	0.52	3.0	0.53	3.3	0.47
Hubungan Sosial	2.9	0.77	3.0	0.65	3.4	0.60	3.0	0.58	3.3	0.49
Gaya Hidup	3.1	0.84	3.0	0.67	3.3	0.60	3.0	0.62	3.3	0.57
Autoriti	2.9	0.75	3.0	0.63	3.1	0.64	1.0	0.61	3.2	0.55
Autonomi	2.7	0.59	3.0	0.63	3.1	0.65	3.0	0.55	3.2	0.59
Prestij	2.7	0.80	2.0	0.73	3.3	0.69	1.0	0.65	3.1	0.66
			3.0				3.0			
			2.0				2.0			
			3.0				3.0			
			1.0				2.0			
			3.0				3.0			

			0				0			
			3.				3.			
			0				1			
			2.				3.			
			9				0			
<hr/>										
Keseluruha				0.5			3.			
	3.1	0.72	3.2		3.4	0.38		0.46	3.4	0.35
n				4			2			
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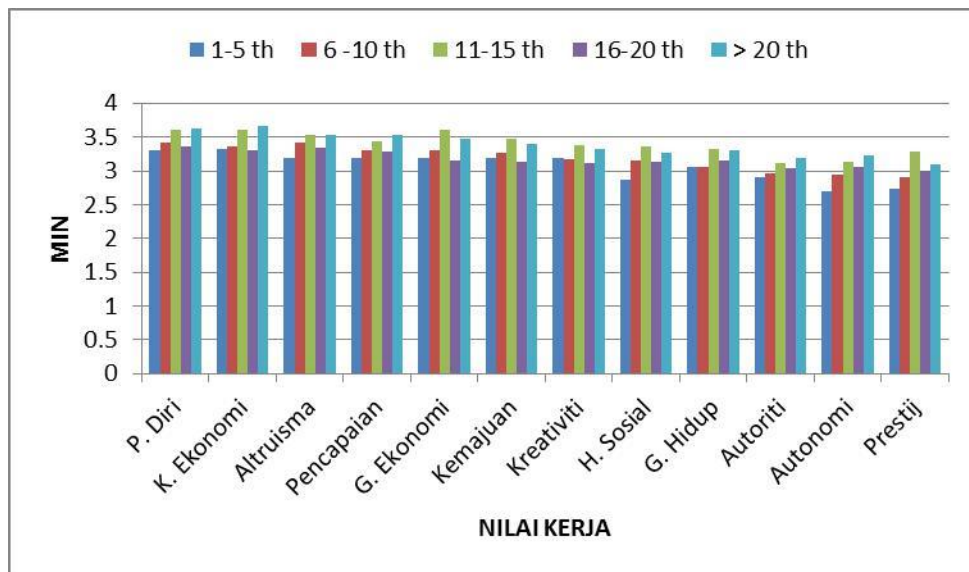
SD : Sisihan Piawai

Bagi responden yang berpengalaman mengajar 11-15 tahun, lima nilai kerja (perkembangan diri, keselamatan ekonomi, altruisme, dan ganjaran ekonomi) berada pada tahap sangat penting (min > 3.5). Nilai kerja lainnya pula pada tahap penting. Tiga nilai kerja utama kumpulan ini yang sangat penting adalah nilai perkembangan diri (3.6), ganjaran ekonomi (3.6) dan keselamatan ekonomi (3.6).

Dapatan analisis telah menunjukkan nilai prestij tidak menjadi penting kepada responden yang berpengalaman mengajar antara 1-5 tahun dan 6-10 tahun. Min tertinggi bagi nilai kerja prestij adalah bagi responden yang berpengalaman mengajar 11-15 tahun. Responden yang berpengalaman mengajar 11-15 tahun ini mementingkan nilai prestij di mana mereka mahu usaha dan kerja yang mereka laksanakan dilihat, dinilai dan dipuji. Responden ini mahu mereka dikenali kerana usaha dan kerja yang mereka telah lakukan.

Manakala bagi responden yang berpengalaman mengajar 16-20 tahun, kesemua min bagi 12 nilai kerja berada pada tahap penting (min, 3.0-3.4). Tiga nilai kerja utama bagi kumpulan ini adalah nilai perkembangan diri (3.4), altruisme (3.4), dan keselamatan ekonomi (3.3). Responden yang berpengalaman mengajar melebihi 20 tahun pula menunjukkan keadaan yang hampir sama dengan responden berpengalaman 11-15 tahun, di mana lima nilai kerja mereka (perkembangan diri, keselamatan ekonomi, altruisme, pencapaian dan ganjaran ekonomi) berada pada tahap sangat penting (min > 3.5). Tiga nilai kerja utama kumpulan ini adalah keselamatan ekonomi (3.7), nilai perkembangan diri (3.6) dan altruisme (3.5). Nilai sisihan piawai mengikut pengalaman mengajar responden bagi semua nilai kerja didapati berada antara 0.35 hingga 0.84. Nilai sisihan piawai adalah kecil dan ini menunjukkan serakan taburan tahap nilai kerja responden adalah dalam sela yang kecil iaitu pada tahap penting dan sangat penting.

Keseluruhan nilai min bagi 12 nilai kerja guru mengikut pengalaman mengajar (Rajah 4.4), jelas menunjukkan min bagi 12 nilai kerja secara keseluruhannya meningkat daripada guru kurang berpengalaman kepada guru yang berpengalaman. Guru berpengalaman mempunyai min nilai kerja yang lebih tinggi.



Rajah 4.4: Min bagi 12 nilai kerja guru mengikut faktor pengalaman mengajar

Analisis ANOVA digunakan bagi melihat perbezaan min nilai kerja mengikut pengalaman mengajar responden. Dapatan analisis dalam Jadual 4.9 menunjukkan semua nilai kerja berbeza secara signifikan pada paras $\alpha < 0.01$ dan pada paras $\alpha < 0.05$ di antara guru-guru mengikut pengalaman mengajar.

Nilai-nilai kerja yang berbeza secara signifikan pada paras $\alpha < 0.05$ adalah nilai altruisme, gaya hidup dan autoriti. Manakala nilai-nilai kerja iaitu nilai perkembangan diri, keselamatan ekonomi, pencapaian, ganjaran ekonomi, kemajuan, kreativiti, hubungan sosial, autonomi, dan prestij pula telah menunjukkan perbezaan yang signifikan pada paras $\alpha < 0.01$. Analisis ANOVA min keseluruhan nilai kerja bagi pengalaman mengajar mendapati nilai kerja adalah berbeza mengikut pengalaman mengajar responden pada paras $\alpha < 0.01$.

Jadual 4.9: ANOVA bagi nilai kerja responden mengikut faktor pengalaman mengajar

Nilai Kerja	Jum. Kuasa Dua			Min Kuasa Dua		F	Sig.
	Antara Kump.	Dalam Kump.	Jum	Antara Kump.	Dalam Kump.		
Perkem. Diri	5.35	178.96	184.32	1.34	0.43	3.05	0.00**
Keselamatan Ekonomi	10.1	194.13	204.32	2.54	0.47	5.35	0.00**
Altruisme	4.26	163.01	167.28	1.06	0.40	2.67	0.03*
Pencapaian	5.35	178.96	184.32	1.34	0.43	3.05	0.01**
Ganjaran Ekonomi	11.68	194.20	205.88	2.92	0.47	6.13	0.00**
Kemajuan	6.78	179.07		1.69	0.43	3.86	0.00**
Kreativiti	185.85			1.03	0.32	3.18	0.01**
Hubungan Sosial	4.13	132.46		1.58	0.35	4.42	0.00**
Gaya Hidup	6.34	146.29		1.20	0.41	2.86	0.02*

Autoriti	152.64		0.93	0.38	2.43	0.04*
Autonomi			2.00	0.35	5.58	0.00**
Prestij	4.81	171.07	2.12	0.48	4.35	0.00**
Keseluruhan	175.88		1.97	0.22	8.82	0.00**
	3.70	157.21				
	160.96					
	8.01	146.34				
	154.35					
	8.50	199.02				
	207.52					
	3.94	91.19	95.13			

* Signifikan pada $\alpha < 0.05$

**Signifikan pada $\alpha < 0.01$

Oleh itu dapatlah dirumuskan bahawa guru yang berpengalaman didapati mempunyai tahap kepentingan yang lebih tinggi bagi kesemua nilai kerja jika dibandingkan dengan guru yang kurang berpengalaman.

Analisis susunan nilai kerja mengikut keutamaan bagi setiap kumpulan guru berdasarkan pengalaman mengajar masing-masing dipaparkan dalam Jadual 4.10. Semua kumpulan responden telah meletakkan nilai perkembangan diri di tempat pertama dan kedua. Ini merupakan nilai kerja utama bagi semua guru apabila disusun mengikut pengalaman mengajar mereka. Guru baharu yang berpengalaman mengajar 1-5 tahun telah meletakkan empat nilai kerja utama mereka kepada nilai keselamatan ekonomi, perkembangan diri, ganjaran ekonomi dan kreativiti. Bagi nilai hubungan sosial, tiga kumpulan meletakkannya pada tempat kelapan. Kumpulan guru baharu meletakkannya pada tempat ke-10 dan kumpulan guru berpengalaman pula meletakkannya pada tempat kesembilan.

Guru baharu lebih mengutamakan keperluan mereka dahulu dengan memastikan keselamatan ekonomi, perkembangan diri, dan ganjaran ekonomi mereka berada pada keadaan selamat, stabil dan teguh. Keadaan ini menyebabkan nilai hubungan sosial menjadi nilai yang kurang diutamakan.

Manakala guru yang berpengalaman lebih 20 tahun pula meletakkan nilai hubungan sosial pada keutamaan ke-9 kerana status mereka pada ketika ini telahpun berada dalam jawatan tertentu di sekolah dan disegani oleh kumpulan guru di bawah pemantauan mereka.

Jadual 4.10: Susunan nilai kerja responden mengikut faktor pengalaman mengajar

Nilai Kerja	Pengalaman Mengajar				
	1-5 th	6-10th	11-15th	16-20 th	> 20 th
Altruisme	5	1	4	2	4
Autoriti	9	10	12	11	11
Autonomi	12	11	11	10	10
Kreativiti	4	7	7	9	7
Ganjaran Ekonomi	3	4	3	5	5
Gaya Hidup	8	9	9	6	8
Perkembangan Diri	2	2	1	1	2
Prestij	11	12	10	12	12
Hubungan Sosial	10	8	8	8	9
Pencapaian	6	5	6	4	3
Kemajuan	7	6	5	7	6
Keselamatan Ekonomi	1	3	2	3	1

Nilai kreativiti pula pada tempat ketujuh untuk semua kumpulan responden kecuali kumpulan guru yang berpengalaman mengajar 16-20 tahun yang telah meletakkannya pada tempat kesembilan dan guru baharu 1-5 tahun mengajar lebih mengutamakan nilai kreativiti (4). Semua responden meletakkan tiga nilai kerja iaitu nilai autonomi, autoriti dan prestij pada tiga tahap penting terakhir. Susunan nilai kerja responden mengikut pengalaman mengajar jelas menunjukkan susunan yang berbeza untuk semua responden.

5. Rumusan

Berdasarkan kepada analisis deskriptif yang dilakukan dan berasaskan kepada dapatan kajian yang diperolehi, dapatlah disimpulkan bahawa responden kajian ini memiliki ciri-ciri yang merangkumi keseluruhan ciri yang ada dalam populasi guru yang sedang berkhidmat di sekolah rendah seluruh negeri Kelantan. Hasil analisis 12 nilai kerja yang dikaji, didapati responden mempunyai nilai kerja yang baik. Enam nilai kerja utama bagi keseluruhan responden adalah nilai perkembangan diri, keselamatan ekonomi, altruisme, pencapaian, ganjaran ekonomi dan kemajuan. Enam nilai kerja ini menjadi nilai kerja utama bagi semua kumpulan responden mengikut faktor sosiodemografi yang dikaji.

Namun begitu, nilai-nilai kerja ini ada yang menunjukkan perbezaan mengikut faktor-faktor sosiodemografi responden dan ada yang tidak berbeza sebagaimana yang telah diuji. Nilai kerja keseluruhannya didapati tidak berbeza di antara responden lelaki dan perempuan tetapi ianya berbeza mengikut faktor status perkahwinan, di mana nilai kerja responden yang berkahwin adalah lebih baik daripada nilai kerja responden bujang/ janda/ duda. Namun, keseluruhan nilai kerja adalah berbeza mengikut faktor pengalaman mengajar responden. Responden yang berpengalaman mengajar lebih lama mempunyai nilai kerja yang lebih baik berbanding dengan responden yang kurang berpengalaman.

Rumusan keseluruhannya, dapatan kajian ini juga menunjukkan guru lebih mengutamakan nilai kerja yang berkaitan dengan keperluan diri berbanding dengan nilai kerja yang berkaitan dengan keperluan perkhidmatan.

6. Rujukan

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Unleashing the Potential of Rural Cottage Industries Development by Online Retail Activity

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Abstract - *Online retail provides numerous opportunities for small Businesses which include cottage industry to promote their products and services, build brand communities and reach diverse market niches. An important factor in seizing these opportunities is developing trust and willingness to adopt online method among of rural cottage industry owners. This quantitative study examines how a group of rural cottage industry in Kelantan that still didn't use online platform in running their business. Some of rural cottage industry still run their business with a traditional method. Now on, Internet had changed the way small businesses do business and the way owner promote and sell the goods and services . However, in the developing country like Malaysia, the growth in online business among of rural cottage industry is still relatively slow compare to the global trend. This aim of this study is to understand the awareness and attitude of rural cottage industry toward online retail. The results of the study also will reveal that the acceptance of online retail method among of rural cottage industry*

Keywords: Cottage Industry, Online Retail

1. Introduction

Looking at the current scenario, the purpose of this study is to examine the Potential Of Local Cottage Industries For Rural Socio-Economic Development By Online Retail Activity. The first problem is about the acceptance among the owner of local cottage industry toward online retail for their business. There are still many entrepreneurs who do not want to get involved with online business, especially small business and cottage industry. Previous study also shown that small business which include cottage industry in Malaysia still possess below average internet skills and seldom use the internet in their business , Junaidah Hashim, (2007). This study also shown that the level of online adoption among small business owners in Malaysia is lower level than can be expected.

In terms of innovation characteristics, these are in the complexity category, which means that they find internet adoption by small industry owner are really difficult. With regard to the adopters category, small business owners in Malaysia are in the late majority in using or accept the internet as method in their business. Large-sized businesses that are more accepting of technological development compared to the SME business, Au (2010). According to Sarmila and Faridahanum (2005), the readiness of the people in Malaysia to receive the online business as a way of life is still at a low level even though the government and private companies have made preparations in terms of infrastructure and systems.

In addition, the lack of exposure to the use of online method in business is also possible to some extent has caused the number of users of online business are low, particularly among SMEs which including cottage industries from rural area in Malaysia. The lack of disclosure has also been mentioned by Hunt (2009). But, according to Fatima Ajmal, Norizan (2015), Their study shows that online business adoption is really high in service including ICT industry sector. Most of small businesses making more use of online method in their business as it allows them to market their business regionally and

internationally. Most of the SMEs have been using ecommerce for less than 5 years showing a positive trend in accepting and utilizing the use of online method among rural small business. However, acceptance of online business method among of rural small business in 2017 has not been determined yet. With this study able to help to find current status of online business acceptance by cottage industry.

The second problem in this research is about the relationship between attitude of cottage industry owner toward online activity acceptance. Individual attitude will effect the level of awareness of online business applications in Malaysia, online method among of cottage industry become immature mentality and are often influenced by other individuals. Who have a positive attitude towards online business with such an attitude will remain even if there are constraints or changes in the underlying business. This also supported by Azmi et al. (2012) and Faradillah (2015), where the findings of a study found that the motivation, interests, attitude ,networks toward new innovation in business are among the factors that contributed to the success of entrepreneurs. The attitude of small businesses and cottage industry owner, who did not dare to try to engage with online business because they have no intention to run a business with online method. This is due to some social aspects and personality attitudes of the

Malays that obstruct their business growth. Malay culture and attitude has certain deficits that impede business growth, resulting in a poor rate of Malays' business successes. According to Ying and Qi (2010), attitude towards the use and perception of the use of a new system will affect the intention of the act of an individual. In addition, Ha and Stoel (2009) suggested to find the evidence of attitudes among of SMEs toward technology affect adoption. In Michaelidou, N., Siamagka, N.T. And Christodoulides, (2011) research, they did not insight into the attitude of small business towards new technology in business, and the intention to adopt the online technology.

The awareness among owner of rural Cottage Industry toward availability of online retail in helping them in develop their industries also will be deterrmint in this research. Lot of local cottage industries or small business did not aware that globalization had promotes technology, source and knowledge transfer, as ever new processes of production and services provided. Owner of rural cottage industry are not really known about the concept and use of online business applications. They are also didn't aware the advantages of online business .There are some of them using the internet as a tool for social media. It's supported by Jones and Fox (2009) in Siti et al. (2010), they tend to use the internet as an entertainment and a toll of communication between family and friends. Lack of awareness of the advantages of using online as a method in business and insufficient attention to the fact that being successful in market trough the internet is inevitable and the most important indicator that small business must possess in internet adoption is needed, Payam Hanafizadeh (2012). Most rural communities and small businesses are not aware of how online can impact on their business ,Lara Brooks (2012). Lack of awareness and basic of ICT literacy is a barrier to online business uptake by SMEs ,Dr. Anwar Ali Shah (2012). Mostly of cottage industries don't take of and aware with the global apportunities in dealing with global challenges and with a new emerging technologies in ICT.

2. Literature Review

2.1 Cottage Industry

Cottage industry is the one business which is run by an individual with help of his own family members with very less capital needed. According to the Fiscal Commission (1949-50) —cottage industry is an industry which is run either as whole-time or part-time occupation with the full or partial help of the members of family. These industries are mostly run by the artisans in their own homes. The use of power and machines in these industries are very limited. The products produced in cottage industries are usually to satisfy the local and area demands. Number of hired labour in this sector is very limited and the capital investment is also small. They are mostly located in villages and rural areas.

According to the Economic Commission of Asia and the Far East (ECAFE) —*cottage industries are those industries which are run fully or partially with the help of family members*. In the words of Dhar and Lydall —*cottage industries are mainly traditional industries which produce traditional goods with the traditional techniques*. Examples of cottage industries product are food, handicrafts, handlooms, cane and bamboo base industries, pottery, etc.

Small-scale industries can have profound influence by raising income level of the rural people, creating employment in our economy by diversification of production through diffusion of ownership through the promotion of local entrepreneurship and geographical dispersal of industrial activities by setting up industries based on local resources.

Bhattacharyya (2014) find that small businesses and the large business have similar factors for the success and failure but the only difference is capacity to bear shocks, which the large businesses have more as compared to small businesses or cottage industry. The sustain ability and growth of cottage industry is highly dependent on the efficient management practices and how they try to market or promote their product. Cottage industry should go for higher productivity through using a latest technology and skilled labor, but it is difficult for the owners of cottage industry to hire skilled labor and to purchase the latest equipment because of financial constraints. A strong relationship also exists between job creation and the growth of cottage industry or the growth of small businesses

The growth of cottage industry takes place in three phases. Primarily an individual who is the owner of the cottage industry grows this results in the growth of cottage industry it self and ultimately the third phase is exposed that is the growth of the whole environment. Slater (2013) also argued that there are three perspectives of growth of cottage industry that is, individual, organizational, environmental. According to Ahmad, Nawaz, Shaukat, Usman, and Rehman (2010) motivation, relevant skills in business, need for attainment, firm life, financial performance, accelerated financing, and readiness to grow are significantly important for the growth of small business and cottage industries.

To be a successful, it must be planned and managed responsibly (De Oliveira 2003). It had a several way in which cottage industries could assist in generating incomes to the local community and their business. As a complement to the existing rural industries, it operates in a small scale, sum of capital and ease to entry local community and their not really have a proper packaging and branding, large amount of capital, and intensive marketing and commercialization. Without this cottage industry had a unstable demand and unproper marketing do not allow for cottage industry to be independent and

success. In a 2012 article for Chron.com, Barbara Bean-Mellinger (Bean-Mellinger, 2012) identified that four of primary benefits of cottage industries common to states that have adopted cottage industries had time to grow and mature as an industry. These four primary benefits are include :

Work From Home: A major benefit of cottage industries is that they allow people to work from their own homes. Women are most benefited because they can able to work from homes while still tending to their families. Many cottage industry businesses may include their entire family members in their operations. **Save Operating Costs:** By operating from home, cottage industry able to save money and cost by not having to renta commercial kitchen, office space, and by not incurring the associated utilities expenses and other costs. Cottage industry businesses may need local licenses to operate the business, but these are usually not really as expensive or not as difficult to obtain as the licenses required for normal business operations. **Buy Local and Fresh:** Consumers get benefit from cottage industries because they are able to buy a local products and in the case of food products, items they know are fresh and safe. They know where the products were made, the quality, and that they likely were made with fresh, local ingredients as well. They are also able to enjoy product of higher quality than those that are mass-produced. **Help Local Economy:** While consumers are appreciate to having access locally produced products, the local economy benefits from dollars to spent nearby. Ingredients and supplies purchased locally can able to help the local economy as well. Most states' cottage food industry laws also allow goods to be sold at local farmers markets and roadside stands, which helps these local business enterprises to prosper.

2.2 Local Cottage Industry Environment

In Malaysia the Government plays an important role in attracting interest of the community especially the Bumiputeras to venture into the small and medium enterprises (SMES) and cottage industry. Since this field contribute substantially to yearly national income. According to the annual report SMES 2012/13 by national SME Council, the contribution of SMES to the gross domestic product (GDP) of the whole according to main economic activity increased from 32.5% in 2011 to 32.7% in 2012. In fact, according to Ethan Mahmud et al. (2008), entrepreneurs not only creates new business but even increase employment opportunities that lead to the creation of a new resource discoveries, new technology and also innovation. The country also profit doubled from the entrepreneurial sector. In addition to economic benefits, other benefits were felt by the community in terms of standard of living, social responsibility and strengthening the industry.

The Malaysian rural areas are mostly populated mainly by the Malays and the majority of the entrepreneurs in rural Malaysia business are females. (Zumilah Zainalaludin, 2012). Khairunnisa Mardzuki, Zaimah Darawi, Mohd Radzuan Rahid (2012) the Malay community is often considered far behind behind in all aspects compared to the any other ethnics. Therefore, the Malay now need to take the initiative to make changes and drastic transformation from every aspects, particularly in terms of thinking and mentality for entrepreneurship to increase strength and economic strength to compete healthily with others and not to be left toward high-income nation.

In Malaysia, women are dominate in many sectors particularly that related to small business and cottage industry. They actively involved in selling foods or product in daily and night markets throughout the country that including Sabah and Sarawak (Junaenah Sulehan 2000). The involvement in this sector especially amongst rural people, able to help the majority of those people to get rid of from rural poverty. Malaysian government's effort also in assisting and

help those rural business by providing necessary means of production perhaps will increase their commitment and sufficient incomes in the industry.

The type of these kinds of small industry heavily influenced by village culture of the local community, local raw materials as well as traditional existing proficiency. These differences determine the kind of cottage industry operated in a specific state or area in Malaysia . Based on these differences exist for example centric enterprise batik and silver in Kota Bharu, weaving, dyeing, weaving and copper in Kuala Terengganu, wood craft in Temerloh, bamboo and rattan in Kuala Pilah, and pottery in Kuala Kangsar. However, there are also small business for webbing, batik, silver, pottery and copper in other areas such Kelantan, Terengganu, Perak, Pahang, Kedah, Selangor, Johor, Negeri Sembilan and Melaka.

The small industries or cottage industry in Kelantan are much familiar with local products like fish cracker (*keropok*), traditional delicacies (*akok*), traditional Malay dessert (*kueh traditional*), ketchup (*kicap*), fish sauce (*budu*), chilli sauce (*cilisos*), canned food (*makanandalam tin*), meehoon (*meehon*), Malay traditional noodles (*laksa*), rice (*nasi*) and flying bread (*roti canai*). Analysis on these traditional food industries shows that fish cracker (*keropok*), traditional Malay dessert (*kueh traditional*), meehoon (*meehon*) and rice (*nasi*) are products that are so popular among the entrepreneurs and small business to be involved in. Plus, food industries become another strength in Kelantan and also Terengganu where are the unique and delight cuisine with popular dishes offered such as *ayampercik*, *nasikerabu*, *nasidagang* and *nasilemak* being indigenous to the area. Stalls selling those foods can be found in along every road throughout Kota Bharu and also in Kuala Terengganu as well as other towns of both states.

Based on Wan Ibrahim, Asyraf Hj. Ab. Rahman, Zainab Ismail (2011), observations, found that small/cottage industry are running food business in Kelantan and Terengganu has certain distinct characteristics. Firstly, Most of the sectors only operated on a part time basis. The business conducted these activities in a small scale in order to earn some extra incomes at their area only. Second is entrepreneurs that involved in the small cottage industry of traditional food industry are mostly those from lower educational background. To earn a life, they turn to the cottage industry to produce food. Third is most of the entrepreneur consist of those aged between 40 and 50 year, and already have a family. Although some of the entrepreneurs is from aged below 40, their number is less. The entrepreneur aged 60 and above is also significant. Fourth, terms of gender, the majority of the entrepreneurs of cottage industry that produce food product in Kelantan and Terengganu are females.

2.3 Online Retail/Business

The success achieved by the cottage industry sector so far must be maintained and further enhanced in view of cottage industry is also a back bone to the country's industrial sector. Therefore, there is a method that is effective to enhance the productivity of cottage industry in this era in development of information technology that can help cottage industry sector more grow rapidly. Using the information technology is meant the use of online business in business daily activities. The concept is similar to the concept of online trading or sales and purchase custom made between buyers and sellers, but it more easier, effective, quick and can do at all the time or place. Online Business covers the process of looking and researching items that want to purchase @ buy, gets the required goods, and pay with the proof transaction (Mohd.

Johari2001). In Malaysia, and other developing countries, business-based online business has not been full practiced. This is because the level of confidence among owner of business and consumer is still low level.

In Malaysia, infrastructure of information technology and the culture is the main barriers to apply the online business. Although some parties such as private kingdoms and other states had made preparation in terms of infrastructure and systems, the willingness of the community to accept online business as a living culture are still at a low level. Now the Malaysia is often to promote the importance of online business to the local entrepreneurs .According to Nazif (2003) online business or trade electronically is the process purchase, sale or exchange of goods, information and civil servants are through a series of computers. Generally, online business can be run in virtual form fully or half of the system. Bloch, Pigneur& So (1996), also define online business as a methodology which uses electronic commerce intermediary to perform the entire transaction of business. Supplier, owner of business and customers met in an atmosphere of online method to do transaction with the use of internet technology, digital and others. Online marketing is today seen by many practitioners as the new arena for market communication and it can be identified on the top of the list of users of the different mediums such as through Facebook, Blogs, Twitter, YouTube and LinkedIn (Steltzner, 2009).

The review by Rosen (2000) shows there are 3 main advantages if the company use online business in their business. The excess includes the business no longer requires the size of a large firm in conduct their business. This is one great hint or reassurance for consumer that the company is also solid and can assure all consumer about the existence of the company in the market. In addition, other advantage are related to the selection of the location of the firm. Online business, is the one solutions to the selection of the location of the firm where the conventional business location is the main thing that needs to be thought of by entrepreneurs to start their business. However, with online business location of firms located around the world and access can be made via the internet from anywhere .Other thing that, owner more able to easy to get any information or feedback from the customer able to fix it if have any problem with the product or services that offered. It really different with the conventional business where are there are really slow to get any feedback from their customer

In a study conducted by Nazif (2003) online business indeed give lot of benefits to small business, organizations and society. With low investment companies can promote their products or services to consumers around the world, find a supplier that best among available suppliers and also can build network partners nationally and globally. Cannon (2000) state that, business via the internet is suitable for small and medium industry. By using the internet as a medium their business, small-sized industries could expand to all over the world and at the same time, reduces the cost of promotion and advertising. He also explained that, with online business the firms no longer operates to produce the product at the large-scale but more focus on consumer information and services provided by the firm to the client. Beyond that, he also stated that, with online business, users able to buy directly a product or service from merchants without use any mediator .He also mentioned that the advantages market or advertise products using the internet. Among of them are getting customer feedback quickly, advertising content can be designed according own tastes, really cheap advertising cost and dealer can provide information about the product in more detail.

Other benefits of online business, it also can be seen in the study of Mohd. Johari (2001). Online material is from the point of providing comfort shopping in the peace of mind. This situation provides an opportunity for buyers to talk with family members before making a purchase. Purchase meets the needs of the whole family and it is more save. A study conducted by Mohd Sani (2000) more focused to incremental upgrade to the involvement of SMES and small business in online business. The development of digital economy is now able to help small and large traders to reduce the cost of purchase, relationship with the client, logistics and inventory, production planning and able to reach out to existing customers and new customers with the fastest way and effective.

Online business is also able to provide potential business opportunities to the SMES include cottage industry who want to get involved with this new technology. However, this industry still had a lack of user to apply it. This can be proved by the study conducted by Multimedia Development Corp. Sdn. Bhd. (MDC) toward 811 local small industries in Malaysia, only seven percent of the company from this industry that use this medium to perform sales and purchase. Researchers also explain the important factors contribute to the success of online business such as its ability to transcend boundaries political and geographical boundaries without any obstacles within the time effectively. Then, Banujam K.V., at his previous study entitled, —Poverty Alleviation through Rural Industrialization suggested that appropriate technology should be developed to promote the rural small industries.

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Understanding The Impact of Entrepreneurial Orientation on Small Business Performance: The Mediating Role of Access to Finance

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Abstract - Various contributions of small business performance to economic development has been recognised since last decade. However, a large number of business do not achieve success due to many internal and external factors, including lack of entrepreneurial orientation and lack of financial resources. Then, the main objective of this study is to measure the impact of entrepreneurial orientation and access to external finance on small business performance. Also, to advance the prior literatures, this research introduce access to finance as a mediating in the relationship between entrepreneurial orientation and small business performance. A sample of 413 small enterprises in East Coast Region of Malaysia which judgemental selected were valid and reliable to construct a structural model. Then, the structural model have confirmed that entrepreneurial orientation was partially significant related to small business performance, since only risk taking was significant, meanwhile innovativeness and aggressive competitiveness insignificant. Moreover, access to finance was found strongly significant related to small business performance. Further, the study verified that access to finance was partially mediated the relationship between entrepreneurial orientation and small business performance, extending existing literatures. A research on this topic is believed significant to government, NGOs, private bodies, policy makers and small entrepreneurs on explaining the important of implementing entrepreneurial orientation and have sufficient access to finance on increasing business performance variation.

Keywords: Access to finance, entrepreneurial orientation, mediating, performance, small business, structural model.

1. Introduction

Since last decades before, Small and Medium Sized Enterprises (SMEs) including small business has been recognized as entity contributors toward economic development. Due to the important of small businesses as economic factor, the statistical record showed they accounted over 80 per cent of economic growth worldwide. Since then, utmost countries are deliberated SMEs as the spine of economic expansion (SME Corporation Malaysia, 2017). In fact, they are contribute to 45 per cent of global employment, over 33 per cent of national income (GDP), and forecasted to offer about 600 million employment opportunities in the next 15 years (The World Bank, 2017).

Moreover, they also become generating to better income distribution, tax revenue, efficiency utilization of resources, family income stability, poverty alleviation, export performance, domestic savings, including open chances for innovation, entrepreneurial activities and dispersion of skills and technology as well (Ahmad Fida, 2008; Panitchpakdi, 2006; Tambunan, 2011; Varis & Littunen, 2010). Not only to developed and developing countries, they also contribute a significant roles to low-income economies for instance about 50 per cent of economy in Uganda belong to small businesses (MTIC Annual Report, 2015) and there are 760,000 small businesses in Malawi generating an annual revenue of about US\$2billion (Balala, 2013).

Judging to small business glowing contributions, the success of small businesses to ensure sustainability of economic in facing challenges variation is becoming a vitally-important concern. But nevertheless, a large number of businesses do not achieve success (Nassif, Ghobril, & Silva, 2010). Several statistics compiled by Jarvis (2015) recorded that The Bureau of Labor Statistics in the US claimed that the business failure rate of first year depicted 24 per cent and mortality rate of the business failure was 48 per cent during the second year. Moreover, Industry Canada verified that 50 percent of businesses survive more than five years (data collected from 2002 to 2008).

Therefore, the performance of small businesses becomes a critical issue need to be adhering by the researchers. This area of research, however, not only still limited in their empirical evidence (Blackburn & Jarvis, 2010), dependent on normative assumptions but also theoretically weak (Leitch et al., 2010). So, this focus is needs for more empirically robust studies subject to a series of complex factors that determine growth and performance in small business (Levie & Lichtenstein, 2010).

Resulting this, many previous studies on internal and external factors affecting business performance has been done. For examples, prior scholars have relate business performance with sector activities, firm size, management experiences (see Baldwin, 2005; Blackburn et al., 2013; Storey, 2004), constraint of management and developmentcompetencies, lack of understanding the roles of entrepreneur and dynamic process of entrepreneurship (Gomes & Yasin, 2011; SEBRAE, 2005), customer's satisfaction, government policy (Dobbs & Hamilton, 2007), including entrepreneurial orientation (Awang, Ahmad, Asghar, & Subari, 2010; Bolton & Lane, 2012; Chang, 2015; Fatoki, 2012; Moreno & Casillas, 2008; Preda, 2013) and access to finance (Harvie, Oum, & Narjoko, 2011; Gill & Biger, 2012; Mohammed & Obeleagu-nzelibe, 2014; Xavier, Kelley, Kew, Herrington, & Vorderwülbecke, 2013).

Some studies and empirical evidence show that entrepreneurial orientation would enhance access to finance (see Covin & Lumpkin, 2011; Pandula, 2011; Ghimire & Abo, 2013). Unfortunately, utmost no study proves that entrepreneurial orientation would increase access to finance and ultimately increase performance. Moreover, entrepreneurial orientation in some studies had no significant impact on firm performance (e.g. Khalil, Nejadhussein & Fazel, 2013). This demonstrates that entrepreneurial orientation had no direct impact on business performance (see Lumpkin & Dess, 1996; Wiklund & Shepherd, 2005). This might be true for small business is capital may be more important. Then, entrepreneurial orientation would help small business to get access to capital and hence its performance could be improved.

Thus, this study extended previous research in this field by providing empirical evidence of the impact of entrepreneurial orientation and access to external finance on small business performance. Also, to advance the prior literatures, this research introduces access to finance as a mediating in the relationship between entrepreneurial orientation and small business performance simultaneously.

2. Conceptual Background and Hypotheses Formulation

Entrepreneurial Orientation and Business Performance

Historically, the concept of entrepreneurial orientation was introduced by Miller (1983). Entrepreneurial orientation can be defined as a concerns individual or organizational inclination to exploit new opportunities and responsibility to have an influence on change (Morris, Lewis, & Sexton, 1994). Then, Walter, Auer, and Ritter (2006) point out it denotes to willingness, processes and behavioural that brings to new markets (or existing) goods or services via the existing (or new) ones.

Implementation of entrepreneurial orientation and firm performance is interrelated each other. It has been revealed that entrepreneurial firms may influence the profitability, growth, product innovation and performance in organization (see Avlonitis & Salavou, 2007; Moreno & Casillas, 2008). Equally, Rauch and Frese (2009) explaining on the average of 24 per cent of performance variation has been confirmed consistently to be highly significant with entrepreneurial orientation. Also, Fuentes-Fuentes, Bojica, Ruiz-Arroyo (2015) found the connection between entrepreneurial orientation is positively related to operational and financial performance by focusing on the specific context of women-owned firms. Hence, the first hypothesis can be formulated as:

H1: Entrepreneurial orientation is positively and significantly related to small business performance.

However, since entrepreneurial orientation treated as multidimensional constructs (see Covin & Slevin, 1989; Kreiser, Marino, & Weaver, 2002; Messeghem, 2003; Miller, 1983; Tarabishy et al., 2005; Wiklund & Shepherd, 2005), the sub-hypotheses can be as follow:

H1a: The innovativeness is positively and significantly related to small business performance.

H1b: The risk taking is positively and significantly related to small business performance.

H1c: The aggressive competitiveness is positively and significantly related to small business performances.

Access to finance and Business Performance

Access to finance can be defined as the ability of the firm to benefit the credit or loan supplied by financial intermediaries. Ability of firm to accessing on finance is always related to Pecking Order Theory was first introduced by Myers (1984). This theory described the tendencies of the firm to use internal financial resources before applying external financial resources to finance their business operation (Myers & Majluf, 14).

In the most developed and developing countries, a rising number of businesses need access to wide range sources of finance (Hussain, Millman, & Matlay, 2006). Also, enough financial support in small businesses demonstrated to smooth firm operations and productions as cited by various past literatures (e.g. Frank, Kessler, & Fink, 2010; Wiklund & Shepherd, 2005; Zampetakis et al., 2011). Significantly, access to enough finance benefits firms to grow and thrive (Butler & Cornaggia, 2009; Stam & Garnsey, 2008). Further, better access to finance of business can expand economic conditions in developing countries by promoting innovation, macroeconomic resilience and GDP growth (Bouri et al., 2011). So, this study assumed that the significant of accessing to finance could improve the business performance. Thus, second hypothesis is developed as follows:

H2: Access to finance is positively and significantly related to small business

Entrepreneurial Orientation and Business Performance: Mediating role of Access to finance

Entrepreneurial orientation is believed could open up many chances for company in order to get access to external finance which finally contributed to the business performance. Likewise, firms that have an entrepreneurial orientation strategic focus may be able to access debt capital due to better relationships with the providers of debt capital (Fatoki, 2012) where can be used to finance their business.

Moreover, proactive and innovative firms have a better access to external finance. They assumed to be more forward-looking and able to seek opportunity. Meanwhile, proactive firms are believed to acts in creating links and networks with the many sources of finance. Likewise, innovative firms require the commitment of financial resources since it engage to the process of commercialisation new ideas, novelty and experimentation (Li, Zhao, Tan, & Liu, 2008). Directly, the adequate capital can be used to smooth their business operation since financial resource is one of the critical factors to the growth of firm (see Isern et al., 2009; Hussain et al., 2006).

Subsequently, grounded on these point of view and previous arguments, there is probability of entrepreneurial orientation has significant relationship to access to finance and directly could improve performance of the firm. Thus, an effective entrepreneurial orientation may be a good predictor of firm to access to finance. Hence, the third and fourth hypotheses can be derived as:

- H3:** Entrepreneurial orientation is positively and significantly associated with access to finance.
- H3a:** The innovativeness is positively and significantly associated with access to finance.
- H3b:** The risk taking is positively and significantly associated with access to finance.
- H3c:** The aggressive competitiveness is positively and significantly associated with access to finance.
- H4:** The relationship of entrepreneurial orientation and small business performance is mediated by the access to finance.
- H4a:** The relationship of innovativeness and small business performance is mediated by the access to finance.
- H4b:** The relationship of risk taking and small business performance is mediated by the access to finance.
- H4c:** The relationship of aggressive competitiveness and small business performance is mediated by the access to finance.

Conceptual Framework

All the four articulated hypotheses were combined to formulate a conceptual framework of small business performance as in shown in Figure 1. This figure depicts the relationship among entrepreneurial orientation, access to finance and small business performance.

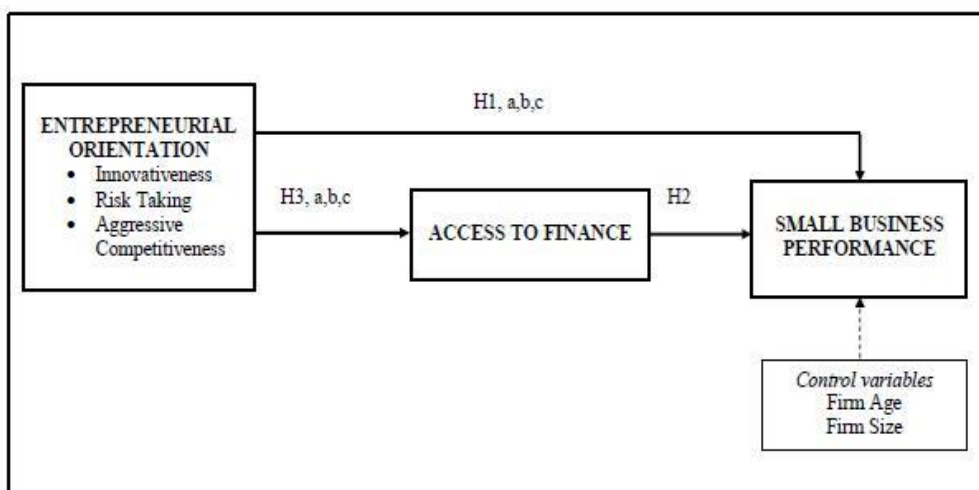


Figure 1: Conceptual framework
(Source: Constructed from past studies)

3. Methodology

This study implemented multimethod of data collection where the primary sources of data come from multiple sources which are structured interview (interviewer-administered) and personally administered (self-administered) questionnaire. This purposely to decrease the biasness, ensure to accuracy in research, increase degree of homogeneous and guarantee to goodness of the data collected (Sekaran & Bougie, 2013). A set of questionnaire which comprehensively constructed adapted from many earlier studies and comprehensively revised several time was provided into two languages, English and *Bahasa Melayu* for practical used in Malaysia environment.

Measurement

Dependent variable is business performance exemplified by 10 items: sales (BF1), market share (BF2), customer satisfaction on product (BF3), product quality level (BF4), profitability level (BF5), number of employees (BF6), number of new customer (BF7), production level (BF8), productivity (BF9) and overall performance (BF10), modified from Ar and Baki (2011), Gathenya et al. (2011) and Wei-Loon (2013). All items are subjectively anchored to five-point of Likert scale (1= significantly lower, 3= unchanged and 5= significantly higher).

While, the independent variable is entrepreneurial orientation which dimension into innovativeness (INN), risk taking (RISK) and aggressive competitiveness (AC). Each dimension measured by five items adapted from many previous studies (e.g. Bolton & Lane, 2012; Lan & Wu, 2010; Tarabishy et al., 2005; Wiklund & Shepherd, 2005). Besides that, access to finance (mediating variable) is denoted by nine items indicating the level of accessing external financial sources measured by five-point (0= irrelevant, 1= no access, 2= irregular, 3= medium, 4= regular, 5= highly regular), adapted the study by Fatoki (2012), Mason, Floreani, Miani, Beltrame, and Cappelletto (2015), Oni, Paiko and Ormin (2012), and Zampetakis et al. (2011). Moreover, this study also controlling the

variable that might potentially affect the data which are age and size of firm (see Mason et al., 2015; Casillas, Moreno, & Barbero, 2011; Covin, Green, & Slevin, 2006).

Sample

The sample was judgmental selected which limited to specific types of people who can provide the required information, since they are the only ones who suitable and fit in to some principles set by the study (Sekaran & Bougie, 2013). So, strict criteria imposed for data collection which is: 1) employed 5 to 75 fulltime employees; 2) operated above 3 years and; 3) the sample is owner or manager of the business. Finally, a 413 samples are set drawn from small businesses in East Region of Malaysia (Kelantan, Terengganu and Pahang) included various sectors of business.

Procedures for Data Analysis

3.1.1 Exploratory Factor Analysis (EFA)

Before proceeding to CFA procedure, this study screen missing data, eliminated any outliers by performed Mahalanobis Distance (D^2), checking inter-item correlation (ITC) and corrected item-total correlations (CITC), also analyse reliability estimation of Cronbach's Alpha value. All constructs depicted of 0.70 Cronbach's Alpha value (Hair, Black, Babin, & Anderson, 2014) which ranged between 0.724 and 0.937. But, not all items illustrate higher than 0.50 of CITC values (Lu, Lai & Cheng, 2006). Therefore, these items namely; AC3, AC5, ATF2, ATF3 and ATF4 are suggested dropped in the model before proceed to CFA procedure.

3.1.2 Confirmatory Factor Analysis (CFA)

The establishment of scale unidimensionality in CFA procedures started by examination the factorial structure of each of the construct (Alegre et al., 2006) through two-step process by separating the measurement model from the structural model (see Prajogo, 2007). Then, the items with a low factor loading lower than 0.50 (new developed scale) or lower than 0.60 (existing scale) should be first removed (Mueller & Hancockang, 2010). The process should be repeated until the unidimensionality value requirement is achieved. Following to Hair et al. (2014) the goodness-of-fit is achieved by including at least one index from each category of absolute fit, incremental fit and parsimonious fit.

Eventually, 24 items were retained in the measurement model. Five items namely; ATF1, ATF9, RISK2, BF3 and BF1 were dropped in the measurement model to produce measurement model fit. The process of CFA procedures can be referring to Table 3.

Table 1: Summaries of the CFA assessment

Model	Deleted item(s)	Chi-square	df	Category					Total items deleted	Total items remain
				Absolute fit	Incremental fit			Parsimonious fit		
				RMSEA <0.08	NFI >0.90	TLI >0.9	CFI >0.9	chiSq/df <3.0		
1	Base Model	2314.875	681	0.076	0.812	0.846	0.858	3.399	-	29
2	ATF1, ATF9	1915.463	573	0.075	0.835	0.865	0.878	3.343	2	27
3	RISK2	1665.475	539	0.073	0.850	0.882	0.893	3.090	1	26
4	BF3	1501.116	506	0.069	0.858	0.890	0.901	2.967	1	25
5	BF1	1328.504	474	0.066	0.869	0.901	0.911	2.803	1	24

3.1.3 Validity, Reliability and Normality Assessment

After passed the CFA procedures of measurement model, the study assess convergent validity, discriminant validity, internal reliability, and construct reliability (Montoya-Weiss & Calantone, 1994) before proceeding to structural model.

Convergent validity is satisfied when AVE values for all constructs are ranged between 0.61 and 0.77 depicted higher than 0.50 as suggested by Mueller and Hancock (2010). Likewise, discriminant validity for all constructs achieved where the square root of AVE is higher than the values of correlation between respective construct (see Hair et al., 2014; Koufteros, Vonderembse, & Doll, 2001; Lu et al., 2006).

Next, judging from Cronbach's Alpha value ranged between 0.768 and 0.923, internal reliability (> 0.70) for all constructs had been verified by the study (follows Chang et al., 2007; Hair et al., 2014; Yang et al., 2005; Nunnally, 1978). Meanwhile, construct reliability (CR) for all constructs in this study definitely achieved as suggested earlier (CR ≥ 0.60) the rule of thumb by Hair et al. (2014).

Furthermore, this study confirmed that definitely no multicollinearity problem arises as all value of correlation between each pair of latent exogenous construct showed not greater than 0.85 (see Ahmad, Ramayah, Wilson, & Kummerow, 2010; Alegre et al., 2006).

Last before proceed to structural model, this study satisfied the normality distribution of the data and data was accepted to further analysis. The skewness of the data shows less than 1.5 and CR is lower than 8.0. Moreover, the 413 samples of this study also more enough to satisfy the assumption of using SEM analysis (see Hair et al., 2014; Sekaran & Bougie, 2013; Zainudin, 2015).

Structural Model and Hypotheses Testing

The structural model was created after the measurement model completed goodness-of-fit in CFA procedure and validity, reliability, normality assessment was confirmed. At this moment, all covariance arrows were replaced into one-way arrow to establish SEM. As a result, the outcomes of testing H1 to H3 including testing controls variables were summarized as in Table 4.

In general, H1 is partially supported by the study since only risk taking (H1b) had significant relationship with small business performance at 0.001 significant levels. However, innovativeness and aggressive competitiveness were not significantly associated with small business performance. Quite contradict with H2, where the study fully supported access to finance was significantly positive associated to small business performance ($r=0.034$, $p < 0.05$). Similarly, the study strongly supported H3 when risk taking ($r = 0.090$, $p < 0.05$) and aggressive competitiveness ($r = 0.030$, $p < 0.05$) were positively significant connected to access to finance.

Table 2: Hypotheses testing
 (Source: Based on AMOS output)

Hypothesis	Structural Path	Standardized Estimate	P-value	Result
H1a	Business Performance <--- Innovativeness	-0.022	0.586	Not Significant
H1b	Business Performance <--- Risk Taking	0.393	***	Significant
H1c	Business Performance <--- Aggressive Competitiveness	-0.023	0.893	Not Significant
H2	Business Performance <--- Access to Finance	0.645	0.038	Significant

H3a	Access to Finance	<---	Innovativeness	0.084	0.463	Not Significant
H3b	Access to Finance	<---	Risk Taking	0.684	0.025	Significant
H3c	Access to Finance	<---	Aggressive Competitiveness	0.040	0.044	Significant
CV	Business Performance	<---	Firm Age	0.000	0.952	Not Significant
CV	Business Performance	<---	Firm Size	0.001	0.078	Not Significant

Source: Based on AMOS output

Note: 1) Highlighted row means hypothesis is supported. 2) *** Correlation is significant at 0.001 level (2-tailed). 3) CV is control variable.

In order to confirm mediator effect as such in H4, this study only proceed mediation testing by excluded proactiveness and aggressive competitiveness since these constructs violated the mediator procedures as suggested by Barron and Kenny (1986) and Hair et al. (2014). Therefore, the procedures of mediation test were following Zainudin (2015) by comparing the direct effect and indirect effect of the model as in Table 6. Hence, the study concluded that access to finance was partially mediation in between relationship of risk taking and small business performance.

In spite of formulated hypotheses, this study also confirmed that the control variables; firm age and firm size were not significantly positive associated with small business performance.

Table 3: Mediation test procedures

Construct	Standardized Estimate	P-Value	Result
Risk Taking			
<i>Direct effect:</i>			
Risk Taking and Small Business Performance	0.401	***	Significant
<i>Indirect effect:</i>			
Risk Taking and Access to Finance	0.693	0.008	Significant
Access to Finance and Small Business Performance	0.622	0.045	Significant
<i>Total Indirect effect = 0.693 x 0.622</i>	0.431		
<u>Mediation test:</u>			
Indirect effect > direct effect = 0.431 > 0.401			
Partial Mediation since the direct effect is still significant			

4. Key Findings and Discussions

As depicted in Table 3, it could be assumed that majority of the entrepreneurs in Malaysia are male entrepreneurs (66%) associated with the study by Wan Mohd Nadzrol (2013), where over 70 per cent of the SMEs owners were men. Moreover, majority of them were come from middle-age group ranged between 31 and 50 years old. Meanwhile, based on educational level, majority of them had finished secondary education (form 1 to 5) which is 57.6 per cent, where only slight percentage (1.5%) showed they were non-schooling or held foreign educational certificated. Judging from this, the study can conclude that small entrepreneurs in Malaysia have basic knowledge in term of reading and writing.

More impressing, about 66 per cent of them actually have former business experiences over 10 years before start-up own business. But, slightly contradict with the study by Rosman and Mohd Rosli (2011), they found that majority of small entrepreneurs have business experiences between 4 and 7 years in managing business.

As expected, most of small enterprises in Malaysia were involves in services sectors (73.4%) by operating business activities such as restaurant, workshop, wholesale business, retail business, accommodation, communication, stitches, beauty center, laundry, professional, transportation and storage, similar with national percentage (see SME Annual Report, 2016).

Representing to operational period, the most of the business were established for 3 to 10 years which is in growth stage based on Business Life Cycle theory as introduced by Churchill and Lewis (1983). Further, over 90 per cent of them were employed between 5 and 18 full-time workers relevant to the recorded statistical on average 11 employees hired by small business (DOS Malaysia, 2016).

Table 4: Profile of entrepreneurs and enterprises
 (Source: Survey data)

Variables	Frequency (n=413)	Percentage (100.0%)
Gender		
Male	272	65.9
Female	141	34.1
Age		
21 – 30 years old	58	14.0
31- 40 years old	126	30.5
41-50 years old	137	33.2
51-60 years old	76	18.4
Above 60 years old	16	3.9
Educational Level		
Primary	4	1.0
Secondary	238	57.6
Post-secondary	110	26.6
Tertiary	55	13.3
**Others	6	1.5
Business Experiences		
1 – 3 years	23	5.6
4 – 6 years	70	16.9
7 – 9 years	49	11.9
10 years and above	271	65.6
Business Activities		
Services	303	73.4
Manufacturing	80	19.4
Construction	15	3.6
Agricultural	15	3.6

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Post-secondary	110	26.6
Tertiary	55	13.3
**Others	6	1.5
Business Experiences		
1 – 3 years	23	5.6
4 – 6 years	70	16.9
7 – 9 years	49	11.9
10 years and above	271	65.6
Business Activities		
Services	303	73.4
Manufacturing	80	19.4
Construction	15	3.6
Agricultural	15	3.6
Firm Age		
3 – 6 years	140	33.9
7 – 10 years	125	30.3
More than 10 years	148	35.8
No. of Fulltime Employees		
5 – 18	382	92.5
19 – 32	14	3.4
33 – 46	12	2.9
47 – 60	1	0.2
61 – 74	4	1.0

The key findings based on hypotheses tested verified that entrepreneurial orientation was partially significantly positive related to small business performance since only dimensions of risk taking was significant. Thus, this finding was partially supported various prior studies (e.g. Awang et al., 2010; Esteve, Peinoda, & Peinado, 2009; Lumpkin & Dess, 1996; Roxas, 2009; Wiklund & Shepherd, 2003) since introduction on entrepreneurial orientation model by Miller (1983). Even not all dimensions of entrepreneurial orientation were significantly related to small business, Wiklund and Shepherd (2005) have cited a different in result probably due to comparison of the configuration result leads to effect of entrepreneurial orientation on business performance in dissimilar viewpoints (Frank, Kess, & Fink, 2010).

As forecast, access to finance was positively and significantly related to small business performance aligned with many prior scholars (e.g. Emeka & Josephine, 2014; Frank, Kessler, & Fink, 2010; Forte, Barros, & Nakamura, 2013; Mohammed & Obeleagu-nzelibe, 2014; Zampetakis et al., 2011).

Small business is assumed to have well chances of accessing to external complementary resources compared to medium firm and large firm (Verwaal, Bruining, Wright, Manigart, & Lockett, 2010). Judging this, access to sufficient financial has been accepted in numerous previous studies as one of the most crucial factors in influential the importunity performance of SMEs (US Small Business Administration, 2017).

Based on RBV theory as underpinning theory, this study linked the mediating roles of access to finance in the relationship between entrepreneurial orientation and small business performance. However, the study affirmed that access to finance has given not high impact on the relationship between entrepreneurial orientation and small business performance. Thus, this study was partially supported the studies by earlier scholars for instance Wiklund and Shepherd (2005), Ogunsiji and Ladanu (2010), Zampetakis et al. (2011), Fatoki (2012), also Ibrahim and Mohd Shariff (2015). Still, these primary studies also presented inconclusive findings.

5. Conclusion

The purpose of this research is twofold. The main aims to provide empirical evidence regarding the impact of entrepreneurial orientation and access to external finance on small business performance. Therefore, the key findings highlighted that only risk taking was positively significant related to small business performance, while, the other two dimensions, innovativeness and aggressive competitiveness insignificantly related. On the other side, this study was confirmed many prior literatures where access to finance was significant positively related to small business performance.

Moreover, this study also advances prior studies by introducing the mediating roles of access to finance in the relationship between entrepreneurial orientation and small business performance. However, the empirical data showed access to finance was partially mediated the relationship between risk taking and small business performance. Even so, this result importantly express risk taking may increase the small business chance to get enough financial access from external sources and ultimately increase their business performance. This nature of study also believed vital to reminder the government, NGOs, private bodies as well as entrepreneurs regarding the important of implementing entrepreneurial orientation such as willing to take calculated risk and had sufficient access to finance on business performance variation.

6. Limitations and Future Directions

Despite of glowing contribution of the study, there are several limitations and future directions. Firstly, this study only focuses on entrepreneurial orientation and access to finance as the internal and external factors on variation of small business performance. Meanwhile, many other internal or external factors may affect the small business performance. So, future research could extend this study by adding more factors of determination on business performance.

Secondly, this study ignored to use probability sampling technique because failed to collect list of population frame. Then, implemented a non-probability sampling technique may leads to probability in data biased (Doherty, 1994). Therefore, future researchers should employ probability sampling technique in order to decrease biasness of the data.

Last but not least, this study has mainly depended on quantitative approach. Therefore, future researchers could improve this method by using qualitative approach or applied

mixed-methods approach thru linking both approaches in the same study. Qualitative approach may provide ample perspectives advances to the present study.

7. References

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Phonological Difficulties of Dyslexic Students in Bahasa Malaysia: A case study in Kelantan

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Abstract - *Dyslexia is one of specific learning disability, which is neurobiological in origin and results from an unexpected phonological deficit (Ferrer, Shaywitz, Holahan, Marchione, & Shaywitz, 2010). The phonological deficit interferes grapheme-phoneme knowledge, which leads to difficulties in mastering the alphabet (Vellutino, Fletcher, Snowling, & Scanlon, 2004). Due to the phonological deficit, children with dyslexia experience a number of educational effects in reading, perceptual and writing. Presently, there is limited research documenting phonological difficulties of dyslexic students in the Malay language. This study presents a case study involving five dyslexic students from three primary schools in Kelantan. Data were collected through multiple techniques including in-depth interviews, observations and instrumentation. The participants were interviewed with eight questions of phonological tasks through in-depth interview sessions. This study indicates that all participants tend to hesitate and refuse in answering phonological naming speed task which reflect their difficulties in responding to incoming information. They also have poor digit span ability and deficits in phonological awareness task. The results presented here may provide initial evidence of phonological difficulties of dyslexic students in the Malay language.*

Keywords: Dyslexia, Phonological difficulties, Qualitative case study.

1. Introduction

Dyslexia is a specific learning disability that is neurobiological in origin (The International Dyslexia Association, 2002). It is characterised by difficulties with accurate and/or fluent word recognition and by poor spelling or decoding abilities (Lyon, Haywitz & Shaywitz, 2003). In Malaysia, dyslexia is listed as a specific learning difficulty and entitled for special education services (Special Education Division, 2011). Special Education Department, Ministry Of Education Malaysia, hold the responsibilities in providing educational services to students with special needs (Special Education Division, 2011).

To date, there is no concrete data and research evidence on the prevalence of children with dyslexia in Malaysia (Leong, 2015). A study conducted in Penang, Malaysia identified 9.4% of children in Grade One elementary schools as having learning difficulties, and 92.3% of these children were found to have severe reading disabilities (Socio-economic & Environmental Research Institute Penang, 2003). Department of Special Education Statistics, Ministry of Education Malaysia (2014) estimated that 53,685 students with learning disabilities have been involved in formal education in 2014. From that total, 0.03% or 1,681 students have been involved in the dyslexia classroom programme.

A pilot study conducted by Gomez (2004) in a primary school of 2000 students revealed that in Standard Two Malay students, 7% of the students are identified to be dyslexics. Based on Peters (2010), the frequency of dyslexia is agreed to be about 4 to 6% internationally. Thus, we could anticipate at least 354,400 affected children in Malaysia compared with 306 recorded cases in 2007 (Peters, 2010). The dyslexics in Malaysia are an unrecognized population and research suggests that this could be due to the absence of a standardized screening test in the school environment (Gomez, 2004 & Lee, 2008a). In addition, interventions and resources for Malaysian children with dyslexia have been scarce and isolated (Teh, Kher, & Parhizkar, 2015).

Known to the researcher, there are no Malaysian standardized instruments to identify children with dyslexia, however, there is a checklist known as ‘_Instrumen Senarai Semak Disleksia’ (ISD). This checklist was prepared by the Ministry of Education

officials from the Department of Special Needs collaborated with professionals from the Universiti Putra Malaysia. This screening instrument consists of three elements: (i) students' level of mastery in reading and writing (spelling) and numeracy skills (difficulties); (ii) teachers'/parents' perception of students' abilities (strengths); and (iii) predictors of dyslexia.

The predominant theory of dyslexia is phonological deficit theory that proposed that the specific reading difficulties of dyslexia is directly and exclusively caused by a cognitive deficit that is specific to the representation and processing of speech sound (Snowling 1995, 1998). The phonological deficit interferes grapheme-phoneme knowledge, which leads to difficulties in mastering the alphabet (Vellutino, Fletcher, Snowling, & Scanlon, 2004).

There are three types of phonological processing abilities: phonological awareness, phonological memory and phonological access to lexical storage. Stanovich (1985) defines phonological awareness as a conscious ability to access and manipulate the phonemic level of speech. Phonological awareness is crucial for early reading development (Paris & Paris, 2006). Phonological memory refers to coding information in a sound-based representation system for temporary storage (Anthony & Francis, 2005). Phonological access to lexical storage refers to the efficiency of retrieving phonological codes from memory (Anthony & Francis, 2005).

Children with dyslexia learn to read with poorly specified phonological representations – the way in which their brain codes phonology is less efficient than that of normally developing readers (Snowling, 2006, p. 4). The impaired phonological representation of lexical items may prevent the use of long-term phonological representations to reintegrate short term memory traces (Thomson, Richardson & Goswami, 2005). The Phonological short term Memory is assumed as forming sound-based representations of written symbols being stored transiently in the left posterior parietal cortex of the brain (Caylak, 2010). Children with dyslexia typically also exhibit problems in phonological memory which is usually measured using digit span task (Turner, 1997).

Naming speed and fluency tests assess the speed of phonological production (Hatcher & Snowling, 2002, p. 76). This involves retrieval of phonological coding at the whole-word level. Hatcher and Snowling (2002, p. 70) suggest problems in memorizing the days of the week or the months of the year, mastering multiplication tables and learning a foreign language may be connected to the retrieval of phonological information from long-term memory. They also suggest that this long-term learning problem can be related to the retrieval of phonological information from long-term memory and can account for the word-finding difficulties often experienced by children with dyslexia (Reid, 2009).

Miles (1993, p.50) tested 80 dyslexics and 80 controls between the ages of nine. He found out that 96% of the dyslexics failed to recite on the time tables item compared with 51% of the controls. In contrast, only 13% of the controls failed to recite the months of the year correctly, compared with 60% for the dyslexics. In subtraction calculation, 58% of the dyslexics failed compared to 19% of the controls. A failure in reciting the days of the week would be a highly significant positive indicator of dyslexia (Miles, 1993, p. 45). 42% of the controls failed to recite the months of the year correctly, compared with 78% for the dyslexics (Miles, 1993, p. 50).

Children with dyslexia typically also exhibit problems in phonological memory which is usually measured using digit span task (Turner, 1997). A low score on digit span tasks is perhaps the most commonly referred marker of dyslexia (Baddeley & Hitch, 1974).

Digit span with forward rehearsal is considered a short term memory task, while backward rehearsal is considered a working memory task (Kaufman, 1994). Since this study dealt with both types of tasks, they were jointly, for practical reasons, termed verbal working memory tasks. To perform adequately, it requires reasonable attention, acquisition of chunking and rehearsal strategies (Mishra, Ferguson & King, 1985), efficient speech-motor encoding (Spring, 1976) and facility with numbers. It is most commonly assumed that the task measures short-term auditory memory and attention (Sattler, 1988).

In a study by Kerns and Decker (1985), through a stepwise discriminant function analysis, they selected five non-reading measures out of a set of 16 as the best diagnostic predictors of reading problems. Among these five best predictors of dyslexia was poor digit span performance. Spafford (1989) also reported low Digit Span performance among dyslexic children and he concluded that the Digit Span subtest may be useful in screening and diagnosis for some subtypes of dyslexia.

Gardner (1981) also compared Digits Forward and Digits Backward performance of child readers to obtain information related to different cognitive processes required in the separate tasks. He proposed that the Digits Backward task usually requires an individual to form an internal visual engram from the aurally presented material. In addition, both forward and backward visual-scanning mechanisms must also be used to

accomplish the task. Gardner posited that, since the Digit Forward operation did not require such involved cognitive processes, the Digit Span Backward could be of value in the diagnosis of children with neurologically based learning disabilities.

There are several research regarding the mastery of reading, spelling and writing of dyslexia students in Malay language. Vijayaletchumy Subramaniam (2013) conducted a case study of five dyslexia children to assess the mastery of the 3M (reading, spelling and writing) based on the Revised Dyslexia List Instrument Screening Test (known as Instrument Senarai Semak Disleksia). They found that all the subjects struggled to master the 3M skills even though they were in Dyslexia Specific Learning Problem Integration Programme for up to two years.

Another study by Wan Muna Ruzanna Wan Mohammad, Subramaniam Vijayaletchumy, Adi Yasran Abdul Aziz and Normaliza Abdul Rahim (2011) investigated the errors made by the dyslexics especially from the angle of spelling errors. They found that dyslexics have difficulties in identifying phonemes and the exchanging of letters occurs very often during the spelling process. The findings also indicated that the students often mixed-up the letters of b-d, u-n, m-w, g-q, p-q, and b-p.

Lee (2008a) developed a Malay reading-related assessment which consisted of ten tests: Letter Naming, Word Reading, Non-word Reading, Spelling, Passage Reading, Reading Comprehension, Listening Comprehension, Elision, Rapid Letter Naming and Digit Span. She found that phonological awareness was the most significant predictor of word-level literacy skills in Malay language. In another study, Lee (2008b) compared the behavioral signs and symptoms of three children with dyslexia in Malaysia using British Dyslexia Association (BDA) checklist for preschool and primary school. She found that these three children have weaknesses in similar developmental areas that are indicated in the BDA checklists: phonological processing, memory, reading, writing, time, directional and motor coordination deficits. The findings showed that even though the children are from different cultures and speak different language, there is a similarity between the behavioral signs and symptoms exhibited by the children in Malaysia and the symptoms listed in the BDA checklist.

According to Lee and Wheldall (2011), poor readers in Malay language including dyslexics should be taught grapheme-phoneme knowledge, syllable segmentation and phoneme manipulation because these three combinations of skills appear necessary for the acquisition of Malay word recognition. In another study, Rosana Awang Bolhasan (2009) investigated the degree of dyslexic reading problem among primary school students and the relationship between the degree of dyslexia and the demographic factors. Based on her observation on the aspect of writing, she found that dyslexics have great difficulties in writing, poor skill of spelling, oral and written vocabulary and also weak in arranging the content of the compositions. The results also indicated that demographic factors do not have any correlation with dyslexia symptoms.

As discussed above, most studies about dyslexia in Malay language demonstrated that the dyslexic students have difficulties in reading, spelling and writing. Based on our literature search, the previous studies of phonological task in Malay language is limited as it has not been explored yet. There is a preliminary study by Lee (2008a) that examine the correlations among phonological awareness tasks at different grain levels (syllable and phoneme) with literacy skills (word reading and spelling) in Malay language. The findings indicated significant correlations between both the literacy skills and phonological awareness tasks; suggesting that the phonological awareness tasks are predictive of reading and spelling ability in Malay language. Thus, the current study attempts to examine phonological difficulties that characterise dyslexia in Malay language among students with dyslexia in primary school level.

2. Methodology

Research Design. The author employed a case study design in order to explore dyslexia characteristics exhibited by each dyslexia participant in this study. Data were collected through multiple techniques including in-depth interviews, observations and instrumentation.

Participants. This study involved five children with dyslexia from three different schools in Kelantan. Two of them are female and their age ranged between seven to eleven years old. All of them were diagnosed as dyslexics by medical doctors and have been undergoing dyslexia classroom programme.

Procedure. After gaining permission from school authority to conduct the study, the primary researcher asked for permission from participants' parent to include their child in the study. The primary researcher conducted interview session with each participant, individually. The interview sessions involved six questions of phonological component of language. It was conducted twice for reliability purposes. The first session was conducted as an audio recording and the second session was conducted as a video recording. During the first interview session, the Test of Nonverbal Intelligence (TONI-4) also were administered to assess cognitive levels of participants.

Data analysis. The case study analysis was adopted using the following procedure: 1) organising and preparing data for analysis 2) listening and verbatim transcribing of the audio-recording and video-recording for first and second interview sessions respectively; 3) extracting units of meaning from each interview and clustering common themes together; 4) reviewing the participants' documents of TONI-4.

3. Findings and Discussion

Findings showed that all participants have difficulties dealing with phonological tasks. Themes and subthemes that emerged are summarized in Table 1.

Table 1: Themes and subthemes of dyslexia difficulties facing by the participants.

Theme	Subthemes
Theme 1: Difficulties in phonological naming speed tasks	Hesitation and delayed responses, the participants reported their difficulties to response and refuse to complete the task (e.g., subtraction calculation and times tables), they did not know the answers.
Theme 2: Difficulties in phonological short term tasks	Low digit span. The longest digit span were five and three for digits forwards and reversed, respectively.
Theme 3: Difficulties in phonological phoneme awareness task	All participants did not manage to respond correctly to all questions.

Based on the instrumentation of TONI-4, the five participants in this study fell into two groups, an average group and below average group.

Table 2: The standard score of TONI-4 for each participant.

Participant	Standard Score	Descriptive Score
P1	81	Below average
P2	91	Average
P3	84	Below average
P4	81	Below average
P5	98	Average

In overall, all participants could not respond correctly in the given task accordingly Miles (1993, p.50) tested 80 dyslexics and 80 controls and between ages of nine. He found out that 96% of dyslexics failed to recite on the time tables item compared with 51% of the controls. In contrast, only 13% of the controls failed to recite the months of the year correctly, compared with 60% for the dyslexics. In subtraction calculation, 58% of the dyslexics failed compared to 19% of the controls. A failure in reciting the days of the week would be a highly significant positive indicator of dyslexia (Miles, 1993, p. 45). 42% of the controls failed to recite the months of the year correctly, compared with 78% for the dyslexics (Miles, 1993, p. 50).

Reciting timetable, week and months involve sequential ability. It was found that the participants could not recite the sequence of timetable, week and month in the correct order. It is very usual to find severe sequential naming problems for concepts pertaining to time (such as days of the week) in the dyslexic (Habib, 2000). They tend to have poor sequencing in general so that they find it difficult to recite the days of the week or the months of the year in the correct order, particularly backwards (Stein, Talcott & Witton, 2001).

The participants also tend to respond to the given task in hesitation and slower rate. Based on Reid (2009, p. 25) dyslexics have a tendency to be slower in responding to incoming information. Boets and De Smedt (2010) found that despite normal mathematics achievement, children with dyslexia were less accurate and slower in single-digit arithmetic, particularly in multiplication.

In addition, the participants also reported their difficulties to respond in oral subtraction calculation, reciting time tables and months. Based on Boets and De Smedt (2010) children with dyslexia may have difficulties with the verbal aspects of number and arithmetic, as retrieval strategies depend upon phonological representations in long-term memory. Göbel and Snowling (2010) also suggested that individuals with dyslexia have difficulties in arithmetic fact retrieval.

The findings also indicated that all participants could not achieve digit span ability appropriate to their age. Based on Dempster (1981), on average, children at age of 6, 8, 10 and 12 remember 4, 5, 6, and 6 digits respectively. Miles (1993) found that 80% of dyslexics failed in the digit reversed task while 48% of non-dyslexics failed. The fact that dyslexics tend to have a low span when digits are presented auditorily is well established (Miles, 1993, p. 52). Rack (1994) states, "One of the most reliable and often quoted associated characteristics of developmental dyslexia is inefficiency in short-term memory. Thus, information and digit span have been shown to be the subtests on which dyslexics typically do less well than non-dyslexics."

Based on the results of the preliminary study by Lee (2008a) and previous research on grain-sizes in Malay, phonological elision task at both syllable and phoneme level was deemed appropriate as a measure of phonological awareness in Malay. The phonological elision task displayed that all participants except one did three to five mistakes; suggesting that participants have low phonological awareness ability. Correlational analysis by Lee (2008a) showed that phonological awareness skills as measured by elision task had the strongest correlations with word-level skills of word reading, non-word reading and spelling in Malay. Muter and Snowling (1998) found that children's scores on a phoneme-deletion task administered at ages five and six significantly predicted reading outcome when they were aged nine to ten years of age.

Using the instrumentation of TONI-4, it can be said that the participants' difficulties in performing the given tasks during the interviews also unrelated by their IQ abilities since participant with highest IQ ability did performed incorrectly in the given task. The only differences are the extent of their responses; in which the participants with lower

IQ ability gave more incorrect responses compared with the participants with higher IQ ability.

4. Conclusion

It is very common to identify students at-risk of dyslexia by literacy tasks such as reading, writing and spelling. This study documented dyslexia difficulties by exploring the phonological difficulties of dyslexic students that does not involve literacy abilities. Our findings provided initial evidence in identifying students at-risk of dyslexia by phonological tasks that are relatively less susceptible to learning overlay (Miles, 1993). Key findings from this study, aligning with relevant research, suggest that dyslexic students have difficulty with sequential naming (Habib, 2000), slower rate in naming speed task (Reid, 2009), poor short term memory (Rack, 1994) and difficulty in phonological awareness (Lee, 2008a).

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Literacy Difficulties of Dyslexic Students in Bahasa Malaysia: A case study in Kelantan

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Abstract - *Dyslexia stands out as one type of learning disability. It is characterised by difficulties with accurate and/or fluent word recognition and by poor spelling and decoding abilities. These difficulties typically result from a deficit in the phonological component of language that is often unexpected in relation to other cognitive abilities and the provision of effective classroom instruction. (Lyon, Shaywitz, & Shaywitz, 2003, p. 1). This study presents a case study involving five dyslexic students from three primary schools in Kelantan. Data are collected through multiple techniques including in-depth interviews, observations, instrumentation and documentation. The participants were asked to do three literacy tasks; namely word reading, letter naming and spelling through in-depth interview sessions. The findings indicated that all participants; showed literacy difficulties in terms of letters reversals, inaccurate naming of letters of alphabets, inaccurate in sounding out the spelt words and difficulty in spelling task. Based on literacy abilities of dyslexia participants in this study, it is worth mentioning that poor readers should be explicitly taught grapheme-phoneme knowledge, syllable segmentation and phoneme manipulation. This method of teaching also was suggested by Lee and Wheldall (2010).*

Keywords: Literacy difficulties in Bahasa Malaysia, Dyslexia, Case study of dyslexic students.

1. Introduction

Dyslexia is one of specific learning disability, which is neurobiological in origin and results from an unexpected phonological deficit (Ferrer, Shaywitz, Holahan, Marchione, & Shaywitz, 2010). The predominant theory of dyslexia is phonological deficit theory that proposed that the specific reading difficulties of dyslexia is directly and exclusively caused by a cognitive deficit that is specific to the representation and processing of speech sound (Snowling 1995, 1998).

The phonological deficit interferes grapheme-phoneme knowledge, which leads to difficulties in mastering the alphabet (Vellutino, Fletcher, Snowling, & Scanlon, 2004). The phonological deficit can be further broken down into deficits in phonological awareness, deficits in phonological memory, and deficits in naming (Vellutino et al., 2004). These deficits can be observed from the symptoms such as difficulty counting syllables in words or difficulty recognizing rhymes, which lead to the eventual difficulties with learning to read (Goswami, 2008).

In Malaysia, dyslexia is listed as a specific learning difficulty and entitled for special education services (Special Education Division, 2011). Special Education Department, Ministry Of Education Malaysia, hold the responsibilities in providing educational services to students with special needs. To date, there is no concrete data and research evidence on the prevalence of children with dyslexia in Malaysia (Leong, 2015). A study conducted in Penang, Malaysia identified 9.4% of children in Grade One elementary schools as having learning difficulties, and 92.3% of these children were found to have severe reading disabilities (Socio-economic & Environmental Research Institute Penang, 2003). Department of Special Education Statistics, Ministry of Education Malaysia (2014) estimated that 53,685 students with learning disabilities have been involved in formal education in 2014. From that total, 0.03% or 1,681 students have been involved in the dyslexia classroom programme.

1.1 Dyslexia and literacy difficulties

According to Reid (2009, p. 30) a pattern of difficulties in attainments in literacy for dyslexics may also be focused on, such as difficulties in phonological awareness, word recognition, spelling rules, visual errors in spelling, letter and word confusion with similar-sounding words and omissions of words, parts of words and individual letters and sounds.

Moody (2009) argues that when it comes to literacy, there is an even greater problem about which bits of literacy to assess. She suggests following tests to be included: Reading single words, Spelling, Reading comprehension and Reading speed. A dyslexic person with intellectually-able who has had a reasonably good education may have compensated well enough for his difficulties to score well on simple tests of basic reading and spelling, but he/she may score badly on tests of higher-level literacy skills, such as silent reading comprehension and structuring written work; and the reading and writing speeds may be below average (Moody, 2009).

Lee (2008a) suggests word reading accuracy, reading fluency, spelling and decoding tests to assess literacy difficulties that characterise dyslexia in Malay language.

According to Joshi and Aaron (2008), decoding, which is the ability to pronounce the written word, is a skill that is independent of general intelligence (Spearman's g factor), which is what intelligence tests measure. Carver (1998) described decoding as low level processing skill and comprehension as higher level processing skill. Decoding skills can be assessed with the aid of a test of non-word reading and a test of spelling (Reid, 2009, p. 31).

Letter-name knowledge has proven to be a remarkably good predictor of eventual reading and spelling attainment because children who learn letter names easily are more likely to have good phonological skills (Goulandris, 2006, p. 110). Byrne, Fielding-Barnsley, Ashley, and Larsen (1997) found that letter knowledge accounted for more variance in a decoding task within a teaching experiment with preschool and kindergarten children than did a measure of phonemic awareness. Knowledge of letter names or sounds is an important prerequisite for children learning to read and spell in an alphabetic orthography such as English (Muter, 2004). A research done by Fawcett and Nicolson (1994) found that children with dyslexia were significantly slower at naming colors, digits and letters than their chronological age controls, and equivalent to their reading age controls, thus suggesting that children with dyslexia have persistent, and unexpectedly severe, problems in naming speed for any stimuli, regardless of whether the stimulus requires grapheme-phoneme decoding.

Word reading measures letter and word decoding through letter identification and word recognition. Ehri (2002) suggests that for sight word reading to develop, learners must acquire and apply knowledge of the alphabetic system. She asserts that a weakness in the whole-language approach is the absence of systematic phonics instruction at the early stages. The ability to recognize words quickly and accurately, also referred to as lexical processing, is a hallmark of skilled reading (Goulandris, 2006, p. 104). The best way to assess word recognition is by using a single-word reading test that precludes the use of psycholinguistic, pictorial and contextual cues. Children will normally attempt to use all possible cues when trying to read, particularly if reading does not come easily to them (Nation and Snowling, 1998).

A study by Lee and Wheldall (2011) investigated acquisition of Malay word recognition performance of low-progress early readers. They found that both syllable awareness and phoneme blending were significant predictors of word recognition, suggesting that both syllable and phonemic grain-sizes are important in Malay word recognition. They also analysed the source of errors of participants and classified the errors due to inefficient syllable segmentation, oversimplification of syllables, insufficient grapheme-phoneme knowledge and inefficient phonemic code assembly.

In spelling, a child requires to represent spoken words in writing. At a basic level of spelling, learning to represent sounds with letters requires a two-way mapping between phonology and written symbols, and it is here that difficulties will first be encountered by the child with any sort of limitation in phonological skills (Jamieson & Simpson, 2006, p. 199). A child needs to acquire knowledge of the relationship between sounds and letters and this knowledge requires phonological learning. Then, the child needs to segment the target word into, at the very least; its salient sounds and then represents these sequentially with symbols (Jamieson & Simpson, 2006, p. 199).

Spelling requires the child to be familiar with phonological representations and the correspondence between phoneme and grapheme. Spelling also is more difficult to use context. Thus, the children with dyslexia consistently possess difficulty with spelling, particularly as they often learn to read through the use of contextual strategies rather than phonological systems and because they cannot utilise context as successfully in spelling as in reading (Snowling, 2000). In addition, spelling task places demands on the memory and because it is a written activity; that also place demands on mental operations involved in the kinaesthetic factors associated with integrating writing with a mental activity. (Reid, 2009, p. 128).

In addition, Snowling (2000) indicated that there was a significant difference in the nature of the spelling errors in dyslexic children compared with a control group. The dyslexic children showed more ‘phonetically unacceptable’ errors than the control group. In other words, the errors of the dyslexic group may not have been recognisable as the word because of a lack of phonetic similarity. This implies that the dyslexic children may have not developed phonological representation, but use letter naming strategies to spell phonologically regular words.

1.2 Malay phonology and morphology

Malay language, including mutually intelligible forms is spoken by about 250 million people living in Indonesia, Malaysia, Brunei, and Singapore (Tadmor, 2009). Malay language is a member of the Western Branch of The Great Malayo-Polynesians Austronesian. It has very little inflectional morphology, but it is rich in derivational affixes and generally polysyllabic in nature (Onn, 1976). It also has a shallow alphabetic orthography, simple syllable structures, and transparent affixation which is in contrast with English language (Yap, Liow, Sajlia Jalil & Siti Syuhada Faizal, 2010). Malay is usually written in Rumi, which contains 5 simple vowels and 20 consonants. There are three main morphological processes in Malay: affixation, reduplication and compounding (Nik Safiah Karim, Farid M. Onn, Hashim Haji Musa & Abdul Hamid Mahmood, 2005).

The relationship between orthography and phonology, and between orthography and morphology, determined how many rules children need to learn and apply to become proficient readers and spellers (Yap et al., 2010). The most common method of teaching

word reading in Malay is to first spell out the letter names of segmented syllables, followed by the sounding out of the syllables before blending of the syllables to form words (Lee, 2008a). As an example, to spell out 'bola' (which means ball), the letter names of the first syllable is spelt (b+o), and then the second syllable (l+a) is spelt out. Both syllables are then be blended together to sound the word *bola*. This method involves syllable segmentation, syllable blending and letter name knowledge.

Malay orthography differs from English both in terms of transparency and syllable structure, and the cognitive-linguistic processing demands for reading and spelling would be more similar to those for Finnish, Greek, Spanish, and Italian than Danish, Dutch, German, or French (Yee, 2009). The impact of phonological processing deficit is understandably less, and dyslexia is rarer, whereas learning to read in a deep orthography (such as English or French) stands to aggravate the literacy impairments of otherwise mild cases of dyslexia (Lishman, 2006, p. 4).

1.3 Mastery of Reading, Spelling and Writing of dyslexia in Malay Language

Few studies have been published regarding literacy difficulties of dyslexia students in Malay language. Vijayaletchumy Subramaniam (2013) conducted a case study of five dyslexia children to assess the mastery of the 3M (reading, spelling and writing) based on the Revised Dyslexia List Instrument Screening Test (known as Instrument Senarai Semak Disleksia). She found that all the subjects struggled to master the 3M skills even though they were in Dyslexia Specific Learning Problem Integration Programme for up to two years.

Another study by Wan Muna Ruzanna Wan Mohammad, Vijayaletchumy Subramaniam, Adi Yasran Abdul Aziz and Abdul Rahim (2011) investigated the errors made by the dyslexics especially from the angle of spelling errors. They found that dyslexics have difficulties in identifying phonemes and the exchanging of letters occurs very often during the spelling process. The findings also indicated that the students often mixed-up the letters of 'b-d', 'u-n', 'm-w', 'g-q', 'p-q', and 'b-p'.

Rosana Awang Bolhasan (2009) investigated the degree of dyslexic reading problem among primary school students and the relationship between the degree of dyslexia and the demographic factors. Based on her observation on the aspect of writing, she found that dyslexics have great difficulties in writing, poor skill of spelling, oral and written vocabulary and also weak in arranging the content of the compositions. The results also indicated that demographic factors do not have any correlation with dyslexia symptoms.

To gather evidence of literacy difficulties that characterise dyslexia in Malay, performances in the following skills need to be assessed: word reading accuracy, reading fluency, spelling and decoding (Lee, 2008a). For the purpose of early screening of literacy difficulties, this study involved three test items (i) Letter naming; (ii) word reading and (iii) spelling. These sets of tests are identified as necessary to be included in a Malay reading-related assessment battery for the purpose of dyslexia screening.

2. Methodology

Research Design. The author employed a case study design in order to explore dyslexia characteristics exhibited by each dyslexia participant in this study. Data were collected through multiple techniques including in-depth interviews, observations and documentation.

Participants. This study involved five children with dyslexia from three different schools in Kelantan. Two of them are female and their age ranged between seven to eleven years old. All of them were diagnosed as dyslexics by medical doctors and have been undergoing dyslexia classroom programme.

Procedure. After gaining permission from school authority to conduct the study, the primary researcher asked for permission from participants' parent to include their child in the study. The primary researcher conducted interview session with each participant, individually. The interview sessions involved three questions of alphabet naming, word reading and spelling. It was conducted twice for reliability purposes. The first session was conducted as an audio recording and the second session was conducted as a video recording.

Data analysis. The case study analysis was adopted using the following procedure: 1) organising and preparing data for analysis 2) listening and verbatim transcribing of the audio-recording and video-recording for first and second interview sessions respectively; 3) extracting units of meaning from each interview and clustering common themes together; 4) reviewing the participants' documents of school worksheets for triangulation purposes.

3. Findings And Discussion

The descriptions of literacy difficulties commonly faced by the participants in this study are listed in Table 1.

Table 1: Types of literacy difficulties shown by the participants.

Types of difficulties	Description
Letter reversals	Three participants (P1, P2, and P3) showed letter reversals between b-d. P4 tend to show letter reversals between n-m. While P5 was observed to show letter reversals between v-y, q-p, and v-u.
Incorrect letter naming	The participants incorrectly name several letters of the alphabet in letter naming task and single word reading. Among those letters that was named incorrectly by the participants were 'q' and 'v'.
Confusion/ hesitation	In the letter naming task, P3 and P4 hesitated to name letter 't' and 'q' respectively. In the word reading task, P2 hesitated to read one word correctly but managed to read it later on. In spelling task, P2 confused between 'b' and 'd' but managed to realise his mistakes; and made the correction.

Types of difficulties	Description
Incorrect sounding out the spelt word	Two participants (P1 and P4) could not sound out any words correctly despite knowing letter names in single word reading task. They managed to sound out a syllable which approximate a part of word such as 'bola' for 'bebola'. While P3 and P5 showed deletion of phoneme/ syllable/ letter in sounding out the word, resulting in non-words errors (e.g., 'along' was read as 'alo') and visual errors (e.g., 'sabtu' was read as 'satu')
Spelling errors	All participants managed to spell at least the first letter of words. The participants also managed to spell the first or the end syllable of words only. Two participants (P2 and P5) showed phonologically plausible in spelling, such as 'membantu' was spelt as 'menbantu' and 'lonjak' as 'lonjap'.
Refusal	Two participants (P 4 and P 5) refused to do the spelling task until the end of the task because the task was hard and difficult for them.
Letter orientation	One participant (P5) showed wrong letter orientation in spelling task.

Study findings seem to suggest that even the dyslexic students that already can read well do make mistakes involving letter reversal, incorrect single word reading and spelling. It is also worth noting that the dyslexic students showed hesitation and easily confused with several letters of the alphabet; such as b-d, n-m, v-y, c-e and q-p. In the word reading task, the dyslexics could spell the phonemes but always sound out the phoneme of word incorrectly.

The spelling task could be the hardest task as all participants except one only able to spell either one or none word correctly. When the comparison were made across the interview one and two, only P3 and P5 showed improvement in terms of correct responses of word reading. This study has shown that the reading difficulty of dyslexia students is apparent across the period of time.

The researcher also requested the participants' teachers to provide the worksheets that were completed by the participants. These completed worksheets described the dyslexia difficulties in dealing with literacy tasks, suggesting that the dyslexia difficulties also can be observed from the written work. From the worksheets, it can be seen that the dyslexics in this study have difficulties in accurate copying words/ sentences, errors in accurate spelling, letters reversals (i.e., b-d, b-p), and incorrect letters formation. In addition, the participants' handwriting also was lack of spacing between words.

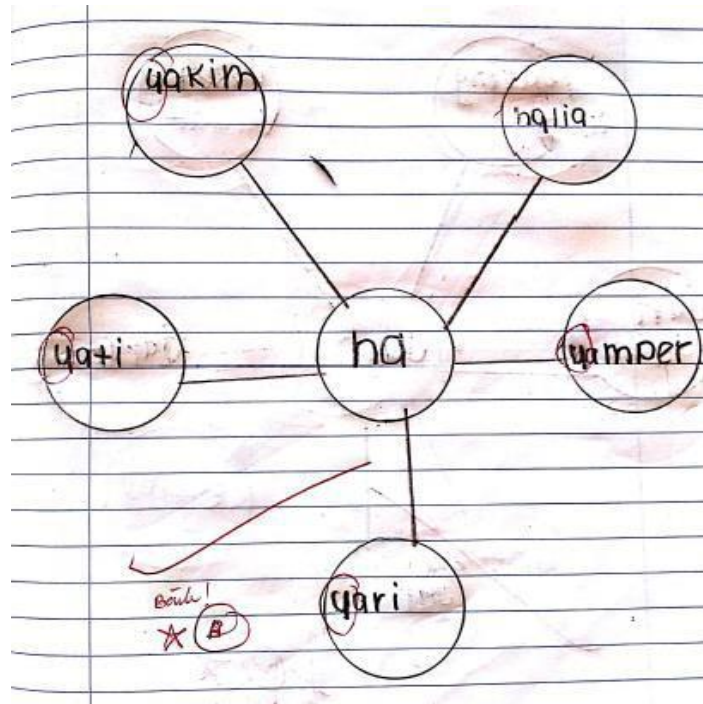


Figure 2: P1 worksheet with errors in letter orientation for letter h.

Pada ~~ujung~~ ^{ujung} minggu^(s) saya sering melakukan aktivitas pada waktu lapang. saya gemar ~~bermain~~ ^{bermain} basket di kampung selain itu saya ~~bermain~~ ^{bermain} ~~badminton~~ ^{badminton} dan bermain bola ~~setiap~~ ^{kadang} hari jumat dan sabtu. kadang ~~saya~~ ^{saya} pergi berlibur dengan keluarga ~~setiap~~ ^{setiap} ~~seperti~~ ^{seperti} ~~malah~~ ^{malah} ~~tempat~~ ^{tempat} menarik. saya juga gemar membaca dan ~~melukis~~ ^{melukis}. saya gemar membaca komik ~~tetap~~ ^{tetap} ~~edya~~ ^{edya} juga harus menuliskan ilmiah, ~~saya~~ ^{saya} berharap aktivitas yang saya lakukan pada waktu lapang dapat memberi ~~manfaat~~ ^{manfaat} kepada saya.

70

Figure 2: P2's writing worksheet with corrections by the teacher. It displays errors in word spelling, punctuation and letter reversal.

Isnin 26.1.15

Keluarga saya.

keluarga saya terdiri daripada lima orang
anggota iaitu emak, emak, adik dan saya.
Bapa saya seorang penguis. Ibu saya
pula
Gredang suri rumah tangga. Dia mah
jasa dan
mendidik kami.
Abang saya berumur sepuluh tahun.
Dia

Figure 3: P3's worksheet displays errors in spelling.

ka ki / ra r / B

beu

ka yu /

ke ra /

de ra /

ro da /

bu tu /

du ri /

ba tu /

af /
us

af /
af /
partel

Figure 4: P4's worksheet with errors in spelling.

2017/01/26/2015

Aktiviti di Padang Sekolah

Padang sekolah penting untuk kita
melakukan aktiviti sukan.

Padang yang luas dan bersih
memberikan keselesaan kepada
pengguna padang. Pemain bola dapat
menumpukan perhatian.

Semasa bersukan pelbagai aktiviti
sukan dapat dilakukannya di padang.

Bersukan dapat ^{menyeronokkan} menghidupkan badan
pabila badan kita sihat.

Itulah kita akan menjadi cerdas.

Figure 5: P5's worksheet with errors in spelling and lack of spacing between two words.

The findings indicated that the participants tend to showed letter reversals between b-d, c-e, n-m and q-p in the literacy tasks. Based on Miles (1993), dyslexic children though they may well write p for b or vice versa, could detect differences between confusable letters when these differences were pointed out to them. Reversal of letters is one of factors that can prompt concern over dyslexia difficulty (Reid, 2009). Letter-naming speed has been demonstrated to be strongly associated with dyslexia (Fawcett & Nicolson, 1994). Thus, difficulty in acquiring knowledge of letter names may be an ominous portent of a problem in automaticity of word recall in later reading.

The participants could not name several letter correctly and showed hesitation in naming the alphabets. Wolf, Bally and Morris (1986) indicated that children with dyslexia began the school years with both a general retrieval-speed problem, and a particular difficulty with letter naming retrieval rate. Letter-naming speed has been demonstrated to be strongly associated with dyslexia (Fawcett & Nicolson, 1994). Thus, difficulty in acquiring knowledge of letter names may be an ominous portent of a problem in automaticity of word recall in later reading.

The findings from word reading task indicated that four of the participants who could not read proficiently yet used coarse-grain syllable awareness and letter names technique to read the word. They still had problems recognizing the order of letters in a word and could not move to the next level of word reading process in Malay, that of syllable recognition and syllable segmentation.

The spelling task showed that most of participants could preserve the initial CV syllable (i.e., first two letters) than a single consonant, suggesting that syllables are more salient than phonemes for Malay speller students. Wan Muna Ruzana Wan Muhammad et al. (2011) indicated that the dyslexics have difficulties in identifying phonemes when involving spelling task and the exchanging of letters such as b-d, u-n, m-w, g-q, p-q, and b-p occurs very often during the spelling process. In addition, the most proficient-speller in this study (i.e., P2) showed plausible spelling errors, suggesting that he seems less likely to encode phonemes, and more likely to encode larger syllables and morphemes.

Difficulties in the word recognition component of reading in children with dyslexia are usually accompanied by corresponding difficulties in spelling. This is to be expected, as there are theoretical and empirical supports to indicate that reading and spelling are so closely related as almost to look like the same ability (Ehri, 2002). Spelling, being a more demanding task, is a more sensitive test and is likely to reveal dyslexia more readily than reading (Frith, 2002). Past research in Malay has indicated that both syllable and phoneme grain-sizes are important in the acquisition of early spelling and reading (Liow & Lee, 2004).

4. Conclusion

Based on literacy abilities of dyslexia participants in this study, it is worth mentioning that poor readers should be explicitly taught grapheme-phoneme knowledge, syllable segmentation and phoneme manipulation. This method of teaching also has been suggested by Lee and Wheldall (2010). Based on Lee (2008), if a child cannot segment syllables, manipulate phonemes or have grapheme-phoneme knowledge, then the child cannot read despite the consistency of the orthography.

Key findings from this study, aligning with relevant research, suggest that dyslexics having difficulty in reading (e.g., Lee & Wheldall, 2011), difficulty in spelling (e.g., Wan Muna Ruzanna Wan Muhammad et al., 2011) and letter reversals (e.g., Wan Muna Ruzanna Wan Muhammad et al., 2011). Despite differences in orthography between English and Malay language, the results of this study indicated that there are similarities regarding dyslexia characteristics based on the phonological deficit theory.

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The Impact of Service Quality on Islamic Banking in Malaysia

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Abstract - *The quality services demanding by Islamic bank's customers are increased due to the increasing of customer's awareness on the quality services in Islamic banks. Providing the quality of services can ensure the Islamic banks can sustain in the competitive market. Therefore, banks should do the difference ways to fulfil all needs and wants that demand by the customers and to make sure they are satisfied with the services offered. The main objective of this research is to investigate the impacts of service quality that offered on the satisfaction of the customer in the Islamic banking. The questionnaires were distributed by employing the convenient sampling technique and Statistical Package for Social Scientist (SPSS) is used to analysis the data that already gathered. The result indicated the relationship between quality of the service and satisfaction of the customer is positively related.*

1. Introduction

Nowadays, Islamic banks must compete with the other Islamic banks, foreign banks and conventional banks which also offered the services and products that fulfil the Islamic principles(Shariff, 2012). There are very high competition in the banking industries due to the increasing of the commercial banks (Al-alak & Tarabieh, 2011). However, regarding to the high competition among the banks have resulted to the better services provided by the banks in order to fulfil the customer's needs and wants(Shariff, 2012). Besides that, the banks management have to create the varieties ways to attract the customers and stay competitive in the industries (Kumar, Jones, Venkatesan, & Leone, 2011). Analysed made by Tat Hin Tan (2009) resulted that services play important role for the customer satisfaction in Malaysia. According to Awan & Azhar (2014), the bank management must organise an enough training to the staffs in order to improve the competencies and capabilities that will result in increasing the customer satisfaction.

2. Problem Statement

The main reason why customers choose other banks instead Islamic banks because of the incompetency of the staffs and the bad attitude that showed by the staffs (Hamzah, Ishak, & Nor, 2015). The important capabilities like competencies, well communicate, confident, and have good attitude are the characteristics that Islamic bank's staff should have (Awan & Azhar, 2014). According to AHCENE LAHSASNA (2014), the lack of knowledge on Islamic products and the lack of staffs competence lead to the dissatisfactions among the customers. Sure, this situation just make very disappointment condition because the customers will turn to the other banks but at the same time , it will reflects the bad viewing of Islam (Lufti Abbas, 2014).

The Islamic banking in the industry is quite new compared to the conventional bank it is more complex due to the abiding on the Sharia regulations and laws (Ahmad Shaharudin, 2013).The expanding of Islamic banking industries lead to the emergence of differences product and services that need to be harmonised in order to restructured and standardised and make the easiness to the customers(Shah & Qureshi, 2015).So that, the banks should reduce the complexity in order to attract the people on Islamic products(Härle, Havas, Kremer, Rona, & Samandari, 2015).According to Abdullah,

Sidek, & Adnan (2012), due to the less information that spread to the Islamic bank's customers, the non-Muslims are not confident on the capabilities of Islamic banks in improving the system.

Besides that, Wajdi Dusuki (2008) claimed that Islamic banks implement the sharia compliance principles but at the one side neglect on the social welfare responsibilities. So, it seem that Islamic banks look like have same principles with the conventional banks in making the profit while at the same time not obey the Islamic principles (Lufti Abbas, 2014). Actually, some customers prefer to have business with the Islamic banks because to contribute for the social welfare (Lufti Abbas, 2014). Sometimes, Islamic banks offered the _payment holiday ' to reduce the burden of the customers in certain months (Amin, Rizal Abdul Hamid, Lada, & Baba, 2009). Usually, this initiative has been offered at the end of the years where the customers are not required to pay the instalment and thus they have extra money at the of the year for the expenses (Lufti Abbas, 2014).

3. Research Question

a. What are the impacts of service quality on the satisfaction of the customer in the Islamic banking industry?

4. Research Objective

a. To investigate the impacts of service quality on the satisfaction of the customer in the Islamic banking industry.

5. Literature Review

The key of success in the competitive banking industries is customer satisfaction (Siddiqi, 2011). The customer satisfaction is very important in contribute the success because the high satisfaction will indicate the high performance of the banks (Hamzah et al., 2015). According to Verma (2012), customer satisfaction can be defined as the feedback from the customers after using or purchasing the products based on the costs that they have spent or reward that they get after services. Awan & Azhar (2014) claimed, the staffs should be more informative and give respect to the customers besides become friendlier to the customers because the staffs can influence the customer satisfaction.

The landscape changing of the Islamic banking had led the changing of the customers taste in demanding the better service quality that offered in banks (Abdullah et al., 2012). According to Shariff (2012), providing the best quality services to the customers is the important thing for the business survival. According to Sabei (2014), the quality can be defined as a measuring standard of the performance that fulfil the needs and desires of the customers and at the same time the offering can be improved over time. Prakash & Mohanty (2013) believed, the high level of customer satisfactions depend on the quality services that have been delivered and at the same time would contribute the higher performance of the organisations. Besides that, Shariff (2012) believed, the Islamic banks should deliver the better services to the customers to make sure there are very competitive in the banking industries.

Based on Hamzah et al. (2015), the example of quality services that banks can provide include respect the customers by showing the good attitude to them, the capabilities of staffs to make the customers confident and trust on Islamic banks, very competent in handling the problems during the transaction, have a lot of knowledge especially about

the Islamic banks, and well prepared in every situations happened. The most important thing to make sure the staffs are very satisfied with the Islamic banks is the services offered must be in quality and then follow by the friendliness of the staffs , very informative and competent staffs(Al-Ajmi, Abo Hussain, & Al-Saleh, 2009). Based on Ahmed (2014), service quality play a big role while the customers select the banks. Besides that, Dusuki & Abdullah (2007) also concluded, the service quality become a dominant factor while choosing the banks. According to Mahamad & Tahir (2011), the deliverance of quality service, which can fulfil all needs and demands, also can attract the non-Muslims customer in choosing the Islamic bank.

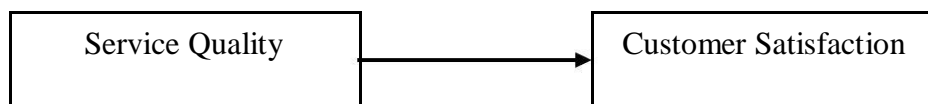
6. Research Hypothesis

The hypothesis is as follow:

H1. The relationship between service quality and satisfaction of customer is significantly positive.

7. Research Framework

Below is the framework for this research in order to investigate the relationship between independent variable and dependant variable. The quality of the services represent as an independent variable while the satisfaction of the customer represent as a dependant variable.



8. Methodology

The data was collected in Kota Bharu, Kelantan. The target population focused on the customers of Islamic banks in Kelantan. Respondents were selected by convenience sample, where the questionnaires were distributed during the visits of the customers to the banks. In total, there are 20 questionnaires distributed. Statistical Package for Social Science (SPSS) Version 22.0 is used to analyse the data that gathered.

9. Data Collection Method

For the primary data, this study used a survey approach and distribute the questionnaires to the respondents by employing the convenient sampling technique. The respondents were asked to answer the questionnaires based on a Likert-type scale, that ranged from 1= *strongly disagree*, 2= *disagree*, 3= *neutral*, 4= *agree*, and 5= *strongly agree*. The secondary data was referred in order to support the primary data.. The example of secondary data that was referred in this research include newspapers, journals, internet, and books.

10. Findings

10.1 Reliability Analysis

Cronbach's Alpha statistic is used to analyse the reliability of the data. The value can be measured between 0 and 1 by using Cronbach's Alpha. The value that closer to 1 indicate the value become more reliable. According to Ulfat (2013), the value that showed between 0.738 and 0.813 can be considered good while the value below 0.60 cut off point, has no reliability in the coefficients. In this research, Alpha = 0.914, so the scale is reliable.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.910	20

10.2 Hypothesis Testing

H1. The relationship between service quality and satisfaction of customer is significantly positive.

The table below showed, the variables explain 72% of the variance (R square) and indicate the positive relationship. Thus, the relationship between service quality and customer satisfaction is positive and very significant. Thus, the results provide strong support for Hypothesis 1.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.724	.599	.44449

a. Predictors: (Constant), D5, D4, D2, D1, D3

b. Dependent Variable: E1

11. Conclusion and Recommendations

The main purpose of research is to investigate the impacts of service quality on the satisfaction of the customers in the Islamic banking industry. For this purpose, the convenient sampling technique was employed in this study by selecting 20 customers for the data. The questionnaires are distributed to the customers that coming from different Islamic banks.

The results showed that the relationship between service quality and satisfaction of customer is positively related. Actually, this study will contribute the benefit to the banks in order to improve the service quality thus can enhance the customer satisfaction on the Islamic banks. Besides that, the bank manager also will know the needs and wants that demands by the customers in order to improve the services offered.

12. Limitations and Future Research

For the further research, non-Muslims can be make as a sample in order to identify their satisfaction on the Islamic banks. Besides that, the present research just represents a small sample size of the respondents and data. For a further research, the questionnaires and surveys should be distributed on a big sample in order to get results that are more accurate. Furthermore, in the further research, the researchers should consider other determinants that can affect the customer satisfaction such as awareness, market orientation, innovation orientation, strategic orientation and technology. Similarly, the similar research also should be conducted on conventional banks in order to measure the customer satisfaction of those banks.

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The Effect of Islamic Microfinance on Micro – Entrepreneur’s Performance in Thailand

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Abstract - *The purpose of the study is to examine the effect of Islamic microfinance offered by Islamic bank of Thailand (Ibank) on micro – entrepreneur’s performance. Data were collected from micro – entrepreneurs in three provinces of southern border (i.e. Pattani, Yala, and Narathiwat) by distributing 400 questionnaires to the selected respondents in the study. AMOS version 23, Structural Equation Modelling (SEM) was utilized to analyze the data and tested the research hypotheses. After Ibank confronting with high Non – performing loans and handling this problem by closely screening and monitoring customers’ loan, the result indicated that there was statistically significant effect of Islamic microfinance on micro – entrepreneur’s performance. The implication of these findings was discussed and recommendations for future research were provided.*

1. Introduction

Small enterprises mostly are dominated and contributed positively to economic wellbeing for their countries especially in developing countries. In Thailand, small medium enterprises (SMEs) contribute significantly proportion to Thai economy. According to Office of Small and Medium Enterprises Promotion (OSMEP, 2015) announced that the contribution of Thai SMEs to GDP was recorded at 41.1 percent of total GDP in 2015. It was increasingly expanded by 5.3 percent as compared in 2014 which expanded only 0.4 percent of total GDP. The main factors expanded were mainly in tourism, construction, retail and wholesale businesses, the transportation, and logistic businesses. Based on the significance of SMEs which are able to contribute towards Thai economic growth, the government should promote and accelerate them in improving business performance.

Based on promoting and supporting SMEs in Thailand, the government has convinced the financial institutions to promote small loan and disburse to Thai SMEs who are low income people in each region of the county in order to help them in enhancing their business performance. For southern region of Thailand, many Muslim people are located more in this particular region than other regions especially in three provinces of southern border namely Pattani, Yala, and Narathiwat. Unfortunately, these three provinces are recorded as the poorest province as compared to other regions. According National Economics and Social Development Board (NESDB) (2014) stated that Pattani is the poorest province which recorded the highest number of poverty people among other provinces in southern Thailand see Table 1:

Table 1: Populations, Poverty and Employment in 5 Southern Provinces of Thailand (Sources: National Economics and Social Development Board (NESDB) (2014) and Socio Economics Development in 5 Southern Provinces Department Islamic Bank of Thailand (2014))

Provinces	Populations	Employment	Poverty
Narathiwat	737,162	184,291	165,700
Pattani	655,259	163,815	203,200
Yala	487,380	121,845	58,100
Songkla	1,357,023	339,256	48,300
Satun	297,163	74,291	31,700
Total	3,533,987	883,497	507,000

Notes: Populations, Employment and Poverty are measured by person

Sources: National Economics and Social Development Board (NESDB) (2014) and Socio Economics Development in 5 Southern Provinces Department Islamic Bank of Thailand (2014).

As the problem of poverty in three provinces of southern border, the government established Islamic microfinance under Islamic bank of Thailand (Ibank) in 2010. The mainly objective of establishing Islamic microfinance and grant small loan to people in these particular provinces is intended as following reasons; (1) helping them out of poverty level. (2) Accelerating and increasing their economic growth and (3) Supporting and improving their quality of life. Islamic microfinance program had more dramatically increased the number of disbursing loan to small enterprise as well as expanded the loan to other regions. Unfortunately in 2013 the program had stopped disbursing the loan to the clients due to confront with bank crisis which was reported high non - performing loans (NPLs) see Table 2.

Table 2: Non – Performing Financing (NPFs) from 2010 – 2014
(Source: Islamic Microfinance Socio Economic Development in 5 Southern Provinces Department Islamic Bank of Thailand (2014))

Provinces	Clients (Persons)	Financing Disbursement (Million Baht)	NPFs	
			Clients (Percentage)	Disbursement (Percentage)
Narathiwat	11,865	323.65	9,713 (81.86%)	268 (82.81%)
Pattani	5,856	320.27	3,663 (62.55%)	214.53 (66.99%)

Yala	3,692	164.7	2,355	104.53
			(63.79%)	(63.47%)

Source: Islamic Microfinance Socio Economic Development in 5 Southern Provinces Department Islamic Bank of Thailand (2014)

Table 2 shows the number of non – performing loans (NPLs) of Islamic microfinance program under Islamic bank of Thailand since 2010 to 2014. According to Islamic Microfinance Socio Economic Development in 5 Southern Provinces Department Islamic Bank of Thailand (2014) revealed that Narathiwat was recorded the highest NPLs at 82.81 percent then followed by Pattani (66.99 percent) and Yala (63.47 percent). Based on this problem, Ibank then was strictly screened and monitored the clients and cut off the clients who default loan with the bank. It has granted its loan again in 2014 and keep disbursing the loan to the clients until now. Based on the scenario of Islamic microfinance program in Thailand therefore it is important for this study to examine the effect of Islamic microfinance on micro – entrepreneur’s performance.

2. Literature Review

2.1 Concept of Islamic Microfinance

The Islamic microfinance is a successful tool in micro financing as it offers the interest free loan called Qardhasan. The qardhasan is —functioning well upon the application of group lending and peer pressure theory (Alam Choudhury & Wajdi Dusuki, 2008; Mokhtar, 2011; Mokhtar, Nartea, & Gan, 2012). The clients under IMF are provided with small loan and the new loan will be provided when the previous loan is settled off. Furthermore, the repayment loan is on weekly or monthly basis. The loan is given together with compulsory saving but some other IMFIs use voluntary saving depending on their policy. According to Amran, Rahman, Yusof, and Mohamed (2014) state that IMF is more practical to the poor as the loan given is free from the requirement of collateral or a guarantor. The important thing for IMF is that its activities should not be mixed up with any prohibited elements like interest (riba) (Alam Choudhury & Wajdi Dusuki, 2008).

2.2 Access in Credit

Access in micro – credit can enhance and improve micro – enterprise’s wellbeing. There have been studied by many researchers pertaining to micro – credit and small enterprises’ performance. Most researchers from previous studies coincidentally proved that micro – credit has positively effect on micro – entrepreneurs’ performance. For instance, Nur Indah (2014) claimed that Islamic micro – credit by Baitul Mal Wat Tamwil (BMT) has positive effect on microenterprise performance which leads to increase in sale, income, business expenditures and employment. Moreover, Wanambisi and Bwisa (2013) investigated the effect of microfinance on micro small enterprise (MSEs) in Kenya. The study revealed that microcredit had positive effect towards MSEs in increasing incomes and sales. These positive effect of microcredit on small enterprise performance were also attested by other researchers for example Nader (2008), Hussian (2011), Fatimah-Salwa, Azahari, and Joni-Tamkin (2013), Olowe F.T

(2013) and et cetera. On the other hand, some researchers also found negative effect of micro – credit on enterprise performance such as Samson, Olubunmi, and Adekunle (2013), Babajide (2011), and Esther, Abhijit, Rachel, and Cynthia (2013). Taking

consideration from the previous studies, the results of access in microcredit seem like to have positive effect on small enterprise performance. However, small enterprises still lack of accessing in microfinance which might lead them less business performance (Beck & Demirguc-Kunt, 2006; Dube, 2013). This an adequacy of capital due to difficulty in accessing to finance for small enterprises also face in Thailand and it becomes major constraint for Thai small enterprises in enhancing their business performance (Charoenrat, Harvie, & Amornkitvikai, 2013; Subhanij, 2016). Based on the scenario above therefore the study examines the effect of Islamic micro – credit on micro – entrepreneurs' performance. The hypothesis then is tested as following.

H1: there is positive effect of Islamic microcredit on micro – entrepreneurs' performance.

2.3 Savings

Savings are significant for low income people especially for micro – entrepreneurs in order to cope with unexpected situations. For instance, low income people save their money for expense in urgent situations such as using their saving for personal emergencies (e.g., injury, accident, sickness, loss of employment, etc.) or confronting with the situation such natural disasters (e.g., flood, mudslide, fire, etc.). Sometimes low income people spend their savings for other purposes in their in daily life (e.g., children school fees, son's dowries, or purchasing in utilize). However, majority of small enterprises saved their money through informal savings rather than formal savings. They usually save their money by keeping at home, joining savings clubs, and buying durable goods which are not easily converted into cash and riskier than saving into bank account (Collins, Morduch, Rutherford, & Ruthven, 2009; Dupas & Robinsona, 2013; Karlan & Morduch, 2010; Rutherford, 2000). It also mentioned by Demirgüç-Kunt and Klapper (2012) that the poor especially small enterprises in this world commonly lack in accessing savings into bank accounts. As consequence of small entrepreneur savings' behavior, financial institutions should promote savings services to small enterprises in order to attract them in using the saving service into bank account. My researchers have been attested that savings into bank account has better reinvestment and improvement in small enterprise performance as proved in the study of Beck, Pamuk, and Uras (2014) and Prina (2015). Taking noted from the view of previous studies therefore the study examine the effect of savings which offered by Islamic microfinance on micro – entrepreneurs' performance in Thailand. Thus, the hypothesis is analyzed by the following statement.

H2: There is positive effect of savings on micro – entrepreneurs' performance.

2.4 Training

Training is a service which provides by microfinance institutions. According to Ellahi, Bukhari, and Naeem (2010) refers the definition of training as the provision given by microfinance in terms of training, technology transfer, business advice, marketing assistance, monitoring, and information to the purpose of improving SMEs performance. Training or skill acquisition is produced in order to prepare the readiness in entrepreneurial activities (Shane, 2003). However, small entrepreneurs mostly in developing countries including Thailand have inadequate in business skills (Shafeek, 2016). Many researchers mentioned that lack in training leads small enterprises less in growth and development of small enterprises (Ates, Garengo, Cocca, & Bititci, 2013; Bouazza, Ardjouman, & Abada, 2015; Stella, Mike, Charles, & Debora, 2013; Van Scheers, 2011). Thus, training is a factor which is significant to improve micro – entrepreneur's performance. It is proved by the researchers regarding the effect of training on SMEs performance for example Muiruri (2014) asserted that small entrepreneurs who received training from microfinance had better development in terms of increasing in sales, incomes and employment. This

evidence is also supported by Stella et al. (2013). However, (Shafeek, 2016) stated that the study which related to training is under – researched. Taking consideration from the review of previous studies, it is therefore important for this study to investigate the effect of training on micro – entrepreneur’s performance. Then the hypothesis is tested as following.

H3: There is positive effect on training on micro – entrepreneurs” performance.

3. Methodology

3.1 Data Collection

A quantitative research method was adopted by using survey method to collect the data from micro – entrepreneurs in three provinces of southern border of Thailand namely Pattani, Yala, and Narathiwat. A total of 400 questionnaires were distributed to the micro – entrepreneurs who involved with Islamic microfinance programme under Islamic bank of Thailand (Ibank) in three branches namely Pattani, Yala, and Narathiwat branch by using stratified random sampling. The study adopted fifteen enumerators and they were trained before collecting the data from the survey. All the questionnaires were returned and completely answered. The data then were analyzed and tested research hypotheses using Structural Equation Modelling (SEM), employing AMOS version 23.

3.2 Measures

The measurement for credit was measured by loan utilization, loan repayment, loan access, and loan size which adapted from Ekpe (2011), Yeboah (2010) and Tiruneh (2006), Meng (2013) while savings were measured by using the instrument developed by Ekpe (2011), Tiruneh (2006) and Simeyo et al. (2011). For the measurement of training was measured by general management skills and training skills acquisition which developed by Ekpe (2011), Musyoki (2011) and Simeyo et al. (2011) and the measurement for micro – entrepreneur’s performance was measured by assets, outputs, and investment which adapted by Ekpe (2011), Yeboah (2010) and Tiruneh (2006). All measures in this research used seven – point Likert scale from 1 = strongly disagree to 7 = strongly agree.

4. Results and Discussions

AMOS version 23, Structural Equation Modelling (SEM), was utilized to test the hypotheses by the following reasons: (1) AMOS enable to analyze the inter – relationships among constructs, (2) AMOS is able to test the theoretical framework directly, (3) AMOS has capability in testing the sophisticated relationships and (4) AMOS is able to recommend the best fit of the data at hand (Zainudin, 2012). Table 2 shows the result of structural model from AMOS output. The results for all hypotheses testing of each factor are represented in Table 3 below.

Table 3: The Regression Weights and the Level of Significance

Hypothesized Path	Standardized Estimates	P-value	Supported
Performance <----- Credit	.41	0.00***	Yes
Performance <----- Savings	.37	0.00***	Yes
Performance <----- Training	.15	0.01***	Yes

Note: *** $p < 0.01$

Hypothesis 1 predicted a positive effect of credit on micro – entrepreneurs' performance. The regression analysis result in Table 1 indicated that credit had positive statistically significant ($\beta = .41, p < 0.01$) effect on micro – entrepreneur's performance. Therefore, hypothesis 1 was supported.

Hypothesis 2 predicted a positive effect of savings on micro – entrepreneur's performance. The result from the Table 1 revealed that savings had positive statistically significant ($\beta = .37, p < 0.01$) effect on micro – entrepreneur's performance. Thus, hypothesis 2 was supported.

Hypothesis 3 predicted a positive effect of training on micro – entrepreneur's performance. The result in Table 1 showed that training had positive statistically significant ($\beta = .15, p < 0.01$) effect on micro – entrepreneur's performance. Therefore, hypothesis 3 was also supported.

As mention earlier, the current study purposed to examine the effect of Islamic microfinance on micro – entrepreneur's performance in Thailand. As demonstrated in Table 3, all three factors of Islamic microfinance services had shown significant effect on micro – entrepreneur's performance in three provinces of Southern border of Thailand. The credit which offered by Islamic microfinance was found to be the most effect on micro – entrepreneurs as compared to other factors in the study. It is interesting to be noted that after Islamic bank of Thailand (Ibank) confronted with bank crisis in terms of high non – performing loans (NPLs) and Ibank tried to utilize rational loan by cutting down the customers those who had loan defaults by strictly screening the customers before approving the loan as well as monitoring them after disbursing the loan. Thus, the credit offered by Islamic microfinance to micro – entrepreneurs is able to improve their performance well. The result in this present study is consistent and supported by previous studies (see the example: Fatimah-Salwa et al. (2013); Olowe F.T (2013); Wanambisi and Bwisa (2013) and Nur Indah (2014)).

The present study also found that savings had significant effect on micro – entrepreneur’s performance. This indicated that savings with Islamic microfinance leads micro – entrepreneurs especially in three provinces of southern border of Thailand have enhancement in their performance. They might spend their savings to reinvest their business and it would be better performance in the future. This could make micro – entrepreneurs shift to larger enterprise and move out from the poverty. This result is consistent with previous studies (see for example: Beck et al. (2014); Prina (2015) and Rotich, Lagat, and Kogei (2015)) which proved that savings into bank account had better reinvestment and improve micro – entrepreneurs performance.

The last finding of this study relates to the significant effect of training on micro – entrepreneur’s performance. The result of the study found a positive effect on micro – entrepreneur’s performance but less an affect than other factors (i.e. credit and savings). Training has been provided by Islamic microfinance at least make micro – entrepreneurs in this particular areas of the study know how to do the business and manage their business well. As the evidence attested by Shane (2003), training is a factor which leads micro – entrepreneurs have better preparedness in doing their entrepreneurial activities. Thus, micro – entrepreneurs those who received training would make them be better enhance in their business performance. This current study is also coincident with the previous studies for example Ekpe (2011), Muiruri (2014) and Stella et al. (2013).

5. Conclusion

In conclusion, the study has found that Islamic microfinance factors (i.e. credit, savings, and training) are useful and significant effect on micro – entrepreneur’s performance. All of the Islamic microfinance factors that were tested in the study were indicated to be strong predictors to improve micro – entrepreneur’s performance in three provinces (i.e. Pattani, Yala, and Narathiwat) of southern border of Thailand. The findings of this study may suggest to Islamic microfinance institutions or other relevant stakeholders to act seriously in promoting microfinance services (i.e. well or reasonable credit, more savings schemes and regular training) in order to help small enterprises are able to improve their business performance and move them out of poverty level.

Event the significant of findings in this study, there are many limitations which need to be acknowledged. Firstly, the study was only limited particularly in three provinces of southern borders of Thailand. Secondly, the study discussed regarding to bank crisis in terms of high NPLs which lead micro – entrepreneurs less in their performance but still not yet empirically figure out the evidence for solving this problem. Therefore, it is suggested for future research to further research (1) by covering the study to the other regions of Thailand and (2) adding other relevant variables which can effect better on micro – entrepreneurs’ performance, for example add bank monitoring as moderating variable in the model in order to prove whether bank monitoring can enhance microfinance towards micro – entrepreneurs’ performance or not.

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National Trends In Incidence Of Lower Extremity Amputations Over A Five-Year Period In Malaysia: A Population Based Study

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Abstract - *Background: It is difficult to obtain the estimates of amputation from the worldwide prevalence as the amputation receives very little resources and attention in countries where the survival of people is very low. The World Health Organization estimate that when combine the Africa, Latin America and Asia the people that require prosthetic limbs, braces or other devices were almost 30 million people that were up from 24 million in 2006. The actual prevalence of amputations in any region was very hard to get and very limited (Inc., 2015). The purpose of this paper is to describe population-wide trends in the incidence of lower extremity amputation levels in Malaysia tertiary hospitals over a 5-year period between 1 Jan 2012 and 31 Dec 2016. Methodology : In this research, researcher using two major sources to conduct this study which is primary data and secondary data. The primary data collected via interview. The secondary data obtained from the literature review and the data were analyzed using qualitative methods. Conclusion: Data from this research can help the hospitals, government and private company analyze specific differences in factors such as amputation etiology, amputation level, age, gender and race. These investigations can help them evaluate and solve the issues arise due to national trends in incidence of lower extremity amputations especially in Malaysia. The information and raw data that gained from this study will be sorted according the relevant information and also give benefit to the next further research and also for all Malaysian to stay alert on national trends in incidence of lower extremity amputations as these cases will happen to everyone if they do not care about themselves.*

Keywords: Amputation, Lower Extremity Amputation, Amputation Etiology And Amputation Level.

1. Introduction

1.1 Background

Based on the newest statistics in the USA, about 1.7 million people lived with amputations (Ziegler et al., 2008) and the number has been increased recently by years (Heck, 2008). In German population, it is estimate that 25-27 in 100000 have been going amputation (Moysidis et al., 2011). The limb amputation that causes from incident of different pathologies have been reported in different populations. Peripheral vascular disease become the major causes of trauma, infections, uncontrolled diabetes mellitus and malignancies and also become the leading the causes of amputation in developing countries (Olasinde et al., 2002; Abou Zamzam et al., 2003).

The incidence of dysvascular rates of amputation from the overall rates was rising while, the rates for trauma and malignancy were decreased. (Dillingham et al., 2002). In the United States, Dysvascular disease due to amputations roughly about 54% of limb loss cases while 45% of loss was from traumatic amputations (Aleccia, 2010). Lower limb amputations was expected to increases in term of number in the United States to 58,000 per year by 2030 (Cutson & Bongiorno, 1996; Fletcher et al., 2002) with occurring in the elderly that aged 65 and older that may nearly 75% (Clark et al., 1983).

Prosthetic fitting rates is depend on the population that been studied but the rates is follow the lower limb amputation that ranges from 27-86% (Pohjolainen et al., 1989; Houghton et al., 1992; De Luccia et al., 1992; Rommers et al., 1996; Fletcher et al., 2001; Fletcher et al., 2002). Most of lower extremity amputations in Malaysia usually related to diabetes which is around 40-70% while for the incidence of lower leg

amputation is estimated to be 5-25/100,000 inhabitants/year among people with diabetes and the figure is 6-8/1,000 (Consumer Association of Penang, 2011).

Compared to other developed countries, United States has a higher rate in the lower limb amputation (Renzi et al., 2006) but there have been identified by world standards, that Marshall Islands also have a high rate of lower limb amputation (Harding, 2005). The rates of diabetes that relate to lower extremity amputations have been decrease in The Netherlands in 1991 until 2000 (van Houtum et al., 2004). A multinational study of vascular disease in diabetes from World Health Organization shows the results that American Indian centres was higher in the incidence of lower limb amputation than the east Asian centres (Chaturvedi et al., 2001). In 2010 when the earthquake happen in Haiti, a single natural disaster make that country become the largest ever loss of limbs (Aleccia, 2010).

Lower limb amputation can cause of major malformation, be risk at loss of the independence and also can renders people mobile as it is most physically and psychological devastating events that can happen to all the people that been diagnose with limb loss (Bosker, 2005). Although there are risk of disablement after the amputation, many people can live with high quality of lives and also can learn how to walk of refuction again with the help of appropriate rehabilitation centers.

When the patient's was in the damaged extremity and circulation of injured, the only indication that can irreparable the injury was amputation but if the extremity can't be fit, it will poses danger of toxic substances and the organ will be useless for body. In some case, when infection of the lower extremity cannot be uncontrol it becomes a life-threatening to the patients makes the amputation becomes the only one solution for the patients to survives (Ozyalcin, 1982; Larsson et al., 1998; Cankul, 2006; Heck, 2008).

Amputation can be devide into two categorize which are major limb loss and minor limb loss. —Major|| limb loss usually amputation below the elbow, above the elbow ,above the knee, below the knee or the foot while for —minor|| limb loss are the amputation of thehand or digits which is toes or fingers (Tseng et al., 2007). Lower limb of amputations are usually become more frequent than the upper limb amputations and also become the most result of disease and followed by trauma and the reasons for amputation of lower extremity are diabetes mellitus, trauma, tumors, infections, peripheral vascular diseases, congenital abnormalities and nerve injuries (Tekin, 2007).

1.2 Purpose of the paper

To describe population-wide trends in the incidence of lower extremity amputation levels in Malaysia tertiary hospitals over a 5-year period between 1 Jan 2012 and 31 Dec 2016 and the objective of this paper were to analyse national trends in incidence of lower extremity amputations, that executes with these particular objectives are to identify data from selected tertiaries hospital in the northern, southern, and central region of peninsular as well as in Sabah and Sarawak and to analyse specific differences in factors such as amputation etiology, amputation level, age, gender and race, over the last five years.

2. Methods

In this research, researcher using two major sources to conduct this study which is primary data and secondary data. The primary data collected via interview. The secondary data obtained from the literature review and the data were analyzed using qualitative methods. Qualitative research served as the main methodology for this study.

In general, qualitative research methods are especially useful in discovering the meaning that people give to events they experience (Biklen, 2003). Primary data were collected via an interview. Each independent variable comes up with 4 to 5 questions for respondents to answer. The secondary data obtained from the literature review. This research restricted to the national trends in incidence of lower extremity amputations over a five-year period in Malaysia in amputation etiology, amputation level, gender, age and race.

The researcher will seek a voluntary (convenience) sample of doctors in each of the selected hospitals. Participants will be recruited by the researcher via enlisted in-person to complete a 22 question of interview that should take approximately thirty minutes to one hour. Demographics such as education and race are not variables of this study. Familiarity with the interview participant is of limited concern. There will be no questions that delve into specifics about the organization that make the interviewee unwilling or uncomfortable about participation. This should create an atmosphere that allows them to answers freely.

The researcher is affiliated with an estimated population of doctors who meet the criteria for this research study and anticipates a population pool of five to ten potential participants. The researcher will seek to ask five participants. Small participant research (also known as small n research) is the expected norm in qualitative research. Such small studies enable the researcher to gain a deeper understanding of participant experience and to develop a thick, rich description of that experience (Creswell, 2005). This study was using the purposive sampling. Using the purposive sampling in the research were relevance to fits the criteria that needed to answer the question in the interview. The factors that will affect the sample size in the research were objectives, study time and the availability of the resources. As the conclusion, this study were using the purposive sampling as the researcher was having a target number of the participants rather than set the requirements (Natasha et al., 2005).

The selection of participants for this study was based on a strategy referred to as, —purposeful selection which, by one definition (Maxwell, 2005) denotes that —a selection strategy in which particular settings, persons or activities are selected deliberately in order to provide information that can't be gotten as well from other choices (p. 88). Selecting administrators to be interviewed for this study was purposeful, in that they were the representative of the case of abuse and neglect that happen in their nursing homes. In order to achieve a thick, rich descriptive for the case (Esterberg, 2002), it was important to include various administrators from within the Klang Valley district. One administrator from each nursing home was selected, for a total of five elderly to be interviewed.

The location of the research that selected was the tertiaries hospitals in the northern, southern and central region of peninsular as well as in Sabah and Sarawak. The data about the amputation was really hard to get as there was no data or statistic about the current trends of amputation in Malaysia. The data only can get from the hospitals and from the Minister of Health (MoH) but it was not easy to get access to the data as the researchers need to apply the ethics to get the data from the selected hospitals and also get help from the doctors in that hospital.

The selected hospital were Hospital University Sains Malaysia, Pusat Perubatan University Malaya (PPUM), Hospital Penang, Hospital Sultan Ismail and Queen Elizabeth Hospital.

There was no form of analysis content that linked to the any particular science. In qualitative method, the data were present in the form of words and themes that makes it were impossible to draw the interpretation from the results. As the researcher was using the qualitative methods, the researcher were using the manifest analysis and latent analysis. In manifest analysis, the researchers might need to stay closed to the text what actually the informants say and the researchers need to used their own words to describe the word to make the readers understand when the readers read this research while in latent analysis, the researcher need to interpret and find the meaning from the text about the informants were talking about (Catanzaro, 1988; Downe-Wambolt, 1992; Berg, 2001). To maintain the thrustworthy and quality of the analysis, every stages need to be perform several times as there was always possible for researcher make a mistake.

Validty in qualitative study means that the results must truthfull reliability that reflect the studied of phenomena and obtained the same results if the study were replicated from other researchers (Morse & Richards:, 2002). There was a risk that other researchres might have the same the same data and conclusion. The two investigater need to do analysis separately and discuss among them later to increase the validity of the data (Burnard, 1991; Lundman, Qualitative content analysis in nursing research: concepts, procedures and measure to achieve trustworthiness, 2004). Triangulation was need for researcher to use to confirming the results that being use from different sources (Catanzaro, 1988; Patton, Qualitative, research & evaluation methods, 2002; Rolfe, 2006).

Stage 1 : The Decontextualisation

Researcher must familiar with their data and broken down the data into smaller units. Smaller units means that insight the needs of the researchers which answer the questions based on the researcher aim (Lundman, 2004). Every meaning of the identified unit was labelled with code and this procedure was called —open coding process|| (Berg, 2001). Data can be gather by patterns and blocks (Catanzaro, 1988).

Stage 2 The recontextualisation

After units have been identified, researcher need to check all the content were relate to the aim (Burnard, 1991).

Stage 3 The categorisation

The level of the analysis can be performed if the depth units were determines. The coded material can be divided into the domains which was a broad groups based on the study of attention (Catanzaro, 1988; Patton, Qualitative, research & evaluation methods, 2002). Themes and categories were identified in the categorization process.

Stage 4 The compilation

When the categorise were established, analysis and writing up were begins. In qualitative methods, researchers need to relate the process and adapts the result itself then need to find the studied phenomenon. Researchers will reach deeper understanding on descriptive level (Patton, Qualitative, research & evaluation methods, 2002).

3. Conclusion

These studies were very meaningful to all parties such as hospitals, government and also the private company that provide the prosthetic services to the people. These investigations can help them to identify data from selected tertiaries hospital in the northern, southern and the central region of peninsular as well as in Sabah & Sarawak as it is difficult to obtain the estimation of amputation from the worldwide prevalence as the amputation receives very little resources and attention in countries where the survival of people is very low.

Moreover, the new data from this research can help the hospitals, government and private company analyze specific differences in factors such as amputation etiology, amputation level, age, gender and race. These investigations can help them evaluate and solve the issues arise due to national trends in incidence of lower extremity amputations especially in Malaysia.

The information and raw data that gained from this study will be sorted according the relevant information and also give benefit to the next further research and also for all Malaysian to stay alert on national trends in incidence of lower extremity amputations as these cases will happen to everyone if they do not care about themselves.

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Resource Orchestration for a Development of Young Entrepreneurs in Malaysia: A Pilot Study

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Abstract - *This paper examines the role of resources (the antecedent factors of survivability, cultural orientation, economic, political) and resource orchestration that influence the success of young entrepreneurs in business. The survey method was used as a data collection for pilot study that involves a total of 50 young entrepreneurs in Kelantan, Malaysia. Data collected were analysed using SPSS. Findings from SPSS revealed that all the variables have relationship among each other. The effect of antecedent factors (resource) will help on the development of resource orchestration, as well as will contribute to entrepreneur's success. Therefore, it is hoped that the findings of this study will be beneficial to certain parties where it would lead to the development of new tools for business to improve their innovation and growth processes, as well as tools for governments to develop new policies to support and direct country's economic growth.*

Keywords: Entrepreneurship, young entrepreneur, youth entrepreneur success, business growth, resource orchestration

1. Introduction

Study on entrepreneurship has been long debated as early as the 18th century or 19th, as mentioned in Western literature (Najim, El-Refae, & Alnaji, 2013). Accordingly, the demand for the study of entrepreneurship is increasing and also the topics that are usually debated in many countries. In Malaysia, this topic is also a major focus and priority in the formation of government policies and agenda. Starting from the sixth Malaysia Plan (RMK-6), increased focus on entrepreneurship through incentives offered for existing entrepreneurs to redouble its efforts in the global market as well as promote and attract a new generation to get into this field. With that, Malaysian's government also has been long trying to increase the number of successful young entrepreneurs nationwide and provide them with all the necessary support such as improvement of new and old products, improved technologies and existence of government authorized agents such as MARA, MARDI, FRIM and etc. (Kamal, Azimi, Bahaman, Ismi, & D'Silva, 2013).

Moreover, becoming self-employed among young people is increasingly more relevant in the future. As Malaysia is a small country, young people can no longer rely on job opportunities. More jobs will become irrelevant in the future, thus making it tougher for people to secure jobs (Chan, Sivapalan, & Bahiyah, 2009). For example, based on Labor Force Statistics Malaysia in January 2015, the unemployment rate rose to 3.1% compared with 3.0% in December 2014 despite more jobs being created (Noritta, 2015). This was due mainly to an increase total of labor entered the marketplace. Meanwhile, youth efforts towards entrepreneurship during the economic crisis were praised by the government and society. Involvement of Malaysian people in entrepreneurship sector is rapidly increasing (Nor Hidayah, Norchahaya, & Marinah, 2014). Surprisingly, there

are huge numbers of participation among those who aged less than 40 years old where this people can be categorized as youth entrepreneurs. They wanted to be involved in entrepreneurship because this activity will allows them to create values and provides them with the opportunity to turn their dreams into reality.

Additionally, certain researchers used various factors and theories in determining the success especially among young generation. Those factors and theories had been debated from time to time. From that, it can be concluded that youth who wishes to become an entrepreneur has to review and evaluate his or her own decision and readiness to venture into business. Understanding their entrepreneurial drives is doubly important and some external factors such as financing, training, and economics conditions are also the critical factors in achieving business success (Haron, 2010). It is because, the development of internal and external resources or factors will leads to business growth and successful in advanced and emerging nations includes Malaysia (Sefiani, 2013). Studied by Hitt, Ireland, Sirmon, and Trahms (2011) identified that the most important part for entrepreneurs to survival or growth their business are resources. Manages resources effectively from various sources is crucial for business not only for financial wealth, but also for others outcome like fulfillment of personal needs, and society acceptable probability of having similar interests or better. Thus, supported study by Sheikh Ghazali (2014) proved that managing the resources well can impart legitimacy on business growth as well as create new ventures.

2. Literature Review

The main purpose of this section is to convey the knowledge and ideas that have been established with regard to the research topic. A review on related literature of this study comprises the following: (1) Development of Entrepreneurship and Entrepreneur's Success, (2) Factor Influencing Youth Entrepreneur's Success, and (3) Research Model.

2.1 Development of Entrepreneurship and Entrepreneur's Success

The advancement of entrepreneurial activities among young people crosswise over societies, economies and regions is vital elements of economic change (Wright & Marlow, 2011). From time to time, entrepreneurship has become main debated of many scholars as it continues to grow both as a distinct academic discipline, and a recognized career (Arham, Boucher, & Muenjohn, 2013). The research on entrepreneurship had been considered as important role for the development of national income and society (Hormiga, Batista Canino, & Sánchez Medina, 2011a). From that, numerous criticisms about the topics of entrepreneur and entrepreneurship related to success because it is a phenomenon which being studied across a range of disciplines.

Accordingly, the definition of entrepreneur and entrepreneurship had been long studied by different scholars began its roots in century of seventeen by Richard Cantillon in 1755 who described entrepreneur as —someone who exercises business judgment in the face of uncertainty (Bull & Willard, 1993; Inyang & Enuoh, 2009). However, until now, there are many reviews about the topics on development of entrepreneurship because it is a phenomenon which being studied across a range of disciplines. Entrepreneurship is the process of actualizing an innovative intention by one cluster of people in either new and also old enterprise through networking to acquire the requisite capabilities that will enhance the success of the venture in the face of environmental uncertainties (Agbim & Oriarewo, 2012). Thus, it is important to know what the main criteria of success for young entrepreneurs to grow and survive in business.

The beginning of the success of business comes from its birth, where it will determine the performance of the business whether they can succeed or fail. According to Sefiani (2013), —the ability of an object to produce results in a dimension determined a priori, in relation to a targetll has been defined as similar meaning for performance. From that, the outcome of business success (either ascending or declining) must be identified from the early stage of business operation. Storey (2011) suggested that it is good to use measurement of business success based on achievement or failure in the area of management, but sometimes it can occur for other reasons such as luck. There are still remains a topic of debate in entrepreneurship literature where this two types of performance has become a main issue in many studies for micro, small, medium, and large sizes of business (Gorgievski, Ascalon, & Stephan, 2011). For term of failure, it is related to existing from business world (either bankruptcy or death) or called critical stage. While for success, the common term had been used are survival and growth or called matured, reinforcement and successful stage (Sefiani, 2013). Therefore, for this study, the performance of the young entrepreneurs will be discussed further on success and contributes to development or growth in entrepreneurship market.

2.2 Factor Influencing Young Entrepreneur"s Success

There are many factors related to success. As such, internal and external factors have been choosing as the main elements of success. Many researchers and scholars in entrepreneurship area has used the combination of both factors in determining the entrepreneur´s success (e.g.: Guzmán & Javier Santos, 2001; Markman & Baron, 2003; McCline, Bhat, & Baj, 2000; Penrose, 1959; Sefiani, 2013). The word of entrepreneur´s success is characterized in an examination work is a central perspective since it unmistakably impacts the outcomes. In business context, factors which can influence success must be something that can give impact toward better performance, as well as positive output (Hormiga & Batista-Canino, 2009). However, the impact of internal factors (which is refers to characteristics or inner sight of entrepreneurs) and external factors (which is refers to environmental factors) can also give either positive or negative outcome for business performance (Driessen & Zwart, 2010; Wibowo, Eliyana, & Irianto, 2015).

Related to the entrepreneurship theory, previous scholar like Barney & Arikan (2001) also agreed that the important aspects of entrepreneurs success are their availability of business resources and role of their capabilities. This is refers to the resource-based theory (RBT) where the key of success among entrepreneurs will be depends on how they take advantage from their resources to gain benefits and create wealth. As study by Reed and DeFillippi (1990) and Wernerfelt (1984), RBT confirmed that the objectives of entrepreneurs are to create wealth and values from their business resources. In additions, Barney & Arikan (2001) also stressed that the potential ways for firms to create values through their types of business resources. The resources either come from internal or external factors of their business. From that, entrepreneurs will gain competitive advantage for their strategy of business success. The right resources will contribute to success. The ways of entrepreneurs manage resources also reflect their personality. Proper uses of resources, management styles and also know how to take advantage of the resources will be able to help entrepreneurs achieve success (Barney & Arikan, 2001). This entrepreneur´s action called resource orchestration, where it is the combination of resources and capability.

2.2.1 Resource Orchestration

According to Hitt *et al.* (2011), resource orchestration refer to —the actions of collecting and combining resources with dynamic capabilities of entrepreneurs for successful business performancell. There are three actions or process involve for

resource orchestration namely: (1) structuring, (2) bundling, and (3) leveraging; which are suggested by Chirico, Sirmon, Sciascia, and Mazzola (2011); and Hitt *et al.* (2011). Although the studied on development of resource orchestration by Chirico *et al.* (2011) and Hitt *et al.* (2011) also used the element of individual factors, organizational factors and also environmental factors as antecedent factors, however, when it is related to factors for business success in Malaysia, there are suggested that the most important factors influencing towards development of resource orchestration which contribute to young entrepreneurs success were combining their own fund and characteristic (based on survivability), cultural orientation, economic, and political-legal (Sefiani, 2013; Tehseen, Sulaiman, Ramayah, & Gadar, 2015). These factors are combination of internal and external resources. Nonetheless, this present study will use the antecedent factors of internal and external factors or resources in combined for development of resource orchestration contributing towards success, namely survivability, cultural orientation, economic and political-legal factors.

2.2.2 Survivability

The first resource in contributing to the development of resource orchestration is survivability. According to Hyytinen, Pajarinen, and Rouvinen (2015), survivability refers to —the ability of entrepreneurs' using their own capital to start and grow the business with own capabilities. For this study, survivability is based on individual's characteristic (attitude toward risk, independent) and mind-set toward success which is suggested by Hyytinen *et al.* (2015), Ilhaamie, Siti Arni, Mohd Rizal, Rosmawani, & Hasan Al-Banna (2014) and Sefiani (2013).

2.2.3 Cultural Orientation

Culture is a pride for some races. This is because the culture described how they exist, the origins of the population and also symbolizes the identity of their existence (Tsai, Chentsova-Dutton, Freire-Bebeau, & Przymus, 2002). From that, cultural Orientation has been defined as —the extent to which traditional practices and cultural norms affect certain individuals in that they have been actively involved (Sefiani, 2013; Tehseen *et al.*, 2015). For this study, the measurements of cultural are based on religion, norm and belief which is suggested by Abdul Rashid & Ho (2003) and Sefiani (2013).

2.2.4 Economic

Another part of resources was economic factor. Sefiani (2013) has defined economic as —the economic conditions that affects a business or an investment's value. From that, the economic considered for this study will be based on factors of financial institution and taxation (Gürol & Atsan, 2006; Sefiani, 2013). Some researchers insist that good economic conditions will help companies or businesses to manage their business activities and stabilize the business finance (Baron, 2004; Döckel & Ligthelm, 2015; Gürol & Atsan, 2006).

2.2.5 Political-Legal

The last resource was a political-legal. The political system and the country's laws can help to improve the quality and performance of entrepreneurship. According to Sefiani (2013), political-legal had been defined as —the relationship with government or certain society to get fund or project to support business financial. For this study, the elements of political-legal will be based on government support, and regulatory environment (Jasra, Khan, Hunjra, Rehman, & Azam, 2011; Sefiani, 2013).

2.3 Factor Influencing Youth Entrepreneur's Success

From the discussion of literature review, this study was developed to examine the relationship between resources and young entrepreneur's success in Kelantan. For the proposed conceptual framework of this study, initial model of strategic entrepreneurship by Hitt *et al.* (2011) and Ireland, Hitt, and Sirmon (2003) with the basic functions of Timmons model by Timmons (1978). The independent variable was referring to resource orchestration and the dependent variable was referring to entrepreneurs' success. Meanwhile, the elements of survivability, cultural orientations, economic and political-legal resources will be taken as the antecedents of resource orchestration (Sefiani, 2013). Figure 2.1 show a research model applied for this study.

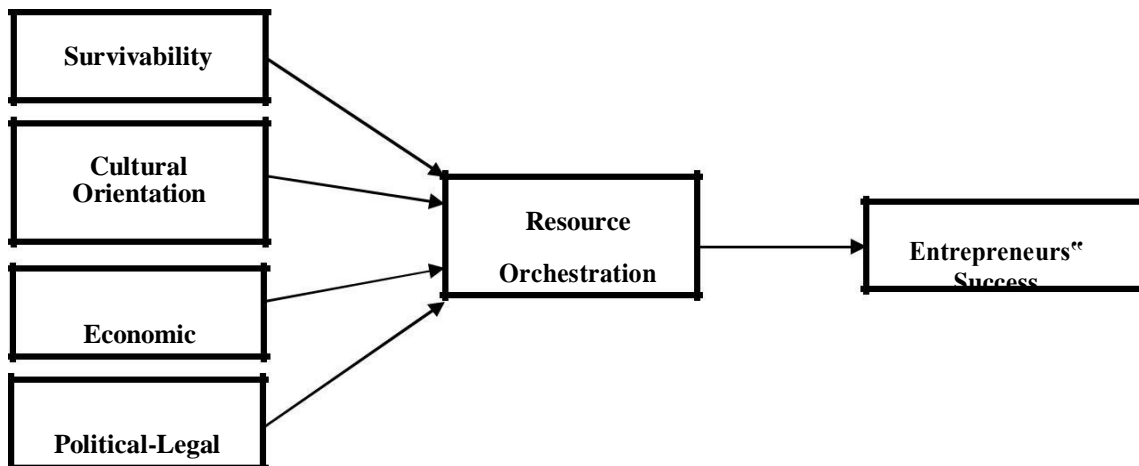


Figure 2.1: Research Model

3. Methodology

The pilot study involves a total of 50 young entrepreneurs in Kelantan, Malaysia. The selection of the sample is based on the availability and willingness of the young entrepreneurs to be the respondents in the survey conducted. These entrepreneurs have been selected from a list provided by —*Dewan Muda Dewan Perniagaan Melayu Kelantan (DMDPMK)*‖. From past studies, the survey instruments were divided into 6 parts. The breakdown of the instruments for this study shown on Table 3.1:

Table 3.1: Breakdown of the Instruments

No.	Concept	Items	Sources
1.	Survivability	6	(Hyytinen <i>et al.</i> , 2015; Ilhaamie <i>et al.</i> , 2014; Sefiani, 2013)
2.	Cultural Orientation	6	(Abdul Rashid & Ho, 2003; Sefiani, 2013; Tehseen <i>et al.</i> , 2015)
3.	Economic	6	(Gürol & Atsan, 2006; Sefiani, 2013)
4.	Political-Legal	6	(Jasra <i>et al.</i> , 2011; Sefiani, 2013)
5.	Resource Orchestration	15	(Chirico <i>et al.</i> , 2011; Hitt <i>et al.</i> , 2011)
6.	Entrepreneurs' Success	15	(Berrone, Cruz, Gomez-Mejia, & Larraza-Kintana, 2010; Gorgievski <i>et al.</i> , 2011; Hitt <i>et al.</i> , 2011)

4. Results and Discussion

4.1 Validity Test

For the present study, validity and reliability tests were conducted to ensure that the instruments measured what it needed to measure. In order to validate a measurement instrument, factor analysis and reliability tests were used to test both validity and reliability. Validity used in this study was content and constructs validity. The variables of antecedent factors comprising 24 items, resource orchestration comprising 15 items and entrepreneur success comprising 15 items used was derived from the result of previous literature review. Face and content validity was conducted among five experts (two academicians from local university, one of the chief executive officer from establish company and two of successful business owner from SMEs industry) to discern how much the questionnaire related to the topic under research (Sekaran & Bougie, 2013). As a result, the experts approved and established the face and content validity of the measurement. For this reason, the researchers concluded that the content validity was supported adequately. Then, construct validity was conducted on 24 items from antecedent factors of resource orchestration and entrepreneur success.

Based on that, the used exploratory factor analysis for this study in determining either 24 items of the antecedent factors (survivability, cultural-orientation, economic and political-legal), 15 items of independent variable, or 15 items of dependent variable in the survey instrument would correspond to the items in the resources and items in the resource orchestration. According to Nunnally (1978), a general rule of thumb in exploratory factor analysis is that the ratio of the number of respondents for the item shall be the higher 0.5 (Cooper & Schindler, 2010).

4.1.1 Antecedent Factors of Resource Orchestration

Factor analysis was conducted to ensure the dimensionality of variables. An Eigenvalue bigger than 1 has been used to determine the number of factors to be extracted, while the rotation method was chosen to maximize the variance extracted (varimax). All the analyses done were to meet the basic assumptions based on the Kaiser's-Meyer-Olkin (KMO) measuring sampling adequacy, and anti-image correlation matrix diagonal exceeding 0.6. Thus, the outcome of the factor analysis for antecedent factors of resource orchestration exceed the minimum value rule of thumb suggested by Nunnally (1978) which is higher than 0.5 with the range value from 0.721 to 0.868.

4.1.2 Resource Orchestration and Entrepreneurs Success

For resource orchestration, the outcome of the factor analysis revealed a 3-factor structure namely structuring, bundling, and leveraging with the range value from 0.625 to 0.894. Specifically, a set of 15 items had been sorted to make up the meaningful interpretation of the 3-factor structure. The three factors had contributed to approximately equal amounts of variance as explained by 34.524, 14.365 and 12.560 percent respectively.

While for entrepreneurs' success, the outcome of the factor analysis revealed a 3-factor structure namely individual success, organizational success, and environmental success with the range value from 0.612 to 0.888. Specifically, a set of 15 items had been sorted to make up the meaningful interpretation of the 3-factor structure. The three factors had contributed to approximately equal amounts of variance as explained by 50.138, 11.847 and 9.069 percent respectively.

4.2 Reliability Test

According to Bryman & Bell (2015), the reliability test is to evaluate the extent to which a set of items consistently measure the concept and to calculate the reliability of the items used in measuring each dimension, Cronbach Alpha method was used. For antecedent factors of resource orchestration, four resources were tested which are survivability that has reliability estimates of 0.849; cultural orientation has 0.879; economic has 0.866; and lastly political-legal has reliability estimates of 0.878. Followed by resource orchestration with 3-factor structure namely structuring=0.863, bundling=0.809, and leveraging=0.805. On the other hand, the reliability test for entrepreneurs success with three dimensions namely individual success=0.858; organizational success=0.891; and environmental success=0.895.

Meanwhile, Eiselen, Uys, & Potgieter (2007) also suggested that the closer the alpha value (α) is to 1, the better the internal consistency (reliability) of the scale. This means that the reliability of the measuring instruments of this study is good.

4.3 Test of Relationship

To test the relationship between the six variables of this study, the researchers have used Pearson correlation analysis and regression analysis.

4.3.1 Correlation Analysis

Correlation analysis showed that —the strength of bivariate relationships and this shows early signs of potential interrelationships in the various relationships. Table 4.1 indicates positive and significant correlations exist among all variables that are within the acceptable range of less than 0.8 (Hair, Anderson, Tatham, & Black, 1998). Based on the results, the antecedent factors have positive significant relationship with resource orchestration. At the same time, resource orchestration also has significant relationship toward entrepreneur's success.

Table 4.1: Summary Results of Pearson's Correlation

N=50	Mean	S.D.	X1	X2	X3	X4	RO	ES
Survivability (X1)	4.033	0.6572	1.000					
Cultural Orientation (X2)	3.707	0.8375	.352*	1.000				
Economic (X3)	3.617	0.8789	.462**	.393**	1.000			
Political-Legal (X4)	3.350	0.9673	.382**	.199	.336*	1.000		
Resource Orchestration (RO)	3.657	0.5579	.624**	.729**	.737**	.540**	1.000	
Entrepreneur's Success (ES)	3.720	0.7670	.322*	.658**	.559**	.103	.613**	1.000

Note: *Correlation is significant at the 0.05, **Correlation is significant at the 0.01

4.3.2 Regression Analysis

The determinants of the relationship among antecedent factors, independent variable and dependent variable have been tested using regression analysis namely multiple regression. The path coefficients were estimated using t-statistics. The significance level of the t-value was assessed by a one-tailed distribution (Churchill, 1979; Sharma, 2000). According to Churchill (1979) and Sharma (2000), in a situation where a one-tailed statistical test is conducted, the significance level of t-value of 1% is greater than or equal to 2.326, at 5% is greater or equal to 1.645 while at 10% is greater or equal to 1.282, any t-value lesser than the stated are regarded as not significant.

The table of summary result of multiple regression analysis indicates that survivability, cultural orientation, economic and political-legal has significant and positive relationship with resource orchestration (Table 4.2). At the same time, the relationship

between resource orchestration and entrepreneur's success also produced the same result. Further, the higher beta values show that cultural orientation ($\beta=.463$) has the most significant impact toward resource orchestration, followed by economic ($\beta=.385$), political-legal ($\beta=.247$) and survivability ($\beta=.189$). The results prove that all antecedent factors have significant impact towards resource orchestration and resource orchestration also has significant impact toward entrepreneur's success.

Table 4.2: Summary Result of Multiple Regression Analysis

Variables (N=50)	Path coefficients (Beta)	t-value
Survivability → resource orchestration	0.189**	2.977
Cultural orientation → resource orchestration	0.463**	7.820
Economic → resource orchestration	0.385**	6.065
Political-Legal → resource orchestration	0.247**	4.200
Resource Orchestration → entrepreneur's success	0.613**	5.374

Note: *Significant value at 0.05 at t-value is greater/equal to 1.645, **Significant value at 0.01 at t-value greater/equal to 2.326

5. Submission of Papers

This study was done to determine the impact of resources towards development of resource orchestration, as well as will lead to young entrepreneur's success. The combination of availability resources and capability of entrepreneurs have been adapted from the resource-based entrepreneurship theory suggested by Barney & Arikan (2001). Based on results, there was significant relationship between antecedent factors (survivability, cultural orientation, economic political-legal) and resource orchestration. At the same time, the development of resource orchestration also will lead to entrepreneur's success. The findings of this study, in many cases, were consistent with those of the previous studies by Hitt *et al.* (2011) and Ireland *et al.* (2003) who had proven that the impact of various resources has a direct and significant effect on the development of resource orchestration, as well as will contribute to entrepreneur's success.

As conclusion, the question of why some young entrepreneurs are very successful and some are not, is very difficult to answer and have long been debated in a developing country. There are lacks of strong evidence in supporting this approach where it is still unclear factors that make these young entrepreneurs more successful than their counterparts. Studies on young entrepreneurship success are still not much evidence to support where the earlier studies on entrepreneur's success are related to general issues of entrepreneurship. Based on that, the aim of this paper is to examine the relationship between different resources with resource orchestration and resource orchestration with entrepreneur's success. The used of combination factors of resources and capability for entrepreneur's success are synonyms with the previous study and theory by Barney and Arikan (2001). It is because, the development of different resources or factors will leads to business growth and successful in advanced and emerging nations. Hence, a thorough understanding of how an entrepreneur's success is important, because this will lead to the development of new tools, such as (1) tools for business to improve their innovation and growth processes and, (2) tools for governments to develop new policies to support and direct country's economic growth.

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This paper is a part of on-going research at PhD level.

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Conceptual Issues in The Study of Place Attachment and Revisit Intention

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Abstract – *The purpose of this paper is to address the challenges in destination marketing through exploration regarding the relationship between place attachment and revisit intention. Revisit intention is considered to be important topic both in academia and tourism industry. To understand the formation of revisit intention from the destination perspective this study explored the role of place attachment and its related conceptual issues. This paper begins with a discussion on theoretical background and highlights some important unresolved issues before bridging to magnify the important of psychological process in explaining the relationship between place attachment and revisit intention. It integrates various past research background in understanding place attachment and revisit intention to spectacle the absence of comprehensive and coherent approach to capture tourist emotion arising from experience and manifested in attachment. This paper highlights the conceptual inadequacy of the current research to intensify the process between people and place in order to justify the attachment properties and further proposed a set of direction for future research should be heading in order to position place attachment to better predict revisit intention. This paper also discussed theoretical contribution, limitation and practical implication for tourism operators and policy makers.*

Keywords: Place attachment, Revisit intention, Emotion, Experience, loyalty

1. Introduction

Tourism has become one of the major contributors to the world's economy, maintaining an average industry growth rate of 4% per annum since 2009 (Zhang & Gao, 2016). World Travel & Tourism Council (WTTC, 2017) reported the tourism industry total contribution to world GDP for the year 2016 is US\$7.61 trillion or 10.2% of global GDP with 292 million people employed in the industry and anticipated to support over 381 million jobs by 2027 all over the world. Lately, more and more developing countries are contemplating tourism specialization strategy in order to emerge from the development trap. Indeed, in the slowing global economy, tourism sector can be a major route through which a country can boost its export revenues and generate large number of jobs (Fauzel, Seetanah & Sannasse, 2016).

Realizing a number of success stories attributed to tourism, increasing numbers of countries have embarked in promoting their destinations as well as contemplating in tourism specialization leveraging from availability of low cost airline, online promotions and booking facilities. Consequently, this has resulted in intense competition among destinations and poses great challenge to destination marketing. This scenario highlights pressing needs to address competition issues. According to Rosli & Syamsuriana (2013), competitive strategies are one of the crucial elements that determine survival in business. Retaining existing tourist is one of the key tactics to maintain competitiveness and sustainability in tourism business (Kumar & Nayak, 2015; Oppermann, 1998). Retaining existing tourist by encouraging them to undertake repeat visits is also a sound economic alternative to leverage from repeat visitors spending more days and money during their stay (Hung et al., 2016). Past research have suggested understanding tourist behavior through self-reported intention to revisit is a proximal indicator of tourist to undertake repeat visit (Kozak and Martin, 2012; Wang and Cole, 2016; Zhang et al, 2014).

The initial concept of revisit intention is adopted from customer retention in social psychology relationship management and loyalty marketing based on Social Exchange Theory (Dawkin & Reichheld 1990; Jacoby & Chestnut, 1978; Oppermann, 1998; Thibaut and Kelley, 1978; Ward & Berno, 2011). Tourist revisit intention aiming to retain existing tourist to destination is commonly referred as *Defensive Marketing Strategies* as postulated by Cronin et al., (2000) to address issues of business sustainability beside securing a dependable revenue stream when competition and cost of attracting new tourist increases. At this point, to use intention as suggested by Theory of Planned Behavior (Ajzen, 1991) is fairly acceptable as many studies have supported the argument that intention is considered one the closest predictor of behavior indicating the willingness or likelihood to execute a particular behavior at specific point of time (Ali, Amin & Ryu, 2016; Cheng & Lu, 2013; Wong, Wu & Cheng, 2015).

For the past three decade, due to the difficulty in tracking actual behavior, prediction of repeat visits was undertaken with the use of intention as proxy in various tourism and hospitality settings, with Theory of Planned Behavior (Ajzen, 1991) serving as the organizing model to explain empirical observations between attitude and intention to revisit. However, despite considerable numbers of academic research on revisit intention, it still remains unclear on how to retain tourist and what are the characteristics that will proximately predict or stimulate tourist intention to revisit a particular destination (Hung et al., 2016; Som et al., 2012). It is also interesting to note that the limitation highlighted by researchers in past studies regarding over reliability on cognitive attitude leaving behind the emotional aspect of the tourist to understand tourist intention have caused ambiguity, dispute and inconclusiveness in capturing tourist revisit intention correctly (Ali,2015; Kumar & Nayak, 2015; Luo & Hsieh, 2013; Tosun et al.,2015). As there is growing concern towards understanding the emotional bonding related to destination, this study intends to propose a conceptual idea from the perspective of psychological process on how tourist comprehend distinguish characteristic about place attachment to predict the revisit intention.

2. Place Attachment

Place attachment refers to the personal connection that one feels with a particular place and often associated with emotional engagement (Suntikul & Jachna, 2016). There is consensus about the overall concept of place attachment among researchers referring to the relationship between place, people and desire to maintain closeness to the object of attachment. This is one of the concluding remarks of George & George (2012) for the notion that emotions evoked while visiting a destination can create attachment to a place due to the effect of an emotional memory associated with people, places and situations. Place attachment has been defined differently by researchers, and the general consensus is that, it is a multidimensional construct (Halpenny, 2010; Scannell & Gifford, 2010), consist of place identity (Prayag & Ryan, 2012), place affect (Hinds & Sparks, 2008), social bonding (Ramkissoon et al., 2012), and place dependence (Prayag & Ryan, 2012). Place attachment is recognized by researchers as a concept that significantly influences behavior by capitalizing on an individual's willingness to protect important and meaningful places (Alshemeili, 2014; Loureiro,2014; Scannell & Gifford, 2010) although evidence are not conclusive (Ramkissoon et al.,2013).

Place attachment was built from attachment theory in psychology which originates from the seminal work of John Bowlby (1958) who attempted to describe the ability of individual to build an emotional and physical attachment between human. Thomson et al. (2005) pioneered the concept of attachment related to brands with emotional connection and differentiates brand loyalty. Drawing from attachment theory, they

define emotional brand attachment as an emotion bond between a person and a brand characterized by deep feelings of connection, affection, and passion. Replicating similar concept into tourism, place attachment is deemed as a distinctive tourism marketing strength, which constitutes distinct impact between place and person. Morgan's (2010) worked on the theory of place attachment and suggested emotional reactions to physical environment will be able to shape attachment to place. Loureiro (2014) contended place attachment was conceptualized based on psychological theories such as interdependence theory and theories of attraction. Her argument is based on previous research that attachment is formed from psychological interaction between human beings and place attraction (Yuksel et al., 2010). The researcher recognized an emotional or affective component in the concept of place attachment and suggested a personal connection to place will be able to influence positive evaluation to place. In tourism, recognizing the prominent role of place attachment in eliciting tourist intention, researchers have used the concept of place attachment in various settings for the purpose of drawing better understanding about place marketing (Brown et al., 2016; George & George, 2012; Tsai, 2012).

Research on place attachment have seen rapid growth in various tourism setting including sport tourism, park tourism, sustainable tourism and environmental tourism taking into account imperative influence it has on human behavior (Brown et al., 2016; Halpenny, 2010; Ramkissoon et al., 2012; Raymond, Brown, & Robinson, 2011). Considerable theoretical and methodological advancements have been made in this area by researchers and scholars (Loureiro, 2014; Manzo & Devine-Wright, 2013; Morgan, 2010; Thomson et al., 2005).

Shamsuddin & Ujang (2008) found that traditional urban environments are important in giving people a sense of attachment to a city while Suntikul & Jachna's (2016) argued that tangible heritage of a place is a pivotal factor in place attachment. Apparently, it can be asserted the relationship between place attachment and perceptions of tourist is conditioned by a number of contextual, personal and cultural factors as reported by a study by Wang, & Chen (2015). Yeh et al (2012) in their study manifested the concept of place before discussing the concept of place attachment. They supported the argument by Shamsuddin & Ujang (2008) that sense of place such as physical element, activity and meaning intertwined in the people's experience before they are attached to a place. The research complements the work of Shamsuddin & Ujang (2008) denoting the same idea that place attachment can be identified by a social, geographical, or administrative manner. Yeh et al (2012) contended that place attachment as static while Burgner et al (2014) tend to conceive more dynamic view as enduring and changing over time.

George & George (2012) investigated the relationship between past visitation and revisit intention with place attachment as mediator among visitors to Kerala and Goa in India. They argued place attachment composed of two dimensions of place dependence and place identity, provide an explanation of tourist loyalty towards destinations at a far subtle level. In methodological language, place attachment (mediating variable) could be a significant pathway of influence through which independent or predictor variable has its effect on the intention to revisit (dependent or outcome variable). The researchers provide reasoning with the use of influential theories of consumer behaviour, Bettman's (1979) information processing model, which assumed the overwhelming primacy of the rational cognitive processes controlling consumer choice.

Prayag & Ryan (2012) examined simultaneously the structural relationships between destination image, place attachment, personal involvement, and satisfaction as antecedents of loyalty among tourist to Mauritius. The study provides empirical

evidence to support the explanatory role of place attachment with a proposition that place setting can sustain visitors by highlighting place attributes to connect with satisfaction and loyalty. The researcher further contended, island destinations can fulfill promises and develop place attachment by emphasizing on personal involvement and satisfaction in order to encourage loyalty among tourist. Explicitly the study posited that place attachment can be mediating variable to explain the relationship between the predictor variable and destination loyalty.

Ramkissoon et al (2013) considered place attachment as favourite place that holds special meanings for people. This was congruent with past studies that supported the notion that tourism places can be differentiated in terms of their hedonic, utilitarian, social and consumption meanings (Burgner et al., 2014; Cheng & Lu, 2013; Grappi & Montanari, 2011). Strong attachments are associated with strong feelings of connection, affection, love and passion (Mugge, Schifferstein, & Schoormans, 2010; Suntikul & Jachna, 2016). This is one of the indicators that visitors can become attached to such places which meet their desired experiences (Scannell & Gifford, 2010).

Some researchers relate place attachment beyond personal connection to link their social lives to demonstrate the emotional bond (Alshemeili, 2014; Gross & Brown 2006; Prayag & Del Chiappa, 2016). Ujang & Zakariya (2015) in their review suggested that there are three major components of place attachment; physical form, activity and meaning. Place attachment was referred as a long-term affective bond to a particular geographic area and the meaning attributed to that bond will often develop feelings of affection, sense of belonging, or being of that place, so that place becomes *'one anchor of his or her identity'* (Prayag & Ryan 2012).

Suntikul & Jachna's (2016) draw together concepts from earlier works in environmental psychology (Cheng et al., 2015; Ramkissoon et al., 2013; Williams et al., 1992) to demonstrate two broad conceptualizations of place attachment: place identity and place dependence whereby the former denotes suitability of a place to satisfy one's functional needs and the latter refers to emotional connection to a place. On the basis of the evidence currently available, it seems fair to suggest that place identity give meanings with symbolic importance of a place as a repository for emotions whereas place dependence is how well a place physical setting serves goal achievement to satisfy one's functional needs and aims. Brown, Smith & Assaker, (2016) found that place attachment among visitors to sports events was positively related to revisit intention. The researcher examined the concept of place attachment and revisit intention among spectators as it involves an interplay of affect, knowledge and attitudinal behavior in reference to place and destination loyalty.

Close observation on the various conceptualization of place attachment in tourism and hospitality related studies reveals two main ideas; first about the emotional bond between person and place, and second on the strong influence of emotion and experiences associated with people, places and environment resulting in attachment. However the explanatory role of the psychological process resulting from the emotional bond between tourist (people) and place remains unexplored. In most tourism studies, place attachment is used to explore the nature and nuances of emotional relationship with place (Brown et al., 2016; Prayag et al., 2015; Yuksel, Yuksel, & Bilim, 2010). Furthermore, place attachment has been found to correlate positively with a tendency to behave with respect for the environment of a place (Cheng et al., 2013; Lee, 2011; Ramkissoon et al., 2013). This indicates that place attachment is something that is felt or simply how the tourist feels and fosters an affective connection to a particular setting. When a tourist lives in a particular locale over some period, they will often develop feelings of affection, sense of belonging, or being of that place. Even short time visitors

or short-term residents of a place may develop feelings of place attachment (Jorgensen & Stedman, 2006; Manzo & Devine-Wright, 2013).

One of the most visible new trends in studies of place attachment is growing interest among leisure researchers to demonstrate the ability of attachment to predict place loyalty or revisit intention in order to drive the marketing orientation to gain competitive advantage by mobilizing the concept. In another word, researchers supported the idea that place attachment could be promoted by tourism managers to facilitate revisit intention. Furthermore, there is also paucity of research on the behavior the tourist displayed upon feeling emotional bonding to a particular place, except for very limited work displayed by Brown et al., (2016) and Alshemeili (2014) in related to return visit intention. Even though Prayag & Ryan (2012) have demonstrated simultaneous relationships between place attachment and loyalty, the conceptualization of loyalty in the study does not compliment the comprehensive set of revisit intention as suggested by Oppermann (1998).

In tourism and hospitality field, many studies have explored the tourist emotional bonding with places, including their interactions and the relationship has been conceptualized in numerous ways and under various related terms such as sense of place (Campelo et al., 2013; Shamsuddin & Ujang, 2008), place attachment (Alshemeili, 2014; Suntikul & Jachna, 2016; Prayag et al., 2016), and place satisfaction (Ramkissoon et al., 2013). However, place attachment remains the most popular term owing to its advantage of highlighting the emotional bond between an individual and a particular spatial setting (Morgan, 2010). Even though, past research have examined the relationship between place attachment with various reference such as sense of place, meaning attached to a spatial setting, strong emotional tie, temporary or lasting emotional bonding, the concept of place attachment is poorly articulated and often cannot be differentiated by their definitions (Cheng et al, 2015; Prayag et al., 2016; Raymond et al., 2011). The plausible reason might be due to the accentuation of past research failing to recognise place as the playing piece, in lieu treating place as background for attachment contradicting Morgan's (2010) theory. This has resulted in the direction of research going towards place exposure effect and place security effect as argued by Lewicka (2011) due to the essence of environmental psychology. There seems to be no conclusive study in tourism to support the attachment properties of the place attachment as posited by either Bowlby's (1958) Attachment theory or Thibaut & Kelley's (1978) Interdependence theory due to the blurred explanation regarding the emotional strength or the psychological process which is important element describing the people place bonding. The available evidence tend to suggest that orientation of past research have addressed the desire to remain close to place through place identity, place affect, social bonding and place dependence leaving behind the psychological process of behaviour in which attachment is expressed through action. This is among the predicament that limits the predictive ability of place attachment toward revisit intention and marketing in general. Despite the absence of comprehensive understanding on the concept of place attachment most researchers agree that some form of place attachment occurs at every person's life indicating that behavioural level of place attachment is therefore found on the desire to maintain closeness and can be expressed in place proximity (Lewicka 2011; Ujang & Zakariya, 2015). As such the conceptualization of the place attachment within behavioral theory especially intention related model is timely, to extend greater understanding of the concept besides assisting to formulate better strategies to retain tourist.

3. Revisit Intention

For the past 50 years, 4P marketing strategies have dominated the way marketers saw the customers. Marketers then predicted the customer needs and push them to customers through the 4P marketing mix. However researchers began to realize the essence of maintaining long term relationship and proposed the concept of loyalty in order to address competition issues and losing dollar when customer switch to other product or services (Berry & Parasuraman, 1991; Han & Hyun, 2015; Reichheld, 1992; Zeithaml & Bitner, 1996). According the past studies, keeping existing customer is five times more profitable than attracting new customers (Chiu, Hsu, Lai, & Chang, 2012; Han & Hyun, 2015). The benefit of customer retention was well documented and so were the theories, as strong research stream have concentrated on the concept of loyalty to advocate long term relationship as important mission for business. Basically there are two theoretical positions in retention management from the perspective of service marketing and general management. In service marketing, past research suggested service quality and satisfaction as essential factors (Berry & Parasuraman, 1991; Oliver, 1999; Zeithaml & Bitner, 1996) whereas general management perspective advocates on creating values (Reichheld, 1992). Anyhow, there is consensus on the proposition that customer retention is closely related to loyalty (Berry & Parasuraman, 1991; Reichheld, 1992; Zeithaml et al., 1996). In dealing with customer retention and loyalty, intention is often used as surrogate measure for future repeat propensity (McKercher & Tse, 2012).

In tourism research drawing from the concept of customer retention and loyalty, repeat visitor was used to address the issue on competition and long term survival. It was well established that due to the difficulty in tracking actual behavior, prediction of repeat visits was undertaken with the use of intention as a proxy, in the attempt to ascertain likelihood to perform repeat visit (McKercher & Tse, 2012). Even though, the study of visitor's actual behavior is more ideal than the intentional behavior, in reality it is difficult to pave way for longitudinal research especially for behavioural related studies taking into account enormous nature of human behaviour that changes over time due to preference as well as other environmental factors (Menard, 2002; Rani & Ahmad, 2016). Nonetheless, the argument for a strong predictive ability of intention towards actual behavior can be found in many studies (Abdullah, Jayaraman & Kamal, 2016; Barnes et al., 2016; Ekpe et al., 2016; Inauen et al., 2016; Karjaluo & Leppaniemi, 2013). In a similar context, revisit intention is crucial to boost tourism industry and eventually will prosper the economy of that particular place. Taking into account the importance of revisit intention towards the industry, numerous literatures has discussed on this noteworthy issue.

Tourists consist of both first timers and repeaters. The proportion of both determines the number of arrival as well as determines the lifecycle of a destination (Oppermann, 2000; Tosun, Dedeoglu, & Fyall, 2015). Intention of the first timers and repeaters to undertake repeat visit to the same destination may be slightly different with the formers focus are more towards overall performance while the repeaters may be influenced by specific experience contributing towards emotional attachment to a particular place (Rani & Ahmad, 2016). Nonetheless, there are sufficient evidence to support the notion that both first timers and repeaters revisit intention are highly influenced by emotional aspects and bonding arising from their positive memory during visit (Han & Hwang, 2014; Han & Jeong, 2013).

In tandem with the development, marketing scholars conceptualized various destination selection models integrating attitude, knowledge, consumer characteristics and image to

examine how and why visitors/tourist select a particular destination and alongside to predict their future visitation behaviour (Backman & Crompton, 1991; Badarneh & Som, 2011). As a result, strong stream of research have been produced drawing from of loyalty marketing utilizing various product related factors such as attractiveness, past experience, quality and image. Rapid development of experience economy has resulted in intense competition with destination focusing on niche experience which is incomparable by competitors. Research focus in recent years have also shifted to include well stage experience that leads to stimulation of positive emotion that will influence evaluation or tourist attitude to predict revisit intention. Even though it seems that research on revisit intention is well focused, the concept of revisit intention remain elusive owing to lack of theoretical and empirical evidence to support the enormous nature of tourism. There are sufficient evidence to support the argument that the concept of loyalty in the tourism research have been poorly studied and inadequately address the outstanding questions about how to keep tourist loyal to a place in the long run (Ali et al., 2016; Doosti et al., 2016; Liu & Lee, 2016). As such, it is important to precisely consider the description of theories in order to address or resolve inconsistencies and contradiction surrounding the above research subject.

The concept of consumer loyalty has been used in past tourism studies for retaining existing customer in relation to products, destinations, leisure, and recreation activities (Meleddu et al., 2015; Oppermann, 2000; Prayag & Ryan, 2012). The conceptualization of loyalty in tourism studies among others based on one of the commonly used approaches from Oppermann (1998). The researcher contended loyalty as profound commitment to repurchase a preferred product/service consistently in future, preference, willingness to pay premium, re-patronize, positive word of mouth, thereby causing repetitive same purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.

Past empirical studies have been carried out from the perspective of marketing in the attempt to identify and examine the various determinants of revisit intention. It is interesting to note that research on revisit intention has changed over time corresponding with marketing development. Initially concern is more about traditional 4P's and cognitive approach including brand (Grisaffe & Nguyen, 2011; Kim et al., 2009), image (Ramkissoon & Uysal, 2011; Ryu, Han, & Kim, 2008), physical environment (Ryu & Han, 2010), price perception (Han & Ryu, 2009; Lee, 2006), place (Ooi, 2010) and quality related constructs (Lee, Petrick & Crompton, 2007; Ryu et al., 2012). However, the digital era and availability of online information have clustered the purchasing power in the customer's hands more than ever before. Marketing has to adapt the sub-consciousness of the generations in order to stay present and provide value to reach its targets. Assaker & Hallak (2013) asserted that even though the extent of empirical research is well focused on determinants of revisit intention to a destination, it can be argued that insightful comprehension about tourists' revisit intention remains limited due to the enormous nature of tourism industry.

In order to get better understanding on the subject of revisit intention and why some developed and developing countries gain greater tourist market, a steady streams of research have been carried in Australia (Quintal & Phau, 2008), China (Shen, 2014), Hong Kong (Huang & Hsu, 2009), Japan (Chew & Jahari, 2014), Indonesia (Pratminingsih, Rudatin & Rimenta, 2014), Italy (Brida, Meleddu, & Pulina, 2012), Malaysia (Abdullah et al., 2016; Rani & Ahmad, 2016), Singapore (Hui, Wan, & Ho, 2007; Tsai, 2012), Taiwan (Chen et al., 2011; Cheng et al., 2013), Thailand (Supitchayangkool, 2012; Tavitiyaman & Qu, 2013), and Vietnam (Khuong & Ha, 2014; Tran, 2011). Findings from the studies in both developed and developing countries indicated pleasurable experience is one of important motivation to influence

revisit intention in agreement with Tourism Experience Theory (Gilmore & Pine 2002). The theory proposed tourist will be looking for entertainment, education, esthetics, and escapism that enable emotion to influence the state of mind about value the experience carries. However, the drawback of this theory is giving primary accentuation to functional and technical aspects of service delivery without any cohesive direction on explaining the closest predictor of revisit intention.

The concept of revisit intention have been studied from tourism and hospitality specialization areas such as heritage and cultural tourism (Aleshinloye & Woosnam, 2015; Ali, 2015), eco-friendly marketing (Cho et al.,2014), agrotourism (Choo & Petrick, 2014), creative tourism (Ali & Kim, 2015; Ali et al., 2015; Hung et al.,2016), sport tourism (Allameh et al.,2015; Brown, Smith & Assaker,2016; Choo et al.,2016; Kim et al.,2016), craft tourism (Baksi, 2015), park tourism (Barnes, Mattsson & Sorensen, 2016), environmental tourism (Chen & Tung, 2014; Kaushik et al., 2016; Lee et al.,2010), island tourism (Cheng & Lu, 2013), disaster tourism (Chew & Jahari, 2014), gastronomy tourism (Chi et al.,2013; Jung et al.,2015), golf tourism (Han, & Hwang, 2014), hospitality(Hwang & Hyun, 2013; Ryu et al.,2012), rural tourism (Loureiro, 2014) and historical tourism (Nawijn & Fricke, 2015). Even though the specialization areas have been adequately covered by research working on experience element, it can be argued that experience alone does not necessarily contribute to revisit intention and in-depth psychological process to address emotional response arising from the experience contribute more weight to revisit intention as suggested by Lee et al., (2015). Nowadays, product attributes and functional quality alone is inadequate to reach the customers as competition become more intense. Marketing today have shifted towards concentrating more on people and process to satisfy their emotional needs (Barnes et al., 2016; Hosany & Witham, 2009).

In tourism context, in order to market a product as well as to gain greater market access, proper attention should be given to design emotion and stage them to visitors (Kim & Fesenmaier, 2013). In the era of the experience economy, tourists look for the affective combination of memories and feelings to create long-lasting emotional bonding to engage in repeat visit to a place. Thus, the affective process arising from experience that derived revisit intention is critical element to be studied. However, there is still dearth of research done to understand the psychological process to understand the tourists' revisit intention aiming for effective marketing and analysis of tourist choices. Even though some researchers have attempted to explore the affective aspects employing emotion but trivial efforts was carried to explain the strength of emotion arising from tourism experience to support revisit intention (Nawijn & Fricke, 2015; Prayaq et al., 2017).

Therefore, it is not sufficient to understand the concept of intention if only the cognitive attitudes factors are considered leaving behind the affective attitude factor explaining the psychological process in determining revisit intention (Ali, 2015; Luo, & Hsieh, 2013; Tosun et al., 2015). Furthermore, researchers have empirically confirmed that attitude is a complex construct comprised of affective and cognitive components (Conner et al., 2013). Furthermore, the superiority of affective over cognitive attitudes is widely found in attitude studies in general (Conner et al., 2013; Lee et al., 2015). Researchers agree that continuous study on the topic of revisit intention is due to inconclusiveness on the factors studied and to overcome the inability of the considerable number of research to explain why people undertake repeat visits and what kind of characteristics hold repeat visitors (Leung & Bai, 2013; Rani & Ahmad, 2016; Som et al., 2012). This was the paramount argument regarding longing interest on the research topic regarding revisit intention as destination survival rely seriously on repeat visitors (Jayaraman et al., 2010; Zhang et al., 2014).

4. Conclusion

In recent years, researchers in tourism and hospitality studies have expressed serious concern about the concept of place attachment to predict revisit intention among tourist. In destination marketing, more countries such as Portugal, Taiwan, Germany, Malaysia, and Thailand had included the emotional content in term of place attachment in their offerings and tourism slogan. For example, Portugal uses —feel the passions slogan throughout the country. Taiwan uses the slogan —touch your heart to convey a sense of warmth among potential tourists. Germany for example uses the slogan —Simply Inspiring while Netherlands‘ —Surprising Cities, —Malaysia Truly Asia and —Amazing Thailand. The direction of this conceptual paper apart from advancing the existing knowledge base could provide logical argument for future direction of research on the association between place attachment and revisit intention concentrating on the process approach to facilitate the marketing efforts towards better understanding of the changing need of the tourist. The proposed conceptual design although yet to empirically tested has potential academic and practical implication as more tourist destinations such are facing challenges of competing for repeat visitors. This proposed concept could offer essential insights for tourism marketing research designed around mobilizing place attachment and revisit intention for destinations long run business sustainability. Future research therefore should encompass on the psychological process of place attachment to be utilized as stimuli to predict revisit intention by including emotions arising from tourism experience.

5. References

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Pengaruh Amalan Inovasi Terhadap Prestasi Firma Kecil Dan Sederhana (PKS) Sektor Makanan Dan Minuman Di Negeri Pantai Timur

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Abstrak - *Perusahaan Kecil dan Sederhana (PKS) memainkan peranan yang sangat penting kepada negara. PKS pada masa kini perlu lebih produktif kerana persekitaran perniagaan luaran yang mencabar dengan peningkatan kos pengeluaran, perkembangan teknologi, perubahan corak permintaan dan persaingan memerlukan PKS bertransformasi untuk kekal relevan dan bertahan di pasaran. Sektor industri makanan sedang menghadapi tempoh peralihan yang pantas didorong oleh permintaan domestik dan antarabangsa, perdagangan bebas, pembangunan genetik, pembangunan teknologi pemprosesan, paten, kepentingan asas kepada kesihatan dan keselamatan makanan. Dalam situasi pasaran yang memiliki tahap ketepuan yang tinggi, inovasi memainkan peranan yang penting untuk menjamin prestasi dan kelangsungan firma yang terlibat. Objektif kajian ini adalah mengkaji pengaruh amalan inovasi terhadap prestasi firma dan jenis inovasi yang biasa diaplikasikan oleh PKS dalam sektor makanan dan minuman.*

Kata kunci: Perusahaan Kecil dan Sederhana (PKS), Inovasi, sektor makanan dan minuman

1. Pengenalan

Perusahaan Kecil dan Sederhana (PKS) memainkan peranan yang sangat penting kepada negara. PKS menyumbang sebanyak 32% daripada Keluaran Dalam Negeri Kasar (KDNK), 59% daripada guna tenaga dan 19% daripada eksport negara (Majlis Pembangunan PKS Kebangsaan, 2012). Menurut bancian ekonomi 2011, PKS di Malaysia mewakili 97.3% atau 645,136 pertubuhan daripada 662,939 daripada jumlah pertubuhan keseluruhan di negara ini. Oleh kerana kepentingan PKS dalam pembangunan ekonomi, inovasi telah dibincangkan secara meluas dalam penyelidikan lepas (Mueller, Rosenbusch, & Bausch, 2013). Struktur PKS yang kecil mampu bertidak balas dengan lebih pantas terhadap inovasi walaupun PKS menghadapi masalah dari sudut kekangan sumber (Prajogo & McDermott, 2013).

Kementerian Perdagangan Antarabangsa dan Industri (2012) melaporkan bahawa kerajaan mensasarkan pelaburan dalam industri pemprosesan makanan berjumlah RM24.6 bilion dalam tempoh Rancangan Malaysia 2006-2020. Berdasarkan laporan Malaysian Investment Development Authority (2013) pula, industri makanan di Malaysia didominasi oleh perusahaan kecil dan sederhana (PKS). Menurut Menteri Perdagangan Antarabangsa dan Industri, Datuk Seri Mustapa Mohamed, dalam tempoh Januari hingga September 2015, Lembaga Pembangunan Pelaburan Malaysia (MIDA) telah meluluskan sebanyak 45 projek pemerosesan makanan (termasuk minuman) dengan pelaburan berjumlah RM2.6 billion. Projek-projek ini dijangka menyediakan 2,570 peluang pekerjaan. Sebanyak 80 peratus atau RM2 billion adalah dari pelaburan tempatan, manakala selebihnya adalah dari pelaburan asing. Oleh kerana sumbangan besar sektor ini kepada ekonomi (Jutla et al, 2002; Singh et al, 2010), daya saing dan pembangunan PKS perlu dikekalkan dari masa ke masa.

PKS pada masa kini perlu lebih produktif disebabkan persekitaran perniagaan luaran yang mencabar dengan peningkatan kos pengeluaran, perkembangan teknologi, perubahan corak permintaan dan persaingan memerlukan PKS bertransformasi untuk

kekal relevan dan bertahan di pasaran (Ayupp dan RabaahTudin, 2013). Menurut D'Cruz dan Rugman (1992), kelebihan daya saing firma mampu diterjemahkan berbanding dengan pesaing sekiranya mereka dapat membentuk, menghasilkan dan memasarkan produk atau perkhidmatan yang baru dan unik di pasaran. Industri makanan sedang menghadapi tempoh peralihan yang pantas didorong oleh permintaan domestik dan antarabangsa, perdagangan bebas, pembangunan genetik, pembangunan teknologi pemprosesan, paten, kepentingan asas kepada kesihatan dan keselamatan makanan.

2. Pernyataan masalah

Dunia kini menjadi semakin padat dengan pertumbuhan pesat penduduk saban tahun. Pada masa ini, industri pemprosesan makanan menyumbang sebanyak 10 peratus daripada jumlah keluaran pengilangan tempatan. Sektor ini didominasi oleh syarikat-syarikat Industri Kecil Sederhana (PKS) yang kebanyakannya dimiliki oleh rakyat tempatan. Produk makanan dan minuman proses telah menjadi pilihan ramai rakyat Malaysia. Perubahan gaya hidup rakyat Malaysia menyebabkan peningkatan dalam permintaan makanan dan minuman yang telah membawa kepada pengenalan produk baru yang inovatif dalam PKS di Malaysia.

Inovasi dianggap sebagai elemen utama kelebihan bersaing dalam persekitaran persaingan yang semakin kompetitif. Seiring dengan perkembangan sains dan teknologi dalam sektor makanan dan minuman menyebabkan kitaran hayat sesuatu produk semakin singkat. Firma PKS berusaha menghasilkan inovasi pada produk makanan bagi memenuhi kehendak dan keperluan pelanggan di samping mengekalkan penguasaan pasaran. Inovasi produk makanan yang baru mampu menjamin kelangsungan jangka hayat sesebuah firma.

Teknologi pemprosesan makanan dan pertanian semakin berkembang didorong oleh pertumbuhan populasi dan juga gaya pemakanan. Penghasilan makanan yang lebih pantas, bersih dan selamat juga menjadi sebab mengapa industri makanan berkembang selari dengan inovasi teknologi baru yang moden dan canggih. Selain itu, penggunaan teknologi dan mesin yang canggih telah meningkatkan kecekapan dengan pengeluaran produk makanan dengan proses inovasi yang diterapkan menjadikan produk yang dihasilkan lebih efisien daripada produk yang terdahulu.

Inovasi pemasaran juga adalah penting kepada firma PKS untuk memastikan mereka kekal relevan di pasaran. Perubahan yang berlaku dalam industri terhasil daripada penyelidikan dan pembangunan (P&P) dengan penawaran produk makanan baru menyebabkan persaingan pasaran semakin kompetitif. Inovasi pemasaran yang baik adalah menghasilkan sesuatu produk tidak hanya memenuhi keperluan dan kehendak pasaran sahaja namun menghasilkan sesuatu produk unik dan berlainan daripada pesaing.

3. Kepentingan kajian

Kajian yang dijalankan oleh penulis adalah penting bagi menambahkan lagi bahan rujukan dan juga karya dalam bidang ini terutamanya dalam usaha untuk memahami amalan inovasi mempengaruhi prestasi firma PKS di negeri pantai timur secara khususnya. Penyelidikan amalan inovasi perusahaan kecil dan sederhana dapat membuka minda dan kesedaran kepada syarikat tentang pentingnya pelaksanaan inovasi dalam mengendalikan urusan perniagaan. Penerap unsur inovasi perlu dilakukan untuk melahirkan usahawan yang produktif dan kreatif.

Tidak dinafikan telah banyak kajian yang berkaitan dengan inovasi PKS telah dilaksanakan. Kebanyakan kajian empirikal telah dijalankan mengkaji hubungan antara faktor inovasi dan prestasi firma disebabkan oleh peningkatan kepentingan inovasi kepada manusia dan keusahawan (Guimaraes dan Langley, 1994; Bakar dan Ahmad, 2010; Peng et al, 2011;. Chong et al, 2011). Walau bagaimanapun, kajian sebelum ini lebih cenderung memberi tumpuan kepada satu atau dua dimensi inovasi, seperti inovasi produk (Espallardo dan Ballester, 2009; Bakar dan Ahmad, 2010), produk dan proses inovasi (Ar dan Baki, 2011;. Prajogo et al, 2007; Madinah dan Rufin, 2009) dan inovasi pasaran (Johne, 1999).

Selain itu, kajian ini akan menunjukkan secara jelas sejauhmanakah usahawan-usahawan PKS di negeri pantai timur telah memahami asas-asas inovasi dan jenis-jenis inovasi yang ditonjolkan dan kesan ke atas perniagaan mereka. Ia boleh dijadikan sebagai panduan asas untuk memudahkan proses penerapan nilai-nilai inovasi kepada perniagaan pada masa hadapan. Pembuat dasar dan firma, terutamanya firma PKS perlu menilai kepentingan amalan inovasi kerana ia mampu menjadi pencetus revolusi kepada perkembangan dan pembangunan sektor makanan dan minuman di Malaysia.

2. Definisi Perusahaan Kecil dan Sederhana (PKS)

Perusahaan Kecil dan Sederhana (PKS) Pada Oktober 2013, kerajaan telah mengumumkan definisi baru PKS yang akan dikuatkuasakan pada 2014 iaitu menaikkan had kelayakan paras ambang bagi jualan tahunan dan bilangan pekerja bagi semua sektor ekonomi. Bagi sektor makanan dan minuman, PKS ditakrifkan sebagai firma yang mempunyai jualan tahunan tidak melebihi RM50 juta pada masa ini atau bilangan pekerja tidak melebihi 200 pekerja. Bagi sektor perkhidmatan, PKS ditakrifkan sebagai firma yang mempunyai jualan tahunan tidak melebihi RM20 juta atau bilangan pekerja tidak melebihi 75 pekerja (SME corp).

Jadual 1: Definisi PKS di Malaysia

Jenis industri	Mikro	Kecil	Sederhana
Perkilangan, perkilangan berdasarkan pertanian dan berkaitan dengan perkhidmatan	Jualan tahunan tidak melebihi RM300,000 atau Pekerja sepenuh masa kurang daripada 5 orang Jualan	Jualan tahunan RM300,000 hingga kurang daripada RM15 juta atau Pekerja sepenuh masa daripada 5 hingga kurang daripada 75 orang	Jualan tahunan antara RM15 juta hingga RM50 juta atau Pekerja sepenuh masa antara 75 hingga 200 orang
Perkhidmatan, Pertanian dan Teknologi maklumat dan komunikasi (ICT)	Jualan tahunan tidak melebihi RM300,000 Atau Pekerja sepenuh	Jualan tahunan RM300,000 hingga kurang daripada RM3 juta atau	Jualan tahunan antara RM3 juta hingga RM20 juta atau Pekerja sepenuh

Jualan	masa kurang daripada 5 orang Jualan	Pekerja sepenuh masa daripada 5 hingga kurang daripada 30 orang	masa daripada 30 hingga 75 orang
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Sumber : Majlis Pembangunan PKS Kebangsaan (2012a)

Berdasarkan Banci Ekonomi 2011, sebanyak 645,136 pertubuhan atau 97.3% daripada jumlah pertubuhan sebanyak 662,939 merupakan Perusahaan kecil dan sederhana (PKS). Sebanyak 37,861 adalah pertubuhan atau 5.9% daripada jumlah PKS adalah pertubuhan dalam sektor makanan dan minuman dan 42% atau 16,242 pertubuhan dalam kategori saiz kecil dan sederhana (Rancangan Malaysia Kesepuluh).

Jadual 2: PKS dalam sektor ekonomi berdasarkan Bancian Ekonomi 2011

Bilangan Pertubuhan	Jumlah	PKS	Peratusan PKS daripada keseluruhan	Peratusan PKS daripada jumlah PKS
Perkhidmatan	591,883	580,985	98.2	90.0
Pembuatan	39,669	37,861	95.4	5.9
Pertanian	8,829	6,708	76.0	1.0
Pembinaan	22,140	19,283	87.1	3.0
Perlombongan dan Pengkuarian	418	299	71.5	0.1
Jumlah Pertubuhan	662,939	645,136	97.3	100

Sumber : Majlis Pembangunan PKS Kebangsaan (2012b)

2.1 Klasifikasi amalan inovasi

Konsep awal inovasi dalam pembangunan ekonomi dan keusahawanan dipopularkan oleh Joseph Schumpeter, seorang ahli ekonomi Jerman. Menurut beliau, inovasi terdiri daripada elemen kreativiti, penyelidikan dan pembangunan (R & D), proses, produk atau perkhidmatan baru dan berteknologi tinggi (Lumpkin dan Dess, 2001). Menurut Kuratko dan Hodgetts (2004), inovasi adalah penciptaan baru atau perubahan dan peningkatan sumber sedia ada untuk membina kekayaan yang baru. Inovasi juga dilihat sebagai proses penciptaan idea, pembangunan rekacipta dan akhirnya pengenalan produk, proses atau perkhidmatan baru untuk pasaran (Thornhill, 2006). Beaver (2002) percaya bahawa inovasi adalah elemen penting untuk kemajuan ekonomi sesebuah negara dan pembangunan daya saing industri. Inovasi memainkan peranan penting bukan sahaja untuk firma besar bahkan juga kepada firma PKS (Jong dan Vermeulen, 2006; Anderson, 2009). Inovasi juga dianggap sebagai langkah yang berkesan untuk meningkatkan produktiviti firma kerana isu kekangan sumber yang dihadapi firma (Lumpkin dan Dess, 1996). Menurut Bakar dan Ahmad (2010), keupayaan inovasi produk dan perniagaan adalah penting bagi firma untuk memanfaatkan peluang-peluang sedia ada atau baru untuk mendapatkan kelebihan daya saing.

Inovasi dan rekapipta mempunyai defnisi yang berbeza. Inovasi adalah satu bentuk pembaharuan yang berlainan daripada sifat asal selain mempunyai nilai komersil di pasaran sementara rekapipta adalah dicipta bagi memberikan nilai komersil menurut kehendak pasaran (Bhaskaran, 2006). Di samping itu, unsur pembaharuan atau perubahan belum pasti dikategorikan sebagai inovasi. Setiap perubahan hanya dikelaskan sebagai inovasi apabila diikuti oleh persepsi kebaruan di kalangan sasarannya (Johannssen et al., 2001). Penilaian ini dilihat dari sudut pembaharuan dicapai oleh organisasi atau firma berkenaan. Penilaian ini merujuk sekiranya firma sebelum ini tidak pernah menghasilkan produk berasaskan gula-gula namun jika produk itu dipasarkan sebagai produk keluaran firma berkenaan bermaksud inovasi sudah pun berlaku walaupun produk berkenaan telah berada dipasaran dan dihasilkan oleh firma lain.

2.2 Prestasi firma

Prestasi firma merupakan satu konsep yang mempunyai pelbagai dimensi (Murphy et al., 1996) yang menjadi ukuran kepada sesebuah organisasi seperti pengeluaran, kewangan atau pemasaran (Sohn et al., 2007) atau berkaitan dengan pertumbuhan dan keuntungan (Wolff dan Pett, 2006). Ia juga boleh diukur secara objektif atau subjektif. Bergantung kepada matlamat organisasi, kaedah yang berbeza yang boleh digunakan oleh firma yang berlainan untuk mengukur prestasi mereka. Indikator prestasi boleh diukur dari segi kewangan dan bukan kewangan (Bakar dan Ahmad, 2010).

2.3 Inovasi dan prestasi firma

Kebanyakan kajian yang lepas, inovasi dan prestasi firma mempunyai hubungan yang positif (Zahra dan Das, 1993, Calantone et al, 1995; Han et al, 1998). Inovasi wujud dalam bentuk produk, proses, pasaran, dan organisasi (Kao, 1989), namun begitu tiga ukuran pertama adalah lebih digunapakai dalam literatur inovasi (Johnne dan Davies, 2000; Otero-Neira et al, 2009). Walaupun kajian tentang perhubungan di antara inovasi dan prestasi firma telah banyak dilakukan dan menunjukkan wujudnya hubungan kukuh antara inovasi dan prestasi firma, kebanyakan kajian tersebut telah melibatkan firma bersaiz besar (Gronum et al., 2012). Oleh itu, wujudnya satu jurang kajian berkaitan amalan inovasi di kalangan firma kecil. Menurut Verhees dan Meulenber (2004) firma kecil selalu berhadapan pelbagai halangan dan cabaran menyebabkan aktiviti penyelidikan dan pembangunan yang merupakan asas penting kepada pelaksanaan inovasi terbatas.

2.4 Inovasi produk

Inovasi produk ditakrifkan sebagai penghasilan produk baru daripada sumber-sumber baru atau pengubahan produk sedia ada untuk memenuhi kepuasan pelanggan (Gopalakrishnan dan Damanpour, 1997; Langley et al, 2005.). Menurut Wang and Ahmed (2004) inovasi produk adalah pengenalan produk atau perkhidmatan baru bagi mewujudkan pasaran baru atau pelanggan, atau memenuhi pasaran semasa atau pelanggan. Inovasi produk adalah satu proses yang sukar dengan kemajuan teknologi, perubahan permintaan dan keperluan pelanggan, memendekkan kitaran hayat produk, dan meningkatkan persaingan di pasaran. Bagi mencapai kejayaan, hubungan interaksi yang kukuh diperlukan dalam firma seterusnya antara firma, pelanggan dan pembekal (Akova et al., 1998).

Kajian yang dijalankan terhadap 44 buah PKS pembuatan makanan dan minuman di Batu Pahat, Johor mendapati inovasi di kalangan PKS adalah sangat tinggi khususnya untuk produk baru, penambahbaikan produk dan penambahbaikan operasi (Nor Hazana, Eta, & Alina, 2010). Kajian oleh Lily Julienti dan Hartini (2012) ke atas 12 industri

pembuatan di Malaysia mendapati prestasi inovasi produk dalam industri pembuatan makanan dan minuman adalah kedua tertinggi selepas industri elektrik dan elektronik dan diikuti oleh industri pembuatan yang lain.

H1 : Terdapat hubungan yang signifikan di antara amalan inovasi produk dengan prestasi firma PKS.

2.5 Inovasi proses

Secara umum, proses inovasi adalah proses kejuruteraan dan memperbaharui operasi dalaman perniagaan (Cumming, 1998). Proses ini melibatkan banyak aspek fungsi firma, termasuk reka bentuk teknikal, R & D, pembuatan, pengurusan dan aktiviti-aktiviti komersial (Freeman, 1982). Inovasi proses adalah satu pelaksanaan yang baru atau lebih baik dari sudut pengeluaran atau kaedah penghantaran. Ini termasuk adalah perubahan penting dalam teknik, peralatan atau perisian. Inovasi proses bertujuan untuk mengurangkan kos unit pengeluaran atau penghantaran, meningkatkan kualiti atau menghasilkan atau membekalkan produk baru (OECD Oslo Manual, 2005). Menurut Baregheh, Rowley, Sambrook, dan Davies, (2012) kebanyakan firma makanan di Itali lebih banyak membuat pembangunan terhadap inovasi proses berbanding inovasi produk manakala majoriti inovasi produk yang dibangunkan adalah jenis inovasi tambahan.

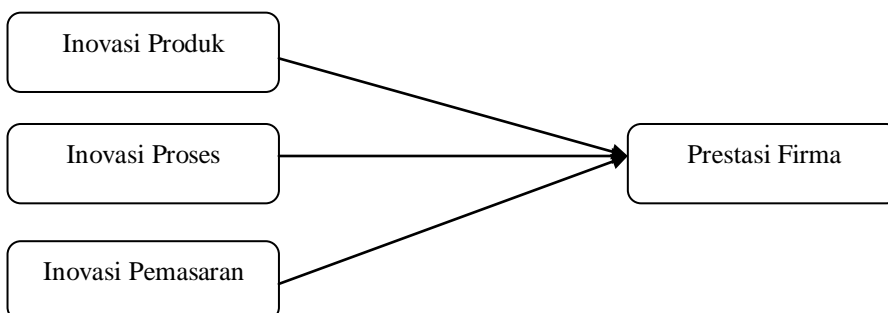
H2 : Terdapat hubungan yang signifikan di antara amalan inovasi proses dengan prestasi firma PKS.

2.6 Inovasi pemasaran

Menurut John (1999), inovasi pasaran adalah campuran pasaran dan pemilihan pasaran untuk memenuhi permintaan dan keutamaan pelanggan. Rodriguez-Cano et al. (2004) menegaskan bahawa inovasi pasaran memainkan peranan penting untuk memenuhi keperluan pasaran dan bertindak balas kepada peluang pasaran. Bagi Appiah-Adu dan Satyendra, (1998) menyatakan inovasi pasaran dilaksanakan adalah untuk memenuhi permintaan dan kepuasan pelanggan. Inovasi pemasaran adalah pelaksanaan instrumen pemasaran baru yang melibatkan perubahan dalam reka bentuk produk atau pembungkusan, kedudukan produk, promosi produk atau harga (OECD Oslo Manual, 2005). Sasaran pemasaran inovasi bagi memenuhi keperluan dan permintaan pelanggan, membuka pasaran baru, atau memasarkan produk baru di pasaran dengan tujuan meningkatkan jualan firma.

H3 : Terdapat hubungan yang signifikan di antara amalan inovasi pemasaran dengan prestasi firma PKS.

2.7 Model kajian



3. Metodologi kajian

Kaedah kuantitatif digunakan oleh penulis dengan kaedah tinjauan berdasarkan Pemasaran kepada persoalan dan permasalahan kajian. Kajian ini hanya meliputi firma PKS sektor makanan yang menjalankan perniagaan di negeri pantai timur sahaja. Kaedah pengukuran adalah dengan penggunaan skala likert 5 point. Kajian kuantitatif ini menggunakan instrument soal selidik bagi mengkaji hubungan di antara pembolehubah-pembolehubah tersebut. Terdapat tiga bahagian dalam kajian soal selidik yang dikategorikan oleh pengkaji. Bahagian pertama mengandungi profil firma modal, saiz, usia, bilangan pekerja, aset tetap dan kadar jualan tahunan. Bahagian kedua mengandungi persoalan berkenaan dengan jenis inovasi dalam firma PKS seperti produk, proses dan pemasaran. Bahagian ketiga merangkumi hubungan amalan inovasi dengan prestasi firma.

3.1 Populasi dan Sampel

Target populasi dalam kajian ini ialah usahawan di negeri pantai timur. Pemilihan usahawan sebagai target populasi berdasarkan sumbangan usahawan sangat penting dalam membantu meningkatkan ekonomi negara terutamanya dalam PKS. Bagi kajian ini, secara keseluruhannya populasi sampel kajian terdiri daripada responden di negeri pantai timur yang berstatus kecil dan sederhana.

3.1.1 Populasi

Populasi kajian hanya meliputi hanya firma (PKS) bersaiz sederhana yang terlibat dalam sektor makanan dan minuman dengan menjalankan perniagaan di negeri pantai timur sahaja dan berdaftar dengan agensi MARA (Majlis Amanah Rakyat) dan SME Corp. Dalam penghasilan tesis ini, penulis hanya akan menumpukan kajian tentang hubungan amalan dengan prestasi firma dikalangan usahawan PKS dalam sektor makanan dan minuman di negeri pantai sahaja tidak melewati batas-batas yang tertentu. Sudah pasti banyak isu-isu yang tidak akan disentuh tentang inovasi and prestasi firma PKS jika penulis merasakan bahawa isu berkenaan tidak mempengaruhi kajian yang dijalankan.

Saiz firma yang dikaji dalam kajian ini ialah melibatkan bilangan pekerja yang jumlahnya antara 5 hingga 200 orang. Negeri pantai timur pula dipilih adalah berdasarkan bahawa negeri-negeri ini baru berkembang dalam proses pembangunan. Selain itu, penulis juga berminat untuk menjalankan kajian ini secara lebih mendalam disebabkan oleh rasa tanggungjawab untuk memberikan sumbangan bakti yang berguna kepada negeri kelahiran penulis.

3.1.2 Kaedah persampelan

Kaedah Persampelan yang dijalankan adalah melalui proses penentuan saiz sampel untuk digunakan dalam kajian ini. Responden yang terlibat adalah terdiri daripada PKS dalam sektor pembuatan makanan dan minuman di negeri pantai timur yang dipilih secara rawak di pameran-pameran anjuran kerajaan seperti Malaysia Agriculture, Horticulture & Agrotourism Show 2014 (MAHA), program Satu Daerah Satu Industri (SDSI) serta mereka yang berdaftar dengan agensi MARA (Majlis Amanah Rakyat) dan SME Corp. Kemampuan PKS menyertai pameran ini menunjukkan bahawa PKS tersebut telah melakukan inovasi terhadap produk apabila PKS mampu untuk mempamerkan produk dan seterusnya mereka mampu bersaing di pasaran. Penulis akan mengedarkan soal selidik kepada firma PKS terpilih melalui E-mel.

3.2 Tempoh kajian

Tempoh kajian adalah mengambil masa 2 bulan dengan mengambil kira faktor-faktor yang mampu mempengaruhi masa penyediaan seperti maklum balas penghantaran semula soal selidik daripada pihak responden.

3.3 Pengumpulan data

Bagi memudahkan proses pengumpulan data, penulis terlebih dahulu mengunjungi pejabat MARA dan SME Corp bagi mendapatkan maklumat secara lebih terperinci berkenaan dengan usahawan PKS yang terlibat secara langsung dalam sektor pembuatan di negeri pantai timur. Soalan kaji selidik diedarkan kepada responden menggunakan emel berpandukan pada maklumat yang diperolehi. Hasil data-data dalam kajian penyelidikan ini dianalisa menggunakan perisian SPSS (Pakej Statistik untuk Sains Sosial) bagi mendapatkan frekuensi, min, peratus dan sebagainya bagi menjelaskan pengaruh hubungan amalan inovasi terhadap prestasi firma PKS. Hasil data yang dikumpul daripada responden dalam kajian ini diperolehi melalui analisa secara deskriptif. Penulis akan menerangkan berkenaan dengan profil firma, amalan inovasi dalam firma PKS serta pengaruh hubungan amalan inovasi terhadap prestasi firma PKS.

4. Kesimpulan

Kesimpulannya, objektif konseptual penyelidikan kajian ini untuk menjelaskan hubungan antara pengaruh amalan inovasi terhadap prestasi firma PKS di negeri pantai. Walaupun telah banyak kajian empirikal telah dijalankan menggunakan inovasi sebagai instrument dalam kaedah pengukuran dalam pelbagai sektor, namun kajian berkenaan menghasilkan keputusan yang berbeza hasil daripada sektor yang berbeza melalui kajian telah dijalankan. Sehubungan itu, kajian ini adalah penting dalam menyumbang kepada pembangunan model inovasi di kalangan PKS.

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Hubungan Antara Kefahaman Dan Sikap Dengan Tingkah Laku Pengguna Tandas Masjid

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Abstrak - Umat Islam mengalami kemunduran di saat umatnya kurang memahami kesempurnaan ajaran agama. Kajian ini bertujuan untuk melihat (1) sejauhmana tahap kefahaman, sikap dan tingkah laku pengguna tandas masjid, (2) apakah bentuk hubungan kefahaman, sikap dan tingkah laku pengguna tandas masjid dan (3) apakah faktor mempengaruhi tingkah laku pengguna tandas masjid. Data kajian telah diperolehi melalui kaedah kuantitatif. Borang soal selidik telah diedarkan kepada 353 orang responden iaitu kepada pengguna tandas masjid mengikut kategori masjid negeri, bandar, jajahan/daerah dan mukim di Kelantan. Kajian ini juga turut memuatkan demografi, tret personaliti keperibadian dan tahap personaliti beragama bagi mendapatkan hasil kajian lebih menarik. Hasil kajian mendapati tahap kefahaman positif pengguna tandas masjid adalah tinggi manakala negatif rendah dan begitu juga untuk sikap. Namun bagi tingkah laku kedua-duanya adalah sederhana. Analisis kolerasi mendapati terdapat hubungan antara kefahaman positif dengan sikap positif dan begitu juga untuk pemboleh ubah negatif. Tret personaliti keperibadian pengguna tandas masjid melaporkan mempunyai hubungan antara simpati dengan rajin. Faktor peramal bagi tingkah laku positif adalah tahap personaliti beragama, umur, kefahaman negatif, mesra dan kefahaman positif, manakala tingkah laku negatif pula adalah sikap negatif dan tahap personaliti beragama. Dicapai melalui ceramah atau kuliah, khutbah dan media massa telah menjadi pilihan utama dan medium berpengaruh dalam mendidik pengguna tandas masjid.

Kata kunci: hubungan, kefahaman, sikap, tingkah laku, tandas masjid

1. Pendahuluan

Muktahir ini, fungsi masjid telah terpesong dengan memisahkan ciri-ciri institusi masjid daripada universiti dan sekolah secara berasingan sehinggakan golongan muda menjauhi masjid dan perebutan kuasa dalam memimpin masjid tercetus. Menurut Yusuf Qaradhawiy (2014), institusi masjid merupakan universiti terbuka dan sekolah umum masyarakat. Tambah beliau lagi masjid merupakan parlimen umat Islam dalam pertemuan atau berkumpul pemimpin dan rakyat. Islam adalah satu agama yang lengkap merangkumi segenap aktiviti kehidupan manusia (Nazri *et al.*, 2011).

Perkataan *masjid* berakar umbi dari kalimah *sa ja da* yang bermaksud *sujud*. Solat adalah ibadah yang paling penting dalam Islam dan dikaitkan dengan sujud kerana sujud merupakan salah satu rukun solat (Ibrahim, 2014). Hadith yang direkodkan oleh Iman Muslim yang memberi makna perkataan sujud merujuk kepada perkataan masjid iaitu bermaksud: “*Setiap bahagian dari bumi Allah adalah tempat sujud (masjid).*” “*Telah dijadikan bagi kita bumi ini sebagai tempat sujud dan keadaannya bersih.*”. Masjid bukan hanya tempat untuk beribadah seperti solat atau ibadah ritual, ceramah agama dan majlis akad nikah semata-mata, namun sebagai pusat ibadah kepada Tuhan Yang Maha Esa dan pusat kemasyarakatan seharusnya disulami dengan elemen-elemen semulajadi (Imriyanti, 2013).

1.1 Penyata Masalah

Pemerintahan dan sistem politik di Kelantan sememangnya terkenal dengan dasar membangun bersama Islam dan majoriti penduduknya adalah berbangsa Melayu Islam, namun aspek kebersihan amat tidak memuaskan. Kebersihan tandas masjid mencerminkan penggunaanya tidak berpengetahuan dan menghayati agama sepenuhnya. Situasi dan keadaan berkaitan kebersihan tidak menunjukkan kesepaduan antara dasar yang diterapkan kerajaan dan amalan masyarakat Kelantan. Tapak pasar malam, tempat rekreasi, pantai, rehat dan rawat serta pasaraya dapat dijadikan rujukan bahawa kebersihan alam sekitar tidak menjadi doktrin utama bagi penduduk Kelantan.

Perkongsian berjudul Kisah di Tandas Sebuah Masjid (Sinar Harian, 2016) antara yang terkini dari media, mengisahkan seorang pakcik 40-an dengan seorang siswa kejuruteraan IPTS. Situasinya berlaku apabila pakcik tersebut melemparkan tisu basah ke tong sampah namun tidak masuk lalu ditegur oleh pemuda tadi. *“Maaf pakcik, tisu itu tak masuk dalam tong”* dan pakcik itu tersenyum dan berkata *“awak pencuci tandas ini ke?”*. Balas pemuda tersebut sambil senyum, mengambil dan memasukan tisu tadi ke dalam tong sampah *“saya singgah hendak buang air kecil, saya bukan pencuci tandas tetapi saya orang Islam”*.

Laman sosial menjadi sasaran dan platform bagi pemerhati di setiap aspek dan latar belakang. Laman sosial DrMAZA (Facebook, 2015) berstatus, *“Masjid adalah lambang penghayatan Islam. Jika ilmu kebersihan dan taharah yang difardukan Islam gagal untuk diamalkan sekalipun di tandas-tandas yang diperuntukkan untuk mereka yang datang bersolat, maka itu amat memalukan umat Islam”*. Beliau turut berkongsi status mengenai penggunaan harta awam (Facebook, 2014). Antara kandungannya adalah *“takutlah kamu kepada dua perkara yang menyebabkan dilaknat”*. Sahabat bertanya: *“Apakah dia dua perkara tersebut?”*. Sabda baginda: *“Orang yang membuang air besar di laluan orang ramai dan di tempat teduh mereka”*. (Hadith Riwayat Muslim). Hadith ini menyatakan dua perbuatan dilarang atau diharamkan kerana ia boleh membawa orang ramai melaknat pembuatnya disebabkan kesusahan atau kekotoran yang menyakitinya mereka. Demikianlah halnya dengan mereka yang menggunakan tandas atau harta awam yang menimbulkan kemarahan dan kutukan pengguna lain.”

Wartawan Sinar Harian (2014) turut memainkan peranan mereka sebagai media dan mendedahkan isu kebersihan tandas masjid di Pasir Mas. Intipati perkongsiannya adalah, *“Selain kotor, ia juga berbau kurang enak dan keadaan ini akan lebih memalukan pada musim cuti sekolah atau cuti umum. “Apabila pengunjung dari luar negeri ini menggunakan kemudahan tandas tidak terurus, sudah tentu imej buruk bakal melekat kepada negeri yang dikenali sebagai serambi Mekah ini,”*. Laman sesawang Sinar Harian (2014) berjudul Masjid kotor, rosak sukarkan jemaah juga pernah didedahkan. Utusan (2013) turut terpanggil dan kenyataannya adalah —*keadaaan tandas masjid yang tidak bersih dan tidak diselenggara menjadi punca kurangnya umat Islam untuk mengunjungi rumah ibadah.*

Menteri Besar Kelantan YAB Dato‘ Bentara Setia Tuan Guru Haji Nik Abdul Aziz Nik Mat (1931-2015) turut meluahkan rasa kecewa dan mengakui bahawa kebanyakan tandas masjid di negeri ini masih kotor kerana tiada peruntukan untuk menyelenggarakannya (Sumber Bernama, Malaysiakini, 2011). Bekas artis terkenal yang telah berhijrah, Wardina Safiyyah Fadlullah Wilmot (Facebook, 2011) turut mendapat perhatian orang awam apabila membangkitkan isu perlunya solusi terhadap masjid kotor. Isu ini telah lama dibahaskan oleh Prof Madya Dato‘ Dr. Mohd Asri Zainal Abidin, drmaza.com, Minda Tajdid (2010) yang turut disiarkan di Sinar Harian. Tambah beliau lagi, Islam adalah agama yang menjamin kepentingan awam (*public*

interest). Presiden Persatuan Pelindung Pengguna Kelantan (31 Disember 2010), Ahmad Othman berkata, “Kebanyakan tandas masjid dan surau di negeri ini tidak dijaga dengan baik. Sejak menjelajah 70 masjid di seluruh negeri ini untuk memberi penerangan mengenai konsep pengguna bijak bestari, kita mendapati 90 peratus tandas masjid adalah kotor”.

Sinar Harian (2016) menerbitkan artikel berjudul Masih banyak tandas awam kotor dari Tan Sri Noh Omar, Menteri Kesejahteraan Bandar, Perumahan Dan Kerajaan Tempatan (KPKT). —*Kita perlu ingat, setiap yang kita lakukan pada hari ini akan memberi impak kepada bandar serta tempat tinggal kita pada masa akan datang*], ujar beliau. Tambah beliau lagi, Pertubuhan Tandas Sedunia (WTO) mengisytiharkan 19 November setiap tahun sebagai Hari Tandas Sedunia. Usaha murni perlu disemarakkan umpama Standard Penarafan Masjid Malaysia (SPMM), Jabatan Kemajuan Islam Malaysia (Jakim) telah menilai 42 masjid seluruh negara berdasarkan empat kriteria iaitu pengurusan, pengimaran, kemudahan prasarana dan persekitaran (sumber : Utusan Online, 2014 dan temubual bersama Pengawai Hal Ehwal Masjid, MAIK, 2015).

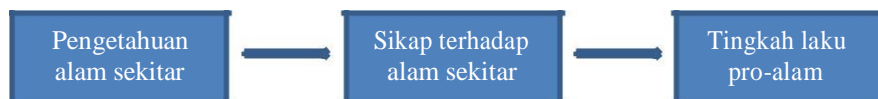
1.2 Persoalan Kajian

- i) Sejauhmanakah tahap kefahaman, sikap dan tingkah laku pengguna tandas masjid?
- ii) Apakah bentuk hubungan yang mempengaruhi kefahaman, sikap dan tingkah laku pengguna tandas masjid?
- iii) Apakah faktor yang mempengaruhi tingkah laku pengguna tandas masjid?

1.3 Objektif Kajian

- i) Memahami tahap kefahaman, sikap dan tingkah laku pengguna tandas masjid.
- ii) Melihat bentuk hubungan yang mempengaruhi kefahaman, sikap dan tingkah laku pengguna tandas masjid.
- iii) Mengenalpasti faktor yang mempengaruhi tingkah laku pengguna tandas masjid.

1.4 Kerangka Teori



Rajah 1: Model awal tingkah laku pro-alam sekitar
(Sumber: Kollmuss dan Agyman 2002)

Kerangka teori kajian ini menunjukkan tingkah laku pengguna tandas masjid mempunyai hubungan sebaris antara kefahaman, sikap dan tingkah laku. Ciri-ciri teori ini selari dengan model awal tingkah laku pro-alam sekitar dari Kollmuss dan Agyman (2002) iaitu pengetahuan alam sekitar, sikap terhadap alam sekitar dan tingkah laku pro-alam sekitar.

Teori ini membekalkan kefahaman untuk meningkatkan kesedaran dan sikap seterusnya akan melahirkan individu yang mempunyai tingkah laku yang lebih positif terhadap penggunaan tandas masjid. Tingkah laku selaku pemboleh ubah bersandar (*Dependent Variable*) manakala demografi, tret personaliti, tahap personaliti beragama, kefahaman dan sikap pula adalah (*Independent Variable*) dalam kajian ini.

Terdapat keperluan bagi sarjana Muslim dalam bidang pembangunan manusia dan psikologi untuk membangunkan lebih banyak alat ukuran religiositi dan personaliti yang bersesuaian dengan syariat Islam bagi mengukur tahap religiositi dan personaliti Muslim dengan tepat. Menurut Jamiah *et al.*, (2013), alat ukuran yang tepat membolehkan pengamal pembangunan manusia dan psikologi membantu individu mengenalpasti tahap religiositi dan personaliti Muslim dengan tepat. Ianya penting dalam membentuk pelan intervensi, polisi atau modul yang sesuai bagi meningkatkan kualiti religiositi dan personaliti Muslim sama ada individu atau perkumpulan (Jamiah *et al.*, 2013). Selain itu, alat ukuran psikologi ini juga penting dalam pelbagai bidang kajian yang berkaitan dengan pembangunan manusia dan psikologi.

2. Sorotan Literatur

Kajian Salamun dan Rashid (2016) berjudul Tahap Amalan Kepemimpinan Pengerusi Masjid Di Terengganu membincangkan empat amalan kepimpinan dalam kalangan pengerusi jawatankuasa masjid. Iaitu menyemai pembinaan ihsan, hubungan intim, budaya ilmu dan aktiviti pengurusan masjid. Kelemahan pengurusan dan kepimpinan jawatankuasa masjid sebelum ini sedikit sebanyak menyumbang kepada penurunan pengimarah masjid. Kajian ini menggunakan kaedah kuantitatif iaitu soal selidik dan dibahagikan sampel kepada Pengerusi dan jawatankuasa masjid. Berdasarkan kajian Mohd Rozaini Mohd Rahim (2014) yang bertajuk Kepimpinan, Prestasi Masjid, Dan Pembangunan Komuniti Menurut Al-Quran Dan Hadith untuk membaiki keupayaan dalam membangunkan masyarakat Islam di Malaysia. Metodologi kajian dihasilkan melalui analisis teks menerusi dalil Al-Quran dan Hadith. Dapatan kajian dengan mengusulkan, aspek-aspek peningkatan ruhiyyah masyarakat Islam yang mengandungi empat elemen taqwa, solat dan sujud, pengharapan, dan mujahadah. Selain itu, keseimbangan antara golongan veteran, belia, remaja, dan kanak-kanak di dalam institusi masjid, akan memberi kesan kepada pengimarah masjid dan masyarakat perlu bersatu padu.

Berdasarkan kajian Abu Bakar *et al.*, (2014) yang berjudul Kajian Perhubungan Antara Kesedaran Alam Sekitar Dengan Tingkah Laku Mesra Alam Sekitar Dalam Dalam Kalangan Pelajar Universiti; Kajian Kes: Pelajar Tahun Satu Universiti Putra Malaysia bertujuan melihat hubungan antara kesedaran alam sekitar dengan tingkah laku mesra alam sekitar. Kajian dijalankan terhadap pelajar tahun satu universiti iaitu seramai 341 dengan menggunakan soal selidik dan dianalisis melihat perkaitan antara tahap kesedaran. Kajian Hj. Ahmad *et al.*, (2011) bertajuk Pengetahuan, Sikap Dan Amalan Masyarakat Malaysia Terhadap Isu Alam Sekitar. Kajian ini bertujuan untuk mengetahui tahap pengetahuan, sikap dan amalan orang awam terhadap isu-isu berkaitan alam sekitar serta kaedah pemuliharaan alam sekitar. Data kajian ini diperolehi secara kuantitatif melalui soal selidik yang diedarkan kepada 100 orang responden iaitu 50 orang responden di Kuala Lumpur dan selebihnya di Pulau Pinang.

Dalam kajian San dan Azman (2011) yang berjudul Hubungan Antara Komitmen Alam Sekitar Dengan Tingkah Laku Mesra Alam Sekitar Dalam Kalangan Pelajar Universiti bertujuan melihat isu alam sekitar merupakan masalah global dan universiti yang perlu diberi perhatian serius. Kaedah tinjauan dengan menggunakan soal selidik dan analisis berdasarkan konstruk komitmen terhadap alam sekitar dan tingkah laku mesra alam sekitar di mana melibatkan 360 orang prasiswazah tahun akhir daripada lima buah fakulti di Universiti Kebangsaan Malaysia. Kajian Nasir *et al.*, (2010) berjudul Kecacatan Biasa Ruang Tandas Institusi Pengajian Tinggi: Analisis Keadaan Bangunan Menggunakan Matrik CSP1 bertujuan melihat aspek kebersihan dan kefungisian merupakan matlamat utama senggaraan ruang tandas. Pemeriksaan fizikal pula

dilakukan bagi menganalisis prestasi semasa ruang tandas di bangunan fakulti terhadap 66 ruang tandas di 3 Fakulti di Universiti Kebangsaan Malaysia Bangi, Selangor.

Walaupun bagaimanapun, berdasarkan kepada kajian-kajian yang lepas, masih terdapat kelompongan kajian terdahulu yang menyentuh mengenai tahap kefahaman, sikap dan tingkah laku terhadap pengguna tandas masjid dengan terperinci hatta pengguna tandas awam. Kajian yang ditemui juga hanya menyentuh sebahagian dan beberapa sub-topik kecil sahaja mengenai tandas atau masjid. Ini sekaligus membuka ruang dan aspek kajian baru kepada pengkaji dalam melakukan kajian ini walaupun sumber yang agak terhad untuk dijadikan sebagai bahan rujukan. Dalam konteks ini, kajian ini akan membuktikan secara tuntas tentang hubungan antara kefahaman dan sikap dengan tingkah laku pengguna tandas masjid serta tiga kontruk tambahan lagi.

3. Metodologi

Kajian ini berbentuk kuantitatif. Menurut Mohd Majid Konting (1990) pula, saiz sampel kurang penting. Apa yang penting ialah saiz sampel yang diambil dapat mewakili populasi. Populasi ialah kumpulan sasaran penyelidikan supaya sesuatu dapatan kajian dapat diaplikasikan (Fraenkel & Wallen, 1990). Persampelan kumpulan subjek dalam kajian ini umumnya adalah pengguna yang pernah menggunakan tandas masjid yang terdiri daripada jemaah masjid, Ahli Jawatankuasa (AJK) masjid dan masyarakat sekitar yang melakukan pelbagai aktiviti. Kajian ini memilih negeri Kelantan sebagai lokasi kajian. Kelantan dipilih kerana ia merupakan negeri yang berpendudukan majoriti bangsa Melayu beragama Islam yang mempunyai keluasan yang besar dengan kepadatan penduduk seramai 1,459,994 dan jumlah lelaki sebanyak 730,159 manakala perempuan sebanyak 729,835 orang (Jabatan Perangkaan Malaysia, 2010). Setelah dijalankan kaedah rawak hanya beberapa mukim terpilih untuk menjadi sampel kajian penduduk atau pengguna tandas masjid. Kajian ini melibatkan negeri Kelantan yang terbahagi kepada kategori tandas masjid negeri, bandar, Jajahan atau Daerah dan Mukim (Masjid-Masjid Di Kelantan, 2014).

Dengan merujuk pada buku terbitan Majlis Agama Islam dan Adat Istiadat Melayu Kelantan (MAIK) yang bertajuk Masjid-Masjid Di Kelantan dengan memuatkan 40 buah masjid ianya memudahkan pengkaji untuk mengesan lokasi masjid dengan lebih sistematik. Populasi kajian bermaksud kumpulan yang dikaji (Chua, 2006). Populasi bagi kajian ini ialah pengguna tandas masjid berumur selepas 18 tahun dan ke atas. Berdasarkan Cohen (2001), sampel yang harus diambil sebanyak 384 bagi mewakili populasi penduduk di Kelantan seramai 1,459,994 dengan aras signifikan $p < 0.05$. Namun, hanya 353 soal selidik yang lengkap diperolehi. Dalam jumlah sampel, Crocker dan Aigina (1986) menyatakan bahawa untuk kestabilan, minimal diperlukan 200 responden.

Kajian rintis telah dilakukan untuk menguji kebolehpercayaan item kajian dan sebanyak 30 orang responden pengguna tandas masjid dipilih bagi menjadi responden kajian. Subjek kajian rintis mempunyai ciri-ciri yang sama dengan subjek populasi kajian. Sampel kajian rintis tidak diambil daripada populasi kajian untuk mengelakkan pencemaran kajian rintis (Chua, 2006). Responden yang telah digunakan tidak boleh digunakan semula untuk kajian yang sebenar kerana mereka telah terdedah dengan prosedur dan instrumen kajian. Sejumlah 400 telah diedarkan, namun 379 soal selidik berjaya dikumpulkan semula dan 353 yang lengkap selepas disisihkan bagi yang bermasalah.

4. Penemuan

Jumlah responden yang terlibat sebanyak 353 yang melibatkan empat kategori seperti jadual 4.1 di atas iaitu kategori Negeri sebanyak 30 atau (8.5%) responden. Ikuti dengan kategori Bandar, Jajahan/Daerah dan Mukim iaitu masing-masing sebanyak 40 responden atau (11.3%), 98 responden atau (27.8%) dan 185 responden atau (52.4%).

Jadual 4.1 Kategori masjid di Kelantan

Kategori masjid	Kekerapan	peratus
Negeri	30	8.5%
Bandar	40	11.3%
Jajahan/Daerah	98	27.8%
Mukim	185	52.4%
Jumlah	353	100%

Ciri-ciri demografi responden kajian mempunyai latar belakang yang pelbagai. Setelah persampelan rawak dilakukan bilangan responden perempuan adalah sebanyak 173 atau (49.0%) dan kurang sedikit dari responden lelaki sebanyak 180 atau (51.0%) dengan nisbah perbezaan hanya 7 responden. Umur dikategorikan kepada empat peringkat iaitu 18-24, 25-30, 31-45 dan 46 ke atas. Analisis mendapati bahawa responden berumur 18-24 tahun adalah 165 responden atau (46.7%), manakala 61 responden adalah berumur 25-30 tahun atau (17.3%). Selain itu, 31-45 tahun berjumlah 74 responden atau (21.0%) dan selebihnya 53 responden atau (15.0%) untuk 46 tahun dan ke atas. Analisis ini melibatkan responden yang beragama Islam 100% atau 353 responden yang menjadi pengguna tandas masjid (Jadual 4.2).

Analisis taburan bagi status pekerjaan pula mendapati bahawa majoriti responden adalah terdiri daripada lain-lain iaitu sebanyak 218 responden (61.8%), manakala pekerjaan di sektor Kerajaan pula sebanyak 98 responden (27.8%) dan diikuti sektor Swasta sebanyak 37 responden (10.5%). Sejumlah 351 atau (99.4%) responden yang berbangsa Melayu dalam kajian ini dan selebihnya 1 atau (0.3%) dan 1 atau (0.3%) bagi bangsa Melayu Siam dan lain-lain. Analisis taburan bagi tahap pendidikan pula sangat penting dalam kajian ini. Sejumlah kira-kira 73 responden (20.7%) kajian merupakan responden yang mempunyai Sijil Penilaian Menengah (SPM) dan diikuti Diploma atau setaraf sebanyak 121 responden (34.3%). Selain itu, responden mempunyai Ijazah sebanyak 126 atau (35.7%) yang tertinggi dan selebihnya adalah lain-lain iaitu sebanyak 33 responden (9.3%).

Untuk dari analisis data aspek status perkahwinan pula, kebanyakan responden telah berkahwin iaitu sebanyak 145 atau (41.1%), akan tetapi 199 atau (56.4%) responden berstatus bujang menduduki tempat paling tinggi. Diikuti responden yang berstatus Janda dan Duda masing-masing berkongsi nilai yang hampir sama iaitu sebanyak 5 dan 4 atau (1.4) dan (1.1%). Daripada segi jenis pengguna, sebanyak 174 atau (49.3%) responden terdiri daripada pelawat yang begitu memberi kesan terhadap penggunaan tandas masjid. Manakala diikuti dengan ahli kariah sebanyak 79 atau (22.4%) responden dan manakala diikuti dengan bukan ahli kariah 69 atau (19.5%) responden. Selebihnya pula adalah Ahli Jawatan Kuasa (AJK) 31 atau (8.6%) responden.

Analisis terhadap tahap kekerapan menggunakan tandas masjid di masjid pula sebanyak 33 atau (9.3%) responden untuk 1 kali sehari dan sebanyak 25 atau (7.1%) responden untuk kekerapan 2 kali sehari. Manakala untuk kekerapan 1 kali seminggu dan 2 kali seminggu masing-masing mencatatkan 37 atau (21.5%) dan 38 atau (10.8%) responden. Ciri berikutnya adalah 1 kali sebulan dan lain-lain dengan menunjukkan hasil sebanyak 87 atau (24.6%) dan 94 atau (26.6%) responden.

Jadual 4.2 Taburan latar belakang responden

Ciri demografi	Kategori	Jumlah Kekerapan	Peratusan
Jantina	Lelaki	180	51.0%
	Perempuan	173	49.0%
Umur	18-24	165	46.7%
	25-30	61	17.3%
	31-45	74	21.0%
	46 ke atas	53	15.0%
	Agama	Islam	353
Pekerjaan	Kerajaan	98	27.8%
	Swasta	37	10.5%
	Lain-lain	218	61.8%
Bangsa	Melayu	351	99.4%
	Melayu Siam	1	0.3%
	Lain-lain	1	0.3%
Tahap pendidikan	SPM	73	20.7%
	Diploma/setaraf	121	34.3%
	Ijazah	126	35.7%
	Lain-lain	33	9.3%
Status perkahwinan	Berkahwin	145	41.1%
	Bujang	199	56.4%
	Duda	4	1.1%
	Janda	5	1.4%
Jenis Pengguna	AJK Masjid	31	8.8%

	Ahli kariah	79	22.4%
	Bukan ahli kariah	69	19.5%
	Pelawat	174	49.3%
Kekerapan menggunakan tandas masjid	1 kali sehari	33	9.3%
	2 kali sehari	25	7.1%
	1 kali seminggu	76	21.5%
	2 kali seminggu	38	10.8%
	1 kali sebulan	87	24.6%
	Lain-lain	94	26.6%

Jadual 4.3 Nilai alfa kebolehppercayaan pemboleh ubah

Pemboleh ubah	Nilai alpha	Jumlah soalan
Tret personaliti	0.812	44
Tahap personaliti beragama	0.908	13
Kefahaman	0.701	15
Sikap	0.691	12
Tingkah Laku	0.623	14

Jadual 4.3 menunjukkan nilai alfa yang signifikan untuk kesemua pemboleh ubah. Tahap tret personaliti ialah ketekalan tinggi, tahap personaliti beragama ialah ketekalan sangat tinggi, kefahaman ialah ketekalan sederhana, sikap dan tingkah laku pengguna tandas masjid ialah ketekalan minimum di mana berada pada aras ketekalan lebih dari 0.60 nilai alpha (Cohen *et al.*, 2001), namun 0.50 masih boleh digunakan. Min bagi pengguna tandas masjid tinggi adalah pemboleh ubah extraversion (mesra), agreeableness (simpati), conscientiousness (rajin), openness (terbuka), tahap personaliti beragama, kefahaman positif, sikap positif dan tingkah laku positif. Nilai min yang sederhana pula adalah neuroticism (risau), kefahaman negatif dan tingkah laku negatif manakala min yang rendah adalah sikap negatif (Jadual 4.4).

Jadual 4.4 Min bagi setiap pemboleh ubah

Pemboleh ubah	Min	Std. Deviation	Populasi
Extraversion (Mesra)	3.28	0.461	353
Agreeableness (Simpati)	3.65	0.441	353
Conscientiousness (Rajin)	3.47	0.467	353
Neuroticism (Risau)	2.65	0.523	353
Openness (Terbuka)	3.37	0.399	353
Tahap personaliti beragama	4.47	0.715	353
Kefahaman Positif	5.46	0.585	353
Kefahaman Negatif	2.93	1.379	353
Sikap Negatif	2.25	1.100	353
Sikap Positif	5.17	0.725	353
Tingkah Laku Positif	4.37	0.917	353
Tingkah Laku Negatif	3.01	1.218	353

Jadual 4.5 Kolerasi antara pemboleh ubah

Pemboleh ubah	<i>r</i>
Mesra & Rajin	0.37**
Mesra & Terbuka	0.40**
Simpati & Rajin	0.53**
Rajin & Tahap Beragama	0.31**
Rajin & Terbuka	0.43**
Tahap Beragama & Kefahaman(+ve)	0.36**
Tahap Beragama & Tingkah Laku(+ve)	0.47**
Kefahaman(+ve) & Sikap(+ve)	0.52**
Kefahaman(-ve) & Sikap(-ve)	0.58**

** $k < 0.01$

Jadual 4.5 di atas menunjukkan bahawa terdapat sembilan bentuk hubungan iaitu antara pemboleh ubah mesra dengan rajin, mesra dan terbuka, simpati dengan rajin, rajin dengan tahap personaliti beragama, rajin dengan terbuka, tahap personaliti beragama dengan dengan kefahaman positif, tahap personaliti beragama dengan tingkah laku positif, kefahaman positif dengan sikap positif dan kefahaman negatif dengan sikap negatif. Faktor yang mempengaruhi tingkah laku positif iaitu tahap personaliti beragama, umur, kefahaman negatif, extraversion (mesra) dan kefahaman positif, manakala untuk tingkah laku negatif iaitu sikap negatif dan tahap personaliti beragama.

Jadual 4.6 Faktor peramal tingkah laku positif

Pemboleh ubah	<i>B</i>	β	<i>t</i>
Pemalar (α)	-1.025		
Tahap personaliti beragama	0.43	0.33	6.44**
Umur	0.18	0.22	3.42**
Kefahaman negatif	0.13	0.20	3.51**
Extraversion (mesra)	0.35	0.17	3.51**
Kefahaman positif	0.26	0.16	2.95**

** $K < 0.01$ $F = 11.435^{**}$ $R^2 = 0.36$

Jadual 4.6 di atas menunjukkan bahawa faktor peramal bagi tingkah laku positif adalah tahap personaliti beragama, umur, kefahaman negatif, keperibadian mesra dan kefahaman positif. Analisis ini telah dilakukan dengan menggunakan kaedah regrasi hairaki berganda dengan memasukkan kesemua pemboleh ubah tidak bersandar untuk model lengkap.

Jadual 4.7 Faktor peramal tingkah laku negatif

Pemboleh ubah	<i>B</i>	β	<i>t</i>
Pemalar (α)	-1.025		
Sikap negatif	0.29	0.26	4.04**
Tahap personaliti beragama	-0.27	-0.16	-2.68*

** $K < 0.01$ $F = 3.09^{**}$ $R^2 = 0.13$

Manakala jadual 4.7, kaedah yang sama telah digunakan bagi mendapatkan faktor peramal bagi pemboleh ubah bersandar iaitu tingkah laku negatif. Pemboleh ubah yang wujud daripada analisis tersebut adalah sikap negatif dan tahap personaliti beragama yang tidak mantap menjadi punca terhadap tingkah laku negatif.

Jadual 4.8 di bawah menunjukkan bahawa dapatan item-item berikut adakah berupaya memberi pengaruh kepada pengguna tandas masjid bagi konstruk kefahaman, sikap dan tingkah laku. Analisis mendapati ceramah atau kuliah yang menunjukkan nilai tertinggi iaitu 299 responden daripada 353 dan juga untuk kesemua konstruk. Manakala nilai terendah adalah majalah hiburan iaitu 139 responden memilih sebagai penting dan sangat penting.

Jadual 4.8 Pengaruh kepada pengguna kebersihan tandas masjid

Bil.	Item/Jumlah/Peratusan	Tidak penting (1) dan kurang penting (2)	Cukup penting (3)
Sejauhmana perkara berikut mempengaruhi kefahaman responden			
1.	Ceramah atau Kuliah	8 (2.2%)	46 (13%)
2.	Buku-buku ilmiah	19 (5.3%)	76 (21.5%)
3.	Majalah hiburan	154 (43.6%)	60 (16.9%)
4.	Papan tanda	23 (6.5%)	72 (20.3%)
5.	Pengaruh kawan	36 (10.1%)	66 (18.6%)
6.	Pengaruh keluarga	17 (4.8%)	60

(16.9%)

7.	Khutbah	19 (5.3%)	43 (12.1%)
8.	Media masa	26 (7.3%)	63 (17.8%)

Sejauhmana perkara berikut mempengaruhi sikap responden

1.	Ceramah atau Kuliah	10 (2.8%)	55 (15.5%)
2.	Buku-buku ilmiah	17 (4.8%)	69 (19.5%)
3.	Majalah hiburan	118 (33.4%)	98 (27.7%)
4.	Papan tanda	28 (7.9%)	87 (24.6%)
5.	Pengaruh kawan	25 (7%)	88 (24.9%)
6.	Pengaruh keluarga	20 (5.6%)	67 (19.8%)
7.	Khutbah	18 (5%)	65 (18.4%)
8.	Media masa	27 (7.6%)	66 (18.6%)

Sejauhmana perkara berikut mempengaruhi tingkah laku responden

1.	Ceramah atau Kuliah	7 (1.9%)	26 (7.3%)
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2.	Buku-buku ilmiah	23 (6.5%)	53 (15%)
3.	Majalah hiburan	114 (32.2%)	74 (20.9%)
4.	Papan tanda	22 (6.2%)	74 (20.9%)
5.	Pengaruh kawan	12 (3.3%)	66 (18.6%)
6.	Pengaruh keluarga	31 (8.7%)	79 (22.3%)
7.	Khutbah	12 (3.3%)	59 (16.7%)
8.	Media masa	25	(7%) 58 (16.4%)

5. Perbincangan, Kesimpulan dan Cadangan

Secara keseluruhannya, tahap kefahaman responden terhadap penggunaan tandas masjid di tahap tidak boleh dibanggakan. Nilai min sederhana tersebut telah mempengaruhi dan menjadi virus kepada merebaknya sikap negatif dan tingkah laku negatif pengguna tandas masjid. Simptom ini telah dibincangkan oleh Kollmuss dan Agyeman (2002) dalam model awal tingkah laku pro-alam sekitar. Beliau menjelaskan bahawa pengetahuan tentang alam sekitar dan pemuliharaannya memainkan peranan penting dalam menentukan pola tingkah laku sikap terhadap alam sekitar.

Manusia akan lebih berdisiplin dengan tertegaknya undang-undang. Mensyaratkan di setiap masjid untuk melaksanakan dua standard iaitu Garis Panduan Kebersihan Tandas Masjid dan Surau dan Garis Panduan Penarafan Kebersihan Tandas Masjid dan Surau yang telah diperkenalkan oleh SIRIM. Selain itu program pendidikan kreatif dan inovatif memainkan peranan secara besar-besaran yang agresif dilakukan sejak kanak-kanak lagi seperti Jerman, Jepun dan Australia. Majlis Agama Islam Dan Adat Istiadat Melayu Kelantan (MAIK) perlu menyediakan modul bagi memberi pendedahan dan penerangan kepada pengguna masjid khususnya bertajuk kebersihan tandas masjid dalam ceramah atau kuliah dan khutbah di setiap masjid, premis perniagaan, sekolah dan sebagainya. Di samping juga melantik individu berkeelayakkan atau bekerjasama dengan agensi luar dalam berkongsi isu-isu kebersihan kepada masyarakat.

Prinsip kesembilan pendekatan Islam Hadhari iaitu (Pemeliharaan dan pemuliharaan alam semula jadi) menumpukan kepada kesedaran dan tanggungjawab manusia untuk membangunkan dan memulihara sumber alam secara efisien dan berterusan (Mohd. Yusof 2006). Media massa juga sangat berperanan dalam memberi pendedahan kepada pengguna tandas masjid kerana ianya tergolong dalam memelihara alam sekitar. Hal ini kerana, manusia kini secara majoriti telah mempunyai televisyen atau telefon pintar (*handphone/smartphone*) atau kedua-duanya dan ianya menjadi keperluan masa kini. Hasil kajian ini selari dengan Walker dan Loughland (2003) yang mendapati televisyen menjadi media utama kepada para pelajar berbanding laman web, akhbar, majalah dan radio untuk mendapatkan maklumat berkaitan alam sekitar. Pihak media seharusnya bijak dengan menyelitkan pelbagai slot untuk mengisi setiap rancangan di televisyen seperti memelihara kebersihan tandas masjid, impak mengabaikan kebersihan tandas masjid, cara mengimarahkan kawasan masjid termasuklah tandas dan sebagainya. Turut disokong oleh Bonnett dan Williams (1998) tentang jenis program televisyen yang penting untuk mendapatkan maklumat alam sekitar.

Disamping itu, rancangan televisyen dan radio boleh dijalankan dengan kerjasama Majlis Agama Islam Dan Adat Istiadat Melayu Kelantan (MAIK) serta kerjasama Perbadanan Menteri Besar Kelantan (PMBK), Jabatan Kemajuan Islam Malaysia (JAKIM), Scientific and Industrial Research Institute of Malaysia (SIRIM) dan Jabatan Alam Sekitar. Sumber utama hari ini dalam mendapat informasi adalah Selamat Pagi Malaysia, Malaysia Hari ini, Assalamualaikum, iklan video pendek, dokumentari isu semasa, aktiviti komuniti bersama pelajar IPT dan sebagainya. Menurut Jamaluddin (2002), penggunaan media dalam mengatasi isu-isu alam sekitar melalui kempen oleh media dan juga seminar dalam mengetengahkan isu alam sekitar ke seluruh negara. Ia juga disokong dengan kajian Mohamad Zain et al., (2003) yang menyatakan peranan media dalam literasi alam sekitar menerusi kempen-kempen di televisyen dan dokumentari adalah penting. Tanggungjawab sosial media massa mengetengahkan isu alam sekitar mampu menarik minat masyarakat untuk mengikutinya.

Rumusannya, dapatan kajian ini menunjukkan bahawa responden kehausan pendedahan pengetahuan dalam meningkatkan kesedaran dan sikap prihatin. Semaian tersebut berpotensi melahirkan individu yang mempunyai tingkah laku yang lebih positif terhadap kebersihan tandas masjid. Sehubungan itu, turut memacu sikap dan tingkah laku positif mereka kepada kebersihan alam sekitar. Penghayatan hidup beragama (*religiositi*) perlu diutamakan dan dipertingkatkan demi menjamin kualiti dan implementasi tahap personaliti beragama pengguna untuk keberkesanan kesinambungan dalam membentuk ciri-ciri personaliti keperibadian muslim yang komprehensif di dunia dan di akhirat.

6. Penghargaan

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Microcredit on sustainable entrepreneurship development: A Review

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Abstract - *The proponents convinced that, in order to lowering the poverty in Malaysia, the microfinance institutions participate a big role by present the large amount of microcredit loan toward the non-poor and near-poor entrepreneurs. They believe that by providing the financial incentive toward the existing customer or new customer is one of the response of microfinance institutions in lowering the poverty in Malaysia. In order to help the entrepreneurs in lowering poverty there a lot of initiatives development that giving by microfinance institutions such as providing the microcredits loans. Consequently, this paper attempt to review the previous studies about the effectiveness of such microcredit loans on increasing entrepreneur's income. The previous study support that proponents of giving loans to the entrepreneur's and the loans can help to enlarge the income but if the entrepreneur's misappropriation the loans it might intimidate the income.*

Keywords: developments initiatives; development organization; microfinance loans, microcredits

1. Introduction

The microfinance programme in Malaysia already execute since 1987 as one of the poverty eradication strategies in the country. The microfinance has obtained the identification as an effectual tool in enhance the quality of life and standard of living the poor people. The microfinance is the extension of very small loans to impoverished borrowers who typically lack of funding. Mention by Mahmud (2008) it is designed to enable them to start a small business and this concept was founded in Bangladesh in 1983 the Grameen Bank. The introduction of microfinance, the microcredit loans are more accessible to the poor due to waived requirements for any guarantee. In the some cases, the microfinance not requiring any proof of income when providing the loans to borrowers and according to Mokhtar & Ashhari (2015) there are three large microfinance institution's in Malaysia that providing the microcredit loans toward the entrepreneurs' namely Amanah Ikhtiar Malaysia (AIM), Yayasan Usaha Maju (YUM) and The Economic Fun for National Entrepreneurs Group (TEKUN). The AIM and YUM providing the microfinance loans toward the poor people and the people that life below the poverty line income meanwhile TEKUN providing the microcredit loans toward the both poor and non-poor people in Malaysia. Among these three microfinance institution's, AIM and TEKUN providing the microcredit loans in Peninsular Malaysia and YUM providing the microcredit loans to the poor people of Sabah.

The microcredit programme has been awarded as a Nobel Peace (2006) for its economic contribution in poverty reduction and many people has been surprised about this award but recently the poverty has been identified as a root cause behind the various violence. However the critics microfinance have questioned about how actually the microfinance programme work this is because the richest corporate world-leading can get a loan at low interest rate compare to rural entrepreneurs who are poor that can only access the finance from 18 to 24 percent. At the same time, the loan provider always forcing the borrower to pay back the instalments without consider any emergency. Thus the

purpose of the paper Thus, the purpose of this paper is to review recent research into the impacts and the effectiveness of loans on sustainable entrepreneurship developments among the low-income household in Malaysia. Another significance feature has been focus on poor people although this focus very much remains in order to achieve the greater sustainability the microfinance also offer services to non-poor.

The microfinance term comprise many of financial product for poor and non-poor people but in this paper only focus more on term of financial inclusion and the effectiveness itself. The issues of what is microcredit and what is not is controversial since the name could be used for many types of credit and there are not clearly defines characteristics to qualify loan as microcredit. This problem is also mentioned by Yunus (2007) stating that it is not clear what are people thinking and talking about microcredit. However, recently the impact of microfinance have been questioned and many studies argue that the impact of microfinance is different between positive, no impact and even negative impacts thus, in this paper to review the impact of microfinance to eradicating the global poverty that by previous studied mention by Al-Mamun & Mazumder, (2015) and Samer, *et al.*, (2015). However the theory on the consequences of this funding form is controversial. Futhermore the academic circle deficiency proof about the impact of microcredit programme. So this paper review about the impacts of microcredit programme in Malaysia based on previous studied that have been conducted.

1.1 Study context: Development of microcredit

The term micro-loans and micro-credit did not exist until the 70s of the last century when Muhammad Yunus and his Grameen bank begin with his activities in the village Jobra in Bangladesh. He was giving the loans toward the poor women that living in the rural area to starting the small business aimed to improve of their living condition in their households. The amount of provided is quite minimal but the poor women can manage the loans to purchase of small livestock and tools. Women-loan beneficiaries, would form solidarity group for the purpose if guaranteeing for each other. None of the known guarantee forms were used other than their oral promises (Mahmud, 2008).

The major donors of microfinance is a Small and Medium Enterprise (SME), the operative term was business and enterprise and the thrust was to serving the poor people and minimize the poverty. The SME was important because it can supply a jobs and contributed to economic growth (Ditcher 1999). Later when micro-credit involved into microfinance and when group based credit distribution system involved into individual lending, new service and product were developed and loans amount increase rapidly. Then the Microcredit become a product with a large amount of people willing to pay it and the microcredit also become a single support instrument to the survival economy (Ferdousi, 2015).

1.2 Microcredit in Malaysia

The access of financing is the most important factor for economic growth. Malaysia government continue to provide financing for microenterprise. The SME is very important in Malaysia and become a backbones because SME make a major contribution to regional income. For the economic growth and development the microenterprise need financing assistance and funding to continue their business operation and many microenterprise face problem while deficiency of funding (Muridan & Ibrahim, 2016).

The micro financing is the one of financial assistance for microenterprises to obtain the financing and funds to maintaining the business activities. The micro financing has been growth rapidly and being used as a tool to overcome the poverty (Hassan *et al*, 2013). The microfinancing for loan (microcredit) providing the small amount of loan for self-employment and the this financial services provided to the people who controvert by banking instuition (Karlán & Goldberg, 2011). Micro financing will known as a small business loan for business financing such as for working capital. Luyirika (2010), mention that the microfinance has been used to provide low-income people with several financing and funding support such as a small grants, micro-credit and other micro financing services to improve their business activities and in order to improving their quality of life. With the support of micro financing people can earn more money and can protect themselves in order to overcome the poverty and against more barriers. In short they can break the cycle of poverty and improvet the standard of living. The micro financing programme that offered to poor people is the one or poverty eradication strategy.

The history of microfinancing began when the Muhammad Yunus, an economic professor from Bangladesh decide to apply the altered economic theories to lending the some amount of loan to the women poor people and the theories is succesful when the women using the loans to improve their life (Muridan & Ibrahim, 2016). The aim of microfinancing is to ensure the microenterprise have access to financing from the formal financial system. Financing the microenterprise help them from start and expand of busniess activities including the operation, production, facilities inventory and staff. Futhermore since the introducing of the microfinance framework in 2006, there are three strategies have been highlighted as a government initiatives involving define of appropriate micro financing parameter, to increase the awereness on micro finance and to attract financial instuition by providing solution for micro financing solution. With this framework, the micro entrepreneurs will be able to access the financing with the minimal documentation and a quick loan approval and disbursement. The loan application become more easy with the short duration of median approval time. The participation of financial instuition also a part of the strategies in microfinance farmework to assist the funding.

1.3 Microfinancing institution in Malaysia

Micro financing institutions (MFIs) played an important role to provide the financial funding to microenterprise. Nawai & Mohd (2013) agreed that the MFI provide the small amount of loans by receiving funds in the form of grants from the governments. MFI were introduced since 1980s that consist of AIM, YUM and TEKUN that help poor people by providing the loans to overcome the poverty and increase the standard of living. According to Mokhtar *et al* (2012), AIM is the dominant microfinance institution in Malaysia.

Amanah Ikhtiar Malaysia (AIM): Amanah Ikhtiar Malaysia was established on 17 September 1987 as a non-government organization. AIM is the establishment of a string of success initiatives project is a research project that have carried out by the policy Research Center, University Sains Malaysia from 1986 to 1987 in Northwest Selangor. This action research lead by Professor David s. Gibbon and Professor Sukor Kasim si to test this approach offer micro-credit financing scheme for the poor people to undertake any economic activity based on the skills that acquired in an effort to supplemnet the family income and to overome the poverty.

The main objective of AIM is to reducing the poverty among the low-income households by giving the micro-credit financing to funding the activities that can improve the household income. The second objectiove of AIM is provide the funding, mentorship and training to the enterpreneurs from poor people and low-income household. To achieve this objective, AIM provide these product namely Capital financing, saving and Welfare fund. Apart from that the AIM was targeting to providing the loans and fund to those who are unable to obtain the financing from financial institution without guaanee. AIM was the largest microfiannce institution in Malaysia that rapidly developed. The participant of AIM were known as sahabat was starting with 20 participant and now AIM has managed to reach a total of 42,861 participant and the number of participant keep increasing by years (Muridan & Ibrahim, 2016).

Yayasan Usahawan Maju (YUM): Yayasan Usahawan Maju (YUM) one of microcredit institution in Malaysia. Yum established on 30 june 1995 and it is registered trust under the name of —Registered Trstuee of the foundation of Business Developedl under the Trust Ordinance (Incorporation) Act 1951 cap. 148 (Sabah). Yum is providing the loans based on the BRameen Bank Model adapted to the situation in Malaysia, especially in Sabah. The target of YUM are women who are housewives, single mothers, small-scale traders, farmers, ranchers, fisherman and small enterpreneurs in need of capital to undetake the economic activities that will generate income to overcome the low-income households.

The concept target of micro-credit program that operating by YUM is focused on the target group of poor without guarantee and emphasized the responsibility of a group. Since it inception the YUM have been succesful in helping the poor people to generate income and currently YUM operates through 24 branches involving six regions across the state. YUM has offered two schemes namely Pinjaman Perniagaan (Business loans) and Pinjaman Peningkatan Kualiti Hidup (Improvement of Life Loans). Each loan schemes have different eligible loans amount and duration of laon instalments. YUM also assist many microenterprise in Sabah by providing loans without guarantee and guarantor to enhance the economic activities in rural areas.

Tabung Ekonomi Kumpulan Usaha Niaga (TEKUN): TEKUN Nasional was introduced since 1994 and was the project outcome of Penang Bumiputera Economic Convention. The project was proposes a system with additional channel for access capital more quickly, easily to overcome the problem in business financing that always been face by Bumiputera entrepreneurs. TEKUN was known as Tabung Ekonomi Kumpulan Usaha Niaga started as a pilot project of Universiti Sains Malaysia (USM) since 1995 and later the pilot project extended to Jeli, Kelantan in 1996 and to Besut, Terengganu in 1997. The objective of TEKUN Nasional is to provide simple and quick fianncing facilities to bumiputera in order to kick-start and further expand their business. The fuction of TEKUN are to provide the business financing, to provide the

support services and guidance to entrepreneurs who participate in TEKUN's programme, to provide business opportunities and entrepreneurial information, to develop a progressive and dynamic TEKUN Entrepreneurs community and business network and to instill entrepreneurship culture among Malaysians. TEKUN has expanded its services providing business opportunities and training to its borrower and to improve the networking among entrepreneurs from all over Malaysia (Mokhtar, 2011).

Although many organization offer the financing services that easier to be obtained by microenterprise, there are also several issues arising related to the facilities packaged offered by the organization. Most of these institution are providing the limited financial assistance to microenterprise where the amount is relatively small and some of the facilities are not suit the micro-sized business needed (Hassan *et al*, 2013). Microfinancing are small business loan ranging from RM1,000 to RM50,000 for microenterprise. The National SME Development council {NSDC}(2015) defines the microenterprise as a business with less than RM300,000 annual sales turnover and less than 5 full-time employees. The table below the financing loan schemes that offered from three largest microfinance institution in Malaysia.

Table 1: Microcredit Schemes of AIM, YUM and TEKUN
 Sources: National SME Development council {NSDC}(2015)

	<i>AIM</i>	<i>YUM</i>	<i>TEKUN</i>
<i>Objectives</i>	To reduce poverty in Malaysia through the provision of interest free microcredit facilities to the poor and low-income household to finance income-generating activities and thus improve their standard of living.	To encourage the participation of the poor in the economic enhancement programme.	Using the concept of group to provide the financing more easily, quickly and efficiently to address the needs of business.
<i>Eligibility</i>	<ol style="list-style-type: none"> 1. Malaysian above 18years old 2. Low-income household (below RM3850 per month) 	<ol style="list-style-type: none"> 1. Financing from RM21,000 up to RM100,000 (income more than RM3000) 	<ol style="list-style-type: none"> 1. Malaysian SME 2. Age 18-60 years old 3. Financing from RM1,000 up to RM100,000 4. Full-time or Part-time business 5.

<i>Tenure</i>	Minimum 25 weeks Maximum 250 weeks	Minimum 50 weeks Maximum 250 weeks	Up to 10 years
<i>Interest rate</i>	10% of annual competitive administration charge	7% per year for management charges	4% of the funding each year during the period of financing

2. Literature Review

Microfinance had gain name in financial services such as credit, saving, deposit, insurance and repayment services to those who are needed fund because they are poor. Microfinance become an effective tools for poverty reduction and socioeconomics developments (Samer, et al., 2015). Most studied have been conducted to measure the productiveness of microcredit programmes on low-income household in Malaysia and their housheold have give the positive feedback of microcredit on poverty eradicating. A few studies have admit the productiveness of microcredit in helping poor people well being by enlarging income, consumption, savings and production which in order ro help in minimize the level of poverty.

Microcredit is the financial services that provided under the name of microfinance as offering loan to poor people to overcome the poverty (Yayla, 2012). The poor people need financial support from the development institution to manage their business and to start new business. The earlier study study by Al-Mamun & Mazumder (2015) mentione that the micro-credit programme are considered as a outstanding development initiatives to exterminate global poverty. The appraisal of microcredit programmed showed that the poor borrower always preserve repayment rates. Meanwhile in other studies mentioned by Samer, *et al* (2015) microfinance has a significant impact on poverty preduction as well as household wellbeing at different level sych as assets acquisition, household nutrition, children education, women empowerment and social cohession.

Microfinace had been widely known as a critical tool for poverty alleviation and socioeconomic wellbeing. It can help them to diversify the household income, smothern the household ependiture and enable them to dealing with fluctuations (Samer, *et al.*,2015). Microfinance is shown to have the positive feedback on decreasing of poverty at macro level (Imai, *et al.*, 2012). The microfinance play an essential tool on decreasing the poverty and development (Rooyen, Stewart, & Wet, 2012). The malaysian microfiannce have the positive impact on economic vulnerability among the poor people (Al-Mamun, Mazunder, & Malarvizhi, 2014). Correspond to the discovery of panel data, the Bnagladesh microfinance was found to have a positive effect on decreasing the poverty (Khander, 2005). Imai & Azam, (2012) deduce that the impacts of microfinance loans on the development of income were found to be positive.

There is much studied that has argued for the productiveness of the microfinance model as a appliance for reducing the poverty. The study that discover that some promotion of microcredit might be the good decision to decreasing the poverty as some form of microcredit in generate the income. Besides, the microcredit is also reflect as a variable tool that help to reduce the level of vulnerability. As a conclusion mention by Imai & Azam, (2012) poor households and vulnerable non-poor mortal the most likely to benefit from a combination of prevention, protection, and promotion.

Others studied mention by Chliova, Brinckmann, & Rosenbusch (2014), the finding disclose a positive impacts of microcredit on key growth consequences at the level of customer entrepreneurs. Additionally they inspect how the growth context control the productiveness of microcredit and discover that microcredit normally has a greater effect in more demanding context.

3. Review of methodology

The presumption beyond the microcredit programme is that poor and hard-core people will provide the loans the presented in income-generating activities which include the small-scale production and these investment are anticipated to improve the socio-economic well-being and life them out from the poverty problem. Monthomery & Weiss, (2011) mention that the impact of assessment methodology superscribe how participation of microcredit programme will affects the microcredit programme. The fitting method to superscribe the question is by employing an experimental design mention by Al-Mamun & Mazumder,(2015). That studied mention that in a full experimental approach, the researcher construct an experiment in which all other variable are controlled so that the effect can be attributed to the causes. However it not possible to control all the factor while measuring the impact of microcredit (Hulme, 2000).

Previous studies mention by Al-Mamun & Mazumder (2015), they using a quasi-experimental approach to measure the impact of microcredit. In this approach, it is a vital to select a control group that resembles the treatment group as much as possible. If the participant (treatment group) already share certain types of characteristics that are not necessary share by non-experimenta (control group), this might cause selection bias, mostly in the quasi-experimental approach with cross-sectional data. When the household decide to engage in microcredit programme they are incidentally practising self-selection and as a group they hold some unobserved characteristics such as entrepreneurial abilities, skills or risk preferences. This self selection approach may impact the outcome of participation.

In other studied, they using the scientific approach of impact assessment methodologies such as randomized control trial and quasi-experimental are important to assess of microfinance intervention. Yet, it is very strenuous to recruit these type of methods and also costly (Karlan, 2001). To discover mid methods between rigor, expensive method and reliable method, the AIMs project propose the mid methods when the clients can be used as a control group. The use of new clients as a control group is more competent for saving the time stated by Karlan (2001). The new clients were used as a control group in many microfinance studied namely (Branner, 2010; Hiatt, 2006; Karlan & Tedeschi, 2010 and Swain & Varghese, 2009).

Others studied using meta-analyze that they depends on three dissimilar approaches mention by Chliova, Brinckmann, & Rosenbusch (2014). They conducted a systematic finding in their study and they using meta-analysis that they empirically synthesis a total of 545 quantitative empirical finding from 90 studies conducted to date. Hence their finding level showing a positive impacts of microcredit on increasing the income at the same time reducing the poverty. Both earlier studied from Al-Mamun & Mazumder, (2015) and Chliova, Brinckmann, & Rosenbusch (2014) focus on the impact of microcredit programme but using a different approach, hence the result is still same that the microcredit have a positive impact to increase the income of low-income household in Malaysia and both of this study support that proponents of giving loans to the entrepreneur's and the loans can help to increase the income but if the entrepreneur's misappropriation the loans it might threaten the income.

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A Conceptual Framework for Financing Small and Medium-Sized Enterprises (SMEs) Growth in Ghana

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Abstract - *Despite all factual and empirical evidence attesting that SMEs are the engine of growth of every economy around the world, Ghana is yet to experience the heaviest wave of growth propelled by these SMEs. The aim of this paper is to propose a conceptual framework for identifying the financial determinants of growth of small and medium-sized enterprises (SMEs). The formulation of the framework is based on a review of literature on financial determinants of growth of SMEs. The design of this study is centered on the problem of inadequate finance faced by SMEs, which ultimately affects their promising growth opportunities. Financial resources and Resource-Based View theory is employed to demonstrate that SMEs are militated against raising finance for their growth prospects. The major constraints associated with financing of SMEs to pursue their growth agenda include firm size, information asymmetry problem, management and ownership structure, collateral and limited access to finance among others. This study contributes to the literature by addressing the existent financing gap for SMEs in embarking on growth target and makes an effort to diagnose the problem of access to finance in the light of both internal and external sources of finance. The proposed framework will assist not only the entrepreneurs in finding the reliable sources of finance to embark on growth objective but also policy-makers and other stakeholders in improving lending infrastructure and related technologies on SMEs financing.*

Keywords: conceptual framework; financing; Ghana; growth; SMEs

1. Introduction

The study on small business growth is still on heading several directions because there exist many determinants, constraints and explication models. However, researchers are obliged to develop explanations on the manner owner-mangers decide to embark on further growth initiative or not (Wright & Stigliani, 2012). Again many SMEs are established with inadequate financial assets. To multiple this problem, SMEs, unlike larger, publicly-held firms, are incapable to raise capital in the public debt and equity markets to facilitate growth (Abe, M., Troilo, M., & Batsaikhan, O. 2015). Notably, they are highly constrained to external sources of finance that include bank loans business angels, crowd funding among others (Berger, A. N., Goulding, W., & Rice, T. 2014). Consequently, the inability to obtain adequate financial resources exacerbates the threat of SME failure to grow.

Undeniably, almost 95 per cent of the world firms are in the category of small and medium-sized enterprises (SMEs) with less than 250 employees and with less than €50 million annual turnover which also include around 60 per cent of all private employment worldwide (Ayyagari, Demircuc-Kunt and Maksimovic, 2011a). Thus SMEs are often a driving force behind every resilient national economy in terms of growth and development (Ayyagari et al., 2011; Beck et al., 2005). Similarly, in Ghana, the mainstay of the economy is the informal sector. Available data from the Ghana Registrar General Department published in Ghana Statistical Service report (GSS, 2016), indicates that 92 per cent of all registered companies are in the SME category. Generally, these SMEs are the catalyst for economic growth in terms of innovation, employment, income sources, resource leveraging, dynamism and flexibility (Harash, et al., 2014). However, despite their significant roles play in the economic development of countries, particularly developing countries like Ghana, SMEs growth are vehemently militated against financial resources (AGI, 2013). However, whereas the collapse of SMEs have been

attributed to their inability to raise sufficient finance (Bieke, 2004), little attention has focussed on access to finance for SMEs growth. Further, in Ghana, recent studies have extensively reviewed literatures on finance and development and the linkages between them (Abor et al., 2010 & Osei-Assibey, 2013). However, it is important to note that limited studies have been covered to ascertain the significant contribution of finance to SMEs growth. Nonetheless, these SMEs over the years have exhibited a great deal of commitment to pursue expansion and creation of new enterprises to help meaningfully towards the country's industrialised agenda (GSS, 2016). But, interestingly there is lack of data on SME growth in Ghana. Data on SMEs growth in Ghana is woefully inadequate and highly independent (Abor et al., 2010 & Osei-Assibey et al., 2012). Furthermore, there is the need for Ghana government to take critical look at the SMEs growth particularly due to the abysmal performance of the state sponsored large-scale firms over the years. However, based on the consistent performance and contribution of SMEs to GDP and the overall economic growth (GSS, 2016). It is therefore detected that the appropriate alternative to the disappointing performance of the formal sector is to facilitate SME growth in the country.

In the light of these consequences, this paper takes as onus to address the financial issues of SMEs growth and propose a conceptual framework for future research. Again it will help in the understanding of current financing practices follow by SMEs to achieve their growth objective and by analysing emerging innovative technologies in finance as different sources of finance, other than the conventional ones, that can help in reducing the existing financing gap for SMEs. This paper is based on a methodological review of scholarly studies, exclusively on firm determinants of growth particularly focusing on financial resources. The next section provides the specific theory used to determine business growth.

2. Resource-Based View Theory

Resources are the inputs that help the daily operations of the organization (Amit & Schoemaker, 2012). However, firm growth can be explained using four different theoretical perspectives: the strategic adaptation perspective, the motivation perspective, the configuration perspective and the resource-based perspective (Gupta et al., 2013). Indicatively, theories developed to explain the growth of large companies are not adapted to explain the phenomenon in small businesses (Davidsson et al., 2010), but growth is important for the survival of small businesses (Coad et al., 2013).

The RBV concept was originated by Penrose (1959) who indicated that a firm gains competitive advantage over its competitors through the way firms organize its resources, and the competitors cannot duplicate the strategy (Barney & Hesterly, 2012). Likewise, the RBV provides a comprehensive framework to explain how small businesses achieve competitive advantage (Shafeey & Trout, 2014). Notably, Wernerfelt (1984), reports that the internal resources such as assets, finance and capabilities of the organization will determine the success of an organization. However, the theory of RBV reached its apex by Barney (1991) through the writing of Penrose (1959) —The theory of the growth of the firm. Here, Barney critically analysed the available potential resources which the firm owned is a prerequisite to obtain a sustainable competitive advantage. Interestingly, if competitors find it challenging to emulate or duplicate the resources, the small business generates competitive advantage (Barney & Hesterly, 2012). Nevertheless, the RBV theoretical framework has developed four conditions used to determine whether a resource can generate competitive advantage. However, these conditions are that, the resource must be valuable, rare, inimitable, and exploitable by the organization (Coleman, Cotei, & Farhat, 2013). According to Kozlenkova, et al., (2013), resources become valuable if they help the small businesses to minimise costs or maximise revenue. Arguably,

Barney and Hesterly (2012), claim that valuable resources are resources that support the small business to minimize the external threats and rather exploit external opportunities. Meanwhile, exploiting external opportunities are not significantly enough to accomplish competitive advantage because competitors may imitate or possess the resource (Barney & Hesterly, 2012). Resources that are valuable and rare can lead to attaining competitive advantage. This competitive advantage can be sustained and progressed over time through protection against resources transfer, imitation, and substitution. Moreover, RBV contends that valuable, rare, inimitable, and exploitable resources result in competitive advantage, but the firm must have a distinguished infrastructure in place to appreciate the full competitive potential of the resources (Barney & Hesterly, 2012). Hence organizations attempt to exploit and implement resources that produce competitive advantage. Interestingly, small business owner managers are seeking for other sources of competitive advantage that are difficult for competitors to achieve (Shammot, 2014) because they have recognised that most of the traditional ways small businesses compete are transferable and imitable. Nevertheless, Barney and Hesterly (2012), considered resources as the fundamental construct in RBV that denoted to things firms draw on to achieve objectives. However, resources could be tangible or intangible and consist of elements that include all assets, dynamic capabilities, organizational processes, financial, marketing, firm attributes, information, knowledge and others which are controlled by a firm that enables the firm to consider and implement strategies to improve their performance (Kozlenkova et al., 2013).

Although, RBV has been considered as one of the grounded theories of strategic management sciences. However, it has been criticised to over-look the critical role of entrepreneurial abilities as one of the crucial sources of the competitive advantage of a firm (Priem & Butler, 2001b). In addition, the competitive advantage of the resources a firm possesses is detected only when the firm takes into consideration the demand-side characteristics that influence price of its output. This indicates that the resource value is determined by the demand-side characteristics, and those are also exogenous to the RBV model (Priem & Butler, 2001a). More so, RBV puts a lot of emphasis on the sustainability of the firm valuable resources over the long term without sufficient appreciation of its economic value. Hence the theory is typically subjected to criticism that it contains a theory of sustainability but not competitive advantage (Priem & Butler, 2001b). However, regardless of the above criticisms levelled against RBV, the theory still remains one of the prominent, widely recognised, tested, applicable theory to determine the growth of business in relation to its resources. Hence the application of financial resource-based view logic to determine SME growth is significant in this study.

2.1 Financial Resources and the Resource-Based View

Financial resource is an organisational asset used to offset liabilities and at the same time acquire other assets that the firm must have in abundance to achieve target objectives (Stacey, 2011). Nonetheless, the resource-based theory considers finance as the oil for growth. It is indeed the life blood of the firm. The financial system is the vessel that carries this life blood through the economic system, therefore faulty vessels prevent the life blood from reaching important parts of the economic system (Sowah, N.K, 2003). Similarly, the financial resources RBV theory complements strategic management by concentrating firm efforts on assets accumulation (Degraevl, 2012). According to Gill & Biter (2012), sufficient finance has a significant positive effect on the survival and growth of small business and without which the small business would find it difficult to succeed. In line with this, Yallapragada and Buoyant (2011), study the major key elements in the success of SMEs and concluded that the elements that determined SMEs success include adequate financial resources. Again, using a survey questionnaire of SME owners, Chong (2012), examines the factors that impact the

success of small and medium-sized enterprises (SME) as perceived by the business owners and managers. Interestingly, it was found out by Chong that financial resources are imperative to the survival of the SMEs. Nonetheless, lack of financial resources is cited by SME owner managers as the most significant constraint to business expansion and growth (Byrd et al., 2013). Likewise, Brinckmann et al., (2011), approve that small businesses encountered difficulty in the acquisition of financial resources. However, the difficulty is between owners of businesses and the external stakeholders especially banks which originates from information asymmetry.

Notably, lack of financial resources is one of the biggest obstacles that could lead to the demise of a small business. Interestingly, it has been identified as the general obstacle within literature (Raeesi, Dastranj, Mohammadi, and Rasouli, 2013).

Referring to RBV investigating into the effects of business failure on business owners, it was strongly argued that business failure is good for the society and the economy as whole. The reason being that failure discharges knowledge and resources from non-operational businesses (Ucbasaran, Shepherd, Lockett, and Lyon 2013). Furthermore, Ucbasaran et al. (2013), suggest that business failure could diminish cost for surviving businesses via vicarious learning. However, it is important to note that there is the need to explore strategies by business owners to finance their businesses because lack of financial resources is key factor in the high failure rate of small business growth (Nofsinger and Weicheng, 2011). The subsequent section provides explanation to business growth.

3. Explaining SME Growth

According to Penrose (2006), firm growth is the product of an internal process in the development of an enterprise and an increase in quality and expansion. To Dobbs & Hamilton (2007), they argue from different dimension that growth is defined as a change in size during a determined time span. Similarly, Achtenhagen et al., (2010), conducted research into entrepreneur's ideas on small business growth and came out with the following findings: increase in profit, sales, assets, firm's value, number of employees and internal development. However, increase in the number of employees was not necessarily considered as a sign of growth. Contrastingly, Brush et al., (2009), define firm growth as —geographical expansion, increase in the number of branches, increase in the number of products and services, inclusion of new markets and clients, fusions and acquisitions. Notably, these authors considered business growth as social construct factor which largely depends on certain dynamics built by entrepreneurs based on the assessment made on their firms and on the market and other agents involved, such as clients, kin, and suppliers amongst others. Most often, firm growth is an improvement of some parts of the success of an enterprise not limited to but also firm growth is an essential indicator of flourishing economy. Generally, the term —business growth is used to refer to several things, such as increase in employment, increase in production volume, increase total sales volume, increase in production capacity, increase in power and the use of raw materials. These factors indicate dimensions of growth, but fail to provide an explicit meaning of growth. Business growth is classically defined and measured using complete or comparative changes in sales, assets, employment, productivity, profits and profit margins bemoaned (Yao Wang 2016).

Many scholars use growth indicators such as employment, market share, physical output and profits to define and measure small business performance (Delmar, Davidson and Gartner 2003). However, the difficulty in analysing the firm's growth at the precise moment should be underscored (Mckelvie & Wiklund, 2010). It is flexible to examine the antecedent factors that affect growth and the consequences of growth (Leitch et al.,

2010) and more cumbersome to investigate growth dynamics or the manner firms grow (Mckelvie & Wiklund, 2010). However, the importance of business growth cannot be over-looked in this study.

3.1 Importance of SMEs Growth

Entrepreneurship and contemporary studies on firms have placed growth at the centre of small business inquiry, whilst writers such as Sexton and Smilor (1997), have gone backwards to place growth at the heart of entrepreneurship theory (Steffens et al., 2009). Similarly, policy-makers and business media have also continued fixated by the issues of Small firm growth (Nicholls-Nixon, 2005). According to Amini (2004), growth is imperative for creating national wealth and generating jobs. The desire for business growth is the only medium through which SMEs can become a larger organisation, business growth is closely linked with employment. Nonetheless, policy makers around the world continue supporting and finding those innovative and productive small businesses that will promote economic growth and create employment (Amini, 2004; Audretsch, 2004; Biggeri et al., 1999; Hill and McGowan, 1999; Hill et al., 2002; Mulhern, 1995; Robson and Bennett, 2000). It is the constant growth of these small businesses that produce the new jobs and other looking for community's benefits while simultaneously holding out to their owners the possibility of wealth, independence and self-fulfilment. Moreover, small business growth is connected to radical innovation (Robbins et al., 2000). Most remarkably, these businesses growth have been significant to the achievement of the biotechnology, computer, and other high technology industries. Growth helps to institute legitimacy, attract investment capital, achieve economies of scale, and increase firm profitability (Nicholls-Nixon, 2005).

Employment has been cited as one of the most public benefits of small business growth to both developed and developing countries in the world. Many studies conducted in various countries have resolved that small business plays important role in job creation and leave an indelible mark in the employment sector (Smallbone & Wyer, 2000). Furthermore, the obvious benefit of growth for business owners is that of an increased return on their investment. Growth is normally equated with tall performance and therefore owners stand to increase a monetary return from such developments. Interestingly, while growth offers the opportunity for financial gain, it also increases a firm's chance of survival (Davidsson and Delmar, 2003). A study suggested that comparatively, young growing firms are most likely to survive than those who are not growing (Presswire, 2008). Hence growth is seen as a way to develop and guard the income of firm owners. After discussion of the importance of firm growth the next section highlights a glimpse of determinant factors of growth.

3.2 Determinants of SME Growth

Recently there continuous to be substantial empirical research on the determinants of small business growth. Growth is seen as the resultant effect of good leveraging of resources and capacities which the SMEs use to promote growth. Notably, they include business capacities, acquired information, financial counselling and resources (Coad et al., 2013). Nonetheless, there are many determinants like entrepreneur characteristic, access to financial resources and manpower which affect SME growth and dichotomised it from non-growing SMEs. However, it is discovered that growth is one of the major decisions taken by the entrepreneur, like where to grow domestic market or international market, how to grow internally or externally and when to grow the timing present or future. Hence the entrepreneur's competence to get involved in network is highly significant (Davidsson et al., 2010). Interestingly, there are several theories that addressed many variables underlying growth of SMEs. One set of theories identified the SME age and size as an influential variables to growth (Evans 1987, Heshmati 2001,

Moore and Testa, 2008). The other set deals with the influence of variables such as organisation, strategy and the characteristics of SME owners on growth of the business (Fazzari et al 1988, Lumpkin and Dess 1996, Freel and Robson 2004). However, to Mateev and Anastatov (2010), they indicate that SMEs growth is associated to size as well as other specific features like productivity and financial structure. Similarly, a comprehensive study conducted by Lorunka et al., (2011), found that the gender of the founder, the amount of capital needed at the time of beginning the business and growth strategy employed are vital determinants of the SME growth.

Ordinarily growth is affected at several levels of the firm and therefore various classifications of determinants of growth have surfaced. Storey (1994), in his detailed reviewed of twenty-six studies on small firm growth recognized and determined thirty-four variables that have influenced on growth. To Buem et al., (2001), they classify the determinant of SME growth into three dimensions: individual; organizational; and environmental dimensions. Contrastingly, Smallbone and Wyr (2000), also categorised growth determinants into four namely, management strategies, characteristics of the entrepreneur, environmental and industry specific factors; and characteristics of the firm. Whilst Wiklund et al., (2009), employed an integrated model and explained SME growth by associating the variables into three classifications the agent (entrepreneur); firm (organisation); and setting (environment). However, this study uses the organisational characteristics that determine growth of small business focusing particularly on financial resources.

4. Access to Finance by SMEs

Access to financing is the most described challenge experienced by SMEs across nations (Evans & Sawyers, 2009; Gruzina & Zvirbule Berzina, 2012; Lahiri, 2012). SMEs problem of access to finance has long been the centre of academic research. This condition can best be explained from both demand and supply side. While the demand side looks particular on issues affecting the SMEs seeking capital, the supply side also focuses on the issues affecting the institutions involved in providing finance. There is a consensus among most of these researchers that it is not easy to come out with precise definition of the access problem. Some analysts (Claessens, 2006; & Murdugh, 1999), have provided specific definitions to access to financial services by classifying them into different dimensions of measurement which include:

- i- Availability: are the financial services available, and if so what quantity.
- ii- Reliability: whether finance is available when needed.
- iii- Continuity: can finance be accessed repeatedly.

In a sharp contrast, (Demirguc-Kunt, Klapper, & Singer, 2013) consider access to financial services, as an absence of price and non-price barriers in the use of financial services. Access to finance is at the core of the growth process of SMEs. Backed by several evidence from the literature suggest that access to finance is one of the most influential factors that determine the growth and development of SMEs. (Beck, 2007; Beck & Demirguc-Kunt, 2006). Nonetheless, access to financial resources is considered as vital, lifeblood and the heartbeat of SME survival and subsequent growth. Lack of access to finance creates an obstacle to growth (Byrd, Ross, & Glackin, 2013). Improving access to finance has a significant effect on the survival, and promising growth opportunities of small businesses (Gill & Biger, 2012). Indicatively, Atherton (2012), argues that lack of access to financial resources is a developmental constraint for SME growth. SMEs need access to financial resources to support their working capital. To Akas, et al. (2015), they suggest that access to financial capital allow

companies to grow in the sense that the organisation has enough financial resources to meet its fiscal responsibilities like payroll expenses and rent. Referring to RBV available, reliable, and continuous access to financial resources support organizations to acquire the needed resources to offer quality job than their competitors. To this end, Fonseka et al. (2014), reveal that access to finance has a positive relationship on a firm growth. However, this access dimensions of financial resource have often been overlooked, mostly because of serious gaps in the data about who has access to which financial services and about the barriers to broader access.

4.1 Internal Sources of Financing SMEs

Internal finance is sometimes interchangeably called informal finance, is made up of all funds raised internally including retained profit and household savings Ayyagari et al. (2010). According to Straub (2005), internal financing consists of loans supported from family members, moneylenders, rotating savings, and credit associations and fund from non-profit organizations. However, these financiers use self-enforcing contracts without considering any stipulated formal legal procedures and use coercion to ensure that the borrower meets the loan repayment obligation. Additionally, Reynolds, (2011), added other sources of internal financing, which made up of personal savings, personal and family loans from friends, employers, colleagues, credit card loans, among others. Previous literatures show a convincing evidence that access to internal finance could promise a better business performance. Typical among those studies is the one by Ayyagari et al. (2010), which concluded that internal sources of finance has the potential to facilitate the growth of SMEs better than the external sources and may play the identical role as angel investors in the financing and creation of fast-growing start-ups in less developing countries. Prior to that, there was a consensus in the literature that finance gap confronting SMEs could be overcome by accessing internal finance and may have substantial influence on their performance (Mason and Harrison, 2004). As Reynolds (2011) buttressed, the data from the Panel Study of Entrepreneurial Dynamic (PSED) indicates that new entrepreneurs prefer to use internal sources of financing to external sources. In financing of small and medium enterprises (SMEs) at their inception developmental stages are very critical, owner managers rely on their own personal savings as self-financing and other individuals closer to them for financial support be it family members or friends. Compared to large enterprises, start-up SMEs experience considerable difficulties in obtaining external finance from banks and other financial institutions (OECD, 2006). However, the reliance on internal sources of financing SMEs is of considerable importance to UK entrepreneurs Chami (2001). Ordinarily, the use of external sources of finance are deferred until internal sources of finance are exhausted (Daskalakis, Jarvis & Schizas, 2013). Typically, this results to a large extent holds the pecking order theory as they prefer to seek financing from the internal sources first, before moving to debt and equity.

4.2 External Sources of Financing SMEs

The external sources of financing is sometimes interchangeably used as formal financing. It is fundamentally consists of all sources of finance obtained from outside the firm (Ayyagari et al., 2010). In sharp contrast, Reynolds (2011) indicates that firms get their formal financial sources after they have dully registered legally to become an entity. Notably, external sources of finance could be in the form of additional team equity, crowd-funding, working capital loans, asset-backed loans, venture capital, business angels, lease, team member's personal loans, firm loans, government agency loans, and any other loans or debts. The simplest category of external finance is the debt-equity dichotomy. Generally, a lot of studies have been conducted concerning external financial access and constraints faced by SMEs globally. However, regardless

of the development nature of the economy, there is an identical problem across the world that SMEs have limited access to external finance due to their own inherent incapacities and the reluctance of the external financiers particularly banks to provide the needed capital to grow in the form of credit (Harvie, et al. 2011). Nonetheless, literatures evidence suggest that SMEs particularly small enterprises find it extremely difficult to fulfil the standard criteria to obtain the prerequisite amount of debt finance for longer-term growth. Interestingly, it is argued that if policy maker's expectation from entrepreneurs is to fulfil a vital role in the economy in terms of job creation, then they must be able to access external financing in various forms. To Hamilton (2010), he contends that business that are prepared to secure external sources of finance are seeking for faster growth and willing to take higher risks than their counterparts. Similarly, firms with growth objectives tend to have higher debt level of financing from external sources than firms with lower growth inclination. To this end, for SMEs to grow, expand and survive they must secure access to external sources of financing (Cassar, 2004; Harding and Cowling, 2006).

4.3 Financial Constraints Faced by SMEs

It is widely known and recognized in academic literature that small and medium-sized enterprises (SMEs) battle with a lot of constraints in their operations which include heavy regulatory burden, size, technology, legal form, difficulty in accessing management, difficulty in accessing finance, lack of managerial skills, low productivity, constraint from global sourcing and recessions (Hughes, 2009; Bruns & Fletcher, 2008; North et al., 2010). However, previous related literatures postulate lack of finance as the major barrier to the growth and development of SMEs particularly in the developing countries (Megginson et al, 2003). For instance Levy (1993), identify three major constraints namely, access to finance, access to non-financial inputs and high cost. His outcome indicates that financial constraint was the main obstacle to growth of SMEs. Similarly, Passarides, Singer and Evener (2003), support by used a survey data from 437 CEOs in Russia and Bulgaria to find out the biggest constraint to SMEs growth. Notably, variables surfaced were suppliers are not ready to deliver, access to land, financial constraint and other production constraints. Interestingly, their results revealed that financial constraint on external finance was the most critical. Financial constraint has been identified as a major frontier to SMEs in achieving their drive to build growth, productive capacity, to expand, to create jobs, to compete, and to alleviate poverty in less developed countries. More so, Chilipunde (2010), conducted a survey in Malawi to determine the barriers faced by SMEs the results were in line with the constraints raised in the literature and attributed the difficulty to get finance as major obstacle. However, despite the importance of finance for the growth of SMEs, a review of the literature further reveals that comparing to large firms, the studies on the financial structure of SMEs are very few (Kumar and Rao, 2015). Additionally, Beck and Kunt (2006), claim that although SMEs are an assets to private sector in many countries, there are noted as being frequently under-capitalized and faced growth restrictions. SMEs are less likely to get access to external finance as compared to lager firms based on number of constraints from both demand and supply side (Shaban et al., 2014 & Islam et al., 2014).

One of the most applied theories to explain these constraints is the information asymmetry theory, because differences in the level of information restrict the amount of financing to SME. Basically, this theory postulates that information asymmetry round down lender's and investor's ability to access and price to risk. Some SMEs may have deferred pursuing growth agenda because of financial constraints (Riding et al., 2012; Griffith and Czinkota, 2012). Many studies have common understanding that financial constraint has greater effect on SMEs growth compared to large firms (Beck and

Demircuc-Kunt, 2006; & Galindo and Schiantarelli, 2003). However, from the literature review it is obvious that SMEs are confronted with various constraints particularly financial constraint in accessing finance from financial providers particularly the formal financial institutions in developing countries.

5. Conceptual framework

The basic ideology behind designing a conceptual framework is to logically integrate all the relevant aspects of a concept to arrive at a process that can provide the best possible explanation of the problem stated (Brown, Renwick, & Raphael, 1995). As noted in the literature finance is earmarked as the most influential determinant of SMEs growth (Rauch & Rijksik, 2013). As financing needs depends largely on the accessibility from both internal and external sources and other characteristics of firm and entrepreneur, it becomes imperative to design a framework that can provide guidelines for the identification and analysis of the financing preferences of SMEs to determine growth. The framework is useful in guiding future research on financing SMEs growth from access to finance point of view together with both internal and external sources of financing. The extant of the research identify the various financial constraints militating against SMEs in their course of soliciting for finance for growth prospects. Figure 1 depicts the conceptual framework for determining SME growth focusing on finance.

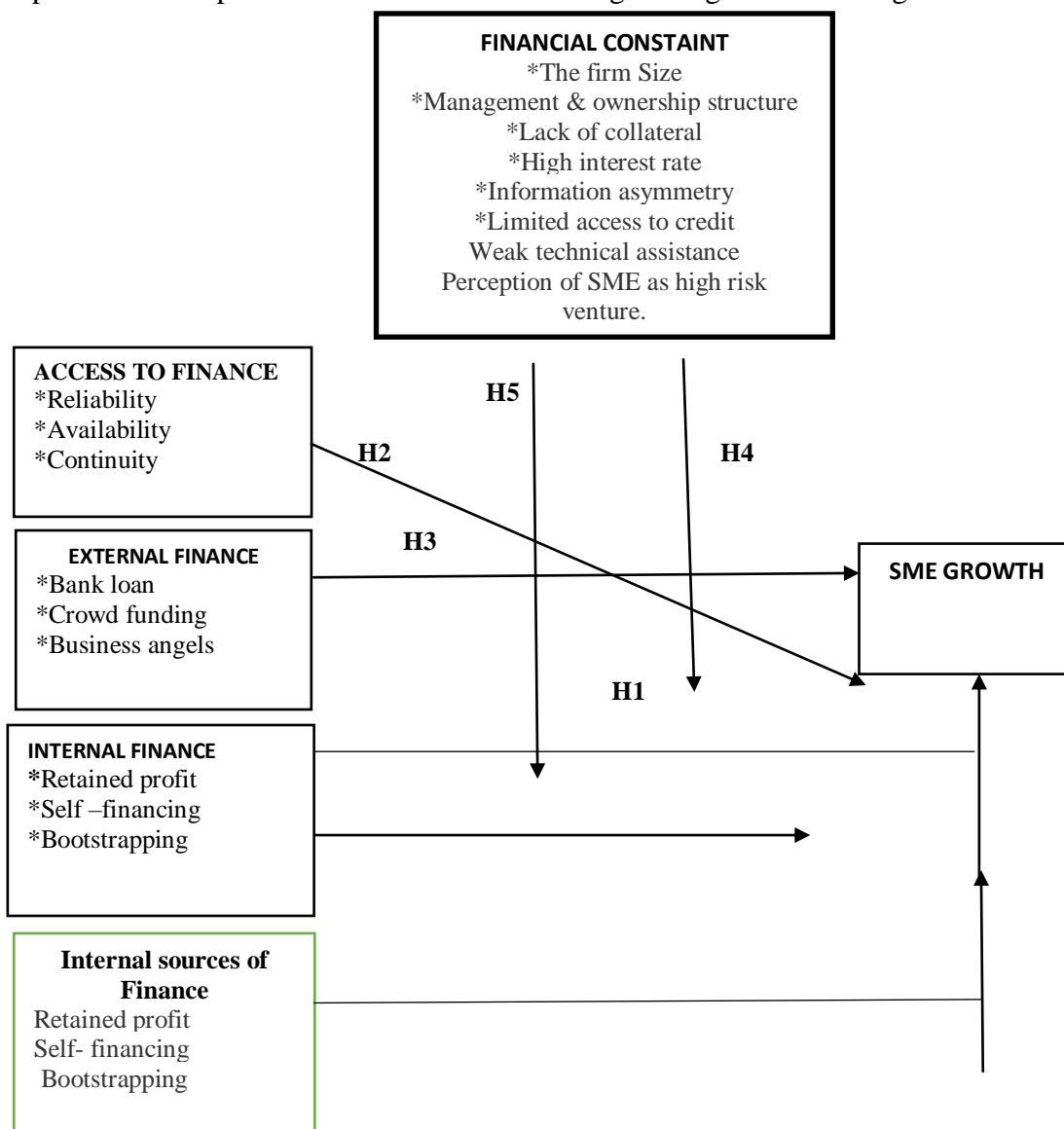


Figure 1. Proposed conceptual framework determining SME growth.

6. Conclusions

This paper, investigate financial determinants of growth among SMEs. Based on a review of related literature, three independent variables namely access to finance, external sources of finance and internal sources finance were considered to influence a firm's growth. An RBV theory was applied while using financial constraint as moderator to predict the relationship between access to finance, external sources of finance and SME growth. Theoretical analysis was mostly supported by empirical evidence from SMEs in Ghana context. Despite finance been prime contributor to SME growth in the country, SMEs are facing financial constraints. Therefore, there is dire need to study and get smooth and sustainable sources of finance that benefit SMEs to pursue their promising growth opportunities. With this objective, this paper proposes a conceptual framework to analyse the financial preferences of SMEs by incorporating all the possible variables in financing to determine growth. The future outcomes of the study are quite promising, as the upcoming research based on the proposed framework will add new dimensions to the knowledge of SME financing. It will also help in the analyses of the financing preferences of SMEs to determine growth and describing the state of the capital structure and major constraints affecting the financial structure of SMEs. The framework is then supposed to analyse some unique potential sources of finance for SMEs in achieving their growth objectives which are uncommon in Ghana.

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Building of Social capital by Non-profit organizations during Humanitarian crises through Knowledge Management in context Social Media use

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Abstract - *One of the most interesting phenomena to come out of the Internet revolution is its utilization social media as a channel for social development and to contribute to community cohesion. Many volunteers working in task forces who were recruited through the net, work to improve the lives of many of people in need, This study depend on survey literature review and proposes social exchange theory which have created strong relationships between voluntary organizations and groups during humanitarian crises, As well as this theory suggests that a voluntary organizations can first rely upon the bonding type of social capital to increase representational diversity. Building upon Adler and Kwon''s three aspects of social capital opportunity, motivation, and ability and many previous studies, this study found that with social coordination, volunteerism and social cohesion among organizations and people victims as part of the social capital dimensions that there is a need to benefit from social media for continue for this relationship between members and to achieve speed in exchange and management information.*

Keywords: Social media, knowledge management social capital, online volunteerism, humanitarian crises, online volunteerism, coordination, social cohesion

1. Introduction

Social media can be described as a —group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Thus, the functionalities they offer are demonstrably suitable to support communication and coordination between the people affected by and volunteers helping during emergencies. They enable real and virtual help activities to be addressed (Reuter, Heger, & Pipek, 2013). Social media have been extensively used during various disasters (Valecha & Rao, 2013). However, volunteers and the people affected by disasters participated too. In situations where the scale and extent of difficulties are emergent and therefore not completely known; or where resources may be scarce or inappropriately allocated; and where information unfolds rapidly, the role of unofficial actors can be critical (Fuchs, Andrienko & Stange, 2013).

Volunteerism and active citizenship are increasingly linked in governments policies with community cohesion because more the people feel part of their communities and build social capital and the more that communities will become safer places. In many countries around the world (Starbird, & Palen, 2011). However, in some times, community cohesion during disaster response may encourage members to remain in vulnerable locations because they have a false sense of security or desire to maintain community solidarity. Certain shared practices, beliefs, etc, may lead communities and their members to act in ways that make them more vulnerable (Patterson, & Patel, 2010). Therefore, one of the most interesting phenomena out of the Internet revolution is used as a conduit for social development. Where the volunteers who work in teams, in

order to improve the lives of millions of people all over the world. (Amichai-Hamburger, 2008).

2. Methodology

This study adopted methodology of the review for previous studies. There is a broad distinction between studies of the technical and social aspects of new media. The creation of new platforms and algorithms characterizes the former (Cheong and Lee 2010; White and Plotnik 2010), while studies of the kinds of usage and messages sent relate to the latter (Hughes and Palen 2009; Lindsay 2011). The technical side includes by studies of the rate and modality of diffusion of messages (Song and Yan 2012). While other researchers worked to develop software for the efficient dissemination of messages via social networks during crisis situations (e.g. Chou, & Cai, 2005; Plotnick et al. 2009; Wright and Hinson, 2009; Reuter et al. 2012Liu et al., 2015) advocated a more systematic approach to the use of social networking software in crisis situations, starting with classification of uses and potentials. Meanwhile, Hampton (2011) examined the relationship between social capital and the use of social media and social participation in virtual community through some of these features. Similarly, Putnam (2010) used social cohesion as a surrogate for social capital (Hampton & Wellman, 2000), whereas Dasgupta and Serageldin, (2000) confirmed that social capital can be used to predict philanthropic behaviour of individuals during humanitarian crises. Theory of social exchange confirmed that social media use during disasters increases social exchanges, contact process between organizations and people affected by the disaster, where support organizations with adequate information about the scale of the disaster initial requirements (Borkulo et al., 2005).

3. . The social exchange theory (SET)

There different views of social exchange have emerged (Bartlett, 1990), however, theorists agree that social exchange involves a series of interactions that generate obligations, these interactions are usually seen as interdependent and contingent on the actions of another person also emphasizes (Boulder, 2016). Social Exchange theory is one of the most widely used model dealing with interpersonal interactions involving behavior, affection, products, and communications from social psychological perspective and created some products for each other, or communicated with each other (Lin & Lin, 2006). According to this theory Nelson and cooprider, (1996) proposed a model of shared knowledge from the interpersonal interactions perspective, which built the relationship of mutual trust and mutual influence as the important antecedents that lead to share their knowledge for improving social capital among community members.

Usually, this exchange is in really community or virtual community, thus that social media applications allow the creation, modification and exchange of content online globally. Facebook as the most popular social networking site has grown exponentially in name and in use. It has continued to arguably change the world of communication online, allow connectivity and information sharing and access to it among individual or organizations or communities (Conference & Emirates, 2015). Often, the use of social media during disasters increases social exchanges, contact process between organizations and people affected by the disaster, where support organizations with adequate information about the scale of the disaster initial requirements. The organizations take decision of response according to that information and determine the relief type and the time of intervention (Borkulo et al., 2005).

4. . Literature Review

The research literature on social networking and social media in disasters and crises is still quite limited. This includes the development of social capital through social networks and trust among members of the virtual community no sesucof ti ;revoeroM ص the short-term aspects of emergency response and rapid recovery. It is understandable that there are as yet no studies of the longer term, both because social media are a relatively new phenomenon and because the research is also new. Although ‘new media’, such as the Internet, have received attention from academics for a decade or more, very little of the research on social networking predates 2007. However, there is a trend towards a rapid increase in the number of papers that have been published. In this context, the literature on ‘social media’ needs to be differentiated from that on the social aspects of mass media, which is a much wider field that embraces more conventional and long-standing forms of dissemination of information, such as radio and television (Quarantelli 1989).

4.1 Humanitarian crises

Humanitarian crises are defined by the United Nations as a serious disruption of the functioning of a society, and it refers to disasters which causing widespread human or environmental losses exceed the ability of the affected part of society to cope adequately using only its own resources, where the public participants and emergency managers in the crises need to use information and communication systems in order to decide upon actions (Hiltz, Diaz, & Mark, 2011). As humanitarian crisis is defined as a singular event or a series of events that are threatening in terms of health, safety or wellbeing of a community or large group of people (UNICEF, 2015) It may be an internal or external conflict and usually occurs throughout a large land area. Local, national and international responses are necessary in such events (Caitlin, 2015).

Humanitarian crises can either be natural disasters, man-made disasters or complex emergencies. In such cases, complex emergencies occur as a result of several factors or events that prevent a large group of people from accessing their fundamental needs, such as food, clean water or safe shelter. Examples of humanitarian crises include armed conflicts, epidemics, famine, natural disasters and other major emergencies If such a crisis causes large movements of people it could also become a refugee crisis (UN, 2013). Therefore, humanitarian crises can affect the structures of society by disrupting economic development, increasing income and wealth inequality, marginalizing certain groups, and by leading to large-scale migrations. Crucially, humanitarian crises can also effect on weaken state capacity and legitimacy, creating opportunities for the disgruntled both with violent civil conflict or natural disasters (Philip, 2008).

4.2 Use of Social Media

According to Wright and Hinson, (2009) that social media are digital or mobile tools that are interactive, allowing users not only to access but also to create or influence content (Liu et al., 2015). This definition is focused on interactive participation, access to information and the exchange of knowledge that are the most important social media properties that we would eat during this study. Parallel with the advancing technology, social media is becoming increasingly popular and often used to share and obtain

information during natural disaster throughout the world (Chou, & Cai, 2005). Hence, parallel with the advancing technology, social media is becoming increasingly popular and often used to share and obtain information during natural disaster throughout the world (Liu et al., 2015).

In the past, social media has been used to publish eyewitness accounts after a disaster. Today, social media can be a valuable source of information to obtain situational awareness during and after a disaster. More recently, the disaster relief agencies have recognized the potential of social media as an informative outlet. Hurricane Irene was the first natural disaster, where the official agencies used social media to spread information about disaster awareness and preparation (Kumar, Barbier, Abbasi & Liu, 2011). Similarly, social media was the basic tool in the industry used in response decisions during Chapala floods in 2015 in some Yemeni cities (United Nation, 2015). Currently, some studies have indicated that the use of social media is becoming gradually important as a main source of information during crises periods. For instance Sutton et al., (2008), in his a study that examined the 2007 wildfire disaster in Southern California, United States, the researchers found that peer-to-peer communication through social media such as social networking sites, text and instant messaging applications, blogs, wikis and other web forums were widely used for supporting additional, often critical and accurate, dissemination of information within the public sphere.

In the same context, indicates Alexander, (2014), social media are used in seven different ways during response to disasters: listening to public debate, monitoring situations, extending emergency response and management, crowd-sourcing and collaborative development, creating social cohesion, furthering causes it including charitable donation and enhancing research. Therefore, disastrous conditions such as a flood invasion are expected to strengthen group cohesion, as community members realize the importance of cooperating together to achieve mutually desired goals through reconstructing the community in the wake of a disaster. Often, disasters can destroy community cohesion as individual interests become more salient and people look after their own interests (Chang, 2010).

4.2.1 Knowledge Management in context social media

Knowledge management is not a new concept for agencies involved in disaster response. Since each disaster is unique and presents entirely new environmental, geographical, political, economic, and sociological concerns, it is normal for responders to build new knowledge structures on the fly to capture important information for later reuse. Previous research has shown that in times of disasters, people and organizations improvise and adapt to cope with their new condition and environment through support for social networks and social capital (Wachtendorf, 2004). Thus knowledge systems typically are organized such that this knowledge maybe quickly adapted and reused for the new response effort. Finally, responders are used to consolidating information quickly and presenting it to decision makers with the authority to re-task necessary assets (Crandall, Parnell, & Spillan, 2010).

Social capital is nature result of exchange of information between members of the virtual community. During a disaster, knowledge sharing plays an important role in helping save lives, delivering immediate relief, supporting victims and minimizing the

effect of the disaster (Ahmad, Mohamad Zani, & Hashim, 2015). Through effective information management, the relevant organizations can access the right information about the disaster, make the right decisions, and plan the appropriate actions. This leads to minimizing the effects of the disaster, reducing the loss, and quickly redeveloping the victims' wellbeing (Yates and Paquette, 2011). During disaster management, information sharing should not be limited among the organizations only, but should also involve the individuals who are affected by the disaster. Through effective information sharing, they can receive information about the current situation and most importantly information about food, clothing, and medical supplies (Chatfield, & Scholl, 2012)

4.3 Building of Social Capital.

In recent studies of social capital in relation to the network society, the majority of the results are claiming that the Internet encourages social connections and involvement rather than prior concerns of decrease of social involvement or social displacement (Valkenburg & Jochen, 2007). The case of social media is the same, as studies are indicating that social capital is greater among those that actively use SNSs (Ellison et al., 2011; Pfeil, Arjan, & Zaphiris, 2009; Steinfield, Ellison, & Lampe, 2008). Kobayashi and Ikeda (2005) confirmed that social capital is formed through the social contexts of trust, norms, and networks to make a more efficient society by promoting the resources that exist in the harmony among positive human relationships. The exchanges of ideas during times of difficulty build human relationships, and such are the communication activities that build social capital.

Recently, there has been increasing attention given to the concept of social capital, a term that encompasses the norms and networks that facilitate collective action. The concept of social capital has been utilized in the analysis of many different collective action problems, including family issues, schooling and education, work and organizations, democracy and governance, as well as development issues (Dynes & Disaster, 2002). Coleman (1988) defined social capital as 'those intangible assets that count most in the daily lives of people, namely goodwill, fellowship, sympathy and social intercourse among the individuals and families, who make up a social unit and which may bear a social potentiality sufficient to the substantial improvement of living conditions in the whole community. Putnam, (1995), on the other hand, believed that the concept of social capital draws on a long tradition of research about the capacity for cooperation in societies. A common early reference point was made in de Tocqueville's observation of Americans' propensity for civic association and public spiritedness.

Consequently, social media such as Facebook can help individuals, communities, organizations to share emergency plans and establish emergency networks. Integrating networks into a community's preparedness activities for public emergencies could help to build social capital and community resilience, making it easier for both professional responders and ordinary citizens to use familiar social media networks and tools during a crisis (Sepkowitz, 2011). Mathbor, (2007) confirmed that social workers' active involvement in disaster management is pivotal in creating plans that help on providing all required resources before, during and after a disaster. Social work professionals utilize social capital concepts such as solidarity, social cohesion, volunteer, social coordination social interaction and social networks, to enhance the capacity of individuals, groups, communities and

organizations to ensure social development. Therefore, in this study social capital is measured through three-dimensional concepts namely coordination, volunteer and social cohesion.

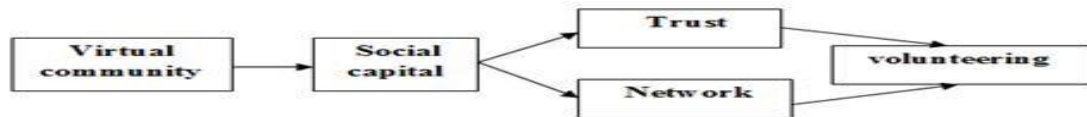
Table 2.10: Attributes, activities and linking with organizations for social capital (Mathbor, 2007).

Social capital attributes	Activities	Linking with organizations
Integration	Recreational	Governmental organizations
Cohesion	Spiritual	
Solidarity	Religious	Scientific organizations
Networking	Political	Non-governmental organizations
Communication	Economic	
Interaction	Cultural	United Nations
Coordination	Institutional	International private organizations
Collaboration	Physical infrastructural	
Social supports	Psychological and social work support	National international organizations
Leadership		
Volunteerism		Foreign voluntary organizations

4.3.1 Online Volunteerism

Volunteering and informal helped on create of social capital which has been linked to social cohesion: as a building block of social cohesion (Van Beuningen, & Schmeets, 2013). Today, online volunteering means volunteer activities that are completed, in whole or in part, via the Internet from a home, work, or public access by computer, usually is by direct support of or through non-profit organization depends on the volunteers (Cravens, 2006). Virtual volunteering, providing voluntary service through the Internet and home or work through their computers, or organizations use the Internet to engage volunteers in support of their projects through a variety of methods and techniques (Levine, 2008). One of the most interesting phenomena out of the Internet revolution is used as a conduit for social development. Where the volunteers who work in teams, in order to improve the lives of millions of people all over the world. (Amichai-Hamburger, 2008). Exposure and attention to social media content during disasters may motivate individuals to become more involved in helping those affected. Moreover, one benefit of social media is that people do not necessarily have to be in the disaster area to help. Following a disaster, users can assist the response by curating available information on the event and then contributing to disaster maps, by collating online disaster information, and by raising awareness of the situation via their onlinesocial (Zook, 2010).

Sociologists have long recognized that during disasters and mass emergencies people will spontaneously converge on the site of the event to offer assistance in warning, response, and relief efforts (Fritz, & Mathewson, 1957). This phenomenon extends to the ICT era, where people who are remote to an event will converge using ICTs and social media to seek and provide information and to offer assistance (Palen, & Liu 200). Volunteerism in digital communities appear after crises and disasters to formalize in sometimes by the voluntary groups on virtual community and mapping the crisis, and with the advent of technology community volunteers are increasingly used members had able to take advantage of their technical skills in management of collection data to participate during humanitarian crises (Butler, 2010). During humanitarian crises of all sizes often the community has spawned a standby task force, which maintains astanding with organizations as reserve of crisis mapper volunteer who can be mobilized during disasters (Starbird, 2011).



Figure; 3.3.1 Building models of volunteering in the virtual community (Brown, & Ferris, 2007).

In contrast, Nakagawa, (2004) defined social capital through dimensions, such a function of trust, social norms, participation, and network, and their important role in recovery during crises. Therefore, the definition of Nakagawa, (2004) is a comprehensive one for each social capital concepts and as such, it is adopted by researcher in this study. Accordingly, the basic idea of social capital is that individuals invest, access, and use resources embedded in social networks to gain returns. It can also be defined as the aggregate of the actual or potential resources that are linked to possession of a durable network of relationships (Flap & Völker, 2001). Similarly, Blanchard (2004) stated that social capital refers to network ties of goodwill, mutual support, shared language, shared norms, social trust, and a sense of mutual obligation that people can derive value from.

4.3.2 Social Coordination

Coordination is a central, challenging issue in disaster relief systems that focus primarily on designing coordination protocols and mechanisms to manage government and non-profit organizations activities (Goolsby, 2010). Research has shown that it is possible to leverage social media to generate community crisis maps and introduce an interagency map and allow organizations to share information as well as collaborate to plan and execute shared missions. This also allows organizations to share information by social media if they operate on the same platform or use similar data representation formats (Scalese, 2012).

Based on the definition, there is value in incorporating community-based groups in disaster related issues and decision making, as well as recognizing the social capital, resources, and expertise as important factors that balance the real considerations and challenges that accompany public integration during disaster response or mitigation decision making, and setting credential boundaries (Wachtendorf & Kendra, 2004). That is, not only the human and physical capital in community is lost sight of during response to crisis, but also the norms and networks and coordination that facilitate collective action. Social capital, of course, lies not in the actors or in this case, the convergence themselves, but in the networks and social structure that can be mobilized by those actors, those decision-makers, and convergence (Dynes, 2002). Certainly, many organizations may be very willing to become involved and help in a disaster response, but putting organizations in touch and in coordination in the midst of a crisis can prove quite a challenge. It is preferable to know the organizations and the people who work with them beforehand through social capital. Indeed, they may have resources and skills to offer that don't immediately come to mind. Knowing each other, keeping organizations informed to emergent needs (Wachtendorf, & Kendra, 2006).

4.3.3 Social cohesion

Definition of Rosell, (1995) and Maxwell (1996), states that social cohesion involves "building shared values and communities of interpretation, reducing disparities in wealth and income, and generally enabling people to have a sense that they are engaged in a common enterprise, facing shared challenges and that they are members of the same community. While Stanley (2003) criticizes the ambivalence of the expression "shared values" and notes that social cohesion does not mean "social sameness, homogeneity of

values or opinions". He offers his own definition of social cohesion as "the sum over a population of individuals' willingness to cooperate with each other without coercion in the complex set of social relations needed by individuals to complete their life courses". While this definition avoids assuming commonality of values, it remains limited by not recognizing social cohesion as a group property that is greater than the sum of individual parts.

Social cohesion is a crucial but invisible force to make individuals together as a unit in community. The cohesion itself can be regarded as a dynamic process reflected in the tendency for a group to stick together and remain united in pursuit of its goals and objectives. Although group cohesion is a meaningful topic, contemporary research has paid little attention to the impact of disasters on group cohesion in real-life situations (Chang 2010). On the other hand, internet access is helping in creating socially connected communities. Access to the internet is a vital component of a happy and productive society (Williams, 2010). Yet the actual potential of the internet to shape social settings, in which it is used, to cause certain outcomes, is the subject of debate among researchers (Herring, 2004). Now, the view that it may be more helpful to think of the internet as being socially constructed a technology that is shaped by people in social contexts for their own purposes (Crump & McIlroy, 2003; Merkel, et al., 2005). while Hollenbaugh and Ferris, (2014) believe, Facebook users have more confidence and build closer ties to support of the social enhancement hypothesis and social cohesion.

In the same context, indicates Alexander, (2014), social media are used in different ways during response to disasters: listening to public debate, monitoring situations, extending emergency response and management, crowd-sourcing and collaborative development, creating social cohesion, furthering causes it including charitable donation and enhancing research. Therefore, disastrous conditions such as a flood invasion are expected to strengthen group cohesion, as community members realize the importance of cooperating together through volunteerism to achieve mutually desired goals through reconstructing the community in the wake of a disaster. Often, disasters can destroy community cohesion as individual interests become more salient and people look after their own interests (Chang, 2010).

Clearly, social media sites are designed to connect people with friends, family, and other strong ties, as well as to efficiently keep in touch with a larger set of acquaintances and new ties. Therefore, they have strong potential to influence users, which often flows from social capital (Burke, Marlow, & Lento, 2010). Usually, receiving messages through social media from friends is associated with increases in bridging social capital. However, with social media used passively, news consumes more time but nevertheless increases social connectedness and the value of those connections (Burke, Kraut & Marlow, 2011).

5. Conclusion

This paper reviewed the actual and potential use of social media in emergency, disaster and crisis situations in context knowledge management and information for create social capital and strengthen social networks. In the emergencies field, social media (Facebook, Twitter) are used in seven different ways: listening to public debate, monitoring situations, extending emergency response and management, crowd-sourcing and collaborative development, furthering social coordination and online Volunteerism (including charitable donation) and enhancing research. Previous studies indicate that social networks, trust, social support, social interaction, volunteerism, social coordination and social cohesion are dimensions of social capital that social media

platforms create during humanitarian crises to achieve social stability that helps to respond early to crises. This study was limited to volunteering, coordination and cohesion because of the need to be available in response to humanitarian crises. Social media still faces many challenges in terms of the rapid exchange of information among members of the virtual community and the potential for exposure to rumours and distrust.

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The effect of Information Management (IM) to the Organizational Performance (OP) of SMEs in services sector in Malaysia

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Abstract – This paper is attempt to study the element of information management (IM) in the context of organizational performance (OP) of SMEs in the services sector in Malaysia. Although the area of OP has been studied by numerous scholars, but only a few have discussed the matter from the IM perspective. Information is an important element in creating the competitive advantage especially when dealing with customer's expectation by providing the right information at their fingertips. Huge volume of available information creates opportunities for product innovation by creating new products and services. Due to the dependency to ICT and technological advancement nowadays, most businesses is conducted electronically. However, if the information has not been systematically managed to align with the implementation of technology, it will decrease the competitiveness and productivity of SMEs thus effecting the performance of SMEs. The findings of this study is aspired to be a milestone for future study that planned to embark on the same path. As of this study is concerned, the element of the information management in OP framework, this paper will provide literature review focusing on the importance of IM and other factors from OP perspectives.

Keywords: Information management, SMEs, Services sector, Organizational performance, Malaysia

1. Introduction

The Small-Medium Sized Enterprises (SMEs) are recognised as an integral component in economic development and nation building not only in creating jobs but also in stimulating the economy of a country (Hong & Lu, 2016). SMEs in Malaysia which represent 99.2% of the total business establishments, had become the largest percentage of establishments in the country (Lee, Foo, Leong, and Ooi, 2016). The pledged by the Malaysian Governments to strengthen SMEs can be seen from the level of execution of the Malaysia Industrial Master Plan, predominantly the Industrial Master Plan 2 or IMP2 from 2000 to 2005 which was followed by the IMP3 covering 2006 to 2020 (PEMANDU, 2012). It is apparent from the Master Plan, the Malaysian government has considered the SME sector as a significant element in economic advancement. This is due to the fact that the SMEs sector has a significant role to play in employment creation, poverty reduction and economic development in developing economies of a country (Ahmed, Pasikhani and Zakaria, 2016). This is previously supported by Harash et al., (2014) who had indicated that the SME businesses were considered to be the essential source of innovation, flexibility, and dynamism in developing and developed countries, as well as to the economies of most countries.

In the Eleventh Malaysia Plan 2016-2020, the services sector will continue to be the primary driver of the economic growth. The services sector had showed an increased of 5.6 per cent or RM356.7 billion in the third quarter of 2016 as compared to the same quarter in year 2015. By 2020, the contribution of the services sector is targeted to reach 58 percent (MATRADE, 2016).

Despite all of the beneficial effects that SMEs have on the economy of many countries, it is admitted that they are still fragile, and most small businesses discontinue operations within few years from inception (Peña, 2004). A study by Timmons (1990) had concluded that approximately 40% of new ventures of SMEs business cannot survive in their first year, and over 90% did not survive the period of ten years. This was further supported by Shepherd *et al.*, (2000) who stated that although new ventures' failure rate had been subjected to dispute among research scholars, it is generally acknowledged that setting up a new SME business is a high-risk activity.

According to study conducted by Moorthy *et al.* (2012), performance of SMEs has related with the application of information and information technology. As reported by Department of Statistics Malaysia (2016), only 20% of SMEs use ICT extensively in their daily operations albeit SMEs make up 97.3% or 645,1365 of all business establishments in Malaysia with only about 100,000 businesses have websites. The impact of technology has given significant impact to the performance of SMEs since it is also affect the management of business information, financial information and decrease in productivity. As asserted by Wu (2009) in the study of information industry, due to rapid development of technologies, the performance of SMEs often depends on their understanding and grasping of the technological trend. New technologies, increased competition and changes in consumer behaviour require companies to undertake continuous innovation to remain competitive (Economic Planning Unit, 2015).

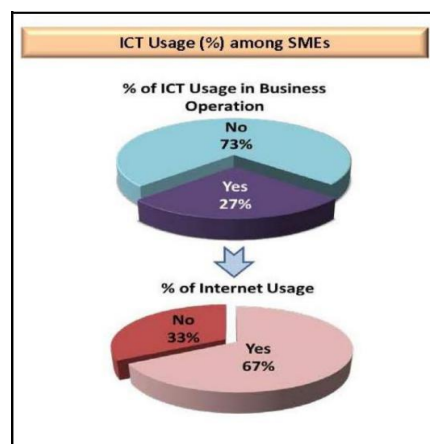


Figure 1: ICT usage among SMEs

Source: (Department of Statistics Malaysia, 2016)

Thus, this paper is focussed to look at the factor of information management (IM) and its impact towards the organization performance especially in SME related business.

2. Literature Review

Information were considered as a critical challenge to SMEs even in the current era of information availability (Ahmed, Pasikhani, and Zakaria, 2016). Despite the importance of information management (IM) in SMEs' environment, most services sector were still not exposed sufficiently to the importance of managing information as well as records, with relatively low level of awareness towards it (Costa, Soares and De Sousa, 2016; Lybaert, 1998; Melchor Medina, 2015). Furthermore, the majority of the existing e-business literature still relies on studies conducted in large companies, to a great extent, with very few recent studies analyzing SMEs (Chan and Lau 2005).

It was agreed by Rath and Thakura (2012) that SMEs businesses were having difficulty to survive and to gain competitive advantage without some implementation or adoption of advanced technological products. Rath and Thakura (2012), had further highlighted that SMEs normally had limited financial support thus, they mostly had difficulty in adoption of new technology. However, this issue can be overcome by only adopting electronic information sharing which was not an expensive technology, especially for SMEs (Rehm and Goel, 2016). They also mentioned that, electronic information sharing can be adopted by using social network such as Facebook, WhatsApp, Instagram as the desired outcome of information sharing is to improve enterprise overall performance and processes.

In spite of that, recent research was now focusing on the managing of all the information during lifecycle of the product which was believed to represent a major challenge for SMEs, in order to compete in a global market (Soto-Acosta, Popa, and Palacios-Marqués, 2015). The study will focus on the SME on service sector as stipulated in table 1.

Table 1 below indicate the scenario of SMEs characteristics in Malaysia.

Circular on New Definition of Small and Medium Enterprises (SMEs)

Source: (Development Finance and Enterprise Department of Bank Negara Malaysia, 2013)

Category	Micro	Small	Medium
Manufacturing	Sales turnover of less than RM300,000 OR full-time employees less than 5	Sales turnover from RM300,000 to less than RM15 million OR full-time employees from 5 to less than 75	Sales turnover from RM15 million to not exceeding RM50 million OR full-time employees from 75 to not exceeding 200
Services & Other Sectors	employees less than 5	Sales turnover from RM300,000 to less than RM3 million OR full-time employees from 5 to less than 30	Sales turnover from RM3 million to not exceeding RM20 million OR full-time employees from 30 to not exceeding 75

3. A Review of Research Model “4 Core”

3.1 Information and Technology

The emergence of new technologies and products had influenced the way business is now conducted (Sin, 2010). IM is a resource of an organization in pursuit of its aims and objectives. As such it required the application of standard management processes of planning and control, while seeking to ensure the day-to-day flows of information for decision-making and the concurrence of information and business strategies within the organization (Vodá, 1998).

In 2015, value-added of SMEs in the services sector in Malaysia grew by 6.6%. This is in line with the moderate expansion in consumption activity and weaker tourism activity. As reported by SME Corp Malaysia (2016), one of the components of value added is the information and communications technology (ICT) in sub-sector as it also recorded a strong growth due to the higher demand for data communication services

Previous studies had looked into several variables in determining the organizational performance. One of the example examined by Popa, Soto-Acosta and Perez-Gonzalez,

(2016) can be seen in Figure 1. Their study had selected the SMEs Company from Spain. In the context of Spanish SMEs (Meroño-Cerdan et al., 2008a, 2008b) suggested that using information and communication technologies was crucial for firms with at least 10 employees and over.

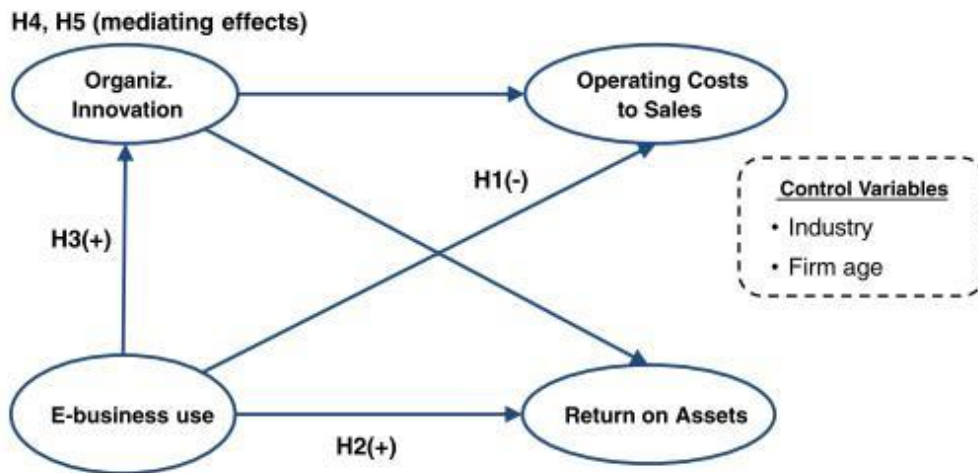


Figure 2: Research Model 1
(Source: Popa, Soto-Acosta and Perez-Gonzalez, 2016)

This model had examined a few significant variables relating to organization performance with organization innovation as mediating effect while controlling for industry and firm age. However, in this model no direct effect of IM was being highlighted on the overall organization performance.

Another study of SME in Korea had pointed out that the element of technology commercialization, globalization of technology, and management of convergence technology were three elective major courses for successful education model for manpower in SMEs sector (Cheong, 2016). The study had found that about 56% agreed that the development of the capability for the globalization of technology and one for management of convergence technology would be important for SMEs to enhance their competitiveness in a global market.

It is also agreed that, similar to every other asset in the organization, be it capital, labour, materials, or facilities, information needs to be managed. That alone was a strong business case for information management, since without reliable and timely information there simply was no way to sustain the business (Oracle, 2008). A study conducted by Love and Roper (2015) addressed that SME business typically fail to address issues such as the simultaneous relationship between innovation and performance or issues of self selection (e.g. better performing firms choose to innovate, rather than innovation improving performance) thus, this issue led to the performance of SMEs.

A study by Lee et al. (2016) aimed to find out if knowledge management indeed places a firm ahead of others (competitive advantage) via technological innovation. Therefore they had proposed the following framework (refer to Figure 3).

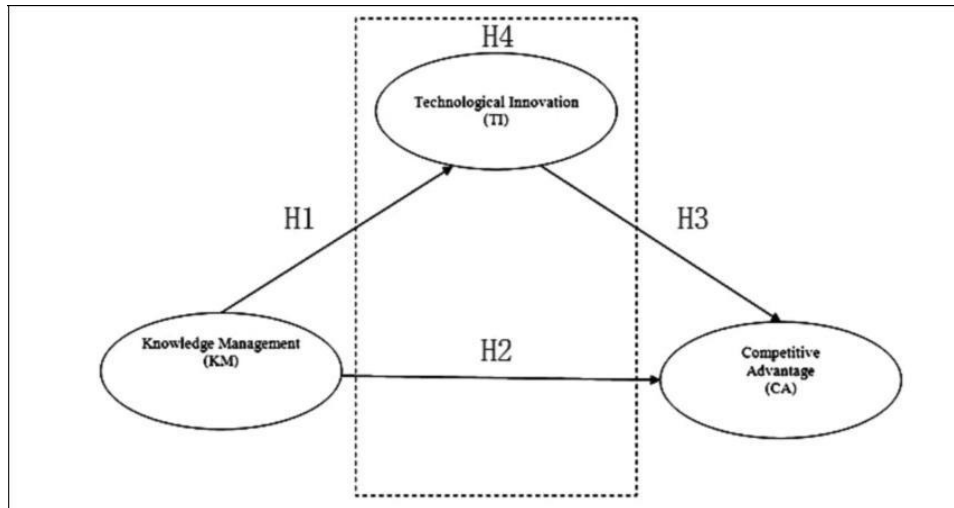


Figure 3: Conceptual Framework
Source:(Lee et al., 2016)

In this framework, only the main issues TI, KM and CA were discussed. There was no discussion made on the OP and the IM. This is the gap that this study is trying to fill. According to Malaysian Ministry of Finance (2014) IM, innovation and technology are acted as key enabler in smoothen the organization. The increased use of information and communication technology (ICT) in businesses, including the internet can lead to higher productivity and efficiency in all aspects of the value chain.

3.2 Knowledge Management (KM)

It had been agreed by Kramer *et al.*, (2017) that the term information and knowledge were often synonymously used. However, they had also concluded that most scientists do agree that information is the formal representation of knowledge, which is also known as explicit knowledge. Furthermore, they also stated that the term Knowledge Management (KM) and Knowledge Management Systems (KMS) were not new (Kramer et al., 2017). They believed that with the rise of the internet, distributed and increasingly social technology, the management principles as well as the tools supporting KM also start to address small and medium-sized enterprises (SME) business. This was due to the fact that researchers as well as practitioners almost equivocally agreed that knowledge had a crucial and even gaining influence on the success and performance of SMEs plays a vital role as proven in a study conducted by Jabeen, Shehu, Mahmood, & Kofarmata (2014) in Kano, north western part of Nigeria that showed a positive and significant relationship with innovation was found to partially mediates the association between knowledge management practices and firm performance. Although knowledge management (KM) is significantly give impact to the performance of SMEs, but the needs of managing information is more crucial than managing knowledge since knowledge is acquired from experience in a process of learning, and experiences represent opportunities (Unger, 2006) and also because the KM is more dependent on information technology as a main tool to share his or her knowledge, and need those people who is more IT literate (Kassim, Tasmin, Rusuli, &

Hashim, 2011). It would be difficult if the SMEs especially those companies who do not have enough infrastructure and facilities. But opportunities only can be created with the availability of information that exploited the creation of new products and services (Alicia & Blaga, 2015). Therefore, as discussed, this study will not adopt KM to become one of the factor that contributes to the OP.

3.3 Innovation

The context of innovation networks for small and medium enterprises (SMEs) is fairly unique. SMEs need to adapt, improve, and extend their own resource base by developing and linking complementary contributions and resources in an agile manner. In SME innovation networks, several different IT systems and application software were used in parallel in SME innovation networks (Rehm and Goel, 2016).

An early research done by Hidalgo and Albors (2008) concluded that IT system landscapes for dynamic innovation networks were needed to mirror the emerging innovation process. Apart from that, it should be sufficiently flexible to accommodate a variety of innovation management techniques and tools for SMEs sectors.

A study by Subramaniam and Youndt (2005) found that a firm's ability to innovate according relied heavily on its intellectual assets and its ability to utilize knowledge, taking on the viewpoint that innovation process was the utmost knowledge-intensive business process. Another study by Zheng, *et al.* (2011) empirically confirmed that a positive and significant correlation exists between knowledge-based dynamic capabilities and firm innovation among 218 SMEs sector.

3.4 Competitive Advantage

Although in information management, competitiveness is not one of the element, but in order for SMEs to become competitiveness, the implementation of ICT and innovation must be in place and no doubt always related, same goes to information. Based on (Levy & Powell, 2005), in an increasingly competitive market there are three major reasons why effective management of information system (IS) is essential for competitiveness, namely the intensity of market competitiveness for company to work smarter and innovate faster than the competition, the value-adding process whereby the producers are dependent upon the co-operation of suppliers, distribution networks and customers and last one information is an enabler of globalism. But not all studies have similar result on this (figure 4). As pointed out in the finding, Melchor Medina et al. (2011), the SMEs do not seem to be aware of the importance of competitiveness especially from an in-depth financial analysis, customers' needs and satisfaction, and even do not good position in the market), nevertheless the competitiveness only for innovation purposes and to identify new markets or to face competition.

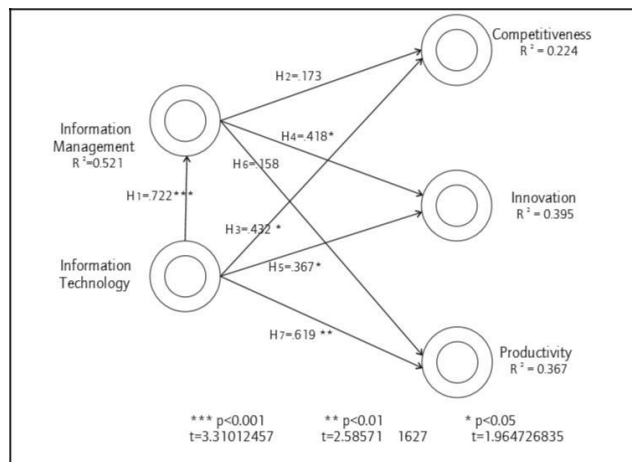


Figure 4: Research model evaluated
 Source: (Melchor Medina et al., 2011)

4. Discussion

4.1 Measuring the Organizational Performance

This study is important to be conducted as OP is a backbone of the business. OP is an indicator of the level of achievement that can be achieved and reflects the success of the manager or entrepreneur. Although OP is a common subject to be studied, but it is still one of the most important and interesting topic. As asserted by (Richard, Devinney, Yip, & Johnson, 2009), the inability to understand and characterize performance consistently reduces the effect and relevance of management research. Inconsistency leads to a divergence in results, undermining the clarity of the findings and the confidence of researchers and managers alike.

Organization or firms act as market-making intermediaries, continuously monitoring potential sources of change in demand and supply and adjusting price and output in the light of the information they acquire (Casson, 1997). Many studies showed the importance of OP from many perspectives. A study conducted by Murphy (1996), showed that 51 published entrepreneurship studies using performance as dependent variables were examined.

According to Richard et al. (2009), OP was the ultimate dependent variable of interest for researchers concerned with just about any area of management. Market competition for customers, inputs, and capital make organizational performance essential to the survival and success of any modern business. Another term used in measuring OP is BPM. Business Process Management (BPM) is an approach of improving organizational performance by managing and optimizing business processes .BPM is defined as improving the quality of products and services by systematic analyzing, optimizing, controlling and managing organizational business activities or processes.

Most studies on organizational performance have only focused from the aspects of financial factors (Eniola, 2014), and neglecting other factors that also important (Abouzeedan, 2011). Other factors that also have been studied earlier were employee motivation (Dobre, 2013), finance (Kamunge & Tirimba, 2014), corporate entrepreneurship (Kahkha, Kahrazeh, and Armesh, 2014; Othman, N. H., and Shuaib, 2015) and specifically for SMEs performance from human resource aspect (Anggadwita

and Mustafid, 2014; Eniola, 2014), internationalization factor that affect performance of SMEs (Paul, Parthasarathy and Gupta, 2017) and other factors (Murphy, Trailer, and Hill, 1996; Richard et al., 2009). Only a few studies have stressed on the importance of information (Kamunge and Tirimba, 2014; Moorthy et al., 2012), technology (Melchor Medina et al., 2011) and innovation (Moeljadi, Sumiati, Anselah, and Yuniarsa, 2015) as factors driven to it.

First factor is corporate entrepreneurship (CE). It is one of the factors that contributed to the OP. The strategic implementation of CE will help the employees' profile as a determinant for success (Pinho & Ferreira, 2017). Other elements including capturing opportunities and management factors of production in more efficient way from management support, rewards system, organizational structure, resource availability and work discretion (Othman and Shuaib, 2015) and a strong enterprise culture in the society at all levels; a continuous growth in the quality stock of independent business; maximum potential for growth of existing small businesses: and a highly supportive economic, social and stakeholder environment (Kahkha *et al.*, 2014)

In addition, most organization also measure performance from financial and profit report. Koh (2010) pointed out OP was affected by four (4) factors namely sales growth rate, net profit growth rate, sales turn over and return on equity. Meanwhile in African countries like Nigeria and Kenya, the access to capital and the government policy become the factors that affect the decline in performance (Kamunge and Tirimba, 2014). This result is the same with a study conducted by Ho (2008) that concluded that financial and market performance had significance on the performance of organization.

The next factor as established by Anggadwita and Mustafid (2014) was the human resources. The competency was closely related to the performance of individual and organizations, whereby the recognition of employee increased, their motivation will improve and affect the positive performance (Dobre, 2013). Due to the challenges they need to face in this competitive era from the aspect of skill, ability and knowledge, it was concluded that organizational values directly influence the way how people performed their tasks.

The results was consistent with a study by Carmeli and Tishler (2004) that indicated that upholding principles such as fairness, safety, and trust were likely to motivate members to higher production and overall standards. There were many more studies that contributed to the performance of an organization. Although many studies have been conducted by researchers around the globe on organizational performance or performance of SMEs, only a few had discussed the aspects of IM in the SMEs in the manufacturing sectors. Based on the previous studies, the element of IM has only few been highlighted and discussed. If we go to any companies, what do you think people would love to have? The people who work in that company or the resources and information that already been managed systematically that will help the company and customer efficiently. Therefore, based on the variables highlighted, the essential elements that can be considered in this paper have been outlined in the following proposed framework.

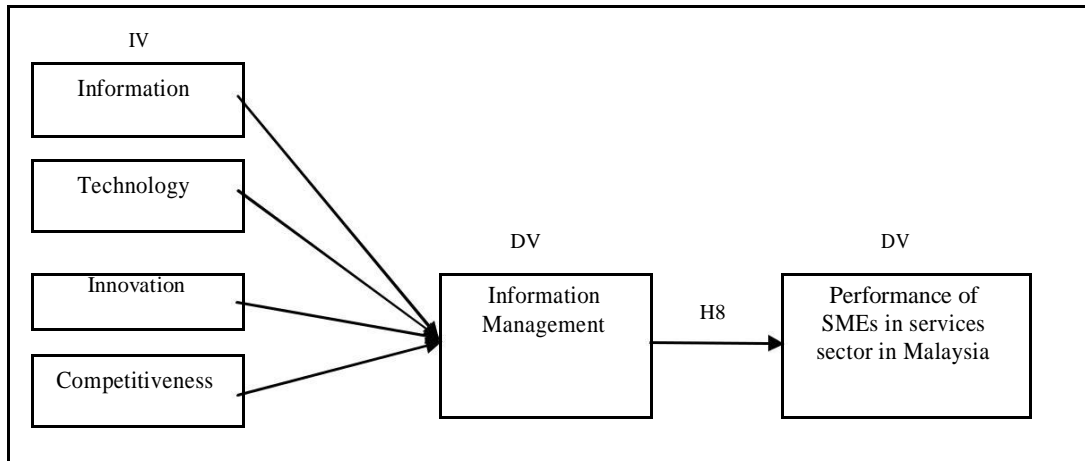


Figure 5: A proposed model of A —4 Core

Adapted from Keh et al (2007); Melchor Medina et al. (Melchor Medina et al., 2011) & Moorthy et al. (Moorthy et al., 2012)

Figure 4 is a proposed framework for the study where only the crucial variables have been embedded in this framework. Based on the partial above mentioned literature review, it is observed that IM element is also a very important resource in a knowledge based economy towards performance of SMEs in Malaysia. This —4 core framework is only discussed four important variables. But for the next study, another two variables will be introduced, which is recordkeeping and productivity. According to Kurwo & Ole (2014), keeping accurate records is highly fundamental for a successful business to stay organized and profitable. In Malaysia context, productivity important as it gives many benefits, either for the country, organisation or individual through higher revenues or incomes, enhanced reputations and less wastage of resources (Malaysia Productivity Corporation, 2016).

5. Conclusion

The goal of this paper is to determine the element of information management towards the performance of SMEs in services sector in Malaysia. Based on the previous studies that have been highlighted in this paper, only information technology, innovation and knowledge management have given the impact to the OP of SMEs. Although results have shown vice versa between knowledge management and competitiveness, but for this study, the four (4) core (name given is 4 core), that will be selected are the element of information, technology, innovation and competitiveness. Since most of the studies only focused in the manufacturing context, therefore this paper seeks to apply it in the services sector in Malaysia because of the uniqueness and SMEs for each country has been defined differently. This is basically depending on the context of the study, infrastructure and all factors related to it.

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Attitude towards Eco-friendly Business: A review among Low Income Households in Rural Peninsular Malaysia.

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Abstract – *In recent years, the environment has become one of the major global issues. Environmental issues become more intense and widespread due to the increase in human and industrial impact. Therefore, in this case the business needs to put on an equal footing in both the environment and their business objectives. Eco-friendly business is nothing new in Malaysia, it has been carried out few decades ago. Eco-friendly business is one of the business that has been adopted by the people all over the world to save the natural resources and to protect the environment. Many have shown low interest in the business because they think this business as low status business and least profit. However, this type of business has growing steadily and profitable nowadays. This eco-friendly business is help to eradicate poverty among low income household people in rural area. As above statement this paper in depth review about the attitude. Attitude has influenced a person's behaviour in doing something. Attitude is consist of two elements which is eco-literacy and value orientation. The attitude of the rural people will determine if they engage in eco-friendly business to increase their income while protecting the environment.*

Keywords: Attitude, Eco-friendly business, Eco-literacy, Environment, Poverty, Value orientation

1. Introduction

Attitude is playing an important role in a person's life. Attitude will make people to behave how they want to and be to. Attitudes are a composite group of trusts, feelings, and principles which characterize how we think and feel about some people or conditions. Individual's attitudes are a prominent tools of life experiences, encompass the relationship that we create with the community around us (Aiden and McCarthy, 2014). Attitude of people will make them to behave in every situation either in positive or negative way. People's attitude can bring something good or bad to this world and it's just based on how they behave and act towards things they engaged. Attitudes of rural people can be an important issues in protecting environment at the same time increasing their household income.

After independence, Malaysian government formulated a wide range of strategies and policies to support and manage economic development. Core development policies were formulated in order to enhance economic growth and minimize the inequality in the distribution of income which ultimately leads to the restructuring of society as well as inspiring Bumiputera entrepreneurship and Bumiputera commercial and industrial community (Economic Planning Unit, 2004). The government of Malaysia took several poverty reduction strategies together with concrete steps toward economic development, which enabled the economy to expand continuously at a rapid rate.

Additional, the rural has always become one of the important elements in the discussion of development. Due to some defect, rural residents often receive lower incomes than urban areas (Chapman *et al.*, 1998). Rural issues such as high income gap between urban and rural areas still exist as most unsolved problems that need to be further surveyed and tackled despite much effort and time is given in the study of various aspects of rural life.

As above statement it has been viewed at one certain rural development issues, for an example the fisheries and poverty eradication program. In Malaysia, for example, the daily lives of rural poor will be worse if there was never any involvement from the government (Young, Bussink and Hasan, 1980).). Olanrewaju and Falola (1992) asserted that —national development is impossible without a successful transformation of the rural areas. Poverty and imbalance in income distribution is has been fail to notice in Malaysia, predominantly because rapid economic growth, the rapid decline in the poverty rate and for reducing the gap in aggregate have not been applied and observed as a key national policy goal (Lee and Khalid, 2014).

The climate change is widely considered today as the foremost threatening environmental problem facing the earth and civilisation (IPCC, 2007). The theory that give much attention on environmental relates challenged our ability to be self-aware and created a common worldwide imperative in order to answer this risky matter that begin from natural resource preservation and global climate change (Olson, 2008). There are many climatic environmental problems, for instance, global warming, changes of climatic pattern, environmental degradation, ozone depletion, and imbalance of ecosystem and ecological problems have recently been prevalent in the scientific literature (Masud et al., 2014; Stern, 2008). Scientists are extensively looking for the best option or alternative action or strategy within the possible options to minimise the impacts. The pro-environmental behaviour and attitude related studies have recently been acknowledged widely to that end (Masud et al., 2015). Particularly, public awareness, knowledge, perception, attitudes, adaptation behaviour, and other individual engagements are empowering in the research community to have an alternative option to lessen the threatening environmental problems (Lee et al., 2015; Masud et al., 2015). One of the ways to combat climate crisis and poverty is through mass-adoption of eco-friendly projects focused on improving income and/or reducing cost of living among the low-income households in Malaysia. The low income households in rural can plays a crucial role in combating the climate crisis and poverty through adopting eco-friendly income generating businesses. This green growth concept provides the opportunities for inclusive growth and protecting the environment in Malaysia.

There is a lot of businesses that has been implemented to provide something to someone and surrounding. Since 1990s the market for green products and services has been expanded as the demand for environmental friendly alternatives has rose up (Wickmann and Brente, 2012). Among this, a green business or recycling businesses is one of the biggest environmental friendly projects that a business can contribute to tackle environmental problems. As statement above, this kind of business are capable to prolong any life cycle of products. Other than that, such an activities would reduce the problems associated with waste materials that are typically seen as external - something that does not belong in business activity. However at present, green business has been growing so fast with the support of technology for an example, not only recycling but green electricity tariff, green automotive (hybrid vehicles), eco-tourism (green hotels, green restaurants, green travel) , solar system, green packaging, green consumption (cosmetics, cloths, food and drinks) and so on. Entrepreneurs promises a better and bright future for sustainable development where the green businesses generate sustainable income. Among developing countries, such a type of business is not only prime importance in terms of environment *per se* but as a means of employment existence and poverty eradication (Yaacob, 2010). Green business has also provided many benefits to —mother nature and also to anyone who tries to carry out this activity. This paper in depth review on attitude of rural community which can make them to involve in eco-friendly businesses that could reduce the living cost/ or increase their income and indirectly it also can protect the environment.

2. Study Context

2.1 Definition of Attitude

Allport (1935) defined attitude as: —A mental and neural state of readiness, which exerts a directing, influence upon the individual's response to all objects and situations with which it is related. According to Schultz and Zelezny (2000), —attitudes of environmental concern are rooted in a person's concept of self and the degree to which an individual perceives him or herself to be an integral part of the natural environment. Attitude is a construct of psychology, which is formed by cognition (opinion or idea), principle (trust) and affection (feelings) towards a specific object (Hoyer and MacInnis, 2004; Dossey and Keegan, 2008). The straight forward meaning of attitude is a mind-set or a propensity to act in a certain manner due to both an individual's involvement and character.

2.2 Formation of Attitude

An outcome of learning, creating others and our straight experiences with people and situations is a formation of the attitude. Our decisions, guidance our behaviour, and effected what we selectively remember (not as usual the same as what we hear) is influenced by attitudes. Attitudes form in dissimilar specialty just like many stuff that are studied and affected through experience, they can be examined and they can be changed (Pickens, 2005).

2.3 What is attitude?

Attitude can be depicted as a propensity to react positively or negatively to a person or situation. Two key elements in attitude is a tendency or inclination or direction of this inclination. It has been described as a mental state of readiness, arranged through experience that imposing direction or dynamic influence on the individual's response to all items and situation which the individual concerned. Encyclopaedia of Social Sciences described the attitude as an organization that is relatively enduring beliefs correlated clarify and examine the steps with respect to an items or situation, with each trust has the effect of cognitive and behavioural components. From each one of these beliefs is the tendency that causes some response priorities towards an object or situation. (Pickens, 2005). The notion of attitude arise in the United States of America.

2.3.1 *What are the components of the attitude?*

Researchers has showed three basic components of attitudes:

- i. Emotional: This components is significantly illuminate the feelings of an individual and object and these feeling could be positive, negative or neutral. For an example, waiters show positive feelings while a security guard displays negative feelings. Whereas, public servants required to exhibit neutral feelings.
- ii. Informational: The faith and facts that the person has about the object. It makes a bit dissimilarity if the facts is truth or untruth.

- iii. Behavioral: This component comprise of a tendency of a person to behave in a specific method towards and object. Behavioral is the only component of attitude is visible as the other two can only be concluded.

2.3.2 *Tri- component model of attitudes*

Normally, we try our level best to explain his or her behaviour when we refer to a person's attitude. Attitudes are a complex merger of things we tend to call trusts, principles, nature, ethics, emotions, behaviours, supports and motivations. If we deeply discuss about someone's attitude, we are described to the person's feelings and behaviors. As previous paper stated that a person's attitude toward eco-friendly business encompasses his or her perspective about the title (e.g., thoughts); how someone feels about this title (e.g., emotion), as well as the actions or efforts (e.g., behaviours) someone engages in as an outcome of attitude to protecting environment and increasing income. There is a tri-component model of attitudes (see Figure 1) which is involves three components: emotion or desire (a feelings), cognition (a thought or trust), and behavior (an action). In addition, attitudes will clear us by explaining how we see the situations, as well as describe how we behave towards situation and object. Attitudes contains feelings, thoughts, and actions as it is illustrated in the tri component model. Attitudes is only be a continuing assessment of a person or object or any other mental reactions to objects or people. Moreover, internal cognitions or trusts and thoughts about people and objects is provided by attitude and we behave in a certain way toward an object or person which is also caused by attitude. We can view a person's attitude from his or her resulting behaviour despite the emotion and trust are elements of attitudes are inner to a person.

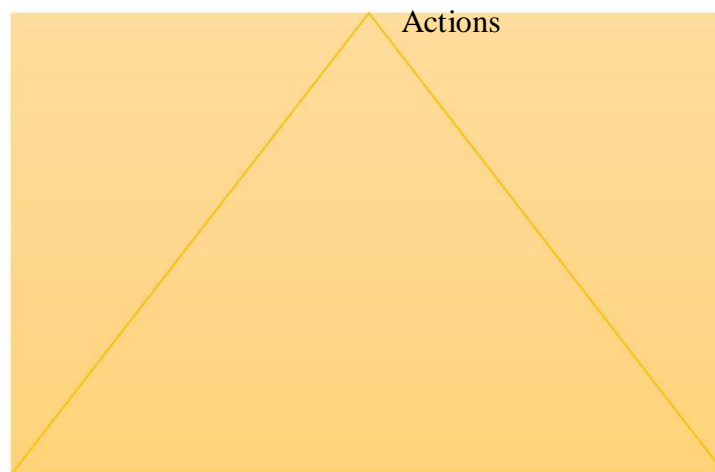


Figure 6: Tri-Component Model of Attitude

Feelings Beliefs Environmental Attitude

Literature has been expressed that the consumers is the first contributors to the environmental issue arise since long ago. Consumers are more conscious of their buying behaviours as they are now know that environmental challenges caused by a certain products (Ma, Littrell & Niehm, 2011). The number of consumers to participate in eco-friendly behaviour when buying products has increased due to environmental awareness has become a leitmotif in the present (Meyer & Liebe,



2010; Laroche, Bergeron & Forleo, 2001). Earlier study by (Chan, 1996) constructed in his argument that the major importance of environment and seek people who are very much aware of environmental issues. There are a variety of factors such as responsibility towards the environment plays a significant role in a consumer's choice of products which is described by this author. To focus on a very deep of the environment as an vital influencer of attitude towards environmentally friendly behaviours, (Laroche et al., 2001) chosen the degree of consumer attitudes, based to either someone assumed environmentally friendly behaviors is essential to them, and/or to the community as entire. Based on Ajzen Theory of Planned Behavior (TPB) (Ajzen, 1991) has been stated an understandable facts in research on environmental awareness and examining the relationship between attitudes and behaviour. The consumer's advance trust is what dominate his/her attitude towards adopting capable actions which later on influence the intention to perform.

Factors effecting attitudes towards environment

Earlier study also revealed that individual's failure to environmental issues is largely arise from their negative perception about possible contributing (McCarty and Shrum, 1994). Individuals with positive attitude believe that it is necessary to take drastic measures towards protecting the environment (Leonidou, Leonidou and Kvasova, 2010). Positive attitude arise from the degree to which an individual's feels that they can make a difference in improving the quality of the environment (Cheah and Phau, 2011). Therefore, earlier studies focused on factors influencing the intention towards environmentally friendly products also examined the effect of environmental knowledge or eco-literacy, interpersonal influence and value orientation (Cheah and Phau, 2011), environmental consequences and individual consequences (Ramayah et al., 2010; Afroz et al., 2015_b), collectivism, long-term orientation, political action, liberalism, deontology, law obedience environment (Leonidou, Leonidou and Kvasova, 2010), self-transcendence values, conservation values and self-enhancement values (Afroz et al., 2015_a) on attitude towards environment. Based on the findings of earlier studies, this paper also discussed about the effect of eco-literacy (includes knowledge and awareness) and value orientation (includes self-transcendence values, conservation values and self-enhancement values) on attitude towards environment.

2.3.3 *Eco-literacy*

According to Orr, —an ecologically literate person should have a basic understanding of ecology and sustainability in addition to the desire and tools to solve environmental problems! (McGinn, 2014). Eco literacy need to grow and implemented among children and adolescents is crucial to address and build up solutions to meeting current and future environmental challenges which are appearing in the country and globally. Many factors and effects that make up personal ecological knowledge, attitude and behaviour. For an example, knowledge of environmental issues in positively influence consumer intention

and actual purchase behavior of green products Chan et al., 2000; Eze et al., 2013). Some other studies has also supported that knowledge of organic food positively affected the creation of green attitudes (Smith et al., 2010). As previous research proposed that environmental knowledge moderated the relationship between ecological attitude and green behavior and gave an acceptable clarification of the effect of environmental knowledge on consumer ecological behavior (Fraj-Andrés et al., 2007). According to other studies which is clearly stated that environmental knowledge may have a positive impact on people attitude and behavior to engage in green business. People's knowledge about environment will make their attitude to be as green while it will influence their behavior to involve in eco-friendly business.

2.3.4 Value Orientation

Value are cognitive depiction of abstract objectives such as (e.g., a world that's safe) or abstract defines of behaving (e.g., being useful) that vary in kindness and significance. Designed with the necessity, wish/hope, and aim, they serve as a motivational build that guides a person's behavior, but not as specific aims and wish/hope, they cope with the conditions (Rokeach, 1973; Schwartz, 1992). Value can be grouped based to the type of concept they work on. Such groups are mentioned to as a value type. For example, being supportive and honest serves the concept of the value type welfare. Consistent (e.g., welfare and universalism) may be grouped into value orientation (e.g., self-transcendence). Previous studies have related these value orientation to pro-environmental attitude and behavior as certain utmost importance for the current studies are the self-transcendence and self-enhancement value orientation (Nordlund & Garvill, 2002; Stern, et al., 1998). Social-compassionate value orientation is defined as self-transcendence which is intimately connected to what in any other line of studies is conceptualized as a pro-social value orientation (Van Lange et al., 1997). Universalism and benevolence are the two types of values made by previous value orientation. In addition to upgrading the welfare of all citizens is the motivational objective of universalism. There is also universalism as function to be positively connected to pro-environmental attitudes and behaviors, research measuring the relationship with benevolence have created inappropriate outcome of whether positive or no relationship (Grunert & Juhl, 1995; Schultz & Zelezny, 1999; Thøgersen & Ölander, 2002). In the previous research on pro-environmental attitudes and behavior these value types have generally been aggregated to an entire evaluation of self-transcendence however the conceptual and empirical dissimilar between universalism and benevolence (Nordlund & Garvill, 2002, 2003; Schultz, 2001). Self-enhancement is an egocentric value orientation, deeply based to what in other border of study is conceptualized as a pro-self-value orientation (Van Lange et al., 1997). There is two value types such as power and achievement in the previous value orientation. The aim of power is concentrated on obtaining control or supremacy over individual and resources, while the aim of achievement is give more intention on gaining —personal success through demonstrating competence according to social standards (Schwartz, 1992). This kind of value types is estimated to influence attitudes towards the motive discussed above in other way.

3. Literature Review

Attitudes towards environment

The model considers behavior to be a function of behavioral intention, and the stronger the intention the more likely it is that the actual behavior will be carried out (Ajzen, 1991). Behavioral intention is a function of attitude, subjective norm and perceived behavioral control (Chatzidakis et al., 2007). This paper is only focusing on the effect of

attitude towards the eco-friendly business among the low-income households in rural Peninsular Malaysia. The first determinant of behavioral intention is the attitude toward the behavior. Ajzen (1991) reflects the attitude toward the behavior as far as individuals have the judgment or the judgment favorable or unfavorable behavior being proposed. It is believed that a person's attitude toward certain behavior is a function of the people's vital beliefs. The attitude towards environment represents individual's general attitude and is identified as an evaluative response reflecting beliefs about the behavior. The two key components of attitude includes (a) the beliefs about the consequences of performing a specific behavior, and (b) corresponding judgments about the potential consequences of such behavior (Ajzen, 1991). To some extent, pro-environmental behavior reflects sacrifices self-interest for collective benefits; therefore the corresponding judgments about the potential consequences of such behavior might not be so favorable. Studies examined the attitude towards environment and intention regarding energy conservation (Paladino and Baggiere, 2008), willingness to pay higher prices for environmentally friendly products (Laroche et al., 2001), and green vehicles (Afroz et al., 2015_b). Findings of earlier studies reported positive effect of attitude towards environment on intention towards environmentally friendly products (Oliver and Lee, 2010; Ramayah et al., 2000; Afroz et al., 2015_b).

Based on Ajzen (1999) if the attitude is more desired regarding to behaviour then the tendency of individual to act the considered behaviour become more. Based on theory of expectancy-value (Fishbien and ajzen, 1975; Ajzen, 2001) the entire attitudes derived from different ideas with their estimation. For an example, this trend was accepted by Saba and Messina (2003) based on a 974 users of Italy as a sample who attended to keep positive attitudes to eating organic vegetables and fruits. They accepted which organic foods were environmentally friendly, fresh, healthy, nutrition, and tasty compare with conventional foods. Overall beliefs toward these goods with relevant outcomes estimations supported a high relative to the attitudes forecasting. Attitude was found to be a significant element while eating organic foods as an intention factor. As aforementioned, the rural people keeping positive attitude towards the environment. Their positive attitude towards environment will lead them to engage in eco-friendly business apart from engaging in businesses that pollute the environment like industrialization, sell hazardous materials, noise and radiation produce business, dumping wastage and so on. This positive attitude strongly recommend them to engage in green business to save the environment while they can also increase their household income.

4. Review of Methodology

This section would explain the discussion on data collection and sampling techniques which is used in the previous study. It is also described on the measurement of construct and explaining about the data analysis method. The previous study has used a variety of methods to assess the level of attitude. Most of the study has been used of Theory of Planned Behavior by Ajzen 1991 elaborates the attitude. Aforementioned this paper reviewing the attitude towards eco-friendly business among low income households. Attitude that has played a key role for each and every individual who are willing to engage themselves in green business to generate income while protecting the environment. Previous paper that discussing about this attitude especially in the

purchase and use of green products, organic food, visiting the green hotel, green practices in restaurant, greener workplace, eco-car vehicles and so on. This paper is based on conceptual framework which is using primary and secondary data to collect the information needed. The sense for selecting the respondent is based on the beliefs that the respondents with high education background to make it easier to them to understand the important of green environment (O' zfer and Ucar, 2008). Respondents fit in the different group of demographic which is categorized as age, gender, income, education, and marital status. Respondents is using simple random sampling method. To evaluate attitude the structured questionnaire in adapted and modified from previous study while 5-Point Likert scale from 1 = strongly disagree to 5 = strongly agree is has been used to measure. Structural equation modeling (SEM) and assisted by AMOS 20 is has been used to tested the hypothesis. (Povey et al., 2000) who have found that the attitude are the good predictors of intentions when the environment is more beneficial and helpful to perform behavior in his findings. According to (Tantawi et al., 2007) he has been redesign and developed the survey instruments of attitude towards environment as the independent variable. In this study only suitable items has been taken which is most relate to Malaysian context others is dropped. Reliability test is also acquired to test the level of attitude towards environment and on the green business. The scale is contemplated reliable if it has an alpha value greater than 0.60 (Schuessler, 1971). In quantitative research paper, reliability approximately between 0.60 and 0.70 represent the minimum limit of acceptance (Hair et al., 1998). It differs from a study by Tanner and Kast (2003), positive attitude towards environmental preservation is deeply supported in which the purchase of green products.

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The Consumers' Perception on Green Hotel Practices

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Abstract - *This paper focused towards the consumers' perception on the green hotel practices. The concerns of the environment and the responsibility to overcome the problem are being discussed in this paper. The hotel industry, type of hotel and the concept of green hotel is been explored to show how it can minimize the impact to the environment. This paper also discuss how the changes and the demand from the consumers on the green hotel products and services.*

Keywords: Consumers' Perception, Hotel Industry, Green Hotel Practices

1. Introduction

The concern towards the environment protection is not a new issue, but become protracted issue for so many years whether locally, nationally even globally (Jekria & Daud, 2016). Unconsciously, the impact from the deterioration of the environment can undermine the human life quality, or even threat to the survival of the mankind (Hitam & Borhan, 2012). Through this concern over the years, the definition of the sustainable tourism and hospitality is created by making their business more eco-friendly. The sustainable term are used to described as dealing with such clean water, resource availability, climate change, pollution and loss of biodiversity (Peet, 2008). The increasing number of hotel may cause the overconsumption of water, energy and raw materials because of the service provided and it will lead to the destruction of shores and woods (Teng, 2011). Moreover, the hotel development is said to have disrespect the cultural environment as it over exploit human resource (Tilikidou & Delistavrou, 2015). Through the various complaints and negative feedbacks towards the hotel development, the customer begins to seek for the hotel that use the eco-friendly practices to show their support towards the concern over environment issues (Han, Hsu, & Sheu, 2010). In order to cope with the environmental and social obligations and to incorporate sustainability, the hotel industry start to carry out their practices in operations and services (Smerecnik & Andersen, 2011)

Tourism industry is a growing industry in Malaysia and not only ranked in the top ten in arrivals and top fifteen in the global receipts, Malaysia also recognized as one of the global tourist destinations (Nezakati & Keshavar, 2012). The growing tourism industry also affects the growing in hospitality industry. The figure 1.0 showed the number of tourist and the figure 1.1 below showed the number of hotel since year 2011 until 2015.

YEAR	ARRIVALS	RECEIPTS (RM)
2015	25.70 million	69.1 Billion
2014	27.44 million	72.0 Billion
2013	25.72 million	65.4 Billion
2012	25.03 million	60.6 Billion
2011	24.71 million	58.3 Billion

Figure 1.0 Tourist Arrival and Receipt to Malaysia 2011-2015
 Source: Tourism Malaysia (<http://www.tourism.gov.my/statistics>)



Figure 1.1: Number of Hotel in Malaysia 2011-2015
 Source: Tourism Malaysia (<http://mytourismdata.tourism.gov.my>)

2. Literature review

2.1 Consumers' Perception

The consumers' green purchase practice is related to the person with perception on the local productivity and availability always accentuates the positive attitude towards the environment protection (Tanner & Wölfling Kast, 2003). A few studies have been conducted to investigate how well the consumers can perceive the green hotel practices. According to the Millar and Baloglu (2008), consumers can perceive well the hotels environmental oriented attributes including the use of recycling bin, energy-efficient lighting and sheets change only when request. Meanwhile, the Susskind and Verma (2011) study about the consumer's perception over the energy-saving manipulation in the room gains positive feedback from the consumers. The study about the consumers' perception can be different between genders has attract the Mainieri, Barnett, Valdero, Unipan, and Oskamp (1997) to do study about it and the result showed that there is no difference in the conservation of natural resources between two genders.

The consumer' perception over the green hotel practices can be influenced by the income level. This is because of the premium prices of the green products and services are affordable only to the consumers with the high income (do Paço, Raposo, & Leal Filho, 2009). The study from the Jauhari, Manaktola, and Jauhari (2007) found that, —11 percents were willing to pay 25 percents of the costs, 40 percents felt hotels should pay 50 to 100 percents of the cost, and 40 percents felt

that they could pay 4-6 percents more while staying at the green hotels. Meanwhile, the research in united State indicated that the consumers are not willing to pay extra for the green policies fund (Kirk, 1995). According to Noor and Kumar (2014) investigation on the relationship between the impact of eco-friendly activities and eco-friendly attitudes towards the intention to choose green hotels in Malaysia has indicate positive relationship. However, the consumers' perception on the green hotel practices are varied and influenced by many other factors (Ogbeide, 2012).

2.2 Hotel Industry

The annual report from the Tourism Malaysia in 2010, stated the role of the tourism industry in increasing the Gross Domestic Product of Malaysia where about 24.6 million tourist arrived of Malaysia with RM56.5 billion generated revenue (Mohamad & Jamil, 2012). According to the Malaysian budget 2017, the Malaysia Government showed support to the tourism and hospitality industry such as the extended two years for Pioneer Status and Investment Tax Allowance application period for new four and five star hotels. Hotel industry is a service nature business with four main characteristic that define the nature of the service which is intangibility, inseparability, variability, and perishability (Kotler & Keller, 2012). England is the first country that introduced the 'hotel' word in 1760 but then it was invented by Norman people that describing 'hotel' as both pleasure and business (Dix & Baird, 2006). Walker and Walker (2011) define the hotel industry as a massive industry which is providing the services such as accommodation, eating, drinking, entertainment, recreation and activities to the guest.

Table 2.0: Type of hotels
 Source: Walker (2012)

Type of hotel	characteristic
Downtown Hotel	—Meets the needs of the traveling public for business or leisure reasons. Located in the centre of the city within a short distance from business centre, shopping areas, theatre and public offices.
Resort	—Inclusive and diversified in accommodations. Located at tourist destination such as hill station, sea beaches and countryside.
Airport	—Guest mix consists of business, group, and leisure travellers, generally in the 200 to 600 room size and is fully service. Situated in the vicinity of airport and ports of entry.
Freewayhotel and motel	—A convenient place to stay, reasonably prices and with few frills. Located primarily on highways and provide modest lodging to highway travellers.
Casino	—Coming into the financial mainstream; casinos make more money from the gaming than from the rooms. Provide gambling facilities, such as Luxor hotel and casino in Las Vegas.
Convention	—Provides facilities and meets the needs of groups attending and holding conventions. This kind of hotel may have more than 2000 rooms to accommodate the large number of delegates.

Full-services	—Offers a wide range of facilities, services and amenities.¶
Economy/budget	—Reasonably sized and furnished rooms without the frills. This hotel focuses on meeting the most basic needs of guest providing clean, comfortable and inexpensive rooms.¶
Boutique	—Unique architecture, style, décor and smaller in size. Every room have different theme and this hotel mainly cater for elite class.¶
Residential Hotels	—Majority of guests are long term. Guest stay for a minimum period of one month and up to two years. The service provided is modest.¶
All-suite Stay	Extended – —Additional space in the form of a lounge and possibly kitchenette.¶
Condotels	—The combination of hotel and condominium.¶
Mixed-use	—Hotel that may also have residences¶
Bed & Breakfast	—Accommodations with the owner, who lives on the premises or nearby, providing a clean, attractive accommodation and breakfast. These range from houses with a few rooms converted into overnight facilities to small commercial buildings with twenty to thirty guestrooms.¶
Green Hotel	—Hotel that has made important environmental improvements to its structure in order to minimize the impact towards the environment.¶

2.3 Green Hotel Practices

The concern towards the relationship between business and the natural environment has always become the interest matter towards environmentalists, sociologists and even the economists (Punitha, Aziz, & Rahman, 2016). The positive green image are suitable for the hospitality industry since it is an industry which operating in sensitive environmental (Amores-Salvadó, Martín-de Castro, & Navas-López, 2014). According to Parker, Segev, and Pinto (2010), the —green¶ is used to describe the eco-friendly characteristics towards the environment whether it is organic, energy efficient or less pollution impact. There is no standard definition for green beyond its eco-friendly business implementation. In the hotel industry, the green hotel can range from encouraging the guest to reuse the towels, recycling waste, use the wind electricity, preparing the organic food, to installing rooftop panels (Kasavana, 2008). However, the consumers' perceive about green practice in the hotel no longer just linen and towel reuse, but they expect more from green hotel and it require the responsibility towards the socio-environmentally (Ogbeide, 2012).

The tourism industry in Malaysia is expected to keep growing since the promotional activities by the government and the potential of the country as the tourist destination received well globally (Punitha et al., 2016). The green hotel practice is very essential towards the tourism and also the hospitality industry. Through this practice the hotelier can fulfil the corporate social responsibility (CSR) (Shafaat & Sultan, 2012).

The green hotel practice also embraces the use of green information technology (IT). The green IT means the use of environmentally friendly products and encouraging the consumers to adapt the eco-friendly practices such as minimal the usage of paper printing and exercising proper recycling habits (Kasavana, 2008). The creation of e-Waste leads to the current e-waste legislation includes tax incentive that encourage recycling. In Russia, the environmental technologies are used in the social area. For example, the kindergarten in Moscow where the process of construction project used the new energy saving, cost-effective, durable and environmentally friendly materials (Izvekova, Roy, & Murgul, 2016). The Figure below showed the winners of ASEAN Green Hotel Awards and criteria and requirements of Asean Green Hotel Standard.

Location	Hotel's name
Sabah	Shangri-la Tanjung Aru Resort and Spa Kota Kinabalu
	Nexus Resort Karambunai
	Shangri-la Rasa Ria Resort Tuaran
Sarawak	Riverside Majestic Hotel Kuching
	Miri Marriot Resort and Spa
Kuala Lumpur	Mandarin Oriental
	Shangri-la Hotel
	Renaissance Hotel
Kedah	The Andaman Langkawi
Penang	Shangri-la Rasa Sayang Resort and Spa

Figure 2.0 Winners of ASEAN Green Hotel Awards 2014-Malaysia
 (Source: Malay Mail Online, 2014)

Major Criteria	Requirements
1. Environmental policy and actions for hotel operation	1.1 Promotion of environmental activities in order to encourage the involvement of staff, clients and suppliers to participate in environmental management practices. 1.2 Existence of plan for raising staff to be aware of environment (i.e., training). 1.3 Existence of environmental management plan for hotel operation. 1.4 Existence of monitoring programme for environmental management of hotels.
2. Use of Green products	2.1 Encouragement for the use of local products for hotel operation (i.e., food and handicrafts). 2.2 Encouragement for the use of environmentally friendly products.
3. Collaboration with the community and local organisations	3.1 Existence of plans/activities to help improve quality of life of the community. 3.2 Existence of awareness raising programmes for local community on environmental protection. 3.3 Creation of activities in promoting culture and traditional performance and local ways of life.
4. Human resource development	4.1 Provision of training programmes for operation and management staff on environmental management.
5. Solid waste management	5.1 Introduction of waste management techniques (e.g., waste reduction, reuse, recycling, waste separation and composting). 5.2 Encouragement of the involvement of staff in waste reduction, reuse, recycling, waste separation and composting programme.
6. Energy efficiency	6.1 Introduction of energy saving techniques and/or energy saving technology and equipment for hotel to reduce energy consumption. 6.2 Installation of meters/equipment to monitor energy consumption.
7. Water efficiency	7.1 Introduction of water saving techniques and/or use of water saving technology and equipment to reduce water consumption. 7.2 Regular maintenance for water saving equipment.
8. Air quality management (indoor and outdoor)	8.1 Designation of smoking and non-smoking area. 8.2 Regular monitoring and maintenance for equipment and facilities to ensure the air quality (i.e., air conditioning).
9. Noise pollution control	9.1 Existence of noise control programme from hotel operation.
10. Waste water treatment and management	10.1 The use of mechanisms to prevent water contamination and reduce waste water generation. 10.2 Promotion of the use of recyclable grey water in operation (i.e., watering trees). 10.3 Encouragement for an appropriate use of waste water treatment.
11. Toxic and chemical substance disposal management	11.1 Provision of clear signs for toxic substance. 11.2 Appropriate hazardous waste disposal management. 11.3 Regular inspection, cleaning and maintenance for storage in order to avoid leakage of gas or toxic chemical substance.

Figure 2.1 The Criteria And Requirements of ASEAN Green Hotel Standard.

(Source: Ministry of Tourism and Creative Economy, 2012)

3. Discussion

In order to live in the better world, every nature of business should concern about the impact towards the natural environment. The establishment of the green hotel concept is a great idea by doing the business, but at the same time still trying to minimize the impact on the environment. Rather than changing the towel, recycling and energy saving light, the consumers are expecting more from the green hotel. Moreover, the acceptance of the green hotel is still not well received by the consumers. This is may be because of the higher cost of the green hotel product and services. Therefore, the new initiative should be plan and implement so that it will bring more benefits not only to the industry, and the consumers, but also the environment. Not only hotel can apply the green concept, but also other industry as well such as technology and manufacturing sectors.

4. Conclusion

As a conclusion, the establishment of the green hotel concept can reduce the negative impact to the environment and also give the other industry the inspiration to go green with their business nature. The green hotel product and service may cost a lot of money, but it is worth to make show support in preserving and protection towards the environment. The green hotel concept also gives the awareness to the consumers about the importance and the need to be a responsible individual to the environment. The consumers' perception on the green hotel practice is important in order to know whether the green concept is successfully accepted or not.

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A Conceptual Paper on Supply Chain Risks and Organizational Performance among Malaysian Manufacturing Sector

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Abstract – *The existence of supply chain risks impacted both economic and environmental performance in Malaysian manufacturing sector. However, there is still limited of studies identified the dimensions of supply chain risks, and most of studies shows inconstant results between supply chain risks and organizational performance. In addition, most of studies are not concentrating on the relationship of supply chain risks towards environmental performance. Hence, it encourages this study to proposed a conceptual framework concentrating on supply chain risks and organizational performance among Malaysian manufacturing sector. This study proposed the hypotheses based on the findings from the previous studies. This study also suggested a strategy for the future research to reduce the supply chain risks and improve both economic and environmental performance.*

Keywords: Supply chain risks, economic performance, environmental performance, Malaysian manufacturing sector, conceptual framework.

1. Introduction

In Malaysia, the manufacturing industry remains the most important industry where this industry is the second largest that contribute to Malaysia Gross Domestic Product. In 2015, this industry is contribute RM243.9 billion or 23% to Malaysia's GDP whereby it is RM51.4 billion increase compare to year 2010 (Eleventh Malaysia Plan, 2015). Therefore, the issue related to Malaysian manufacturing industry is deserve attention and need to be solved by the academicians and practitioners.

Historically, the issue of the supply chain disruption due to the Japan Tsunami in 2011 cause the Malaysian automobile sector faced on the sales drop and production loss (Trade and Economic Section, 2012). The Malaysian automobile sector which is PROTON has an established supply chain network with company in Japan such as a joint venture between Mitsubishi Corporation (MC) and Mitsubishi Motor Corporation (MMC) in purchasing component. The Tsunami in Japan was directly affected to the performance of the Malaysian automobile sector. This sector recorded a sales dropped (-2.3%) and the production loss (-6.9%) compared to the last year which is on 2010 (Trade and Economic Section, 2012) because of the supply chain disruption. It shows that the supply chain risks is directly affected to the economic performance of the organization. Not only effecting the economic performance, the supply chain risks also have been potential to effect the environmental performance.

As reported from the Survey of Environmental Protection Expenditure Malaysia (2013) shows the manufacturing sector was the highest contribution in protecting the environment (in term of cost), compared to other sectors whereby this sector was spent RM 1328.5 million which is 59.4% from a total of RM 2236.7 million to protect the environment. Besides, from RM 2236.7 million, about RM 553.5 million or 24.7% was expend for waste management and RM 547.3 million or 24.5% was expend for pollution prevention (Department of Statistic Malaysia, 2015). It shows that supply chain risks also will affect to the environmental performance which has led to high cost of environmental expenditure for the company.

2. Problem statement

Many literatures investigating the relationship of supply chain risks toward organizational performance, (Munyuko, 2015; Bavarsad et al., 2014; Zhao et al., 2013; Zhang & Song, 2011) and most of studies only examine the relationship between supply chain risks and economic performance (Munyuko, 2015; Bavarsad et al., 2014; Zhao et al., 2013; Leat & Revoredo-Giha, 2014; Zhang & Song, 2011; Wagner & Bode, 2008). However, there is still limited of study investigates the relationship between supply chain risks towards environmental performance. Besides that, it is important for the organization to identify and classify the dimensions of supply chain risk in order to contribute in managerial decisions (Ya-feng & Qi-hua, 2009). Based on the previous studies conducted from 2003 until 2015, it shows that the dimensions of supply chain risk are variety and not consistent (Ho et al., 2015; Munyuko, 2015; Freise and Seuring, 2015; Ali & Shukran, 2015; Avelar-Sosa et al., 2014; Bavarsad et al., 2014; Sharma and Bhat, 2014; Buddress, 2013; Punniyamoorthy et al., 2013; Bandaly, 2012; Ghadge et al., 2012; Christopher et al., 2011; Diabat et al., 2012; Ya-feng and Qi-hua, 2009; Manuj and Mentzer, 2008; Bogataj and Bogataj, 2007; Chopra and Sodhi, 2004; Christopher and Peck, 2003). In addition, there is still lack of research focusing on the dimensions of supply chain risks which can have direct effect on Malaysian manufacturing performance. Therefore, this study is going to distinguish the dimensions of supply chain risks that can have a direct effect to the Malaysian manufacturing performance.

3. Research objective

Specifically, the objectives of this study are as follows:

1. To determine the dimensions of supply chain risks that can have a direct effect to the Malaysian manufacturing performance.
2. To investigate the relationship between supply chain risks and economic performance in Malaysian manufacturing sector.
3. To investigate the relationship between supply chain risks and environmental performance in Malaysian manufacturing sector.

4. Research question

From the problem statement, a number of research questions are bring forward:

1. What are the dimensions of supply chain risks that can have a direct effect to the Malaysian manufacturing performance?
2. Do supply chain risks effect economic performance in Malaysian manufacturing sector?
3. Do supply chain risks effect environmental performance in Malaysian manufacturing sector?

4. Conceptual framework and hypotheses

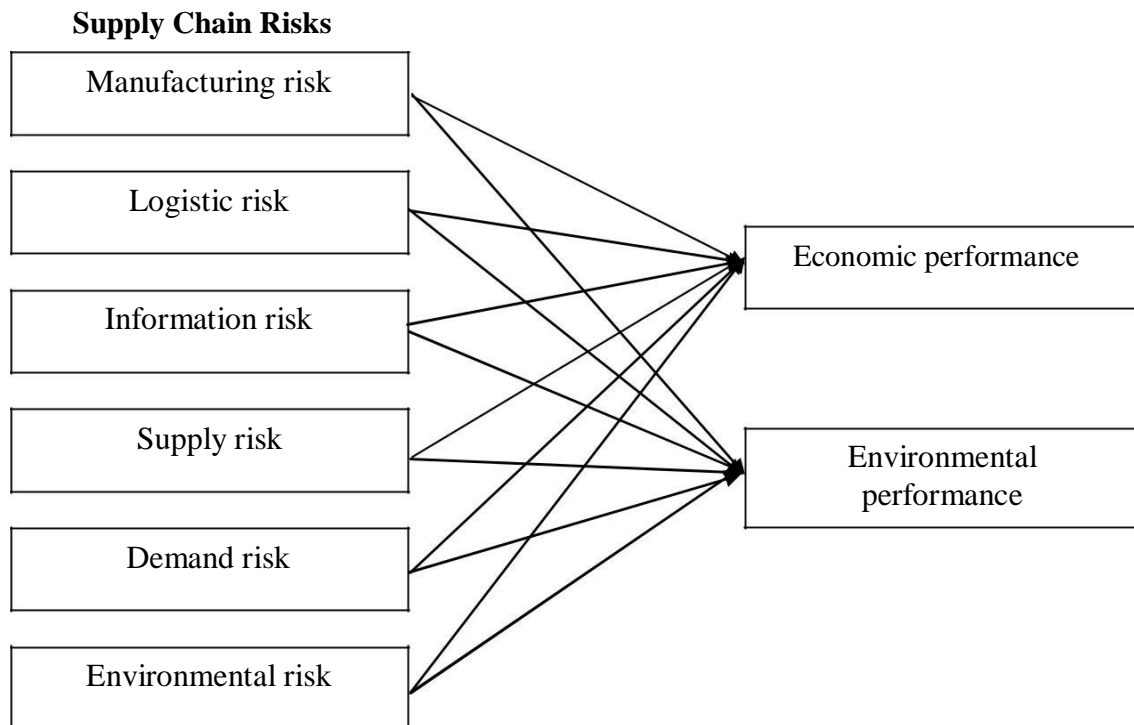


Figure 3: Conceptual Framework of Supply Chain Risks and Organizational Performance among Malaysian Manufacturing Sector

4.1 Relationship between dimension of supply chain risks and Malaysian manufacturing performance

In the book by Zsidisin and Ritchie (2008) entitled —Supply Chain Risk: A Handbook of Assessment, Management, and Performance, the authors highlighted that supply chain risk encompasses a multi-dimensional construct. Hence, it is important to identify and classify the antecedents of supply chain risk in order to contribute in managerial decisions (Ya-feng & Qi-hua, 2009). The study conducted by Jiang (2011) focused on procurement, finance and management, demand, and production as supply chain risks. Qun (2010) highlighted supply chain risk in different views, which are uncertainty between node enterprise, uncertainty in node enterprise, uncertainty of market demand, and uncertainty of external environment. Zhang and Song (2011) categorised supply chain risk as demand risk and supply risk. Corresponding to the classification by Zhang and Song (2011), Zhao et al. (2013) divided supply chain risk into supply delivery risk and demand variability risk.

Due to the multi-dimensional constructs of supply chain risk, this study is adopted the dimensions from the study conducted by Punniyamoorthy et al. (2013). Punniyamoorthy et al. (2013) have developed reliable instrument of supply chain risk and identified the supply chain risk's constructs based on content analysis. In addition, the dimension of supply chain risks has been reviewed and finalized by the expert group. Since these dimension has been validated by the expert group, therefore this study follows the dimensions from Punniyamoorthy et al. (2013) which consists of **manufacturing risk** (Punniyamoorthy et al., 2013), **logistic risk** (Sharma & Bhat, 2014; Buddress, 2013; Punniyamoorthy et al., 2013), **supply risk** (Avelar-sosa et al., 2014; Sharma & Bhat, 2014; Punniyamoorthy et al., 2013; Christopher et al., 2011; Diabat et al., Bogataj

& Bogataj, 2007; Christopher & Peck, 2003), **information risk** (Punniyamoorthy et al., 2013; Ghadge et al., 2012; Diabat et al., 2011; Ya-feng & Qi-hua, 2009), **demand risk** (Avelar-sosa et al., 2014; Sharma & Bhat, 2014; Punniyamoorthy et al., 2013; Christopher et al., 2011; Diabat et al., 2011; Manuj & Mentzer, 2008; Wagner & Bode, 2008; Bogataj & Bogataj, 2007; Christopher & Peck, 2003), and **environmental risk** (Munyuko, 2015; Freise and Seuring, 2015; Sharma & Bhat, 2014; Bandaly, 2012; Ghadge et al., 2012; Christopher and Peck, 2003). Besides that, these dimensions have been tested in India, which is one of the developing countries in Asia. Towards developing countries, these dimensions also will be used and will be applied in Malaysian manufacturing performance. Hence, it leads to the following hypothesis of this study:

H1: The dimensions of supply chain risks have a significant effect on the Malaysian manufacturing performance.

4.2 Relationship between supply chain risks and economic performance

Many literatures concentrated on the relationship between supply chain risks towards performance (Munyuko, 2015; Bavarsad et al., 2014; Zhao et al., 2013; Leat & Revoredo-Giha, 2014; Zhang & Song, 2011; Wagner & Bode, 2008). Bavarsad et al. (2014) provide evidence that supply chain risk has a significant negative effect on organizational performance, including economic performance where $r^2 = -0.63$. Additionally, Zhao et al. (2013) only focused on demand risk and supply risk as supply chain risks. Their study investigated the relationship between supply chain risk, supply chain integration, and performance which consists of economic performance. Besides that, Zhang and Song (2011) determined the relationship between supply risk and demand risk towards organizational performance which includes economic performance. Surprisingly, their study shows inconsistent results between these two constructs where demand risk has a significant and negative effect on organizational performance, however supply risk has no significant relationship with organizational performance. Hence, the hypotheses are proposed as follows:

H2a: Manufacturing risk has a significant negative effect on economic performance.

H2b: Logistic risk has a significant negative effect on economic performance.

H2c: Information risk has a significant negative effect on economic performance.

H2d: Supply risk has a significant negative effect on economic performance.

H2e: Demand risk has a significant negative effect on economic performance.

H2f: Environmental risk has a significant negative effect on economic performance.

4.3 Relationship between supply chain risks and environmental performance

There are several studies that consider the relationship of supply chain risk and environmental performance indirectly (Freise & Seuring, 2015, and Kleindorfer & Saad, 2005). Kleindorfer and Saad (2005) analysed the issue of chemical accidents in Bhopal that not only just affect economic performance, yet affect environmental performance. Freise and Seuring (2015) highlighted the environmental risk in the supply chain in order to achieve sustainability. Since there is still limited study focusing on the relationship of supply chain risks and environmental performance, this study proposed the hypothesis as follows:

H3a: Manufacturing risk has a significant negative effect on environmental performance.

H3b: Logistic risk has a significant negative effect on environmental performance.

H3c: Information risk has a significant negative effect on environmental performance.

H3d: Supply risk has a significant negative effect on environmental performance.

H3e: Demand risk has significant negatively effect to environmental performance. *H3f*: Environmental risk has significant negatively effect to environmental performance.

5. Suggestion of proposition

The supply chain risk disaster has falls out the economic performance and environmental performance of Malaysian manufacturing sector. Since, there is still limited of study focus on the effect of supply chain risks towards environmental performance, this study investigated the relationship between supply chain risks towards both economic and environmental performance of Malaysian manufacturing sector. Besides that, the dimensions of the supply chain risks also has been discussed in this study. This study modified a research framework developed by Bavarsad et al. (2014), and proposed a conceptual framework of supply chain risks and organizational performance. Based on previous study, the relationship between supply chain risks and economic performance are significant and negative relationship. It means that, if the supply chain risks are rising, the performance of the organization will be poor. But if the supply chain risks are reducing, the performance will increase. However, some of study finds the relationship between supply chain risks and organizational performance were not significant. Since the previous study shows inconsistent results, it motivates this study to investigate this relationship and proposed the hypotheses.

As mention before, the existence of supply chain risks will disturb the supply chain activity and impacted the performance of the firm. Besides identifying risks in the supply chain, the organizations also have to think how to mitigate the supply chain risks. This study will proposed for organizations to apply green supply chain management practices in order to improve both economic performance and environmental performance caused by the supply chain risks since there are many studies discussed the advantages of implementing green supply chain management practices towards economic performance and environmental performance (Tachizawa et al., 2015; Green Jr. et al., 2012; Zhu et al., 2012; Kumar & Chandrakar, 2012; Zhu et al., 2008; Eltayeb & Zailani, 2007; Zhu & Sarkis, 2004). Therefore, implementation of green supply chain management practices is expected to be an effective strategy to improve performance and reduce the supply chain risks. From our proposition:

- P1*: Green supply chain management practices is an effective strategy for reduce the supply chain risks and improve organizational performance.
- P2*: Green supply chain management practices is an effective strategy for reduce the supply chain risks and improve environmental performance.

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Performance and voluntary turnover intention : An employee perspectives

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Abstract - *Turnover intention give bad impact to organization, such as decreasing productivity and increasing absenteeism. This article aim in discussing the voluntary turnover intention among employees of the hotel industry in Malaysia. The purpose of this paper is to propose that the performance is related with voluntary turnover intention. Rationale the study is to review whether performance from its employees are able to increase or decrease the rate of turnover intention. In addition, the perspective hotel industry, turnover intention is essential to improve the standard of the hotel industry. While too much study of this turnover, however, this issue under review is still rampant. So, the research done by employee perspective. The research uses qualitative method in case study. It will use the explanatory case study in this research. This research use 15 participants and interviewing divided by 5 groups according their department in high rate star hotel in Kuala Lumpur. The data then will be analyse using qualitative software, NVivo.*

Keywords: turnover intention, performance, high rate star hotel Kuala Lumpur

1. Introduction

The hotel industry become a flourishing industry in the global market, where both users and organizers dispersed around the world. Mohajerani & Miremadi (2012) stated that the hotel industry is a major contributor to economic development to all countries. Furthermore, the hotel sector is also a key element to the development of the business. Hence, the industry through the transformation process that leads to economic increases in Malaysia (Lahap, Said, Rose, Sumarjan & Mohi, 2014). In addition, they also have problems in management where the problem created by the employer. Turnover intention is defined as an employee's target to leave a job. They intend to stop working when they feel uncomfortable with the position within the company. In addition, they are also less participate in activities within the company. This cause, turnover intention in job or when they decided to leave their jobs (Jang & George, 2012; Karatepe, 2013). Payne & Huffman, 2005, Kim et al., 2009, defined as the loss of employees in the company can generate various problems and loss the quality of service in a hotel. When turnover occur in hotel industry, it can give negative effect to organization in terms of staffing; cost, effort, and time. Besides that, (Cho, Johanson, & Guchait, 2009; Blomme, Van Rheede, & Tromp, 2010; Yang, 2010; Slatten, Svensson, & Svaeri, 2011; Wells & Peachey, 2011; Yang, Wan, & Fu, 2012; Zhou, Zhang, & Liu, 2012) states that turnover intention has been an issue of research for few years in the hospitality industry. In reviewing the source of procurement staff in the industry, Fallon and Rutherford (2010) stated that employees have a big cause of related to employers, management, working time, organization, training, benefits, and a good chance at other company. Employee turnover is the nature of workers that keep changing around the labour market between jobs and occupations within the organization. It is also can occur between the states of employment and unemployment (Abbasi et al., 2000). Actually, the term —turnover| is defined by price. That's mean, the ratio of the number of organizational members who have left during the period being considered divided by the average number of people in that organization during the period.

2. Literature review

2.1 Turnover Intention

Turnover intention is important for organizations. Turnover intention refers to the possibility of employees leaving their job and organization on their own reason (Kuvaas, 2006). Turnover intention is an intention to stop work on own reason and a tendency to choose better organization (Jung et al., 2012). Turnover intention can be divided into two categories namely voluntary turnover and involuntary turnover (Albattat & Som 2013). Voluntary turnover intention is the choice of employee to leave the organization with own reason. Involuntary turnover intention occurs when they are being transferred and getting fired (Lam et al., 2003). Voluntary and involuntary intention give the enormous implication in organization (Cho et al., 2009). Turnover intention is also a cycle where replacement workers will be replaced by other employees after they leave the organization (Woods, 2006). Besides that, turnover intention also can be divided by two factors which are internal factors such as facilities in organization and external factors such as salary and other benefits. Turnover intention is an issue important in the organization and should be considered specifically. Turnover intention may be classified into six categories.

Voluntary turnover intention is a first type of turnover that occurs when an employee voluntarily chooses to resign from the organization and they have their own choice to quit or when they leave the organization at their own choice (Noe, Hollenbeck, Gerhart & Wright, 2006). Involuntary turnover can be defined as the turnover in which employees have no choice in their termination such as sickness, death, and family reasons.

Functional turnover intention is a turnover in which poor performers leave. Employees that designate the job might be employees without skills or they do not perform. Dysfunctional turnover occurs when a high-performing employee leaves the organization. In other words, the turnover also occurs because the costs exceed any potential benefits.

Chiu, Luk and Tang (2012) defined that avoidable turnover intention is organizations can prevent by hiring, evaluating and motivating their organization at their employees more effectively. Unavoidable turnover occurs from life decisions that extend beyond an employer's control such as a decision to move to a new area or a job transfer for a spouse.

2.2 Hotel Industry

Hospitality industry is becoming the thriving industry where consumers and producers spread out all over the world. The industry is a major contributor to most of the country (Mohajerani & Miremedi, 2012). Furthermore, the hotel industry has become the second industry in the business sector. Malaysia's hotel industry is an industry in the process of transformation to expand the Malaysian economy (Lahap, Said, Rose, Sumarjan & Mohi, 2014). A hotel is a place where the owner of the hotel offers affordable rent to those who can afford and are willing to pay an expensive price for services and facilities provided. Hotels can be classified into two which are luxury hotels and budget hotels (Chan, 2013). Both features the hotel has facilities and reasonable prices.

3. Methodology

Qualitative research is used to understand the reasons why something happened and the opinion by collecting data. There is seven types of case study method can be used in qualitative research which is Explanatory, Exploratory, Descriptive, Multiple-Case, Intrinsic, Instrumental and Collective case studies. In this researcher, explanatory case study will be used because this study has been reviewed but I studied from the perspective of the industry in Malaysia. The hotel was chosen for this study was in Kuala Lumpur where the hotel listed of 10 travellers love. In this study, employee from all department from the selected high rate star hotel in Kuala Lumpur will be chosen to be the target population which are the majestic hotel, Shangri-La hotel, Grand Hayatt hotel, Mandarin Oriental hotel, and Villa Samandhi hotel. There have 15 participants, which is divided by 5 groups according by kitchen / F&B department, housekeeping department, receptionists department, maintenance department, and management department will be involve for data analysis purpose.

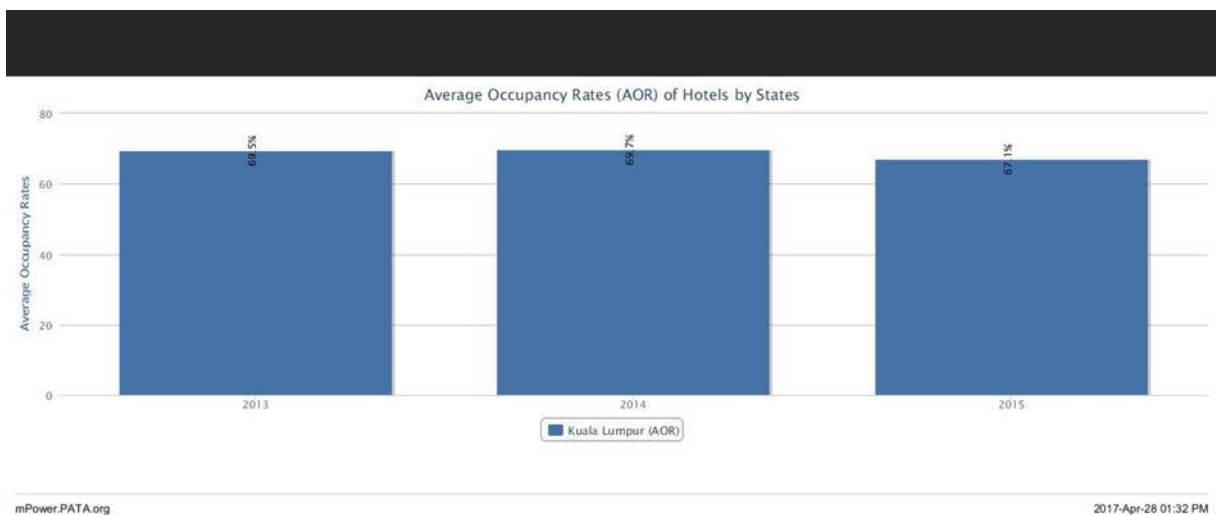


Figure 1.0: Average occupancy rates (AOR) of hotels by states
Source: tourism Malaysia (<http://mytourismdata.tourism.gov.my>)

4. Conclusion

Employees are the backbone of any business success and therefore, they need to be motivated and maintained in organization at all cost to aid the organization to be globally competitive in terms of providing quality products and services to the society. Managers should examine the sources of employee turnover and recommend the best approach to fill the gap of the sources. So that, they can be in a position to retain employees in their organization to enhance their competitiveness in the world of globalizations. Employees should be given challenging work and all managers should be hired on the basis of know-how by following laid down procedures of the organizations and this would make organization to have competent managers at all levels of management and hence good supervision. Other than that, the company also should pay employees based on their performance. In additions, they should give employees incentives like individual bonus, lump sum bonus, and other benefits. Hence, if these are put in place they would minimize employee turnover.

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Consumer Intention to Purchase *Halal* Cosmetic Product: A Review

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Abstract - Previous studies show that generally religion might affect consumer attitude and behaviour (Assadi, 2003; Bonne, Vermeir, Bergeaud-Blackler & Verbeke, 2007), mainly in decision to purchase food and habits of eating. There are limited studies that reviewed the religiosity impact especially in connection to halalness of cosmetics usage in consumer behaviour domain. This review paper will look at theory of planned behaviour (TPB) which emphasizes three factors that affect intention namely attitude, subjective norm and perceived behavioural control.

Keywords: halal cosmetics, purchase intention, religiosity, TPB

1. Introduction

Halal cosmetics are the next domain that emerges after food and financial services. On the other hand, consumer requirements for cosmetics and personal care seem to gather and not digress between different regions. Consumers of halal cosmetics are from various backgrounds who find cosmetics attractive for a number of reasons. Some like halal cosmetics because it is not cruel to animal. Others select halal cosmetics since there is no harmful chemical that make skin feel discomfort or alcohol that will make skin dry. The thing that should be considered is halal cosmetics is emerge to get strong position in the marketplace as a result of quality guarantee and attractive to various consumers without taking into consideration religious background (Muhammad, 2015).

According to Patton (2017), the demand of *halal* cosmetics is increasing globally. It is not only encouraged by rich Muslim consumers but also increase interest in high quality and safe products. The purity of *halal* cosmetics is questionable and doubted. Muslim women who do wear make-up prefer pork and alcohol free products even though wearing it questionable and under debate.

U. S. Commercial Service (2013) revealed that as of 2013, Malaysian population is 29.72 million. The demographics of the 15-64 age group is 68.5% of the population with per capita income of US\$10,400. Malaysia is classified as an upper-middle income nation with Gross Domestic Product (GDP) valued at US\$312.4 billion. Malaysia imported about US\$295 million worth of cosmetics and toiletries. Skin-care products capture the largest market share.

Previous work by Swidi, Wie, Mohamad Ghozali Hassan, Al-Hosam and Abdul Wahid Mohd Kassim (2010) stated that almost all Muslims in the whole world relied on non-Muslims cosmetic products. Moreover, when it comes to the cosmetic industry which is monopolized by non-Muslims, Muslims seem to take back seat.

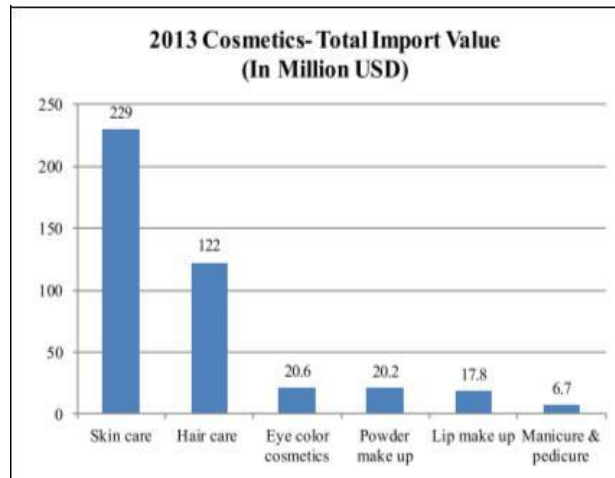


Figure 1: The details of total import values of cosmetics in 2013
 (Source: The U.S. Commercial Service)

2. Halal Cosmetics

Halal is the Arabic term means permissible or lawful. Its opposite is *haram*, forbidden or against the law. For the purpose of this review, *halal* referring to cosmetics which comprise of facial make-up and personal care. *Halal* term is usually related with food that is prepared according to syariah or Islamic law. It symbolizes something that is permissible by syariah, relating to food or not. Therefore, there is evidence that indicate a shift in consumer perception about real meaning of the term *halal* which permeates all matters in daily life (Mohamad, 2017).

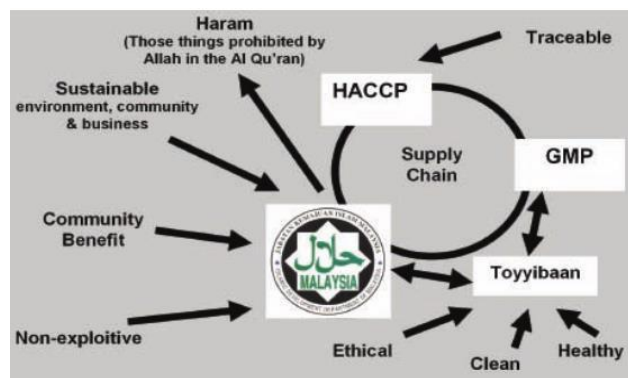


Figure 2: The concept of *halal* in relation to HACCP and GMP

Note:

HACCP - Hazard Analysis and Critical Control Point

GMP - Good Manufacturing Practice

Even though *halal* cosmetics concept is still very new to Muslim world, there is growing demand from cautious consumers that becoming more selective in spending their money for cosmetics and personal care which suit with their religion requirement and culture (Elasrag, 2016).

Halal cosmetic products can simply be described as free from any ingredients that contain pork or alcohol. It must be made without surfactant, silicone compound, antiseptic, pig-derived collagen and alcoholic extract. The production of *halal* cosmetics must be equipped with a line only for *halal* products and separately manage the raw materials. This tells why it is 20 to 30 percent more expensive than normal cosmetics. Manufacturer can build reputation and brand loyalty fast since *halal*-marked cosmetics are widely accepted by Muslim women (Halal Focus, 2017).

In simple words, *halal* in cosmetics is basically products free from ingredients prohibited by Islamic Law. It is usually made of all natural plant-based ingredients, with no animal or alcohol ingredients used (Ranscombe, 2017).

By 2019 *halal* cosmetic market is predicted to double when it will represent six percent of the worldwide cosmetics market (Brazil Beauty News, 2016). *Halal* certified products are famous in Malaysia and Southeast Asia. The author realised that there is a niche field that can be explored for *halal* cosmetic products since Malaysia has a huge Muslim population.

Table 1: Potential Growth Sectors
 (Source: *Halal* Industry Development Corporation)

Cluster	Potential Value for the <i>Halal</i> Market (USD)
	(Based on 5% of Global <i>Halal</i> Trade)
Cosmetic / Personal Care	177.00 Billion
Agriculture	41.50 Billion
Pharmaceutical	30.30 Billion
Islamic Finance	25.00 Billion
Logistic	0.17 Billion
Travel Industry	0.13 Billion
Total Value for <i>Halal</i> Clusters	New Growth 274.10 Billion

Halal means pure, safe and healthy. In cosmetics it means the products are organic, free of animal fat and animal-derived products such as keratin, collagen and gelatine, and alcohol free (Jamalul Haque, 2015). Thus, good for everyone since it is free of any harsh chemicals and animal cruelty.

Halal logo usage is allowed for cosmetic products, with the condition that particular product is certified *halal* by Islamic Development Department of Malaysia (JAKIM). However, *halal* certification depends on manufacturer or distributor application to JAKIM. It is not a compulsory requirement for cosmetics notification in Malaysia (Pharmaceutical Services Division, 2017).

Table 2: *Halal* Muslim Market – 652 Million

Algeria	Iran	Lebanon	Qatar	Turkey
Bahrain	Iraq	Malaysia	Saudi Arabia	United Arab Emirates
Egypt	Jordan	Morocco	Syria	Yemen
Indonesia	Kuwait	Oman	Tunisia	

3. *Halal* certified products

According to report by Saifol Bahli (2011), Malaysia is the only country in the world whereby the government provides full support in promoting the Halal Certification process on products and services. In other countries, halal certification bodies are either developed by the individual provinces or states or supported by their non-governmental organizations (NGOs).

4. Summary of Findings on *Halal* Cosmetics

A study by Phuah & Wan Jamaliah Wan Jusoh (2013) entitle “*Investigating students awareness and usage intention towards halal labelled cosmetics and personal care products in Malaysia*” found that most Malaysian consumers are aware of *halal* cosmetics products. Furthermore, race and educational background are the strongest indicators of consumer intention towards *halal* cosmetic.

According to Hussin, Hashim, Yusof and Alias (2013) in their study entitle “*Relationship between product factors, advertising and purchase intention of halal cosmetic*” product factors significantly affect consumers’ intentions towards *halal* cosmetics. In addition, it was found that advertising is a mediator for price and purchase intention relationship.

The findings by Azreen Jihan Che Mohd Hashim & Rosidah Musa (2014) entitle “*Factors influencing attitude towards halal cosmetic among young adult urban Muslim women: a focus group analysis*” explained how spiritual intelligence and spiritual congruence giving peace in consuming halal cosmetic products as well as how it affect female consumers attitudes towards halal cosmetics intention. Another study by them indicated that ingredient or content of the cosmetic product is the main factors in consuming *halal* cosmetic products.

Research from Iran by Hajipour, Gharache, Hamidzadeh and Mohammadian (2015) entitle “*Raising halal cosmetic awareness among the respective consumers*”, suggested that to augment halal cosmetics awareness organizations or responsible persons should be properly designed various programs. In addition, they make sure the accessibility of *halal* cosmetics products to current or potential customers.

A study by Ansari and Mohammed (2015) entitled “*Factors affecting the intent to purchase halal personal care products: empirical evidence from Pakistan*” highlighted that Attitude, subjective norm, and religiosity are the valid predictor of consumers intending to purchase halal cosmetics but perceived behavioural control not significantly affect.

Previous work by Azmawani Abd Rahman et al. (2015) entitled “*Consumers and halal cosmetic products: knowledge, religiosity, attitude and intention*” found that the relationship between religiosity and attitude is significant, but there is an insignificant relationship between knowledge and attitude. This study also revealed that there is dissimilarity between consumer attitude and intentions towards *halal* cosmetics and *halal* food.

Another study by Norafni @ Farlina Rahim, Zurina Shafii and Syahidawati Shahwan (2015) entitled “*Awareness and perception of Muslim consumers on halal cosmetics and personal care products*” reported that advertising, knowledge and attitude are the factors that significantly affect Muslim consumer awareness and perception towards halal cosmetics.

Meanwhile a study by Majid, Sabir and Ashraf (2015) entitled “*Consumer purchase intention towards halal cosmetics & personal care Products in Pakistan*” revealed that *halal* certification, awareness and religious beliefs are significantly and positively influencing on *halal* cosmetics intention of female students.

Ahlan Nuwairah Ahmad, Azmawani Abd Rahman and Suhaimi Ab Rahman (2015) in their study entitled “*Assessing knowledge and religiosity on consumer behavior towards halal food and cosmetic products*” found that consumer behaviour towards halal food and halal cosmetic products is significantly differing and knowledge is less influential as compared to religiosity towards the behaviour.

The conceptual paper entitled “*A study of Malaysian customers purchase motivation of halal cosmetics retail products: examining theory of consumption value and customer satisfaction*” by Bee, Rozita Naina Mohamed and Mazzini Muda (2016) extends the theory of consumption values by exploring the relationship between customer satisfaction and perceived values for halal cosmetics products. Additionally, they add brand value as a new value dimension.

Azreen Jihan Che Mohd Hashim and Rosidah Musa (2016) in their study entitled “*Factorial structure of spiritual intelligence towards purchasing decision towards halal cosmetic product*” suggested that spiritual intelligence significantly affects consumer attitude towards the *halal* cosmetic product.

Azreen Jihan, Rosidah Musa and Faridah Hassan (2016) in their work entitled “*Factorial validation predictors of attitude among user and nonuser of halal skin care product*” reported that spiritual congruence, spiritual intelligence, product image and product involvement are the strongest predictor of consumer attitude towards halal skin care products.

5. Understanding *Halal* is Crucial in Marketing

Marketing is all about thinking the business in terms of customer needs and their satisfaction (Levitt, 2017). —Muslims are the fastest growing consumer segment in the world. Any company that is not considering how to serve them is missing a significant opportunities to affect both its top and bottom line growthll (Kearney, 2007). *Halal* is a globally recognized symbol associated with quality and safety.

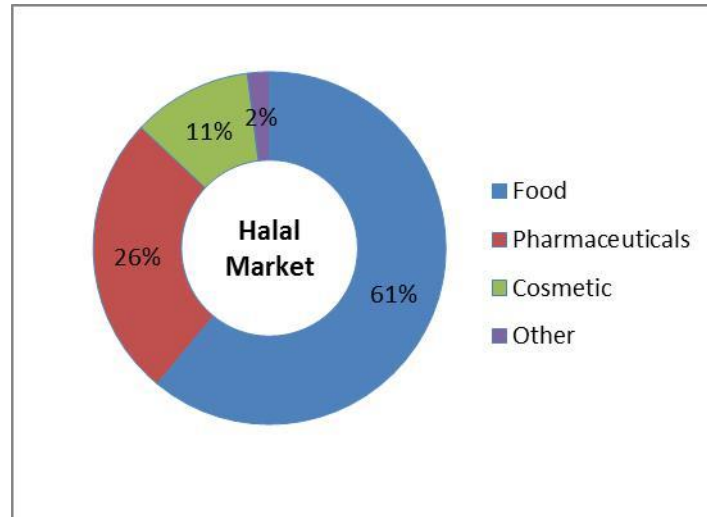


Figure 3: Segments of the *Halal* Market
(Source: Global *Halal* Industry)

Borzooei & Asgari (2013a) stated that halal is not just a purely religious issue, it is also in the realm of business and trade. Religion is an important value in an individual's cognitive structure capable of influencing consumer behaviour and attitudes (Jusmaliani & Nasution, 2009).

Wilson and Liu (2011) verified that *halal* concept is a domain where cognitive decision making is influenced by hard work to lower down risk depended on consumers' cultural point of view and Islam. The word *halal* comes from the verb "*halla*" that means lawful, legal, according to law, legitimate or allowed (for Muslims). It is vital and spiritual requirement of Muslim consumers signalling to buy and use permitted products (Borzooei & Asgari, 2013).

Tieman (2013) clarified that even though the famous meaning of halal, especially in non-Arabic speaking countries is referred to the narrow context of Muslim dietary laws, halal is a concept in Quran which means —permittedll vice versa with haram that means —unlawfull. In addition, it is also related to the processes undertaken whether following the Shariah Islamic law, that goes beyond food matters (Hunter, 2012).

It is important for all organizations, producers, retailers, marketing agencies and so on, involved in buying and selling to try to understand why people want particular products and services, why one cosmetic product might be chosen over another, one company rather than another or one brand rather than another.

Wright (2006) in his book "*Consumer Behaviour*", stated that if marketers can understand reasons behind purchase decisions, then they should be able to develop marketing programmes that can beneficially influence in favour of their company's products and services rather than the products and services of a competitor. In other words, understanding *halal* can also bring many other company benefits when dealing with Muslims and local communities.

6. Religion and Religiosity

Consumer behaviour and attitude are influenced by religion due to the human nature. Their behaviour and attitude is in accordance with their belief and religion. Essoo and Dibb (2010) emphasized that religion determines alternative selection on food, grocery products and other products.

Khraim (2010) concludes that religion plays an important role in understanding consumers because it significantly affects consumption because of related taboos and rules. *Halal* is a religious concept that shapes feelings and attitudes in a Muslim's consumption (Hanzaee & Ramezani, 2011), whilst adding value to products and cause consumer intention (Borzooei, Mahdi & Asgari, 2014). Therefore, religion commitment and consumers' understanding of religion (consumer religiosity), might be an obvious construct in clarifying intention to purchase *halal* cosmetics in this review.

The effect of religion not same on two persons. Therefore, the magnitude of religious influence will vary from one person to another for Muslim consumers. Not only religion the most matters in consumption world but also the intensity of individual's religious affiliations (religiosity). In other words, religiosity is the level of being religious (Run, Butt, Fam, & Jong, 2010).

Work by Ahlam Nuwairah Ahmad, Azmawani Abd Rahman and Suhaimi Ab Rahman (2015) found that religiosity is more influential towards behavior compared to knowledge relating to *halal* matters and there is a significant difference on consumer's behavior between *halal* food products and *halal* cosmetic products.

7. Intention to Purchase

Intention is the buyer's prediction of which product to buy. The intention of *halal* product purchases (pre-purchase) come first before the actual purchases happen and take place. Future behaviour is reflected by intention. Several studies have been conducted on purchase intention and factors that influence purchase intention. Khan, Ghauri and Majeed (2012) stated that purchase intention can be described as people's intention to buy certain brands, products and services that they have chosen after judgment and assessment.

Jamal Abdul Nassir Shaari and Nur Shahira Mohd Arifin (2009) confirmed that religious commitment with behavioural and cognitive aspects plays important role as a predictor of *halal* purchase intention. Therefore, it is assumed that religiosity is one of the most important predictor variables of purchase intention including intention to purchase *halal* cosmetics in this paper review.

8. Theoretical Foundation

The supporting theory for this review comes from the Theory of Planned Behaviour (TPB), which emphasizes human's behaviour is influenced by intention. It is used as a theoretical framework with the aim of extending previous research examining purchasing behaviour of *halal* cosmetics in social media context in this review.

Following the long tradition in studying consumer's purchasing behaviour style, it is assumed that people's behaviour is influenced by intention. Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) and its extension, the TPB (Ajzen, 1985; Smith et al., 2008; Chih-Chung & Su-Chao, 2005) are the most frequently used consumer-behaviour theories that are constructed on intention. However, it is still vague how these theories capture various behaviours found in various social contexts related to online buying via social media.

9. Theory of Planned Behaviour

Intention to perform various behaviours can be predicted with high accuracy of attitude towards behaviour, subjective norm and perceived behavioural control. This intention along with behavioural control perception contributes big variance in actual behaviour. Although attitude, subjective norm and perceived behavioural control are related to important behavioural, normative and control belief about the behaviour, the exact relationship is still debatable (Ajzen, 2010).

The importance of actual behavioural control is obvious. The available resources and opportunities should to some extent specify the possibility of achieving behaviour. Psychological importance is greater than actual control. Thus the perception of behavioural control has impact on intention and action (Ajzen, 1991).

Generally, someone's intention to perform the behaviour stronger when attitude and subjective norm together with perceived control more favourable and greater. People are expected to perform their intention when they have chance to do so and given enough level of actual control on behaviour (Ajzen, 1991b).

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Key Success Factors of Operational Excellence on SMEs Manufacturing Sectors in Malaysia

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Abstract – *The manufacturing sector in Malaysia has been recognized as an important sector to the nation's economic growth. This sector is the largest contributor to the total exports and the second largest contributor to the gross domestic product (GDP). However, the total shares of Malaysia's manufacturing exports in the world market declined due to competitive and globalized market condition. Consequently, it is important to investigate the key success factors that affect the operational excellence in order to remain competitive and achieving excellence in the business. This study aims to examine the key success factors that affect the operational excellence in the Malaysian SMEs manufacturing sector, as well as the influence of moderating role of environmental factors on the relationship between the success factors and operational excellence. The literatures have demonstrated that an investigation on operational excellence is lacking particularly in Malaysian SMEs sector. In addition, the impact of environmental factors on operational excellence has received little attention in the literatures especially in SMEs sector. Therefore, the conceptual model has been developed based on comprehensive review of previous study. This paper presents a conceptual framework that investigate the key success factors that affect operational excellence as well as their relationship on operational excellence in the Malaysian SMEs manufacturing sector. The contribution of this paper is to identify the key success factors towards the operational excellence. Thus, this study proposed a conceptual framework for SMEs manufacturing sectors in Malaysia.*

Keywords: Environmental factors, manufacturing, operational excellence, operational management, small and medium enterprises (SME)

1. Introduction

Small and medium enterprises (SMEs) have been recognized as the pillar of economic and social developments in many countries around the world (Halim and Zain, 2011). SMEs play a vital role in the country's economies by providing job opportunities and enhancing country exports and also as supplier to others manufacturing industries (Mohd Ali & Abdul Talib, 2013). In Malaysia, SMEs are significantly contributed to the development of the Malaysian economy and the roles of SMEs are crucial in shaping the economic landscape of Malaysia in achieving high-income nation status by year 2020 (Mahmud & Hilmi, 2014). There are several categories in Malaysian SMEs sectors such as services, manufacturing, construction, mining and quarrying sectors. The manufacturing sectors are one of the important sectors to the economic development of the country. The manufacturing sectors in Malaysia are dominated by SMEs sector. The manufacturing sector is the largest contributor to total exports of the country and the second largest contributor to the gross domestic product (GDP). However, the total shares of Malaysia's manufacturing exports in the world market declined due to intense competition from emerging economies such as China, India and Vietnam (Eleventh Malaysia Plan, 2015). This is further supported by Malaysia's ranking in the Global Competitiveness Index (GCI) which shown that Malaysia was ranked low in 2014.

Furthermore, the success of SMEs is crucial to the country's economic growth. However, SMEs faced variety of barriers that affect their performance to survive in the businesses (Mat Yunoh & Mohd Ali, 2015). Operation management is one of the

critical functional areas and also an important point which affects the SMEs performance (Urban & Naidoo, 2012). Additionally, SMEs are threatened by barriers that may occur in the operation functional area. To overcome the barriers and challenges, SMEs should develop the requisite operations and management skills which affect the operational areas (Pycraft et. al., 2003). Therefore, SMEs must the pursuing operational excellence in order to improve their performance and still growth in the business (Lee, Lim, Ma, & Xu, 2013).

SMEs need to search for new, innovative, flexible and imaginative ways to survive in the business competition. The organization need to rebuild themselves by creating new strategies and ideas to achieve business excellence in order to become a leader in the market competition (Yew & Ahmad, 2014). The organization are require to pursue excellence in their business by seeking long-term business success to respond actively to survive with the challenges (Jaeger et. al., 2014). One of the ways to achieve excellence is by pursuing the operational excellence. Operational excellence is one of the important aspects of business excellence which is an aspect of organizational structure that strives for improvements in key operational performance metrics (Shehadeh, Zu'bi, Abdallah, & Maqableh, 2016).

Moreover, achieving operational excellence is a requirement to the organizations. However, how to achieve the operational excellence and sustain competitive advantages still the main questions among the organizations (Dahlgaard-Park & Dahlgaard, 2007; Yew & Ahmad, 2014). Many organizations seeking for the excellence but unfortunately many of them failed to achieve the excellence level due the lack of understanding on the factors that influence operational excellence (Dahlgaard-Park & Dahlgaard, 2007). Additionally, the guidelines that describe how to achieve the operational excellence is remain unclear (Mohammad, Mann, Grigg, & Wagner, 2011). The organizations require practical and detailed guidance to achieve the operational excellence (Sharma & Kodali, 2008). Consequently, it is important to identify the key success factors that affect the operational excellence in order to be competitive in the business (Heizer & Render, 2004; Oakland, Tanner, & Gadd, 2002).

The operational excellence is an important topic and has been an issue in both academia and industry. Review on the related literature have shown that there are limited studies conducted on the operational excellence and mostly focus on other types of performance (Shehadeh, Maqableh, Al-zoubi, Akhorshaideh, & Al-sham, 2016) and also lack of study conducted on the SMEs sectors especially in Malaysia (Yew & Ahmad, 2014). Thus, this study attempts to help filling the gap by investigate the key success factors of operational excellence in Malaysian SMEs sector through examining their effect on operational excellence and the moderating effect of environmental factors on the relationship between success factors and operational excellence. This study aimed to develop a conceptual framework that purposely for SMEs in Malaysian manufacturing sectors. In addition, the study contributes to add new insight of the moderating factors that will influence the operational excellence in Malaysian SMEs sector.

2. Literature Review

2.1 Operational Excellence

The deployment of operational excellence is gaining attention by the international industrialist who are concerns to improve the organization and increase productivity, agility and quality of an organization (Elouarat, Saadi, & Kouiss, 2011). Operational excellence focused on operational performance and organizational sustainable performance. Operational excellence emphasizes on performance of internal operations

of a company where the excellence will proved quality improvement, flexibility improvement, delivery improvement, productivity improvement, cost and waste reduction (Susanti, Dachyar, & Yadrifi, 2015). Additionally, operational excellence also concerned the better performance and effectiveness in all dimensions of the organization. Operational excellence is not only about operation performance such as cost, time, quality, and flexibility metrics but also about sustainable performance such as handling people and resources efficiently to support the business growth (Dunggan, 2011). In order to enhance customers value, operational excellence does not only concern on the production process, consistency and reduce waste but also concern on creating value through interaction performance of employees, customers and supply chain (Miller, 2014).

Operational excellence involves the continuous improvement of the efficiency and effectiveness of the business processes. Operational excellence assures both organizational efficiency and effectiveness through reducing cost without decreasing volume of output and quality, reducing waste of time, raw materials, unnecessary processing, and energy used in transportation, storing, and operating plant (Booz Allallen, 2014). Moreover, operational excellence provides competitive advantage to the organization by giving greater satisfaction to the customers. The organization achieve the operational excellence will lead them towards excellence in internal organizational processes of production and its delivery to the customers with high score of satisfaction. The strength of internal organization then will rewards the organization with the competitive advantages which in turn leads to sustainability of the organization (Ojha, 2015).

The importance of the operational excellence to the organizations has been acknowledged in the literature. Treacy & Wiersema (1997) stated that the operational excellence is one of the disciplines and value propositions that organizations can choose to compete with their competitors in the business environment. Operational excellence is the design and management to maximize operating profit by continuous operational excellence in production and delivery system which can deliver customers the right value of products and services. The organizations that pursue the operational excellence will deliver value to the customers with a combination of speed, quality, price and ease of purchase and it will differentiate them in the market competition (Assen, 2011).

Key Success Factors of Operational Excellence

2.1.1 Leadership Style

Leadership has been recognized as a key factor in organizational success and this factor has been validated empirically in many fields. This element is considered as a key component in achieving excellence which fostering change and ensuring stability in operational excellence by the leaders through facilitates establish structures, planning for improvements, organizing activities, establishing routines, caring about people, communicating, coaching, supporting and motivating employees (Friedli, Basu, Bellm, & Werani, 2013).

2.1.2 Human Resources Practices

Human resources (HR) are recognized as one of the most important assets in an organization where it can produces valuable benefits to the organization (Barney, 1991). HR consists of strategies and practices that work as a tool for the organization in order to achieve superior performance (Yew & Ahmad, 2014). HR practices will lead the organization to the higher performance and be a source for of sustaining competitive

advantage because these practices are often unique, usually ambiguous and difficult to imitate (Barney, 1991; Wright, Dunford, & Snell, 2001). HR practices can contribute to sustain competitive advantage through enabling the development of competencies that is embedded in the firm's culture and history (Lado & Wilson, 1994).

2.1.3 Organization Culture

The organizational culture is an important factor to the organization which will affect the performance of the organization. Organizational culture influence and control the way the interaction between people and between groups of people in an organization and the interaction with stakeholders outside the organization (Summerill, Pollard, & Smith, 2010). The organizational culture was the one of greater effect on the performance and the operational excellence (Jaeger et al., 2014; Ojha, 2015; Romano, 2003; Yew, Ahmad, & Baharin, 2013).

2.1.4 Operation Strategy

Operation strategy can be viewed as the effective use of production capability and technology for achieving business and corporate goals such as profit, innovation, customization, product flexibility, product reliability, quality, response, delivery reliability and after sales service (Kim & Lee, 1993). Operations strategy involves the overall transformation process in the business. It concerns on how to achieve a sustainable competitive advantage through long-term development of its operations resources and processes (Slack & Lewis, 2002, 2011). Operation strategy was a good determinant factor of operational excellence (Yew & Ahmad, 2014). Shehadeh et al., (2016) also revealed that the operation strategy factor was the highest contributor factor on operational excellence.

2.1.5 Organizational Structure

Organizational structure can be defined as the way that the labor is divided into different tasks and then its coordination is achieved among those tasks (Mintzberg, 2007). For most of small firms, firm performance is determined by the organizational structure where labor is the most important input to small firms. The effectiveness of organizing and transforming inputs such as labor and capital into sellable product and services will contribute to the firm performance (Meijaard, Brand, & Mosselman, 2005).

2.1.6 Process Management

Process management is important to the firms where it allows the firms to adapt to the continuously changing requirements of the market. Process management is one of the best practice management principles that help the firms to sustain competitive advantage (Hung, 2006). The process management is one of the key areas that are important to improve the SMEs productivity of the basic elements to achieve the operational excellence in the complex environment (Lee et al., 2013; Pellissier, 2009).

External Environmental Factor as Moderating Variable

Every organization has to deal with its external environment where it is almost completely outside the organization's control. External environment refers to the external setting in which an organization works and have been found as factors that influence the organizational direction, action, structure and internal processes (Samuel, 2013). In addition, the most key failures of SMEs are influenced by the external factors and they are the most crucial factors were that have an impact on the organizations

(Ihua, 2009). According to Alblas, Peters, & Wortmann (2014), external environmental factors affect the organization to compel organization to take appropriate actions and manage their sustainability development. It will affect the organization to improve the sustainability of the products and operation by reducing costs, improve quality, manage risks and acquire social image through competitive advantages. The opportunities, threats and environmental that change from the external factors will encourage organization to operate efficiently and effectively and improve their performance (Damanpour, Walker, & Avellaneda, 2009).

Moreover, the external environment is an important factor which will influence the operational excellence (Ojha, 2015). The organizations need to identify the issues in external environment such as social values, technology, political pressures and economic for the future where it will constantly challenge and reshape the organizations by the changes in the external environment. Therefore, the organizations will shape their organizations in order to achieve the excellence performance through identifying the issues in the external environment (King, 1989). Moreover, a good relationship between strategy and external environment is a key to develop sustainable competitive advantage (Black & Porter, 1996). A proper alignment and good fit between internal and external organizational factor will reward the organizations to be more successful in maintaining and improving performance (Lawrence & Lorsch, 1967). Thus, external environment is one of the major variables that affect the correlation amid the business strategies and performance of organizations (Jabeen & Mahmood, 2015).

Thus, this study proposed the external environmental factors as moderating variable which may influence the relationship between the key success factors and operational excellence in Malaysian SMEs manufacturing sector.

The Conceptual Framework

Based on comprehensive review of previous study, a conceptual framework has been developed for Malaysian SMEs manufacturing sector which consists of key success factor as a independent variable, external environmental factors as a moderating variable and operational excellence as a dependent variable as presented in Figure 1. The conceptual framework in this study has been summarizes based on above discussion. The conceptual framework is link to operational excellence. The key success factors proposed for Malaysian SMEs manufacturing sector consist of six elements namely leadership style, human resource practices, organizational culture, operation strategy, organizational structure and process management.

As discussed above, the external environmental factor is proposed as a moderating variable that may influence the relationship between the key success factors and operational excellence. This is in line with previous studies shown that the external environmental factors are important element where it should be considered by the organization towards achieving a sustained competitive advantage and operational excellence. Therefore, the external environment factors would moderate the relationship between the key success factors and operational excellence in the Malaysian SMEs manufacturing sector. The relationships between all variables in this study are shown in Figure 1 below.

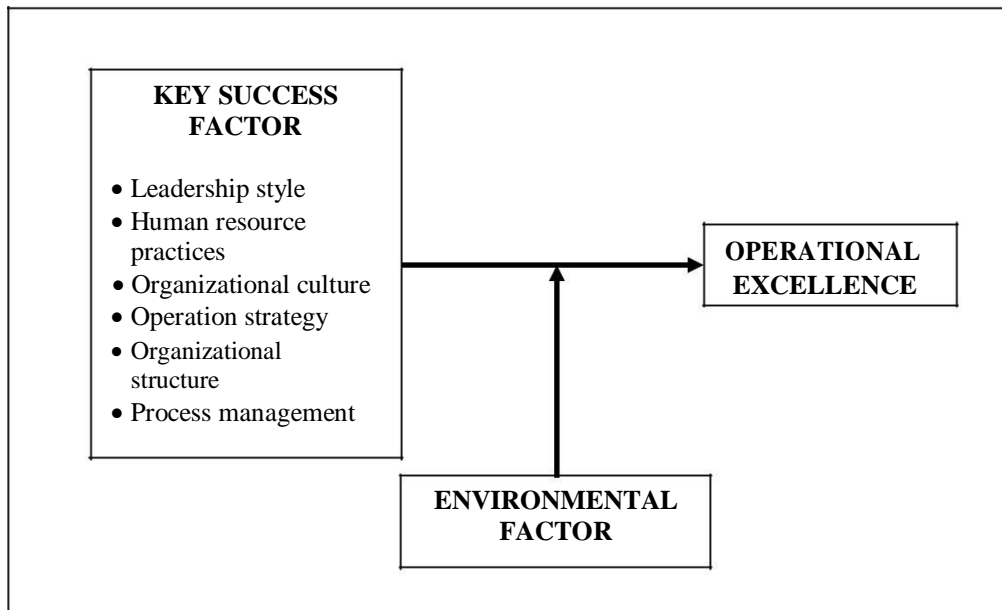


Figure 1: Conceptual Framework

3. Discussion and Conclusions

The performance of Malaysian manufacturing sector has been generally encouraging with positive growth in GDP and exports. The manufacturing sector accounts the largest contributor to the total exports and the second largest to GDP. However, the share of Malaysia's manufacturing exports in the world market is declining due to facing stiff competition from emerging economies such as the China, India and Vietnam. In addition, operation management is one of the major barriers and challenges faced by SMEs manufacturing sector which affects the business performance. Many of SMEs have failed to grow and as a result it accounted to the high mortality rate of SMEs because they were encountered by barriers that occurred in the operation functional area (Mbizi, Hove, Thondhlana, & Kakava, 2013; Nurach, Thawesaengkulthai, & Chandrachai, 2011; Pahurkar, 2005). Thus, it is absolutely important to the SMEs to improve their operations management by pursuing the operational excellence to remain competitive in business environment (Ifeanyichukwu, 2010; Urban & Naidoo, 2012).

Furthermore, operational excellence is an important topic and often considered synonyms in terms of operations. However, research on operational excellence is still limited where there is a lack of research and discussion on operational excellence in the SME sectors particularly in Malaysian SMEs manufacturing sector context (Yew and Ahmad, 2014). Additionally, research on the factors or strategy to attain the operational excellence in the context of SMEs like Malaysia remains unclear. Previous study on the relationship between factors influencing and operational excellence is still limited and mostly focused on big company context and is still lacking in the SME context.

Therefore, this paper contributes to identify the key success factors towards the operational excellence. This paper proposed a conceptual framework purposely for SMEs manufacturing sectors in Malaysia. Further investigation will be conducted by using this proposed conceptual framework to verify the relationships between all variables in this study. This will help SMEs owners and managers in the SMEs manufacturing sector to have body of knowledge and have a better understanding on the success factors that influences the operational excellence.

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Entrepreneur Dimension as New Venture Growth Challenges: Cases of Service Industry

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Abstract - This article aims to report the preliminary findings on the exploration of growth challenges for new venture in service industry. Sustainable and growth are two issues that always encountered by entrepreneur to maintain a new venture growth. Entrepreneur that encounter the lacking of skills, experiences and motivation are unable to lead their organisation to the growth stage. However, the study on this issue especially in the context of service industry is still lacking. Previous studies that regards to new venture growth body of knowledge only focus on the entrepreneur behaviour such as personal initiative (PI), human capital, and competencies of founding entrepreneurs on quantitative study. Therefore, this study fill in this gaps by exploring the challenges that encountered by entrepreneur within the context of service industry using qualitative study. This study has observed four case study that relates to the company secretary. Qualitative research with inductive strategy is employed to achieve the research objective. It is found that experience, motivation and education are the entrepreneurs' dimension which contributes to the new venture growth. Therefore, these findings confirm the previous research that indicates those three dimensions as challenges to new venture growth. Future research should focus on government policy that regards to training.

Keywords: challenges, new venture growth, entrepreneur, service industry, qualitative

1. Introduction

New venture growth is the pillars of the Malaysian economies (Hafsah, 2013). New venture growth contribution to the country is very valuable, therefore government 1 gives full attention through programs and assistance every year (Hafsah, 2013); MITI, 2016). Malaysian, government helps new venture to growth by maintaining a venture from early start-up until growth stages (SME Corp. Malaysia, 2017). Many programs and assistance has been developed by government to helps new venture growth especially in manufacturing and service industry. SME Corp. Malaysia as the Secretariat to the National SME Development Council (NSDC) has been conducting the survey to a new venture growth since 2009 to identified the challenges that faced by entrepreneur to gain a feedback about issues while maintained a new venture growth. SME Corp. Malaysia has divided to three quarter every year and has identified the new venture growth and has divided to three stage, decreased, same performance and increased. **Error! Reference source not found.** had shown that number of new venture growth that become worsen has increased compared to new venture growth that maintain improved. In first quarter, 2014 has revealed 7 percent venture worsen, third quarter is 14 percent. A new venture growth that worsens has increased 7 percent in year 2014. In year 2015, 34 percent venture worsen in first quarter has increased 7 percent to 41 percent in third quarter. In year 2016, the first quarter is 30% was increased only 1 percent at the end of third quarter. This evidence showed that new ventures are unable to maintain their growth in both industry is quiet highest compared to a new venture growth that remain the same and improve in industry.

Table 1: New venture growth survey in year 2014, 2015 and 2016
Adapted from: SME Corp. Malaysia (2016)

	1Q 2014	3Q 2014	1Q 2015	3Q 2015	1Q 2016	3Q 2016
Venture worsen	7%	14%	34%	41%	30%	29%
Venture remain the same	52%	44%	24%	31%	40%	42%
Venture improved	41%	42%	42%	28%	30%	29%

Muhammad, Norbaini & Saad, (2009) and Weber et al, (2015) stated that new venture growth is indicated by the enhancement of sources such as entrepreneur skills, high income, growing of employees and increasing of the asset. Weber et al, (2015) found that the differences between new venture creation and new venture growth is the increasing of financing compared to new venture creation that critically need to survive through financial and need more incentive to maintain in the industry. Study by Ali & Nelson, (2006) has identified the important phase that needs to focus to maintain in the industry is relates to the growth. This study has identified the challenges that contribute to service industry during growth stage (see figure 1).

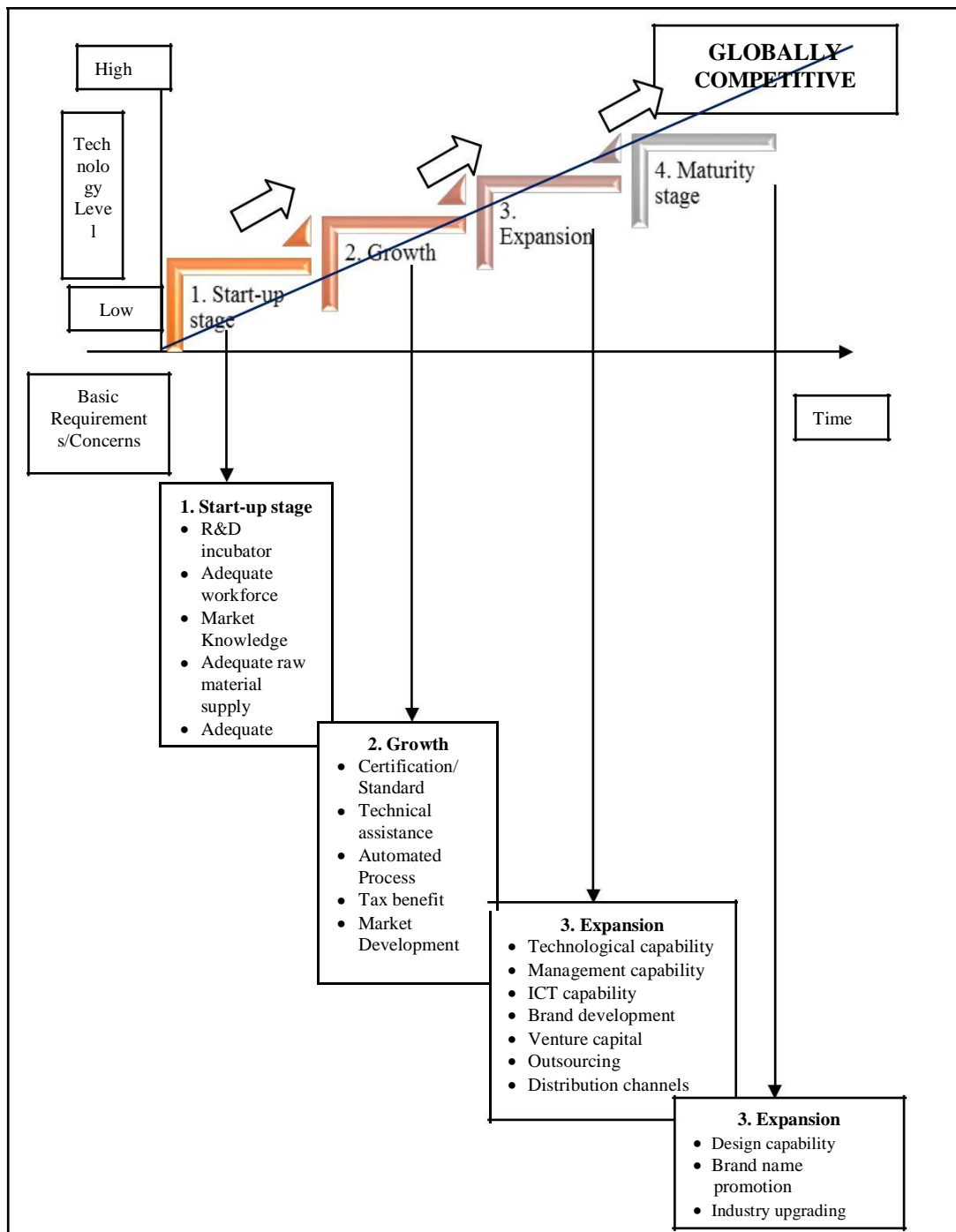


Figure 7: New venture growth phase

Source: Adapted from Ali & Nelson, (2006) pg2

This is an important phase because most of the new venture cannot grow well after the start-up stage and most of the new venture growth is dropping and out from industry (Murali, Lim, Raduan & Mohani, 2010).

2. Literature Review

A service industry is the business that mainly earns profits through providing intangible products and services to others new venture growth (MITI, 2012). The example of components within service industries are education, transportation, legal services and it also helps to increase goods sales (MITI, 2012). This study utilized with MITI, (2012) that a new venture growth is about earns profit and depend from others new venture growth to maintain growth. The service is industry is important to new venture growth because it contributes not only to the economic directly, it also motivates entrepreneurs in the service industry to be competitive to expand their venture into the international market and at the same time to maintain a venture in a country (Hafsah, 2013; MITI, 2012). It also able to increase social-life, through job creation, incomes and wages and will decrease a deficiency rate and increase the power of growth (Hafsah, 2013).

Kavithah, (2014) revealed that entrepreneur faced a challenge to maintain in the industry because no motivation by oneself and not supported by a spouse or family. Entrepreneur has lack of knowledge, especially in management and has no experiences how to used computer because did not know it is able to influence growth confirmed Nelson & Onias, (2011); Zulkifli et al, (2009).

To maintain a new venture growth, entrepreneur not only faces domestic and global challenges but also has no ideas in management ability and skilled, finance, lack of knowledge in technology and also rules and regulations by government bodies reveals Martti, (2013); Mustafa & Mohammad, (2013); Teoh & Chong, (2008. Hafsah, (2013); Kavithah, (2014) and Zulkifli et al, (2009) pointed out that the main challenges faced by entrepreneur itself is lack of motivations, lack of knowledge in technology and management, logistics issues and financial problem even though they are helped by government programs and assistance.

According to Gerry, Dan, & Jerry, (2005) an entrepreneur must be a person who like to be own chief and who begins, organizes, manages and to be in charge of a venture itself. Robert , Michael & Dean, (2008) also mention that an entrepreneur should has self-confidence, creativity, initiative, innovations, risk taking and the person that involved directly to a venture Robert , Michael & Dean, (2008). Supported by Jit, (2005) an entrepreneur is a person who organizes and operates a new venture. The entrepreneur is an individual who takes risks and initiates something new and developing something unique (Beverly, 2013). They should play a managerial role in planning, organizing, leading, controlling and monitoring their venture (Beverly, 2013).

Furthermore, Gerry, Dan, & Jerry, (2005) and Robert, Michael & Dean, (2008) indicates that an entrepreneur is a person that's involved during new venture and should involve directly to a venture by taking own risks without depending on employees. According to Jianwen & William (2008) the process of entrepreneurship involves an entrepreneur (individual or individuals) who invest determination into something they had not done before, ideas about the success tasks, risk bearing, undertaking to do something and the organizing, operating and assumption of risk for a venture. Unfortunately, failure of entrepreneur to involve in new venture growth will lead to failure of a new venture growth. Hence the discussion indicates that entrepreneurs encounter challenges during the stage of new venture growth.

The evidences showed that an entrepreneur in new venture growth has three main issues. Firstly, the entrepreneur does not have the competitive advantage to sustain in industry. Secondly, the entrepreneur did not know how to handle daily tasks because of

no experience and lack of knowledge in management and technology. Finally, entrepreneur did not have the motivation to maintain a new venture growth.

2.1 Problem statement

New venture growth is important for the countries grow, however the growth is still slow. Murali, Lim, Raduan & Mohani, (2010) reported that it gets less than 10% from 36,000 firms that are started every year by new venture in Malaysia are successful. SSM, (2010) sated that 11, 631 new venture that indicated in growth stage closed down in the last 6 months. SME Corp, (2016) showed that in third quarter report on 2015 SME survey 28% business improved, 31% business remain the same while 41% business worsen. First quarter report on 2016 SME survey 30% business improved, 40% business remain the same while 30% business worsen while in the third quarter on 2016 survey reported that 29% business improved, 42% business remain the same while 29% business worsen. This evidence showed that the figure for venture that worsens is still higher.

However, the previous study is more focus on start-up stage rather than growth stage. The previous study at start-up stage indicates that the entrepreneur did not have a motivation to maintain a new venture for a long term because did not know how to manage time, lack of knowledge on how to manage finances and not has support from a family member or spouse (Kavithah, (2014); Martti, (2013); Hafsah, (2013); Nelson & Onias, (2011); Zulkifli et al, (2009); Teoh & Chong, (2008). They started a new business because change in the direction of a person's life, such as job loss and money (Hafsah, 2013)). Rakwan, (2014) highlighted a main challenge faced by the new venture is the entrepreneur that has no motivation to maintain a venture. Therefore, the study on challenges that regards to new venture growth stages is still scarce.

3. Research objectives and question

In accordance with the issue, this study is expected to contribute significantly to the means of academic literature in the subject of entrepreneur challenges in new venture growth and practitioner in service industry. The objectives are (i) to explore what are the entrepreneur challenges that contribute to a new venture growth in service industry. Hence, the research questions had been made to address the problem and an objective of this study is (i) what are the entrepreneur challenges that relate to a new venture growth in the firm? ; And (ii) how these entrepreneur dimension as challenges impact the firm.

4. Significance of the study

This study significantly contributes to the body of entrepreneurship knowledge. Another contribution of this study by applying a qualitative analysis that allows to reveal all the new nodes to identify the entrepreneur challenges through in-depth interviews. This study is very important to the body of entrepreneurship knowledge because it can be a guideline in future research by extend the themes to reveals others new elements in a new venture growth in service industry or manufacturing industry. The outcome of this study able to helps the government policies successful and help the practitioner to understand the entrepreneur challenges to helps maintain a new venture growth in future.

5. Case study method

This paper implemented a case study approach as suggested by Yin (2003) to gain a more understanding entrepreneurs challenges towards new venture growth by a context in service industry. A case study has very detailed information and able to answer the specific phenomenon of individual through internal and environment process (Yin, 2003). This study applied inductive approach to achieve the research objective. In-depth interview is using to understand the entrepreneur challenges while maintain a new venture growth. The interview sessions with the entrepreneurs themselves was analysed and the interview data were triangulate with information from documents such as archival data, form 44 and company annual reports and direct observation (Saunders, Lewis & Thornhill, 2009). This was undertaken to improve the reliability and validity of the research (Yin, 2009).

In the context of this paper, four company secretaries were selected through purposive sampling and four entrepreneurs was involved in this study. The company secretary with more than ten years of growth, the venture that made up the participants is based on characteristic such as the employee for this venture is below five persons and from the service industry. The owner of a new venture growth has participated in this study to reveals all the challenges their faced while maintained a new venture growth. The interview was recorded by voice recorder and transcribed before it was translated (interviews was conducted in the Kelantanese dialect) and then the data systematically checked by the author for themes. Based on the primary data and secondary data collected, the author has described a case history of the entrepreneur challenges. The data were analysed through thematic analysis. The actual entrepreneur and company secretary that involved in this study are coded as E1 and CS1 as an ethical consideration for the study.

6. Entrepreneur Challenges in new venture growth

The conceptual framework by Gartner, (1985) is used as a guideline in this study to identify what are the challenges in a new venture growth. This conceptual framework has finally established a triadic model (See Figure 1). This model is important because it can show all the challenges in new venture growth. Is found that the entrepreneur dimension is one of the important challenges during new venture growth. This paper reveals that entrepreneur dimension is challenges to a new venture growth because of three nodes namely: experience, motivation and education was unfolding during the exploration in the field, as shown in Figure 1:

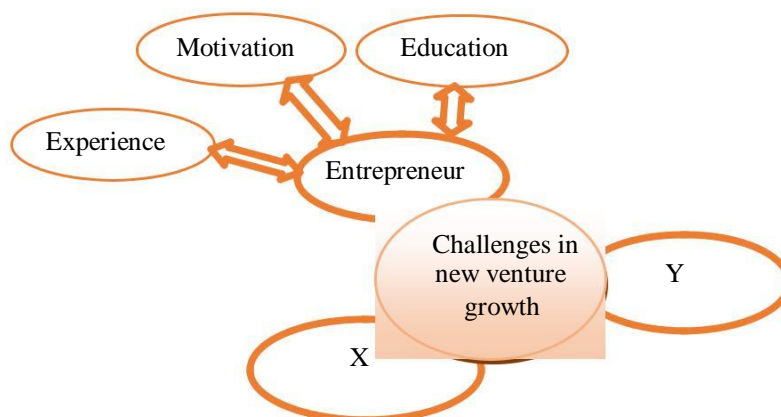


Figure 8: Triadic Model that reveals an Entrepreneur Challenges in New Venture Growth

6.1 Experience

Experience is the main issues to maintain a new venture growth, even an entrepreneur is educated, and they still need an experience to start and to maintain a venture. Experience that link to the skills able to help an entrepreneur to solve a problem in new venture growth especially in daily operation task, without experience entrepreneur unable to maintain a new venture. It is found that Entrepreneur 1 in company 1 (E1, C1) and Entrepreneur 3 in company 3 (E3, C3) believe that experience is the most important to maintain new venture growth. The challenge that relates to entrepreneur experience is to know the strategies using past experience. E1 took almost four years working before start a venture while E3 around five years working experience before start up a venture. When E1 and E3 have a working experience, they believe they able to grow and maintain a venture in the future because they know how to encounter the problems. Entrepreneur 2 (E2) faced a problem in new venture growth because need to hired and pay highest salary to an employee that has experiences to help a new venture growth.

“ I think if I has an experience is better because I don’t need to depends to staffs”. (E1, C1)

“ I went to Low & Lee company because I want to gain an experience to learn about small company and that is my attention before I open my own company”. (E3,C3)

“ I pay B RM2, 500 per month because she has an experience to run my business, I don’t need to monitor my business if Bahiyah here, I just sign a documents when necessary”. (E2,C2)

Therefore, these findings indicate that experience that link to the skills is the one of the entrepreneurs’ challenges in new venture growth because without enough experiences, an entrepreneur unable to maintain a new venture growth because has no clue what should do if facing a problem during the stage of new venture growth. Entrepreneur that has no experiences and skills need to hire an employee to help a new venture growth with highest salary and more depending to employee experiences and skills.

6.2 Motivation

Entrepreneur 1, Entrepreneur 2, Entrepreneur 3 and Entrepreneur 4 has agreed that self motivation is the biggest challenges to start and maintain a new venture growth is coming from their own-self and has supported from a spouse or family member. Entrepreneur 2 and Entrepreneur 4 feel that family member and spouse plays a significant role to maintain the new venture growth because of their responsibilities as a husband and father.

“ This is my business and I should maintain this venture no matter what happens, as a woman I don’t want to depend on my husband shoulder”. (E1, C1)

“ I feel I should maintain this venture because of my wife and children, their depends on my salary to pay bills, university fees and car loan and I need to work hard to make sure this company maintain”. (E2, C2)

“ I am the owner of my business, I should maintain this business, I work hard to maintain this business”. (E3,C3)

“ I started this venture because my father gave me his pensions, I should maintain this business because I owed my father” (E4,C4)

Therefore, this findings motivation is the one of the entrepreneur challenges in new venture growth. This study reveals that to maintain a new venture growth, an entrepreneur itself must has a desire and motivate their own self to help growth in venture. This study found that, even an entrepreneur form earlier start-up did not has desire from beginning, supported a spouse or family member by given a funds from earlier start-up is helpful and able to increase a motivation to helps grow and maintain in industry. It is important to maintain a new venture growth with supportive family member and spouse; it is because of the responsibilities as a part of a head household.

6.3 Education

Education has been identified as a part of elements to maintain the growth in the service industry. This evidence reveals that entrepreneur challenges that has relevant education background able to maintain a venture because theoretically what has learned from university is applying practically to helps maintain a new venture growth. Entrepreneur 2 and Entrepreneur 3 have bachelor of accounting qualification from university while Entrepreneur 2 Diploma in Secretarial and Entrepreneur 4 has a Diploma in accounting. It is important to entrepreneur to have an educated background to maintain a new venture growth. Entrepreneur 1, Entrepreneur 2 and Entrepreneur 3 reported that their need to appointed practical students to helps growth because her education background is not relevant to grow a venture. Entrepreneur 2 stated that if he hired practical students to help it would save more money compared to hire a permanent staff. Entrepreneur 4 inform that he can do all task but still hired an employee with minimum qualification because worried if hired an educated employee their will start a same venture.

“ Two male students in front H table is a practical student they has Diploma in Management from KPTM (Kolej Polytech Mara, they help me doing clerical tasks and key in data”- (E1, C1)

“Before this I hired practical student from UiTM, setup a web page for this company, unfortunately, when she finish her praticum nobody know how to finish her tasks. I also don’t know what to do”-E1,C1)

“ Most of the people you see here are the practical students that come for training, they help doing filling”- (E2, C2)

“All practical students here helps me doing filling, I and my staff don’t has time to do filling” (E3,C3)

“ I save more money if I hired employee that has SPM only, if I hired an educated employee, maybe one day he/she will start same business like this”- (E4,C4)

Therefore, these findings indicate that education is major that contribute to entrepreneur challenges in new venture growth. Even all entrepreneurs has a good education background, it not helps much to maintain a new venture growth. Entrepreneur need to find a solution such as hired practical students to help a daily operation because entrepreneur has a lack of knowledge such as filling. Unfortunately, practical students only will help an entrepreneur for a short period after a few months an entrepreneur need to appointed practical students to continue previous tasks that left by.

7. Discussion and Conclusion

The findings in this study can be summarised as follow, Entrepreneur need to have an experience that related to business she/he involved. Entrepreneur need to have working experiences in related industry to help and able to solve a problem itself without depending to employee. By facing some real experiences, entrepreneur able to solve a problem during new venture growth stage without depending in others decision or error results. This finding confirms the previous study in entrepreneurship field that indicates the important of past experience as a challenge that can hinder the new venture growth (Hafsah, 2013; MoHE, 2010; Jianwen & William, 2008).

Motivation has been identified as entrepreneurs challenges because, to maintain a new venture growth entrepreneur itself must has confident and believe own self. This finding confirms the previous study on challenges that hinder the new venture growth (Kavithah, 2014; Mathew, Steven & Kendall, 2014). Spouse and family member also plays some important roles to helps entrepreneur maintain a venture because of inspiration and responsibilities that family member depending on entrepreneur as a head household.

Education is the crucial to entrepreneur challenges because even an entrepreneur is educated, not all theoretically there has study before applying to help entrepreneur in maintaining a new venture growth. It is found that a few courses help entrepreneur to maintain a venture such as filling and technology knowledge. Entrepreneur itself need to improve herself by attend courses that related to nature of business to help growth. These findings confirm the previous study that indicates that impact of education of entrepreneur is important compare to education employees to help new venture growth. (Besnik, 2013).

There are several limitations in this study, entrepreneurs refused to give a cooperation this during interviews and entrepreneur don't want interviews to be recorded. However, this study able to reveals the entrepreneur challenges because of the willingness of participants to give a permission to take a picture and given a document to support interviews. As a conclusion, this case study offer some extended suggestions for further research. This study also contributes to practitioners, especially for the Institute of Chartered Secretaries and Administrator (ICSA), The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) and practitioner in service industry that provide business advisory. The findings able to help the practitioner to aware with the huddle in the industry that can retard new venture growth. Further research should reveal entrepreneur challenges in different context, this is because every context in service industry are unique and can reveals a different finding. A model in this study also able to helps government policy and practice as a guideline to monitor challenges in new venture growth.

8. Acknowledgement

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Al-Muhassinat Al-Ma,,Nawiyyah Dalam Ilmu Badi,,: Satu Analisis Makna Dalam Surah Al-Baqarah

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Abstrak - Kajian bidang balaghah yang memfokuskan unsur al-muhassinat al-ma,,nawiyyah (elemen penghias makna) yang berada dalam bahasan ilmu badi,,. Kajian ini bertujuan untuk meninjau dan memperkenalkan konsep unsur al-muhassinat al-ma,,nawiyyah menurut perspektif sarjana balaghah sebagaimana yang terdapat dalam karya-karya silam dan moden. Seterusnya untuk mengenal pasti dan mengkaji jenis-jenis unsur al-muhassinat al-ma,,nawiyyah yang digunakan dalam surah al-Baqarah. Di samping itu, untuk menganalisis dan menghuraikan bentuk-bentuk penggunaan dan huraian unsur tersebut dalam surah al-Baqarah menurut perspektif dan huraian ulama" dan sarjana tafsir silam dan moden yang muktabar. Analisis dan huraian merangkumi maksud-maksud denotasi (makna eksplisit) dan konotasi (makna implisit) dalam konteks meraikan aspek balaghah melalui unsur tersebut dan kesannya ke atas makna di mana kajian ini merumuskan bahawa unsur al-muhassinat al-ma,,nawiyyah adalah satu keunikan yang dimiliki bahasa Arab yang menjadi pemangkin mukjizat al-Quran. Reka bentuk kajian menggunakan pendekatan kualitatif. Sampel kajian surah al-Baqarah. Pengumpulan data dilakukan menerusi kajian kepustakaan menggunakan teknik penganalisisan teks. Kaedah penganalisisan data melalui analisis deskriptif dan analisis kandungan.

Kata kunci: Al-Muhassinat Al-Ma,,nawiyyah, Analisis Makna, Surah Al-Baqarah

1. Pendahuluan

Ilmu retorik yang dikenali sebagai balaghah merupakan satu ilmu dalam linguistik bahasa Arab. Menurut ketetapan para ilmuwan balaghah ia terbahagi kepada tiga bahagian iaitu ilmu Ma__ani , Bayan dan Badi__ .

Tumpuan kajian ini adalah terhadap ilmu badi__. Menurut para ilmuwan balaghah, secara umumnya ilmu badi__ ialah satu ilmu bagi mengubah, menghias dan mengindahkan sesuatu ungkapan dengan pelbagai bentuk keelokan sama ada pada lafaz atau pada makna. Keelokan tersebut hendaklah bersesuaian dengan situasi atau keadaan pendengar (ان مطبثقة ن مق حضى ان حبل) (sebagaimana yang ditetapkan oleh ilmu ma__ani dan gaya bahasa yang mengesankan tidak berbelit-belit) (هع ذعث شثوم نهسا) (sebagaimana yang ditetapkan oleh ilmu bayan (Fadal Hasan __Abba:s, 1987) .

Bentuk-bentuk keelokan pada lafaz dalam bahasan ilmu badi__ dikenali sebagai al-muhassinat al-lafziyyah iaitu unsur (elemen) penghias pada lafaz, manakala keelokan pada makna dikenali sebagai al-muhassinat al-ma,,nawiyyat iaitu unsur penghias pada makna. Penggunaan unsur-unsur ini begitu meluas dalam kitab suci al-Quran, Hadis Nabi Muhammad SAW dan teks-teks kesusasteraan Arab menerusi puisi (syair) dan prosa (nathar) yang disampaikan. Ia memperlihatkan suatu keunikan yang dimiliki oleh bahasa Arab melalui kelestarian ilmu balaghah yang berbeza dengan unsur-unsur yang terdapat dalam ilmu ma__ani dan bayan.

Kajian ini juga hanya memfokuskan kepada al-muhassinat al-ma,,nawiyyat(unsur (elemen) penghias makna) dalam ilmu badi__. Semoga kajian ini akan menyerlahkan lagi kebitaraan bahasa Arab seterusnya memperlihatkan keagungan mukjizat al-Quran.

2. Latar Belakang Kajian

Secara umumnya, kajian ini bertujuan menyerlahkan keunikan bahasa Arab sebagai bahasa al-Quran melalui kekuatan, ketinggian dan keunikan elemen bahasanya. Hakikatnya, al-Quran mengatasi kehebatan bahasa dan kesusasteraan yang dimiliki oleh para pujangga Arab Jahiliah pada waktu itu. Sepakat ulama' melalui dalil-dalil yang kuat bahawa al-Quran itu mukjizat. Dalam al-Quran itu terkandung perumpamaan yang halus, balaghah pada aspek umum dan khusus, gaya bahasa yang lunak dan hujah yang kuat yang melemahkan kemampuan manusia dengan melontarkan penentangannya ke sudut terpinga-pinga (Ahmad Hasan Al-Zayyat, 1985).

Melihat kepada sorotan kajian, orang yang pertama melakukan catatan seni ilmu badi' Abdullah bin al-Mu'taz al-Abbasiyy (wafat 274H). Beliau telah mengumpulkan apa yang ditemuinya dalam syair (puisi) unsur penghias (al-muhassinat) dan menukilkannya ke dalam sebuah kitab yang bertajuk —al-Badi' yang mengandungi 17 jenis badi'. Beliau menyatakan: *“Tidak ada seorang pun sebelumku orang yang mengumpulkan seni ilmu badi', dan tidak ada seorang pun mendahuluiku dalam penulisannya. Sesiapa berpendapat untuk menambahkan lagi unsur penghias (al-muhassinat) itu, maka boleh berbuat demikian”* (Abd al-Rahman Hasan Hanbakah al-Maydaniyy, 1996). Kemudian menyusul selepas itu para pengkaji yang melakukan penambahan terhadap seni tersebut. Sebagaimana dinyatakan oleh para ilmuwan balaghah, antaranya Jaafar bin Qudamah (wafat 319H). Karya beliau yang bertajuk —Naqdu Qudamah mengandungi 13 jenis badi' sebagai penambahan terhadap karya Abdullah bin al-Mu'taz al-Abbasiyy sebelum itu.

Seterusnya, tokoh-tokoh lain dalam kajian ilmu ini Abu Hilal al-Hasan bin Abdullah al-Askariyy (wafat 395H) yang menghimpunkan sebanyak 37 jenis badi', Ibnu Rashiqa Hasan bin Rashiqa al-Qairawaniyy melalui karyanya —al-Umdah yang menghimpunkan hampir 37 jenis badi', Syaraf al-Din Ahmad bin Yusuf al-Qisiyy al-Tifasyiy (580-651 H) yang menulis beberapa karya. Kemudian Abd al-Azim yang terkenal dengan Ibnu Abi al-Isba' al-Adwaniyy (595-645 H). Beliau seorang ulamak dan penyair yang mempunyai karya-karya yang baik antaranya —Badi' al-Quran Tal yang menghimpunkan jenis-jenis badi' yang terdapat dalam al-Quran sehingga 90 jenis, kemudian Sofiy al-Din Abd al-Aziz bin Saraya al-Sambasiyy al-Ta'iy al-Hilliyy (677-750 H) yang terkenal dengan Sofiy al-Din al-Hilliyy. Badi' pada pandangan beliau mencecah sebanyak 140 jenis yang boleh dihimpun antaranya dengan sebahagian yang lain. Kemudian Izzuddin bin Aliyy bin Husin al-Musiliyy (789 H) seorang penyair, sasterawan melalui karya beliau —Badi' iyyahl. Dalam kitab tersebut beliau mengemukakan huraian sebagaimana yang dilakukan oleh Sofiy al-Din al-Hilliyy di samping melakukan sedikit sebanyak penambahan (Abd al-Rahman Hasan Hanbakah al-Maydaniyy, 1996). Imam al-Suyutiyy Dalam kitab al-Itqan fi 'Ulum al-Quran (Al-Suyutiyy Jalal al-Din 'Abd al-Rahman, t.t). Imam al-Suyutiyy telah mengemukakan penjelasan terhadap al-Tibaq. Huraian beliau secara mendatar mengenai topik tersebut meliputi al-Tibaq positif, al-Tibaq negatif, al-Tibaq tersembunyi dan al-Tibaq maknawiy. Beliau mengemukakan beberapa contoh ayat al-Quran bagi setiap bentuk al-Tibaq.

Kajian-kajian moden pula antaranya —Konsep Al-Badi' Dalam Bahasa Arab: Analisis Al-Tibaq Dalam Al-Quran Al-Karim (PHD) oleh Mohammed Jailani bin Hamzah (2013). Kajian ini dijalankan terhadap satu sahaja topik dalam unsur al-muhassinat al-ma'nawiyah iaitu al-Tibaq dalam al-Quran al-Karim. Kajian ini bertujuan untuk mengenal pasti kedudukan unsur ini dalam kitab suci al-Quran. —Al Mukhassinat Al Lafdiyah Wa Al Maknawiyah Fi Surrah Al Qasshas oleh Khafshah (2014). Kajian ini dijalankan terhadap topik-topik ilmu badi' dalam ilmu balaghah secara keseluruhannya. Ini kerana unsur-unsur

al-muhassinat al-lafziyyah dan al-ma'nawiyah terkandung dalam topik-topik ilmu Badi'. —Balaghah Al-Laf Wa Nasyar Fi Al-Nuzum Al-Quraniyyah oleh Ata Allah Jad'an Samir Al-Anaziyy (1429/1430H). Kajian ini dijalankan secara topikal terhadap salah satu unsur al-muhassinat al-ma'nawiyah iaitu al-Laf wa Nasyar dalam al-Quran al-Karim. Objektif kajian untuk meneliti ayat-ayat al-Quran yang mengandungi uslub ini selain untuk memaparkan sebahagian bentuk i'jaz melalui penelitian terhadap kesenian ilmu badi' dalam al-Quran.

—Analisis Kontrastif Keindahan Makna Dalam Bahasa Arab Dan Bahasa Indonesia Serta Implikasinya Terhadap Pembelajaran Balaghah (suatu komparasi dengan Teori Sastra Indonesia) oleh Ulum Ahmad Ridlo Shohibul (2016). Kajian ini merupakan analisis kontrastif (perbandingan) terhadap unsur al-muhassinat al-ma'nawiyah yang terdapat dalam bahasa Arab dan bahasa Indonesia. Perbandingan itu dilakukan dari aspek makna, jenis-jenis dan kaedah-kaedah yang terkandung dalam kedua-dua bahasa. —The Rhetoric Aspects In Al-Qur'an As Interpreted By Al-Zamakhshariyy In Al-Kashshaf oleh Saleem Mohamed Sulthan Mohamed Phd (2012). Kajian ini mencakupi aspek-aspek balaghah dalam al-Quran sebagaimana yang dihuraikan dalam oleh tafsir al-Kasysyaf oleh Imam al-Zamakhshariyy. Skop kajian merangkumi ketiga-tiga bahagian ilmu balaghah iaitu ilmu bayan, ilmu ma'ani dan ilmu badi' yang dikemukakan oleh beliau menerusi surah al-Baqarah sebagai sampel kajian.

Menyentuh permasalahan kajian, ilmu balaghah sebagai satu komponen linguistik perlu ditonjolkan dan diberi penekanan yang sewajarnya seiring komponen-komponen lain seperti ilmu nahu, sarf, semantik dan lain-lain. Kedudukannya begitu mulia kerana keunikan gaya bahasa Arab memerlukan penguasaan dan kemahiran ilmu balaghah bagi memahami dan merungkaikan maksud denotasi (makna eksplisit) dan konotasi (makna implisit). Maksud tersebut begitu meluas penggunaannya dalam bahasa Arab terutama dalam al-Quran, Hadis dan teks-teks kesusasteraan Arab. Namun begitu, realitinya komponen ini sering menjadi kekangan dalam kalangan penuntut bahasa Arab yang melihatnya sukar kerana memuatkan unsur kesusasteraan seperti puisi (syair) dan prosa (nathar). Mengikut kajian bertajuk —Penguasaan Haqiqah Dan Majaz Dalam Kalangan Pelajar Peringkat Menengah mendapati penguasaan pelajar ke atas topik balaghah yang menjadi medan kajian keseluruhannya berada pada tahap kurang memuaskan (Abdul Aziz Ibrahim, 2014).

Seterusnya, melihat kepada pendidikan bahasa Arab sudah lama bertapak, sentiasa berkembang dan mendapat tempat yang istimewa di negara kita melalui pelbagai institusi dan peringkat pengajian. Kajian-kajian yang berkaitan dengan bahasa Arab juga dilihat begitu intensif menyentuh pelbagai komponen linguistik. Namun begitu, kajian yang berkaitan dengan komponen ilmu balaghah masih terbatas berbanding komponen-komponen linguistik yang lain. Kajian komponen balaghah pula lebih tertumpu pada bidang ilmu ma'ani dan ilmu bayan berbanding dengan ilmu badi'.

Selain itu, komponen balaghah termasuk dalam kurikulum mata pelajaran bahasa Arab di peringkat menengah sama ada SPM, STAM dan STPM. Topik-topik yang dipelajari merangkumi ketiga-tiga bidang ilmu iaitu ma'ani, bayan dan badi'. Namun, kandungan topik ilmu badi' terlalu sedikit berbanding ilmu ma'ani dan bayan. Kandungan topik ilmu badi' di peringkat SPM hanya merangkumi saja', jinas dan iqtibas (al-muhassinat al-lafziyyah) dan tibatq dan muqabalah (al-muhassinat al-ma'nawiyah); (Kementerian Pendidikan Malaysia, 2010). Kandungan topik ilmu badi' di peringkat STPM pula hanya merangkumi tibatq, muqabalah dan tauriyah (al-muhassinat al-ma'nawiyah) dan jinas dan saja' (al-muhassinat al-lafziyyah) (Majlis Peperiksaan Malaysia). Di peringkat STAM pula, kandungan sukatan balaghah merangkumi topik tibatq, muqabalah,

tauriyyah, mubalaghah, husnu al-ta‘lil dan takkid al-Madah bima yasybahu al-zam wa _aksuh (al-muhassinat al-ma‘nawiyyat) dan bara‘ah al-istihlal (Lembaga Peperiksaan Malaysia, 2013). Justeru, di dapati banyak lompong yang perlu disusun, diisi dan ditambah agar pembelajaran ilmu badi_ menjadi lebih berfokus, menarik dan memberi kesan mendalam dalam kalangan pelajar.

Di samping itu kekurangan bahan-bahan rujukan yang diolah dalam versi bahasa Melayu dilihat sebagai kekangan yang dihadapi pelajar dalam pengajian balaghah. Walaupun kedapatan juga beberapa rujukan yang diolah menggunakan versi bahasa Indonesia tetapi laras bahasa yang digunakan kadang-kadang agak rumit dan menyukarkan pemahaman pelajar. Penulis optimis kajian ini membuka lembaran baru pengolahan ilmu badi_ dalam bahasa Melayu.

3. Metodologi Kajian

Metodologi merupakan satu ilmu yang penting untuk memahami objek yang menjadi sasaran kajian. Sesuatu kajian akan menjadi lebih tinggi mutunya apabila metod yang digunakan tepat dan sesuai dengan objek dan tujuannya. (Ghazali Hj Majid, 2001).

3.1 Reka bentuk kajian

Reka bentuk kajian merupakan panduan atau hala tuju sesuatu kajian ke arah mencari kesimpulan terhadap persoalan-persoalan kajian yang dikemukakan. Bagi kajian ini, reka bentuk yang digunakan penulis ialah pendekatan kualitatif. Melalui pendekatan ini, kajian dapat dilaksanakan secara holistik bagi memaparkan elemen yang dikaji dalam persekitaran bagi menampakkan perspektif kajian. Menurut rujukan yang bertajuk —Penyelidikan Kualitatif di mana Stake (1995) menyatakan kajian kualitatif adalah satu proses inkuiri interpretatif untuk memahami isu atau masalah sosial dengan menonjolkan keunikan kritikan persekitaran kajian. (Shaiful Bahri Md.Radzi, 2016).

3.2 Kaedah Kualitatif

Kaedah kualitatif berorientasikan metod pengumpulan data melalui penelitian terhadap data-data yang telah dikenalpasti untuk dianalisis (Muhammad Hafiz Bin Abu Bakar, 2012). Penyelidikan kualitatif digunakan untuk tujuan mengkaji suasana atau proses yang sukar diukur dengan nombor. Pendekatan kualitatif penting apabila hendak meninjau sesuatu fenomena, ataupun membangunkan kefahaman dalam membentuk satu teori (Sabitha Merican, 2009). Dalam konteks kajian ini, pendekatan kualitatif yang dijalankan berasaskan kepada teknik tinjauan deskriptif, induktif dan deduktif bertujuan; pertama untuk mengkaji dan memperkenalkan konsep unsur al-muhassinat al-ma‘nawiyyah dan kepelbagaian bentuknya dalam ilmu badi_ menurut perspektif sarjana balaghah sebagaimana yang terdapat dalam karya-karya silam dan moden, kedua untuk mengenal pasti dan mengkaji jenis-jenis unsur al-muhassinat al-ma‘nawiyyah yang digunakan dalam surah al-Baqarah dan ketiga untuk menganalisis dan menghuraikan bentuk-bentuk penggunaan dan huraian unsur tersebut dalam surah al-Baqarah menurut perspektif dan huraian ulama‘ dan sarjana tafsir silam dan moden yang muktabar. Seterusnya keempat merumuskan bahawa penggunaan unsur al-muhassinat al-ma‘nawiyyah sebagai satu keunikan bahasa Arab dan i‘jaz al-Quran.

Dalam rangka untuk menghasikan satu huraian yang komprehensif dan dinamik, kajian ini juga turut menyentuh bidang-bidang linguistik yang lain. Ini kerana setiap bidang dalam linguistik bahasa Arab saling berkaitan antara satu sama lain. Kepelbagaian bidang dalam komponen ilmu bahasa Arab telah membuka peluang kepada masyarakat untuk membongkar keistimewaan dan keunikan bahasa Arab sebagai bahasa al-Quran (Nor Syazwani Binti Armuji, 2014) . Bidang-bidang tersebut ialah:

3.2.1 Aspek sintaksis/ tatabahasa (nahu)

Aspek tatabahasa (nahu) yang berhubung kait dengan struktur gaya bahasa teks kajian yang digunakan seperti subjek (al-mubtada'), prediket (al-khabar), kata sifat (al-na'at) dan sebagainya. Aspek-aspek tatabahasa penting untuk diteliti kerana ia berkaitan dengan penggunaan struktur dan laras bahasa yang membawa kepada penjelasan terhadap maksud yang ingin disampaikan.

3.2.2 Aspek morfologi (sarf)

Aspek morfologi (sarf) yang berhubung kait dengan pembentukan struktur perkataan mengikut laras bahasa yang digunakan seperti kata kerja madi, kata kerja mudari', kata kerja amr, isim fael dan sebagainya. Aspek-aspek morfologi perlu untuk diteliti kerana ia juga membawa kepada penjelasan terhadap maksud yang ingin disampaikan melalui perkataan dan laras bahasa yang digunakan.

3.2.3 Aspek semantik

Melalui aspek semantik penulis akan meneliti dan membincangkan makna-makna atau maksud-maksud sama ada yang tersurat dan yang tersirat yang terdapat dalam al-Quran (teks kajian) mengikut topik yang dikaji. Begitu juga laras bahasa terjemahan yang digunakan oleh penterjemah.

3.2.4 Pengumpulan data

Data kajian melalui kajian kualitatif merujuk kepada maklumat atau data berbentuk teks atau ayat-ayat yang tidak mempunyai struktur tertentu dan tidak mungkin dapat dirumuskan dalam bentuk nombor atau statistik seperti data kuantitatif (Woods P, 2006).

Menurut rujukan yang bertajuk —Penyelidikan Kualitatif, Guest & Namey (2005) menyatakan proses pengumpulan data dalam penyelidikan kualitatif memberi peluang untuk mendapatkan data yang bermakna dan penting kepada peserta kajian, data yang tidak dijangkakan oleh penyelidik, dan data yang mendalam dan terperinci serta dapat menjelaskan sesuatu isu yang dikaji. (Shaiful Bahri Md.Radzi, 2016).

Bagi menjayakan kajian, penulis menggunakan teknik pengumpulan data menerusi kajian kepustakaan. Kajian kepustakaan dijalankan melalui teknik penganalisan teks sepenuhnya bagi mendapatkan data-data yang diperlukan. Seterusnya data-data yang diperolehi tersebut dianalisis, diinterpretasi dan dihuraikan kepada sesuatu yang bermakna.

3.2.5 Kajian Kepustakaan Menggunakan Teknik Penganalisan Teks

Kajian kepustakaan atau istiqra' yang juga dikenali sebagai "*arm chairresearch*" (Ahmad Sanuwari Long, 2007) merupakan konsep yang digunakan oleh penulis dalam menjayakan kajian ini. Menurut rujukan yang bertajuk —Penyelidikan Kualitatif, Sugiyono (2005) menyatakan penelitian kualitatif digunakan untuk mengkaji pada keadaan objek yang bersifat alamiah, tanpa rekaan. (Shaiful Bahri Md.Radzi, 2016). Kajian kepustakaan melalui teknik penganalisan teks al-Quran (surah al-Baqarah) akan digunakan keseluruhannya untuk mendapatkan sebanyak mungkin informasi daripada bahan-bahan sorotan. Informasi tersebut sama ada tentang huraian, ulasan dan perbincangan yang berkisar tentang tajuk kajian.

Secara umumnya, penulis terlebih dahulu mentelaah setiap sub topik yang menjadi medan kajian di bawah bahasan unsur al-muhassinat al-ma'naviyyah bagi mendalami kedudukan konsep unsur tersebut menurut perspektif sarjana balaghah silam dan moden. Seterusnya, penulis berusaha mengenal pasti dan mengkaji jenis-jenis unsur al-muhassinat al-ma'naviyyah yang digunakan dalam teks kajian (surah al-Baqarah). Setelah itu, penulis berusaha dengan mentelaah dan menganalisis karya-karya tafsir silam dan moden yang muktabar bagi meninjau tafsiran dan huraian bentuk-bentuk penggunaan unsur al-muhassinat al-ma'naviyyat dalam teks kajian. Akhirnya, satu rumusan dikeluarkan melalui kajian ini bahawa penggunaan unsur al-muhassinat al-ma'naviyyah sebagai satu keunikan bahasa Arab dan i'jaz al-Quran.

Prosedur ini bertepatan dengan keperluan metode kajian kepustakaan dan paling efektif bagi pemerolehan data dan bahan kajian. Prosedur ini juga amat membantu penulis bagi mendapatkan maklumat penting dan mendalam mengenai aspek kajian yang dijalankan. Dalam menjalankan kajian ini, penulis sedaya upaya menyelongkar rujukan-rujukan dan karya-karya primer dalam bidang kajian ini iaitu kitab-kitab balaghah, tafsir al-Quran, nahu (sintaksis), sarf (morfologi) dan semantik. Di samping itu, tidak ketinggalan bahan-bahan sorotan sekunder termasuk tulisan berbentuk ilmiah, tesis atau desertasi, skripsi, journal dan artikel dan sumber-sumber lain yang tepat dan sahih. Penulis memanfaatkan bahan-bahan tersebut untuk kajian bab kedua dan keempat di mana kajian berada pada peringkat sorotan dan landasan teori serta penganalisan data. Proses pengumpulan data dipandu oleh pendekatan yang digunakan dan fakta-fakta yang ditemukan ketika berada di lapangan atau di perpustakaan.

3.2.6 Penganalisan Data

Disebabkan pengumpulan data bagi kajian ini menggunakan kaedah kualitatif sepenuhnya, maka penganalisan data juga menggunakan prosedur tersebut melalui teknik penganalisan dokumen. Kaedah analisis yang digunakan penulis adalah seperti berikut:

3.2.6.1 Analisis Deskriptif

Kaedah ini digunakan oleh penulis bagi mengemukakan huraian yang jelas dan terperinci terhadap konsep unsur al-muhassinat al-ma'naviyyah dalam disiplin ilmu balaghah dan kepelbagaian bentuknya dalam ilmu badi' menurut perspektif sarjana balaghah. Begitu juga untuk mengenal pasti dan mengkaji jenis-jenis unsur tersebut (al-muhassinat al-ma'naviyyah) yang digunakan dalam surah al-Baqarah.

3.2.6.2 Analisis Kandungan

Analisis kandungan dijalankan melalui dua kaedah berikut:

Kaedah Induktif

Kaedah ini adalah cara untuk membuat kesimpulan daripada data-data yang dianalisis yang bersifat khusus bagi membuat kesimpulan yang bersifat umum. Contohnya penulis menggunakan kaedah ini untuk membuat kesimpulan bahawa menggunakan unsur al-muhassinat al-ma'naviyyah pada teks kajian menyerlahkan lagi mukjizat al-Quran sesuai dengan keunikan laras bahasanya. Begitu juga melalui menggunakan unsur tersebut merujuk kepada suatu pengajaran atau mesej yang ingin disampaikan oleh Allah SWT kepada sekalian alam.

Kaedah Deduktif

Kaedah ini digunakan untuk menganalisis data secara menyeluruh bagi menghasilkan keputusan yang khusus. Setelah menganalisis teks-teks kajian sepenuhnya melalui pemerhatian dan pengamatan yang mendalam, penulis membuat rumusan secara terperinci berdasarkan dapatan yang ditemui.

Kesesuaian Metode Dengan Objektif Kajian

Pemilihan metode bagi sesebuah kajian perlu menepati kehendak objektif kajian. Ini penting kerana metode merupakan cara atau kaedah yang digunakan untuk mencapai objektif kajian dengan jayanya. Berikut dinyatakan kesesuaian metode yang dipilih dengan objektif yang ditetapkan bagi kajian ini.

Objektif pertama iaitu mengkaji dan memperkenalkan konsep unsur al-muhassinat al-ma'nawiyyah dan kepelbagaian bentuknya dalam ilmu badi_ menurut perspektif sarjana balaghah sebagaimana yang terdapat dalam karya-karya silam dan moden. Oleh itu setiap topik yang berada di bawah bahasan al-muhassinat al-ma'nawiyyah turut dikaji bagi tujuan perbandingan dan memberi gambaran umum kedudukannya dalam ilmu badi_. Maka untuk tujuan tersebut penulis memilih kaedah deskriptif dan induktif secara kualitatif, di mana huraian dikemukakan secara ditil tentang unsur al-muhassinat al-ma'nawiyyah dan penggunaannya sebagai satu cabang seni bahasa Arab dalam al-Quran.

Objektif kedua iaitu mengenal pasti dan mengkaji jenis-jenis unsur al-muhassinat al-ma'nawiyyah yang digunakan dalam surah al-Baqarah, manakala objektif ketiga untuk menganalisis dan menghuraikan bentuk-bentuk penggunaan dan huraian unsur tersebut dalam surah al-Baqarah menurut perspektif dan huraian ulama' dan sarjana tafsir silam dan moden yang muktabar. Situasi ini dapat membantu penulis ke arah penghuraian yang lebih mendalam dan bersistematik. Bagi tujuan ini penulis menggunakan kaedah deskriptif dan deduktif bagi menjelaskan huraian makna al-Quran terhadap unsur al-muhassinat al-ma'nawiyyah.

Objektif keempat pula merumuskan penggunaan unsur al-muhassinat al-ma'nawiyyah sebagai satu keunikan bahasa Arab dan i'jaz al-Quran. Untuk tujuan ini penulis sekali lagi menggunakan kaedah deskriptif dan deduktif bagi membuat kesimpulan terhadap keseluruhan kajian yang dijalankan.

4. Penutup

Kajian ini suatu yang unik disebabkan penerokaan dalam bidang ilmu balaghah atau retorika bahasa Arab yang masih kurang. Di samping itu, kajian ini juga menghubungkan topik kajian dengan kajian al-Quran melalui analisis makna. Berdasarkan kepada perkara yang dikemukakan di atas, harapan penulis agar kajian ini dapat dijalankan dengan jayanya.

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Estimating Value-At-Risk (Var) For Murabahah Sukuk: An Application Of Garch Based Modelling For The Risk Parameter

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Abstract - *The aim of this study is to estimate the Sukuk market volatility using volatility models. The secondary data will be gathered the Murabahah Sukuk in Malaysia indices from Thomson Reuters Eikon data stream for the period of 2012 until 2016. In this paper, the research applied different volatility models to estimate value-at-risk (VaR) in Sukuk market. A wide extensive list of both symmetric and asymmetric GARCH models including GARCH-normal and t-GARCH are considered in modelling the volatility of the Sukuk. All VaR estimations are carried out by "Decision Tools Suite 7.0" software. The performance of these models is compared by both in-sample and out-of-sample analysis. This study is expected to provide valuable information and guidelines to issuers, policy makers, regulatory bodies and investors regarding Sukuk market performance.*

Keywords: Sukuk Market, GARCH, (VaR)

1. Introduction

Market risk is an important type of financial risk, which is generally caused by the price movements in the financial market. Although this risk occurs in small probabilities, it can cause bad consequences on the market which lead to financial losses. Few evidences of it are serious financial disasters that have occurred in the past, such as the infamous market crash which took place in the US in October 1987 known as the 'Black Monday', also the Asian crisis in 1997-1998 and the notorious subprime crisis of 2007-2009. This random risk has described the inefficient methods in managing the risk, that it motivates researchers, issuers, policy makers, regulators and investors to Islamic bonds to develop diverse methodologies to understand the likelihood and extent of extreme rare events, losses on financial assets, to find a better quantification for market risk estimation in financial industry or even losses incurred due to natural disasters (Selmi, Fakhfekh, & Salem, 2015). Even though the volatile environment exposes firms to greater financial risk levels, the conditions always provide the platform for firms to find new and better ways to manage risk.

Unarguably, one of the risk measures that are getting more attention is the Value-at-Risk (VaR). Generally, it summarizes the worst expected loss that an entity can suffer over a target horizon under normal market conditions at a given confidence level (Dowd, 2005; Jorion, 1997). As encouraged by the Basle Committee, VaR has been widely applied especially on banks. VaR popularity is influenced with the urgent need for a single risk measure in order to establish the capital adequacy limits for banks and other financial institutions. VaR is a popular tail-related risk measure which provides a reasonable and realistic quantification of market risk which is extensively used by investors, banks, traders, financial managers and regulators to monitor the level of risk. It is often associated with downside losses which caused by variation in market conditions. To such an extent, that the necessity to accurately estimate VaR has led to the development of diverse methodologies for extreme risk management. The Generalised Autoregressive Conditional Heteroskedasticity (GARCH) model by

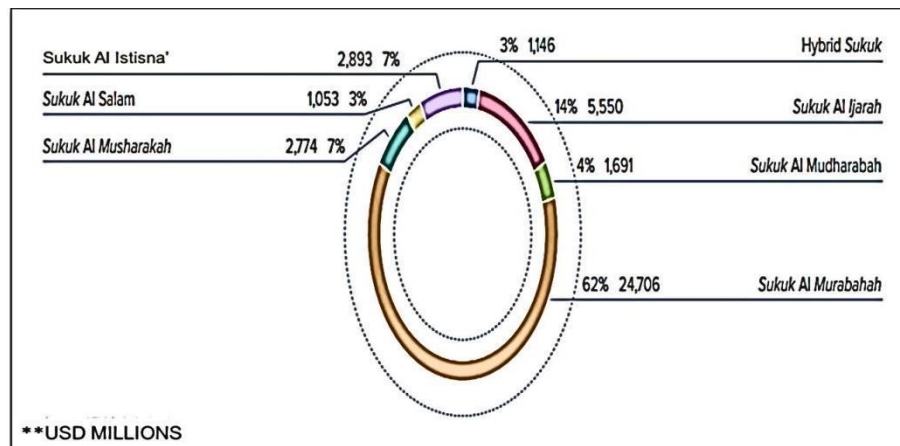
Bollerslev (1986) was developed as an extension to the Autoregressive Conditional Heteroskedasticity (ARCH) by Engle (1982). GARCH are robust techniques developed for the modelling of time series data. Past few studies show that they efficiently capture the stylized feature of volatility in financial data. GARCH (1,1) models are therefore most often used to forecast volatility and subsequently VaR. specification is the most widely used and has proved to be a successful volatility estimation technique in many past studies. Nonetheless, other mathematical explanations have been proposed to enlighten the issue of fat tails in modelling of market risk (Bollerslev, 1986). Taking all these aspects into consideration, this paper aim to analyze the performance of the monthly *VaR* estimates of Murabahah Sukuk in Malaysia, estimates based on GARCH(1,1). This study chose precisely these measures due to the fact that the empirical distribution of financial assets exhibits some well-known stylized facts like volatility clusters, leptokurtosis and leverage effects (Tavares, Curto, & Tavares, 2008), and these models are able to capture such characteristics.

Thus, this study constructs the mathematical approach of GARCH to get more robust results to forecast volatility on following Murabahah Sukuk issuances in Malaysia. The main contribution of this paper is to give an analysis of market volatility following Murabahah Sukuk structure to contribute valuable information and guidelines to issuers, policy makers, regulatory bodies and investors to Sukuk. This paper adds to the literature since empirical work on the information content of Murabahah issues is relatively few. The remainder of the paper is organized as follows: Section II discusses the related literature. Section III highlights the research method. Section IV discusses the findings and the final section concludes the paper.

2. Literature Review

Definitions of Sukuk

Sukuk is one of the financial instruments in the Malaysian capital market which comply with Shariah requirement. Sukuk is an Islamic bond and is based on the concept of securitization. *‘Sukuk’* is a classical Arabic word which is the plural of *‘Sakk’* (Shaikh & Saeed, 2010). The *‘Sakk’* were used by the Muslim society of the middle years ago as documents that representing financial obligations initially from a trade and other commercial activities (Hassan, 2012). It also can be a legal instrument, certificates, deed or check. The current practice are basically similar to conventional concept of securitization, which is a process in which the ownership of the underlying assets are transferred to an investors through documents essentially known as certificates, Sukuk or instruments that are representing the proportionate value of an assets (Haider & Azhar, 2010; Zawya, 2015). The approved Shariah concepts and principles for the purpose of structuring, documenting and trading of Islamic securities are; Musyarakah, Mudharabah, Ijarah, Salam, Istisna’, and Murabahah and Hybrid Sukuk. Figure 1 shows the Malaysia’s Sukuk Issuance based on Structure.



Source: IIFM Sukuk Database (2016), Securities Commission (2015)
 Figure 9 : Malaysia Domestic Sukuk Issuance by Structure

Sukuk Development in Malaysia

Recently, there has been an increase in the issuance of Islamic capital market securities (Sukuk) by corporate and public sector entities amidst growing demand for alternative investments. Although the size of the market is modestly by global standards, the Sukuk market is experiencing remarkable growth (Alvi, Mohammed, & Naseer, 2016). There has been growing interest in Sukuk since the introduction and have become the preferred capital market instruments for raising funds for corporate sector, government, agencies, sovereigns and Multinational Corporation. The global Sukuk industry experienced enormous growth over recent years and is now at the centre of the rapid development in Islamic financial system (Shahimi & Sapiyi, 2013).

The Malaysian capital market has significant growth prospects. The Securities Commission (SC) Malaysia estimates the size of Malaysia's capital market that comprises stock market capitalization and debt securities to more than double from RM2.0 trillion in 2010 to RM4.5 trillion by 2020 (Rahim & Ahmad, 2014; Zawya, 2015). Sukuk are the fastest emerging alternative instruments and capital markets tool which are increasingly used by governments, government-held entities and corporations (Alvi, Mohammed, & Naseer, 2011). According to International Islamic Financial Market IIFM (2016) report, Malaysia is one of the total volume of Global Sukuk outstanding from a country perspective, 93% is represented by just five countries, Malaysia 57%, Saudi Arabia 17%, UAE 10%, Indonesia 6% and Qatar 4%. The Malaysian Debt Securities Sukuk (2009) reports that Islamic securities are securities issued pursuant to any Shariah principles and concepts approved by the SCs Shariah Advisory Council (SAC). The growing demand on the instrument has created a flourishing Islamic financial system specifically in Malaysia. Since 1996 until 2014, Malaysia has become the largest Sukuk market which holds for nearly 67% of outstanding global Sukuk (Ulus, 2013). The essence of this emerging instrument, triggers the financial crowd about the risk management and measurement for its scope of investment, that is Sukuk.

Value-at-Risk

The concept of VaR models was developed when it was apparent that mismanagement and misinterpretations of financial risk could lead to financial disasters. VaR, as defined by Jorion (2007), synthesizes the worst loss expected from a portfolio, within determined time periods and confidence intervals. Theoretically, VaR calculation is aimed at making a statement that the investors are x percent certain that they will not lose more than V a month of money in the next N days. Can be presented as :

$$\text{VaR}_t = W_t \alpha \sigma \sqrt{\Delta t} \quad (1)$$

W_t , represents the value at time t , σ is the standard deviation of the return while, $\sqrt{\Delta t}$ is the holding period horizon (h) as a fraction of a year and α as confidence level. (This study preferred 25-days holding period and 95% confidence level.)

Value at Risk (VaR) seeks to measure the market risks in terms of asset price volatility. To calculate the VaR it is necessary to have an estimate of the volatility of the asset's log-returns for the analysis horizon. In order for VaR to be measured, there are three basic approaches that are used to compute VaR, though there are numerous variations within each approach (Sowdagur & Narsoo, 2017). The measure can be computed analytically by making assumptions about return distributions for market risks, and by using the variances in and covariances across the risks. It can also be estimated by running hypothetical from Monte Carlo simulations (MCS). The measure can be computed analytically by making assumptions about return distributions for market risks, and by using the variances in and covariances across these risks. It can also be estimated by running hypothetical from Monte Carlo simulations (MCS).

MCS which is integrated with several volatility models is used as the approach to quantify the VaR numbers for Sukuk returns. Several research papers have reported sufficient evidence that market data can be more accurately explained when it is quantified by heavy-tailed distributions (Dowd, 2005). Thus for this purpose, a technique via Monte Carlo simulation can be applied to capture fat-tail issues in verifying VaR. Among the method to quantify VaR, MCS is found to be the most powerful and yet the most intensive method because it can adapt to situations which other method is not able to. Next, to obtained and test the accuracy of data, backtesting is used to estimated VaR models through Kupiec test.

Volatility Estimation

Recently, the global Sukuk market and the mainstream fixed income markets are affected and have caused dislocation by the global market sentiment and volatility. Sukuk is better insulated compared to its conventional counterpart; Bond due to its defensive nature and buy-and-hold investor base. However, the high volatility caused Sukuk investors not investing in Sukuk although they are still interested to invest. There are only the risk-averse investors will invest in the Malaysian stocks because of its relatively low volatility (Saiti, Bacha, & Masih, 2013). Volatility is an important parameter for financial risk management Malaysian (Guo, 2012). According to Guo (2012), volatility is the standard to which asset prices tend to fluctuate. Volatility plays a an important role in any financial market around the world. The volatility is a statistical measure of the dispersion of returns for a given share or market index. The value can be estimated by using some deviation measure, like mean of differences, variance or standard deviation between returns from that same share or market index.

Accurate volatility estimation is essential for asset and derivative pricing models and other financial applications. The goal of any volatility model is to be able to estimate or forecast the volatility (Minkah, 2007). Risk is commonly associated with volatility. As the volatility of a financial instrument goes higher, the same happens to its risk (Tan, Khor, Tan, & Yip, 2011).

According to Korkmaz and Aydın (1999); Rahim and Ahmad (2014), there are three main purposes of volatility estimation; for risk management, for taking bets on future volatility and for asset allocation. In order to forecast the volatility in the stock market or in Sukuk market itself, the time series has been used to estimate volatility.

GARCH Model

This paper will focus on two type of GARCH distribution; GARCH-normal or Normal (Gaussian) distribution and GARCH t-distribution. Both are GARCH model in its original version proposed by Bollerslev, its considers the impact of the market shock on volatility prediction to be independent of its sign. GARCH-n is the volatility modelling under normal distribution. It is widely used in financial markets researches but have many versions. This normal distribution indicates that market factors often experience periods of greater volatility, which may be persist for long periods of time.

The majority of application of the GARCH model are based upon the GARCH(1,1) version, which considers only one prediction error (Ragnarsson, 2011). The simplest GARCH(1,1) version model :

$$\sigma_t^2 = \omega + \alpha \epsilon_{t-1}^2 + \beta \sigma_{t-1}^2 \quad (2)$$

While, as for GARCH t-distribution a leptokurtic (fatter tails than normal) of unconditional returns distribution is due to the changing conditional variance that allows more outliers or unusually large observation (Alexander, 1998). It is the volatility modelling under non-normal distribution. Implemented to adjust and accommodate a reasonable amount of fat tail asymmetric biases (in other words any presence of excess kurtosis) observed in the data analysis. Moreover, as highlighted by Danielsson (2011), the main advantage of the student t-distribution compared to the normal distribution is that provides a more flexible way to estimate the probability density function should less information be gathered about the population. For risk measurement purposes, Dowd (2005) advises that a generalized student t-distribution be used, since it allows users to specify the mean and standard deviation of the return distribution as well as the number of the degrees of freedom. The serie of t-distribution is:

$$f(t|v) = \frac{\Gamma\left(\frac{v+1}{2}\right)}{\sqrt{\pi(v-2)}\Gamma(v/2)}\left(1 + \frac{t^2}{v-2}\right)^{-(v+1)/2} \quad (3)$$

3. Research Methodology

3.1 Data

The data sources and a detailed description of the statistical framework for the research analysis to be carried out. The process involves selecting the assumption and relevant values as the underlying principles, providing comprehensive approach for measurement and valuation to justify each data and results. To apply the volatility models to the calculation of the VaR, this research preferred the data use is the monthly data Murabahah Sukuk closing price, which is reasonable to estimate monthly volatility using monthly data. A more reliable estimate would be based on monthly data (Kevin Dowd, 2003). The secondary data will be gathered the Murabahah Sukuk in Malaysia indices from Thomson Reuters Eikon data stream for the period of 2012 until 2016. Murabahah Sukuk was chosen as according to the report of IIFM (2016), the leading Sukuk issuance in Malaysia is Murabahah Sukuk as shown in Figure 1. This study only focusing by measuring the market risk of Murabahah Sukuk as is it the leading Sukuk issuance in Malaysia as reported by Rating Agency of Malaysia in 2015. Hence, these structure also based on many types of Sukuk issues in Malaysia capital market, these Sukuk which rated the most popular islamic private debt securities issued (M. S. Saad, et, al., 2009; N. M. Saad & Haniff, 2013). The use of monthly data is also similar to the previous studies (Hassan, 2012; Kevin Dowd, 2003).

3.2 Empirical Analysis

When analysing the return series plot (Figure 2), it is observed that the returns appear to be stabilised. They are clearly stationary with a common mean of 0. Extreme limits are set to 3 times the standard deviation away from their mean, assuming that the observations are from a normal distribution. It can be explicitly seen from the graph that a few points do lie outside the upper and lower limits of the boundary set, indicating the presence of large positive as well as large negative fluctuations in the returns.

These large fluctuations provide evidence of extreme events in the Sukuk market. The plot also displays significant volatility of the returns. Indeed, it is observed that periods of large returns are clustered and visibly distinct from those of small returns. This suggests that heteroskedasticity is present in the series.

In order to confirm the presence of the different stylised facts present in the return series, the descriptive statistics of the new data set (Table 1) are also analysed. It is observed that the mean of the Murabahah Sukuk (MS) returns is close to 0, which is consistent with past findings on monthly returns of financial time series. The sample mean for the 60 observations is in positive-definite. This shows that MS has

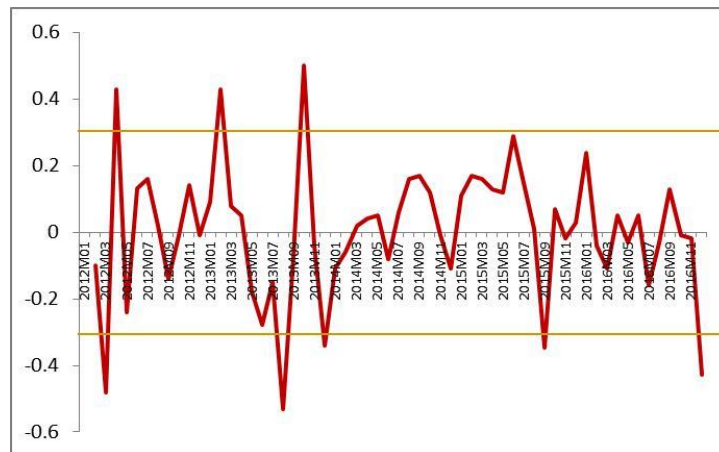


Figure 10 : Monthly Log Returns of Murabahah Sukuk (MS)

commonly more positive returns. MS issuance has a positive and high standard deviation value, which indicates that it has a large average deviation from mean. Together with mean and standard deviation, the normality test results as represented by the sample skewness, kurtosis and the consequent rejections of the normality hypothesis by the Jarque-Bera analysis confirm the empirical findings that monthly returns are far from being normal (Gaussian).

Moreover, the value of skewness of 0.3558 explains that the series distributions are skewed. Furthermore, the high kurtosis compared to the normal distribution which is 3, implies that the distributions of series are leptokurtic or fat-tailed. The kurtosis value is greater than 3, suggesting that the series is heavy-tailed, hence confirming the findings of Satchell and Knight (Knight & Satchell, 2007). The values of the JB statistics provide strong evidence of non-normality. Hence the suggested VaR models must account for volatility clustering, excess kurtosis and skewness. While, the Ljung-Box tests reject the null hypothesis in all series, which shows that the returns have serial correlation. Table 1 also reports the presence of ARCH effect in the data. Based on the large values of chi-square statistics and small values of probability statistics, it indicates that the hypothesis that the series is not heteroscedastic is rejected at the 1% significance level.

Based on the above data, that the indices return series are not normally distributed, with variances that are changing through time volatility clustering (see also Figure 2), it is appropriate to consider the application of volatility models in further analysis. The different characteristics of financial time series data such as skewness, high kurtosis, leptokurtosis as well as volatility clustering are found present in this data set. These allow inferring that the return series in fact exhibits departure from the normal distribution and is heavy-tailed. Nevertheless, to further reaffirm the non-normality of the series, the normal Q-Q plot of the return series are also analysed. The Q-Q plot (Figure 2) under the normal theoretical quantiles shows deviations from the 45° line, which reasserts the assumption of fat-tailedness of the data. Nevertheless, the normality of the series can more formally be tested using the Jarque-Bera (JB) tests, to ensure that the skewness and kurtosis of the series indeed deviate from those of a normal distribution. JB tests results obtained reject the null hypothesis of normality and add weight to the previous results.

Table 2: Descriptive Statistics of Monthly Returns

	MS
Mean	4.608
Std Dev	0.005
Skewness	0.3558
Kurtosis	12.1104
JB	46.276
LB(20)r2	11.82
ARCH-LM(1)	21.08397

Initially the tests is ran to identify the existence or not of a unit root and conditional heteroskedasticity in the series, for adequate application of the models. According to the tests conducted (Augmented Dickey-Fuller (ADF), Phillips-Perron (PP)) (Table 2), it can be said that the series is stationary and heteroskedastic, which qualifies it for application of the models analyzed. Hence, the test of autocorrelation of the returns are examined in order to identify the GARCH conditional mean equation suitable for the data set. There is high persistence in both the squared and absolute returns and both demonstrate slow decay of the autocorrelations of squared and absolute returns respectively. The findings therefore confirm the presence of volatility clustering in the series and hence suggest that a combination of ARMA-GARCH may be appropriate. To ensure that ARCH-GARCH would indeed be relevant, Engle's ARCH test is carried out (Table 1). The corresponding value allows the rejection of the null hypothesis of no ARCH effects and hence provides further support to the use of GARCH in the modelling of the data series. There are two models of GARCH applied: GARCH (1,1)N and GARCH(1,1)t is estimated and compared. Futhermore, the GARCH models specified using the data sample mentioned above. We specified the combined GARCH (1,1)N and GARCH (1,1)t model with the help of the EVIEWS program.

According to these tests, the GARCH (1,1) model is suitable to estimate the conditional volatility, and is thus used to calculate the VaR. The procedures below is applied to estimate the complete GARCH model:

The Monte Carlo methodology consists of a number of specific steps (Jorion, 2007):

- i. Select a model for the stochastic variable(s) of interest.
- ii. Estimate its parameters; volatilities, correlations, and etc. based on historical or market data.
- iii. Construct fictitious or simulated paths for the stochastic variables where `_random'` numbers are produced.
- iv. Each set of `_random'` numbers then produces a set of hypothetical terminal price(s) for the portfolio.
- v. Repeat these simulations (steps 3 and 4) as many times as necessary to be confident that the simulated distribution of portfolio values is sufficiently close to the `_true'` distribution of actual portfolio values.
- vi. VaR values are then inferred from this proxy distribution.

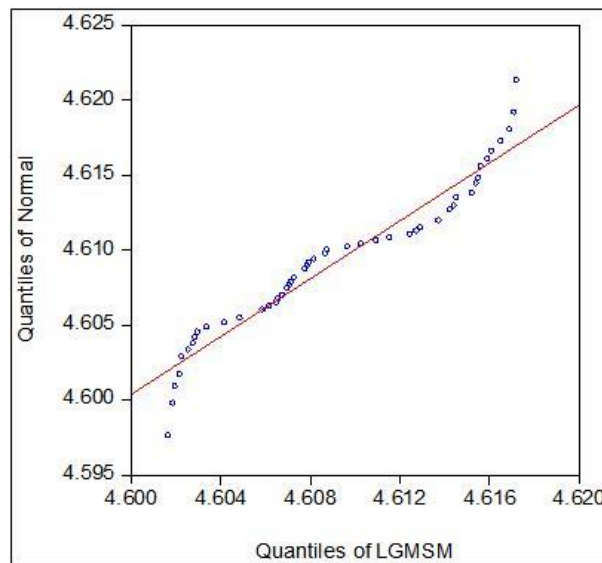


Figure 11: Q-Q Plot of Monthly Returns

Table 3: Results of Stationarity Tests

MS	ADF		PP	
	Level	1st Difference	Level	1st Difference
	-2.1955 (0.0460)	-29.1589 (0.000)	-1.9982 (0.0459)	-29.1589 (0.001)

3.3 Volatility Model Summary

Estimating the volatility parameter is an essential part of VaR. The GARCH-based models are used for this purpose to accommodate the characteristics of the return distributions. The GARCH-based models are estimated by maximum likelihood method and the results are presented in Table 3. Followed by Table 3 shows the findings of several diagnostic tests for each model.

Overall results for GARCH (1,1)N shows that the parameter ω , α , and β are found to satisfy the condition; $\omega > 0$ and $\alpha, \beta \geq 0$ (Panel A, Table 3). Accurately, the intercept term ω is very small while the coefficient on the lagged conditional variance, β is approximately 0.9. The sum of the estimated coefficient of the variance α and β , which is persistence coefficient, is very close to unity. This indicates the shocks to the conditional variance will be highly persistent which is also stated by Brooks (2002), that a large sum of coefficients values indicates that either a large positive or negative return will lead future variance forecasts to be high for a required extended observation period. Next, the residual based diagnostic tests (Table 4) provide evidence that the squared standardized returns present no significant autocorrelation, which is consistently with the LB. LB statistic verify the ability of GARCH(1,1)N to capture the non-linear dependence: the squared standardized returns are in fact independent. The ARCH tests also confirm that there are no residual ARCH effects in the standardized return. This implies that the models are well-specified.

Table 4: Estimation Results of GARCH-based Model

Panel A: GARCH(1,1) _N				
	ω	α	β	$\alpha+\beta$
MS	2.37E-07 (6.62E-08)	0.078683 (0.152206)	0.823422 (0.054469)	0.902105
Panel B: GARCH(1,1) _t				
	ω	α	β	$\alpha+\beta$
MS	2.38E-08 (7.04E-08)	0.77896 (0.169797)	0.222986 (0.07084)	1.001946

Table 5: Diagnostic Test for GARCH-based Models

		Mean of Conditional Volatility $E\left(\frac{\mu_1}{\sigma_1^2}\right)$	Variance of Conditional Volatility $E\left(\frac{\mu_2}{\sigma_1^2}\right)$	LB ² (20)	ARCH(1)
MS	GARCH(1,1) _N	2.66E-05	0.991907	25.8671 (9.25E-01)	1.960192 (0.1180)
	GARCH (1,1) _t	5.29E-06	0.941206	25.3692 (9.33E-02)	0.096092 (0.2182)

As the normality condition fails to capture any existence of fat-tailed property, a non-normal distribution, most commonly the Student-t distribution is applied to model the excessive moment of the sample. Table 3 demonstrates the results of GARCH(1,1)_t. Equivalent to GARCH(1,1)_N, the parameter for GARCH(1,1)_t also found to suffice the restriction that $\omega > 0$ and $\alpha, \beta \geq 0$. The coefficients on all three terms in the conditional variance are found to be highly statistically significant for the data series. In addition, values of intercept ω are also very small, while the β shows a high value of between 0.8 and 0.9. The sum of coefficient α and β MS data illustrates values that are very close to one, which portrays a high persistence level of volatility. Viewing the diagnostic test results in Table 3, the Ljung-Box statistics test shows no evidence of non-linear dependence in standardized squared residuals at lag 20. Furthermore, Eagle's first-order LM test for ARCH residuals found no evidence of time-varying volatility for MS series, thus the model is also well specified.

After all, by using these parameters as major inputs for MCS technique, the expected maximum loss value which based on the VaR methodology will be determined. The VaR analysis findings which reviewed according to different confidence level, holding period and model settings are covered in the next sections.

Test of Accuracy

According to Engel and Gizycki (1999), accuracy refers to the evaluation of the failure rate of the model in the risk assessment. An accuracy test is observed to evaluate the VaR estimate of what extent the proportion of losses that exceed is consistent with the model's chosen confidence level (Engel & Gizycki, 1999; Escanciano & Olmo, 2008; Z. K. A. B. Ulum, I. Ahmad, & N. Salamudin, 2012). As required by Basle Committee, to justify the quality and accuracy of the VaR measurement, there is a need to evaluate VaR through the process of Backtest. The commonly used backtests in evaluating VaR models include the Kupiec test or the Proportion of Failure Likelihood Ratio test of Kupiec (1995). Kupiec test is based on the probability under a binomial distribution of observing x exceptions in the sample size T .

$$f(x) = \binom{T}{x} p^x (1-p)^{T-x} \quad (4)$$

The VaR model is considered as the accurate VaR model, when it provide a VaR estimates with unconditional coverage (p^{\wedge}), given by the failure rate ($\frac{x}{T}$), equal to the designed coverage (p), given by the chosen confidence level (5% for 95% confidence levels). Thus, under the null hypothesis $H_0 = p^{\wedge} = p$, the appropriate likelihood ratio is given by:

$$LR_{uc} = -2 \ln((1-p)^{T-x} p^x) + 2 \ln((1-p^{\wedge})^{T-x} p^{\wedge x}) \quad (5)$$

Therefore, according to Dowd (2005), the null hypothesis will be rejected if LR_{uc} exceeds the expected number of exceedances, x . Should not exceed the critical value (3.84) of Kupiec test. The test can be testify from two condition. Firstly, if the number of violations is too high, a model will be rejected, which represents the model's is fail to estimate the VaR. Meaning that, the model is underestimates the level of risk and drives a firm to undertake dangerous and risky investment positions. Secondly, if there is very few or no violations happen to the models, the model will also be rejected. Because this will lead to a loss of feasible and profitable investments (Dowd, 2005; Harvey, 2008; Iorgulescua, 2012; Z. K. A. B. Ulum, I. b. Ahmad, & N. b. Salamudin, 2012).

4. Data Analysis

4.1 Value-at-Risk (VaR) Forecast

Based on the volatility models estimated in above sections, the VaR values are calculated using @RISK (7.5) software. Under several constrains such confidence level, holding period, types of volatility model and distribution assumption. The analysis of VaR was carried out using a simulation process of 10,000 iterations. To presents the estimated VaR results based on the either the normal or t-distribution, its results is highly depend on the type of distribution, also purposely rely on the volatility models, holding period, confidence level and the Murabahah Sukuk data. GARCH volatility models are integrated with MCS approach; to compared GARCH-n and GARCH-t. Let $VaR(MC + GARCH_N, h, \alpha)$ and $VaR(MC + GARCH_t, h, \alpha)$ be respectively the VaR based on MCS combined with GARCH under normal distribution and student t-distribution at h holding period plus $\alpha\%$ confidence level and of VaR derived from MCS (MC). Where, $h = 25$ -days, $\alpha\% = 95\%$.

After estimating the parameters of the models and carrying out diagnostic checks, Monthly VaR are now estimated. 1-step ahead VaR are forecasted and the models are re-estimated every one observation. This is done to ensure that the risk measure is more or less in conformity with actual practice. A series of 60 forecasts of Value-at-Risk (VaR) for five year is obtained (year 2012 - 2016). The 25-day ahead VaR is calculated at 95% confidence levels. These levels of confidence are used for out-of-sample backtesting of VaR, in accordance to Basel II Backtesting Requirements, which stipulates that backtesting of VaR needs to be done on confidence levels. Usually, the smaller confidence level, the greater is the number of violations and easier it becomes to judge the forecasting performance of the model. This is why, at the 95% confidence level, it is expected to observe more violation points than at 99% level (Best, 1998;

Brooks, 2002; Dowd, 2005; Jorion, 1997). A violation point is said to occur when the point lies below or above the true values of the returns. In this study, 95 per cent confidence levels are considered so as to be able to investigate better the model accuracy when dealing with tails. The results are analysed using backtesting charts and quantitative statistical backtests.

4.2 Backtesting

One of the methods used to evaluate the accuracy of models through backtesting is to test for violations of the VaR limits, given by the number of excesses outside the confidence level. To determine whether the suggested VaR model is accurate, tests is conducted based on Likelihood Ratio Test (Kupiec Test). Based on Table 5, both VaR models for MS pass LR_{uc} test at 95% confidence level. The null hypothesis $H_0 = p = \hat{p}$, where the unconditional coverage, \hat{p} equals the desired coverage level, p is not rejected and it also illustrates that these models generate reasonable unconditional coverage probabilities since it is not exceed 3.84 the critical value of Kupiec test. In comparing between normal and t-distribution models, the results provides better accuracy outcome.

Table 6: Accuracy test performance summary at 95% Confidence level.

	LR_{uc}
MS	
MC + GARCH_N	3.1400
MC + GARCH_t	0.5119

Based on the result (Table 5), both model is documented is accepted in the case of lower confidence level. This is because slightly better accuracy conditions are found at this particular interval for Murabahah Sukuk (MS) performances. However, compared the results, normal distribution (MC+GARCH_N) value, almost close to the critical value, while t-distribution (MC+GARCH_t) is in stable value. Nonetheless, when comparing between normal distribution and t-distribution models, it resulted the t-distribution give more accurate combination. In addition, for accuracy performances, restricted to the confidence levels, the t-distributed (MC+GARCH_t) models were identified as the best representative to track movements in true risk exposure. The trends of result shown in Figure 4, it shows that the fluctuations of t-distribution (MC+GARCH_t) is tangible that normal distribution (MC +GARCH_N). While, Figure 5, shows the series of both distribution of GARCH with the return of Murabahah Sukuk, which indicates the movement of data is in upper level, where no negative result recorded for both normal distribution and t-distribution.

The GARCH-t model performed quite well, however the GARCH-n model seemed to provide relatively superior results. At the 95% confidence level, the expected failure rate is 0.05. This is usual since generally the t is expected to perform better than normal. The GARCH-normal rates as compared to GARCH-t are the huge. At 95%, the rates for GARCH-t are smaller. The results thus allow to deduce that GARCH-t techniques performed better as compared to the GARCH-n approaches with conditional MCS performing the best. It is important to point out that these results are only indicative for a sample, and by comparing them it is not possible to conclude which is more accurate.

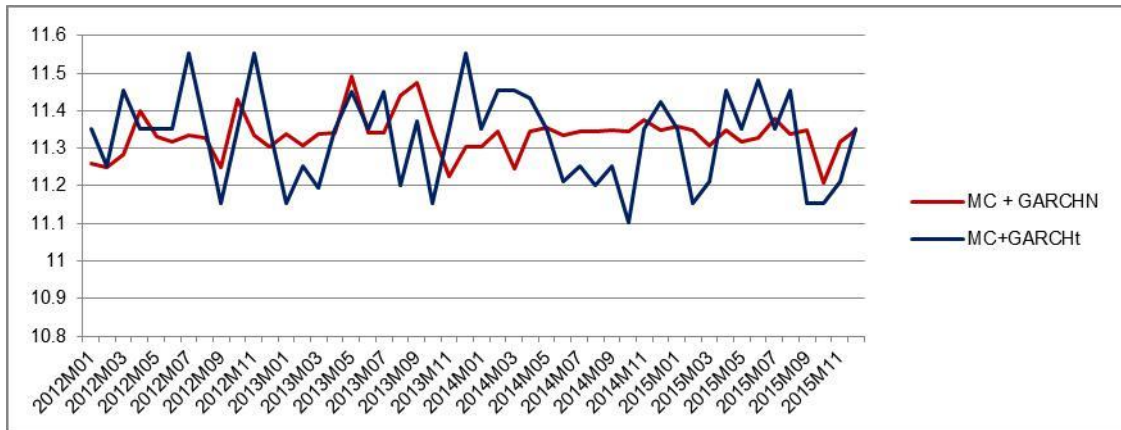


Figure 12: MC+GARCHⁿ and MC+GARCH^t performance.

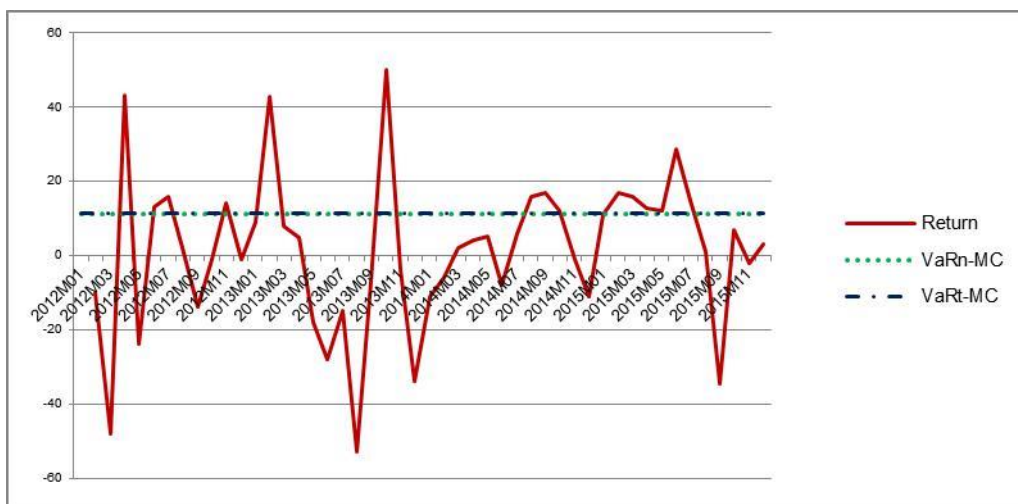


Figure 13: Backtesting Chart for VaR-GARCH

5. Conclusion and Discussion

The VaR measure depends on the volatility, the time horizon and the confidence level for the continuous returns calculated through the logarithmic differences of the prices. This study introduces a GARCH approach, this model applies to returns of Murabahah Sukuk issuances data for the period between 2012 to 2016. The main focus of this paper was to compare the forecasting power volatility models in modeling value-at-Risk (VaR), whereby the modelling adequacy of Generalised Autoregressive Conditional Heteroskedasticity (GARCH) approach were investigated. Two approaches were adopted namely GARCH with normal and GARCH with student-t distribution. The empirical results reveal that in general, both approaches performed well in the measurement of market risk. Overall when analysing the performance of VaR risk models for Murabahah Sukuk issuances data, it is important when one should take into consideration the statistical properties of distribution. Assuming a normal distribution trait is easy but it may also has limited capabilities to tolerate fat tails or asymmetries.

For empirical analysis, this study uses a sample of prices of preferred Murabahah Sukuk indices to specify the GARCH volatility models. GARCH models proved adequate to model the volatility. Additionally, this study carried out backtesting for a VaR of 95%

calculated one step ahead, to compare the accuracy of the GARCH-n and GARCH-t models with that proposed Monte Carlo Simulation (MCS). As a general conclusion drawn from the accuracy tests, the most accurate model that can be associated with the Murabahah Sukuk data is the VaR MC+GARCH_t. This is due to the fact that it quantifies for leptokurtic distribution or t-distribution thus illustrates a greater tendency to handle tail dynamics of the conditional distribution. It is important to note that accuracy of a model will gradually reduce if it relies only on the first two moments of loss distribution.

The results of these tests were not conclusive, but it verified that the VaR calculated by GARCH-n faced fewer violations than those calculated by the GARCH-t for a window of 60 observations. To conclude, the results showed that accounting for fat-tails and skewness using different distributions in GARCH-t modelling produced more accurate and precise estimation of VaR forecasts. The more accurate the volatility specifications and forecasts are, the more they are likely to improve the quality of risk measures, leading to a successful implementation of risk management which is very important in management of downside risks. It is thus concluded that GARCH-n technique tends to underestimate risks during volatile periods, while overestimating risks during tranquil periods at this level. Similar justifications can be referred to earlier studies by Lee and Saltoglu (2002), Galdi and Pereira (2007), Guo (2012), Ulum, Ahmad, Salamudin, and Sang (2014) and Sowdagur and Narsoo (2017).

Thus to handle more extreme cases, for future research GARCH should be associated with other forms of statistical distribution for example the Generalized Error Distribution (GED). Apart from that, other model from the GARCH-family may also be an interesting methodology to deal with VaR. In fact, the overall findings and concluding notes are also limited to one type of Sukuk. Last but not the least, this analysis will provide valuable information and guidelines to both Muslim or non-Muslim issuers, policy makers, regulatory bodies and investors about the volatility market following Sukuk issuances.

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Keberkesanan Majlis Perundingan Gaji Negara (MPGN) Melalui Model Penyertaan Pekerja (PP): Implikasi Terhadap Kejayaan Polisi Gaji Minima Di Malaysia

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Abstrak - *Penyertaan Pekerja (Employee Participation) adalah konsep dan teori yang hangat diperdebatkan dalam kajian literasi dari zaman Revolusi Industri sehingga kini. PP telah melalui beberapa evolusi yang bermula dengan teori demokrasi industri kepada penyertaan pekerja dan penglibatan pekeja dipadan jalinkan dengan perkembangan ilmu pengurusan sumber manusia (Human Resource Management). PP melibatkan penyertaan pekerja secara langsung dan tidak langsung. Dalam kertas kerja ini hanya melibatkan PP secara tidak langsung. Fokus perbincangan dalam Bahagian Pertama akan menghuraikan tentang pelbagai teori PP dan kaitan dengan isu-isu pekerja-majikan dalam sesebuah organisasi. Bahagian kedua kertas kerja ini memberi tumpuan kepada bagaimana Pendekatan PP melalui Model Jawatankuasa Perundingan Bersama (JPB) akan memberi impak kepada para pekerja dan majikan secara amnya. Bahagian akhir kertas kerja ini membincangkan isu gaji minimum di Malaysia secara ringkas dan bagaimana isu gaji minimum telah dijadikan sebagai Perintah Gaji Minimum 2012 dan 2016 melalui penubuhan Majlis Perundingan Gaji Negara (iaitu salah satu jenis konsep JPB).*

Kata Kunci: Penyertaan Pekerja (PP), Gaji Minima, Jawatankuasa Perundingan Bersama (JPB)

1. Pengenalan

Keseimbangan dalam sesebuah organisasi dan institusi dapat diwujudkan dengan adanya kerjasama daripada pihak pengurusan dan pekerja. Hal ini dikaitkan dengan penyertaan pekerja yang sering dibincangkan dalam aspek sumber manusia, yang menekankan penyertaan pekerja adalah amat penting kerana melalui penyertaan pekerja dapat memacu keberhasilan dan kejayaan sesebuah institusi. Galakan penyertaan pekerja secara tidak langsung memberi impak positif dalam meningkatkan motivasi dan produktiviti pekerja. Hal ini disebabkan penyertaan pekerja dalam perbincangan termasuk dalam aspek proses pengeluaran dan bersama – sama dalam proses membuat keputusan yang melibatkan di antara pihak pekerja dan pengurusan (Markey, 2004). Menurut Pfeffer (1994), Verma (1995), Wagner (1994), Bhatti & Qureshi (2007), penyertaan pekerja dalam proses membuat keputusan telah memberikan kepuasan kepada pekerja dalam menjalankan tanggungjawab mereka dan memberikan pencapaian dan produktiviti yang memberangsangkan. PP terdiri daripada dua komponen iaitu PP secara langsung dan PP secara tidak langsung (Badariah, 2015; Harley, Hyman & Thompson, 2005). Menurut Morhead *et al* (1997), PP secara langsung melibatkan penyampaian maklumat langsung daripada pihak pengurusan kepada pihak pekerja yang dikenali juga sebagai komunikasi dua hala bagi lontaran idea dan pendapat. Contoh PP secara langsung adalah seperti Pengurusan Kualiti Menyeluruh (TQM), ISO, 5S dan lain – lain. PP secara tidak langsung merujuk kepada polisi, program, amalan dan prosedur dimana melibatkan PP dalam proses membuat keputusan dimana mereka diwakili oleh wakil mereka (Parasuraman, 2007), sebagai contoh terdiri daripada Jawatankuasa Perundingan Bersama (JPB), Kesatuan, Majlis Kerja, Kesatuan Dalaman dan Pengurusan Tenaga Kerja. Dioloke & Kalu (2017) mengatakan kesatuan sekerja adalah satu platform dalam menerajui peranan yang ditetapkan bagi melindungi dan

memajukan kepentingan pekerja melalui penglibatan secara proaktif dalam proses membuat keputusan, terutamanya dalam aspek penentuan gaji bagi pekerja.

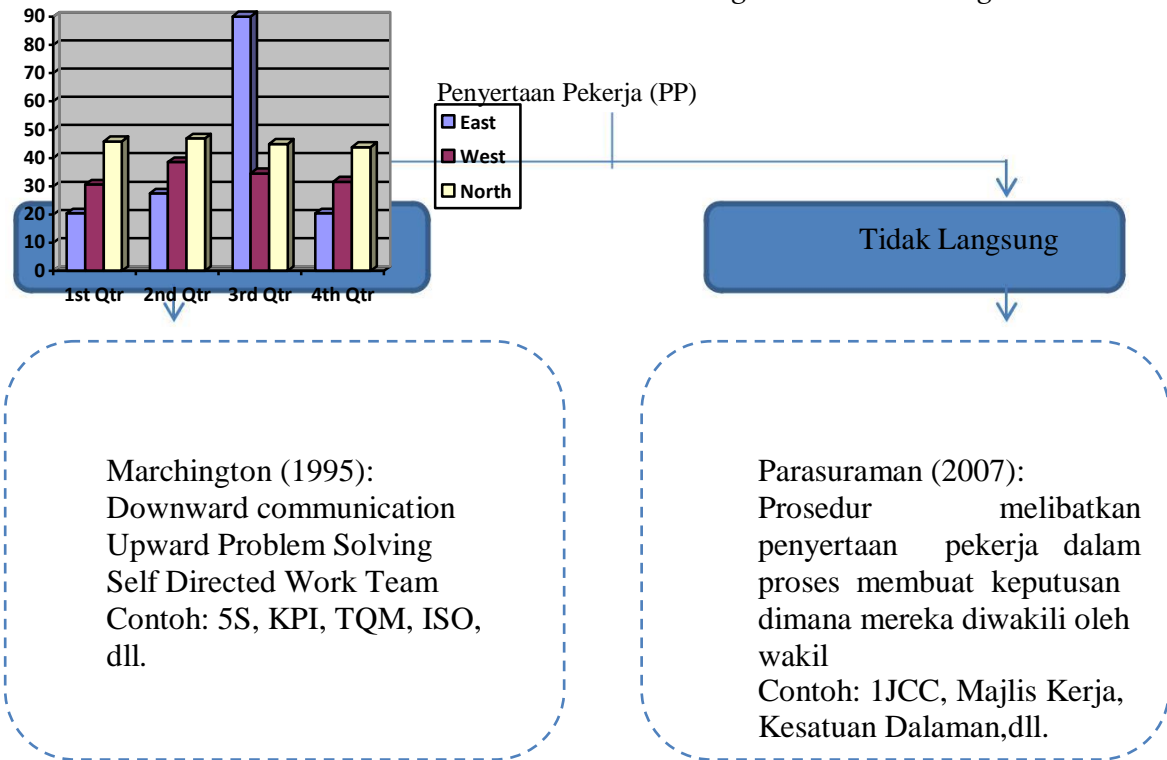
Justeru, dikaitkan bahawa PP adalah faktor penting untuk diambil kira dalam memastikan wujud keseimbangan dan keadilan pelaksanaan sesuatu keputusan mahupun polisi di kalangan pekerja terutama isu berkaitan dengan penentuan gaji minima. Dalam konteks Malaysia, PP digalakkan dalam proses perbincangan polisi gaji Negara yang dihoskan oleh MPPGN, yang berteraskan kepada PP secara tidak langsung melalui JBP. Oleh yang demikian, kajian ini memfokuskan untuk mengetahui kejayaan model PP melalui JBP dalam menjayakan polisi gaji Negara (Gaji Minima).

2. Penyertaan Pekerja (PP)

Demokrasi membabitkan penglibatan semua pihak mahupun komuniti terutama dalam sistem politik. Namun, terdapat revolusi terhadap demokrasi daripada hanya memfokuskan kepada sistem politik ke demokrasi dalam industri terutama dalam persekitaran perhubungan pekerjaan. Dengan itu, disimpulkan bahawa penglibatan individu dalam sesebuah organisasi membawa kepada budaya demokrasi dalam persekitaran pekerjaan dikalangan pekerja dan secara langsung memacu kepada keharmonian dan peningkatan produktiviti di kalangan pekerja. Revolusi perindustrian telah bermula sekitar abad ke 18 di negara Britain dan seterusnya telah merebak ke bahagian lain negara – negara maju, dan revolusi ini bermula seiringan dengan penubuhan perusahaan moden yang mengandungi hierarki gaji bereksekutif (Choudhary, 2016). Dengan itu, dapat dilihat bahawa konsep penyertaan pekerja (PP) adalah ekoran daripada berlakunya revolusi dalam demokrasi industri.

Konsep PP dibincangkan oleh Sidney Webb and Beatrice Webb dalam buku mereka – Industri Demokrasi menyatakan PP adalah hak pekerja untuk mengambil bahagian dalam membuat keputusan mengenai isu – isu yang berkenaan mereka, atau apa – apa perkara di mana pekerja memberi pengaruh yang telah disifatkan sebagai penyertaan, yang mana antara yang menjadi kebimbangan bagi penyertaan pekerja adalah perkara berkaitan dengan gaji dan keadaan kerja (Sen, 2012). Bhattacharya mengatakan penyertaan yang sebenar atau industri demokrasi sebagai kawalan eksklusif bagi organisasi produktif berasaskan kepada kesamarataan persetujuan (Bhattacharya, 1986, p.173). Dengan kata lain, pekerja tidak mudah untuk dipengaruhi keputusan mereka bahkan mereka bersama terlibat dengan pihak pengurus dalam pengurusan industri secara adil dan saksama, tanpa terhad kepada sesetengah perkara sahaja. PP secara langsung melibatkan individu atau kumpulan pekerja untuk membabitkan diri secara terus dalam proses membuat keputusan (Solomon, 1988).

Hal ini ditegaskan lagi oleh Cabrera, Ortega dan Cabrera (2002), dengan menyatakan bahawa PP secara langsung adalah penglibatan pekerja itu sendiri. PP secara tidak langsung ditegaskan sebagai berlakunya perbincangan melalui perantara badan wakil pekerja (Solomon, 1988; Cabrera *et al*, 2002). Wakil daripada kumpulan pekerja ini memainkan peranan dalam membela hak dan kepentingan pekerja sebaiknya demi mewujudkan persekitaran yang adil. Dipetik daripada Summer (2005), mengatakan bahawa penyertaan pekerja adalah termasuk dalam pasukan projek dimana pekerja terlibat dalam sesuatu projek dengan penyertaan yang besar dan menyeluruh, iaitu melibatkan latihan perundingan dan mesyuarat bertujuan untuk berkongsi pendapat dan idea. Bahkan Athur (1994) berpendapat PP merangkumi apa – apa terma yang meluas termasuk industri demokrasi, tawar menawar kolektif dan sebagainya. Secara tidak langsung, disimpulkan bahawa PP juga diperlukan dalam perbincangan isu tentang pelaksanaan gaji minima dalam erti menjaga kepentingan pekerja itu sendiri (Dialoke & Kalu, 2017).

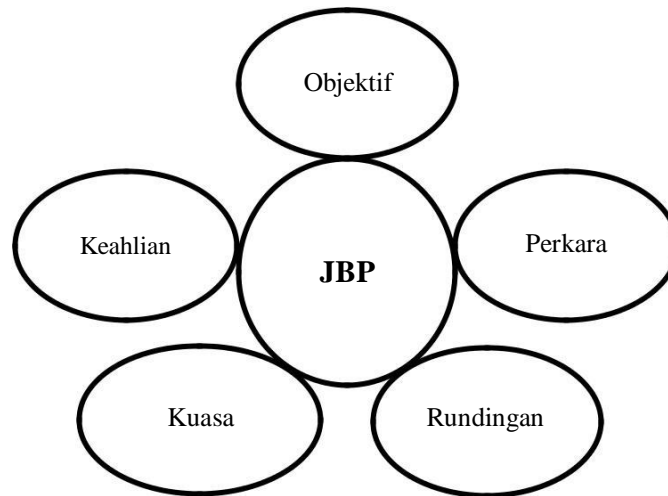


Jadual 1: Penyertaan Pekerja

3. Jawatankuasa Perundingan Bersama (JBP)

Kajian mengenai JBP sering dilakukan berdasarkan kepada budaya Barat (Parasuraman dan Jones, 2006; Heller, *et al* 1998; Goodijk, 2010; Kougiannou, 2013). Berdasarkan kepada penyelidikan yang dilakukan di luar negara itu, jelas menunjukkan bahawa JBP ialah mekanisme penyertaan tidak langsung yang mana ianya paling digemari dan disukai oleh perwakilan pekerja di luar negara seperti UK, New Zealand, Australia dan Amerika Syarikat (Badariah, 2015; Heller *et al*, 1998). Dalam konteks Malaysia, kajian empirikal tentang JBP dilakukan dengan memfokuskan kepada sector swasta (Parasuraman, 2007). Menurut Okpu dan Jaja (2014), kepentingan JBP telah diketengahkan oleh Marchington (1992) dengan mengulangi bahawa JBP membantu dalam mengurangkan tindakan perindustrian dan turut memberi ruang kepada pekerja untuk melontarkan dan menyatakan pandangan mereka. JBP adalah bentuk penyertaan tidak langsung dimana menyediakan platform untuk maklumat dan komunikasi di peringkat organisasi (Badariah, Dzurizah & Rosazman, 2015).

Justeru itu, JBP adalah sistem komunikasi formal di antara wakil pengurusan dan pekerja yang menjurus ke arah perbincangan mengenai isu operasi strategic terhadap kerja dan kaedah kerja umumnya (Marchington, 1992; Hyman & Mason, 1995; Okpu & Jaja, 2014). Ekoran itu, Marchington (1992) mengatakan melalui sistem formal ini telah membolehkan pengurusan dan pengurusan mengadakan perjumpaan konsisten bagi berkongsi pandangan, pengetahuan dan juga kepakaran terutama dalam aspek menangani kepentingan bersama yang tidak menjurus kepada tawar-menawar kolektif. Dengan kata lain, JBP membolehkan kewujudan keharmonian dan kesaksamaan di antara pihak majikan-pekerja ekoran penglibatan secara tidak langsung membawa kepada persetujuan bersama dalam semua isu yang berkaitan dengan majikan-pekerja.



JBP Model (Marchington, 1992)

4. Gaji Minima

Laporan daripada Kementerian Sumber Manusia melalui Kajian Guna Tenaga Kebangsaan (2009), memetik bahawa sebanyak 33.8% pekerja swasta diberi ganjaran/bayaran kurang daripada RM700 sebulan, dan ini merupakan golongan pekerja swasta termasuk dalam bawah garis kemiskinan. Ekoran itu, perintah gaji minima telah dimaktubkan dan berkuatkuasa bermula Januari 2013, dan perintah terpakai kepada semua majikan yang mempunyai enam pekerja dan ke atas di Malaysia. Kerajaan Malaysia melalui Perintah Gaji Minima pindaan pada 28 Disember 2012, telah membenarkan majikan (perusahaan mikro) untuk memohon hak pengecualian bayaran gaji minima dalam masa tempoh 6 bulan dari tarikh kuatkuasa (Marshitah, 2013). Majlis Perundingan Gaji Negara (2012), setelah melalui beberapa peringkat perbincangan menyatakan bahawa kerajaan bersetuju untuk menetapkan gaji minima RM900 sebulan bagi pekerja di Semenanjung dan RM800 sebulan bagi mereka di Sabah, Sarawak dan Wilayah Persekutuan Labuan. Pelaksanaan gaji minima di Malaysia dikatakan agak lewat, namun ia dianggap berjaya, dan diteruskan dengan Perintah yang kedua dikenali sebagai Perintah Gaji Minima 2016. Perintah 2016 ini dibuat setelah kajian semula dasar ini dilaksanakan seperti mana yang dikehendaki oleh Akta Majlis Perundingan Gaji Negara 2011-Akta 732. Pendekatan yang digunakan oleh MPGN adalah pendekatan *tripartite* iaitu yang mewakili pihak pekerja, majikan dan bebas dalam perundingan pelaksanaan gaji minima 2016. Justeru itu, perbezaan pendapat yang timbul tentang Perintah gaji minima akan diuruskan dalam MPGN (Zakaria, 2016).

Perlaksanaan dasar di Malaysia adalah dijangka lebih baik dalam membantu keadaan sosial dan kewangan pekerja, dimana polisi gaji Negara adalah diambil kira dalam mengurangkan peratusan pekerja yang di bawah garis kemiskinan (Tin, Fathi, Hasna & Tan, 2014). Penganalisis ekonomi dalam kajiannya telah membuat kesimpulan bahawa wujudnya bukti empirikal yang kukuh yang menyatakan bahawa negara – negara yang melaksanakan gaji minima mempunyai kecenderungan positif ke atas kepuasan pekerjaan dengan ganjaran yang diberikan berdasarkan kepada tahap keseimbangan pasaran (Kaviyarasu Elangkovan, 2012). Justeru, dapat dilihat bahawa pelaksanaan gaji minima telah membawa kepada kelebihan daya saing dalam membantu ketiadakseimbangan ekonomi.

5. Metodologi Kajian

Kajian ini merupakan kajian berbentuk kualitatif yang mana menggunakan teknik temuramah, pemerhatian dan dokumentasi dalam proses pengumpulan data. Kaedah ini diaplikasikan dalam kajian ini bertujuan untuk memberi peluang dan ruang kepada golongan sasaran dalam mengekspresikan idea dan luahan dengan lebih realistik. Populasi kajian ini tertumpu kepada pihak majikan dan kesatuan sekerja. Setiap maklumat yang diberikan akan direkod dan dianalisa berdasarkan analisa bertema.

6. Kesimpulan

Dengan wujudnya kajian seperti ini, ia dapat dijadikan panduan kepada pekerja, majikan, dan kesatuan tentunya dalam menyedari dan memahami akan proses pertubuhan Majlis Perundingan Gaji Minimum. Pengetahuan ini adalah penting kerana ianya dapat membantu dalam membentuk keseimbangan kebajikan majikan dan pekerja dalam sector swasta melalui penyertaan pekerja serta dapat memberikan sumbangan dan kesan yang besar dalam teori penyertaan pekerja. Di samping itu, melalui kajian ini ia turut dapat membantu pihak kerajaan dalam menyediakan satu dokumentasi yang lengkap berkenaan dengan prosedur yang terlibat secara langsung dan tidak langsung dalam proses penetapan gaji Negara dalam memastikan keseimbangan dan keadilan kepada semua pihak melalui model penyertaan pekerja.

7. Rujukan

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Konsep Penilaian Prestasi dan Impak Ke Atas Kakitangan Akademik di Pendidikan Tinggi Awam Di Malaysia

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Abstrak - Konsep penilaian prestasi amat penting bagi sesebuah organisasi dan juga untuk seseorang pekerja. Seorang pekerja dalam organisasi perlu mengetahui tahap dan prestasi hasil kerja mereka. Dalam sektor pendidikan tinggi terutama di kalangan kakitangan akademik, prestasi penilaian prestasi amat diutamakan demi kecemerlangan sesebuah IPTA. Hal ini berdasarkan saranan Kementerian Pengajian Tinggi (KPT) agar memastikan transformasi berlaku di IPTA yang melibatkan struktur, teknologi dan persekitaran dan kecemerlangan sumber manusia. Kertas kerja ini memfokuskan kepada dua aspek yang penting. Pertama menjelaskan konsep penilaian prestasi dari beberapa sudut perdebatan berdasarkan konsep dan teori. Bahagian kedua pula membincangkan isu dan cabaran sumber manusia di IPTA secara amanya dan khususnya melihat bagaimana konsep dan teori PP yang dibincangkan dalam Bahagian Pertama akan memberi impak kepada para ahli akademik. Kertas kerja ini berakhir dengan beberapa persoalan kajian dan seterusnya penerokaan persoalan-persoalan ini di dalam persekitaran kerja di IPTA yang terpilih di Malaysia dan dibandingkan dengan sebuah universiti yang terbaik di UK tetapi mempunyai kampus di Malaysia.

Kata kunci: Pengurusan Prestasi, Penilaian Prestasi, IPTA

1. Pengenalan

Prestasi ialah hasil yang diperolehi dari pencapaian, kekurangan kakitangan yang dikatakan telah menjejaskan sesetengah jabatan atau menunjukkan prestasi (Kamus Dewan Edisi Keempat). Prestasi boleh dikelaskan sebagai tingkah laku yang disengajakan oleh individu atau organisasi. Prestasi adalah tindakan sengaja dan perspektif prestasi yang boleh dibina (Dubnick, 2005). Pengurusan prestasi pekerja adalah amat penting dalam setiap organisasi awam mahupun swasta. Penilaian prestasi pekerja adalah proses dimana pengurus, ketua jabatan atau pengarah sesebuah organisasi membuat perbincangan mengenai prestasi pekerjanya secara berhadapan. Dimana pekerja dapat mengetahui cara penilaian dan pemarkahan yang diberikan oleh majikan. Pengurusan prestasi ini juga adalah proses menetapkan objektif, matlamat, memberikan maklum balas dan menilai semula keputusan. Dalam sesebuah organisasi salah satu cara pekerja menunjukkan prestasi dan komitmen dalam melakukan kerja berdasarkan pencapaian matlamat tertentu yang telah ditetapkan agak tinggi. Semakin tinggi tahap prestasi para pekerja maka semakin tinggi pula kemungkinan pencapaian matlamat sesebuah organisasi (Noe, Hollenbeck, Gerhert, dan Wright, 2004).

Berdasarkan Pelaksanaan Pelan Strategik pengajian Tinggi Negara 2020, kecemerlangan IPT bergantung secara kritikal pada kepimpinan yang berkesan selain daripada budaya kerja yang cemerlang di setiap peringkat bagi mencapai visi, misi, objektif strategik dan hala tuju organisasi tersebut. Melalui ini juga, ianya menuntut supaya kakitangan akademik berupaya menyesuaikan diri dengan persekitaran kerja universiti penyelidikan. Cabaran utama adalah untuk mengubah tabiat dan tingkah laku kerja yang lazim kepada tingkah laku kerja yang sepadan dengan keperluan universiti penyelidikan. Di Malaysia, University Awam (UA) dikategorikan kepada tiga kumpulan, iaitu universiti penyelidikan, universiti berfokus (teknikal, pendidikan, pengurusan dan pertahanan) dan universiti komprehensif. Kajian ini difokuskan untuk mengetahui penilaian prestasi terhadap pencapaian kakitangan akademik.

2. Pengurusan Prestasi

Pengurusan prestasi merupakan salah satu cara dalam proses mencapai objektif, misi dan visi yang ditetapkan oleh organisasi serta memenuhi kehendak pengurusan sumber manusia. Ianya bukan semata-mata borang penilaian prestasi yang dinilai setiap tahun oleh majikan atau ketua jabatan. Ianya merupakan penilaian serta tindakan yang akan dilakukan oleh majikan terhadap prestasi pekerjaanya (Mohtar, 2006).

Menurut kajian lepas oleh Denisi dan Pritchard (2006), pengurusan prestasi mengfokuskan cara untuk memberikan motivasi kepada pekerja untuk mempertingkatkan prestasi dalam melakukan kerja. Dengan ini pekerja dan organisasi dapat mencapai objektif yang telah ditetapkan.

2.1 Penilaian Prestasi

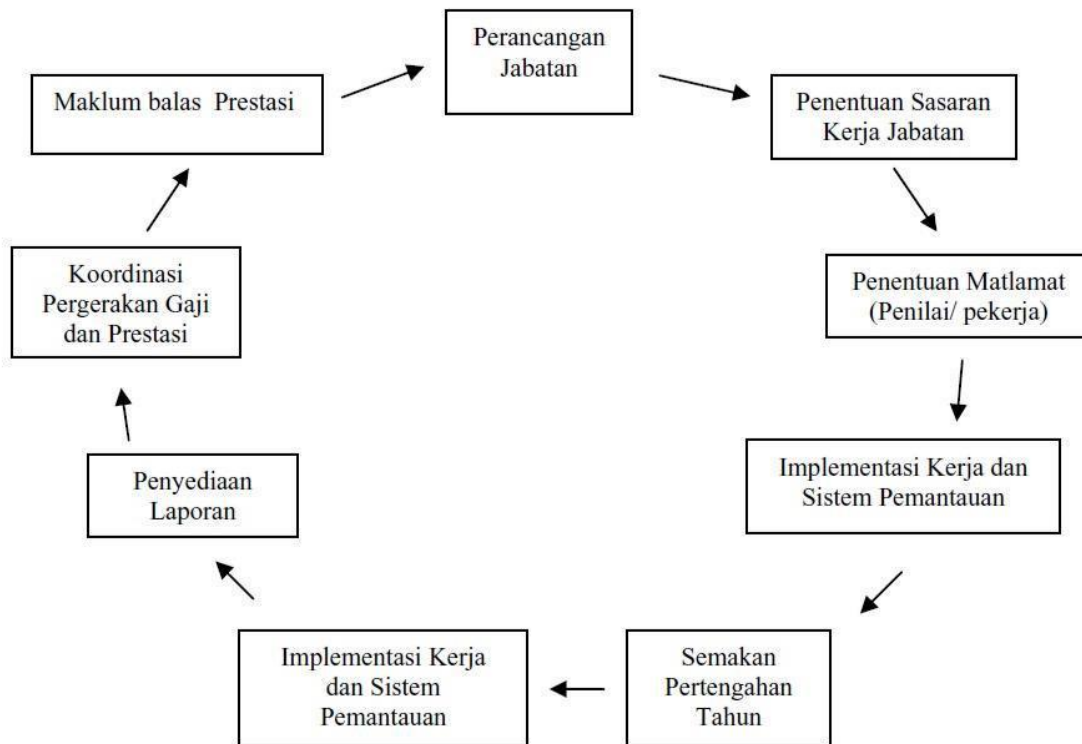
Penilaian prestasi pekerja adalah penilaian terhadap individu yang dinilai secara berkala terhadap pencapaian seseorang pekerja dan diuruskan oleh pengurusan sumber manusia. Penilaian prestasi adalah merupakan satu sistem formal yang berstruktur. Sistem ini bertujuan untuk mengukur dan menilai gelagat serta cara kerja seseorang pekerja melalui hasil kerja mereka. Ini membolehkan pekerja mengetahui mengapa dan bagaimana mereka dinilai serta cara melaksanakan kerja dengan lebih baik pada masa hadapan mencapai objektif organisasi (Mohtar, 2006). Beliau juga menegaskan penilaian prestasi digunakan oleh pihak pengurusan untuk proses kenaikan gaji tahunan atau pemberian bonus. Penilaian prestasi pekerja bukanlah salah satu cara untuk menilai tahap atau hasil kerja seseorang pekerja dan ianya tidak dapat memastikan mencapai objektif sesebuah organisasi.

Menurut kajian lepas yang dibuat oleh Ayu, Wati (2014), penilaian prestasi pekerja berkait rapat dengan factor personaliti individu. Ianya diukur berdasarkan ciri kakitangan akademik dan juga berdasarkan khidmat dalam pengajaran, penyeliaan mahupun khidmat masyarakat.

Menurut Mohd. Khalit Othman (2002), seseorang pensyarah atau kakitangan akademik perlulah dinilai dengan lebih adil oleh pihak fakulti dan prestasi silam haruslah diabaikan. Beliau juga menegaskan tugas menilai seseorang pekerja merupakan tugas yang mencabar, dimana dalam proses penilaian prestasi pekerja, majikan atau pengurus perlu membezakan yang baik daripada yang buruk.

Terdapat juga faktor yang menyebabkan wujudnya prestasi kerja sama ada tahap tinggi atau tahap rendah, ianya disebabkan oleh persekitaran sesebuah organisasi, ganjaran dan juga pengiktirafan. Tetapi faktor ini bukanlah penyebab kepada rendah atau tinggi prestasi kerja seseorang pekerja (Kamaliha, 2004).

Bagi proses penilaian prestasi terdapat isu yang berkait, di mana dalam proses ini perlulah ada perbincangan diantara pengurus dan juga pekerja, proses perbincangan ini masih longgar dan tidak menjadi amalan bagi semua organisasi. Pekerja tidak dipanggil untuk aktiviti perbincangan penilaian prestasi. (Ahmad, 2007)



Jadual 1:Proses Penilaian Prestasi

3. Methodologi kajian

Methodologi kajian yang digunakan untuk kajian ini adalah kualitatif, dimana teknik temuramah,permerhatian dan dokumentasi digunakan dalam proses pengumpulan data. Teknik ini dapat memberikan ekspresi yang lebih tepat dalam proses pengumpulan data. Populasi kajian ini tertumpu kepada kakitangan akedemik di university awam (UA). Setiap maklumat yang ditemuramah akan direkod dan dianalisis berdasarkan analisa bertema.

4. Kesimpulan

Melalui kajian ini, ia dapat dijadikan panduan kepada ahli akedemik dan pihak universiti. Hasil daripada kajian ini dapat membantu menyampaikan maklumat yang lebih jelas dalam penilaian prestasi pekerja dikalangan kakitangan akedemik di universiti awam. Daripada kajian ini dapat dijadikan panduan kepada pihak pengurusan sumber manusia dan kakitangan akedemik. Ianya dapat digunakan untuk mengenalpasti permasalahan dah dapat diberi penekanan dalam meningkatkan tahap prestasi pekerja.

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Practice Analysis of Practitioners in Orthotics and Prosthetics Industry in Malaysia

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Abstract - According to Richard, 2004 in *Design of Artificial Arms and Hands for Prosthetic Applications* stated that prosthetic is a substitute for the loss of upper limbs and lower limbs part of human body. Prosthetic can be used as an assistance of mobility for daily life or as cosmetics or both. Usually, this device can be applied as permanent part of human body or removable and use when it is necessary (Richard, 2004). Prosthetist or practitioners in prosthetic and orthotic industry will delivering the process to produce and prepare a good device for patient who are suffering amputation of upper and lower limb loss. Normally, the practitioners will designing and fabricating the fake limbs by using good materials and must be fitted to the patient by taking an accurate measurement and carry out some modifications if necessary (McKenzie, 1970). Differ with orthotic, the function is more to alter, adjust, repair and reshape the neuromuscular and skeletal structure of human body parts. All practitioners in P&O are based on their qualification thus it can create well profession characteristic.

Keywords: Orthotic, Practitioners, Profession Characteristic, Prosthetic, Qualification, Roles and Responsibility

1. Introduction

Patient with impairment of neuromuscular and skeletal structure will be guided by an orthotists regarding to the maintenance and uses guidelines to ensure the patient is using in correct way (Henderson & Lamoreux, 1969). Impairment is caused by diseases such as diabetes mellitus, traumatic amputation due to an accident or fall, natural disaster, war and birth defect. As a result, the person who are losing their lower and upper limbs will minimize their movements (Mazurek T. & Ficke JR, 2006). Disability occurred regardless of age, gender and ethnicity. Most of impaired person, they are seeking of help from family members and friends to move or to support daily activities (Ferguson, 2001).

A main purpose to conduct this study is to determine the current trends in professional characteristics and proficiency level in the provision of prosthetics and orthotics services in Malaysia. Based on this study, a researcher has point out a few of objectives in order to achieve the aim which are to determine the demographic and professional characteristics of practitioners in regard to experience, education and work setting. Second objective is to identify main tasks, knowledge and skills acquired by practitioners. Murphy, 2009 stated that, a person involved in medical profession must be able to hold and practice ethical principles and comply with the rules, regulation and law. Practitioners in prosthetic and orthotic must show respect to others especially patient's dignity, right and values. Avoiding from being discriminate towards patient with disabilities and must treating them equally (Murphy, 2009).

1.1 Profession Characteristic of Practitioner

Cooperation among colleagues in workplace will help minimize stress and miscommunication especially when a problem is rise and need to solve in short time. Efficiency, productivity and quality can be achieved when they are practicing to understanding responsibility of each other. A good practice among of workers can form a trust between employer, employees and patients. By exchange and sharing information, consultation between management and employees, making a good decision together and be a representative in any tasks can create a valuable cooperation in workplace. One of study revealed where practices of collaboration among practitioners will endorse job satisfaction, patient satisfaction and proficiency (McCaffrey RG et al., 2011).

Quality of P&O services by healthcare industry must be ensure by involve in audit procedures so they can evaluate and make an analysis towards the practice in terms of management, assurance and quality control. Furthermore, new practitioners in prosthetic and orthotic are necessary to carry out on-going training and monitor by senior practitioners. To test the patient sufficiency, senior practitioner in P&O services can distribute a set of questionnaire to the patients. All the patients need to answer based on the delivery services of healthcare profession either it is excellent, average or poor. An improvement should be done if they are not achieving patient's satisfaction by extend the training period (HCPC, 2013).

Professionalism is interpreted through good patient care where specific attitudes and behaviours were identified which constitute the knowledge, skills and ability to perform a job and follow all procedures and protocols. This consciousness and insight was related to the motivation to keep up-to-date with the expanding in good practice, to make sure that patient is taking good care and to build trust and confidence among patients (Fiona, 2009). Besides that, appearance among healthcare practitioners will determine how well their discipline in work field. Cleanliness, hygiene and neat can bring better perception among society towards healthcare profession. Plus, they are strictly prohibited to wearing any jewellery or accessories while in uniform (Rumsey & Diana, 2005).

1.2 Roles, Responsibility and Qualification of Practitioner

Prosthetic and orthotic services are divided into three categories which are production and fitting of orthopaedic devices; physiotherapy and occupational therapy; and medical area. In the field of manufacturing and fabricating, a practitioner need to take an accurate measurement for fitting the devices is a necessary element in P&O services where medical and technical knowledges are applied. An industry also play a role in manufacturing orthopaedic devices and stress on the appliance, machine and materials such as plastic, metal and plaster for processing work (ISPO, 2006). Practitioners in prosthetic and orthotic play a big roles and responsibility by conduct an observation and prescription, and designing the prosthetic and orthotic devices. It is important for every practitioners to keep up-to-date of report by recording and notice any changes of information regarding to the development of health among patient (Nanna & McWay, 2017). Every staff must deliver correct information towards patient and their family or friends. It is because, information will help patients to be better understanding about orthopaedic devices. Hence, helping them in order to make a decision will guarantee them to feel more comfortable when using the device (Garrick, 2009).

Practitioner of prosthetist and orthotists must obtain a master's degree in prosthetics and orthotics. Usually, these program take two years two finish and the syllabus include upper and lower-extremity prosthetics and orthotics and spinal orthotics. It is difference to student with bachelor's degree where they are required for an admission and discipline until they achieve the standards. For prosthetic and orthotic technicians, they may graduate from associate's degree or pass a high school diploma, college degree and finish with successful technical experience under supervision (Nanna & McWay, 2017).

2. Methodology

Quantitative method is applied in this study where a researcher will distribute a questionnaire which is consist three sections. Section 1 is focus on the company background which is focus towards manager, section 2 is focus on the clinical or technical staff competency and section 3 is asking about practice area. The location of conducting an interview is divided based on region in Malaysia. Hospital Sultan Ismail in Johor Bahru is represent the Southern region, Hospital Universiti Sains Malaysia (HUSM) is representing East Coast region, for central district a researcher will go to University Malaya Medical Centre and Queen Elizabeth Hospital in Sabah is representing for East Malaysia. For private organisation of prosthetic and orthotic, a researcher has chosen Glomas Hitec Medic and Nusa Prosthetic. Respondent in this study is selected among the practitioner in P&O industry. All respondent is categorised based on their gender, age, position in the company, education level and years of experience in this field. A researcher will determine a mean and standard deviation based on the findings of the questionnaire.

3. Conclusion

Person that involve in healthcare profession must practice the ethical principles and follow all the rules and regulation. Practitioner in prosthetic and orthotic must respect toward patients and concern about their welfare. Discrimination towards patient with disabilities are strictly prohibited and all the practitioners must treat them equally. By practicing good attitude in workplace, efficient and effectiveness atmosphere can be obtain. Thus, it can minimize misunderstanding and miscommunication among practitioner and patient or practitioner and colleagues.

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Sejarah Busana Muslimah Di Alam Melayu

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Abstrak - Kertas kerja ini bertujuan untuk menelusuri sejarah busana muslimah dalam masyarakat melayu. Busana telah wujud sejak manusia diciptakan. Ia lahir dan berkembang seiring dengan sejarah peradaban manusia itu sendiri. Umumnya berpakaian adalah fitrah manusia. Sebagai ciptaan Allah yang paling sempurna, manusia menginginkan kelengkapan yang sempurna sesuai dengan tingkat kebudayaan dan intelektualnya. Busana itu merupakan perlembagaan cita rasa ia disesuaikan menurut personaliti dan mesti membaluti dan memelihara badan kita. Kombinasi pakaian dulu dan kini mewujudkan fesyen yang pelbagai dalam dunia pakaian. Justeru kertas kerja ini diharapkan dapat membantu kita untuk mengenali asal usul busana muslimah yang terdapat di dalam masyarakat melayu sejak berabad-abad lamanya.

Keywords: Busana Muslimah, sejarah, pakaian wanita Islam, fesyen muslimah,

1. Pendahuluan

Sebaik-baik pakaian lelaki ataupun perempuan ialah sejenis pakaian yang ringkas dan tidak menyukarkan serta boleh mengerjakan solat yang difardhukan. Begitulah kuatnya amalan tradisi orang Melayu sejak dahulu. Hal demikian juga kerana dikhuatiri budaya berfesyen kini lari dari konsep menutup aurat yang ditekankan oleh hukum Islam. Dalam Islam, penilaian terhadap seseorang yang tampil dengan identiti bersih dan kemas adalah lebih utama daripada golongan yang keterlaluan dan melampaui batasan kesopanan (Utusan Malaysia, 2006).

Daripada keratan akhbar, penulis memetik pendapat Dr. Mandana Barkeshli, beliau berpendapat bahawa fesyen yang bercirikan Islam adalah antara fesyen yang menghasilkan keseimbangan badan, minda dan jiwa. (Majalah Wanita, 2005) Ini kerana konsep yang dibawa dalam busana Muslimah atau pakaian wanita Islam yang sebenar cukup menjamin keselesaan. Berbanding pakaian yang dibawa oleh pengaruh barat yang langsung tidak menepati kriteria dan fungsi pakaian yang sebenar. Hal ini secara tidak langsung akan menghakis nilai-nilai murni pada seseorang wanita yang sebenarnya mulia dan tinggi martabatnya di sisi Islam.

Hakikatnya pakaian atau busana itu merupakan perlembagaan cita rasa. Ia disesuaikan menurut personaliti dan mesti membaluti dan memelihara badan kita seperti batu permata yang sangat berharga. (Wan Nor Rosenaini Wan Noh, 2007). Kombinasi pakaian dulu dan kini mewujudkan fesyen yang pelbagai dalam dunia pakaian. Oleh sebab itu, kita harus bijak memilihnya. Fesyen yang sesuai dan mengikut garis panduan dalam Islam adalah digalakkan melalui berfesyen juga membantu menyerlahkan keyakinan dan penampilan wanita yang sebenar.

Dalam aspek pakaian, Islam tidak melarang umatnya memilih apa jua jenis pakaian untuk dipakai. Ini termasuk juga dalam mengaplikasikan budaya berfesyen dalam busana muslimah bagi kaum wanita. Dalam koleksi pasaran pakaian busana muslimah yang tersedia kini, masih terdapat unsur-unsur pada pakaian tersebut yang tidak memenuhi kehendak ciri-ciri pakaian wanita Islam.

Hal ini disebabkan kekeliruan dan kurangnya pemahaman terhadap pengertian asal busana muslimah itu sendiri sehingga ia diterjemahkan dengan pelbagai bentuk rekaan

busana terkini yang kurang menepati syariat. Apa yang dimaksudkan dengan busana muslimah yang sebenarnya ialah satu set pakaian wanita Islam yang direka bersesuaian dan bertepatan dengan syarak iaitu menutup aurat dan bukannya pakaian kemegahan. (Wan Nor Rosenaini Wan Noh (2007))

Kebebasan berpakaian yang diberikan oleh Islam dengan tidak melabelkan pakaian-pakaian tertentu sebagai pakaian yang wajib diterima dan dipakai ini membuktikan bahawa Islam tidak pernah membebankan umatnya. Namun sebagai seorang muslim terutamanya wanita keterbatasan aurat mereka adalah diambilkirA. Dengan kata lain, mereka perlu memilih pakaian yang memenuhi syarat menutup aurat dan tidak berlebihan sehingga timbul perasaan riyak dan bangga dirinya dan rasa takjub bagi orang yang memandangnya.

2. Sejarah Pakaian

Sejarah awal manusia mula memakai pakaian dikatakan lahir ekoran daripada wujudnya perasaan malu dalam diri manusia (Wan Nor Rosenaini Wan Noh (2007)). Pernyataan ini merujuk kepada kisah nabi Adam dan Hawa yang dikatakan manusia pertama memakai pakaian. Firman Allah SWT:

Terjemahannya : —. *Dengan sebab itu dapatlah ia menjatuhkan mereka berdua (ke Dalam larangan) Dengan tipu dayanya. setelah mereka memakan (buah) pohon itu, terdedahlah kepada mereka berdua aurat masing-masing, dan mereka mulailah menutupnya Dengan daun-daun (dari) Syurga. serta Tuhan mereka menyeru mereka: "Bukankah Aku telah melarang kamu berdua dari pokok itu, dan Aku katakan kepada kamu, Bahawa Syaitan itu adalah musuh kamu yang nyata?*

(Surah Al-A'raf (7:22))

Di Tanah Melayu, amalan memakai pakaian dikatakan muncul seawal wujudnya manusia di kawasan tersebut (Abbas Alias Dan Norwani Md. Nawi,2003). Menurut sejarawan, golongan terawal yang mendiami Tanah Melayu pada ketika itu telah menggunakan daun-daun atau kulit-kulit kayu untuk melindungi kulit mereka (Abbas Alias Dan Norwani Md. Nawi, 2003).

Mengikut perubahan zaman, Tanah Melayu telah menerima pelbagai pengaruh serta unsur-unsur luar yang akhirnya menjadikan mereka lebih bertamadun dan bijak untuk menghasilkan sesuatu yang baru termasuklah dalam penghasilan pakaian kesan daripada pertembungan budaya timur dan barat yang dibawa masuk oleh pedagang-pedagang dan kuasa-kuasa penjajah ke Tanah Melayu. (Abbas Alias Dan Norwani Md. Nawi,2003) Perkembangan industri tekstil di tanah Melayu bertambah rancak. Sehingga kini perkembangan tekstil tidak pernah luntur berikutan penghasilan pelbagai bentuk, corak dan fesyen kontemporari untuk memenuhi cita rasa manusia yang sentiasa berubah.

2.1 Konsep Busana Muslimah

Perkataan busana adalah berasal daripada bahasa Jawa-sanskrit bererti, berpakaian lengkap dengan perhiasan yang sempurna dan indah dipandang. Dalam konteks tradisi agung Melayu, perkataan busana telah dikenali estetika pakaian cara Melayu yang diamalkan sejak dulu. Bertepatan dengan itu pula, perkataan ini juga membawa makna memakai dengan teratur, beretika, bersopan santun dan gemilang sesuai dengan adat dan suasana budaya.³ (Siti Zainon Ismail, 1997),

³ Siti Zainon Ismail (1997), *Busana Melayu Johor*, Shah Alam : Penerbit Fajar Bakti Sdn. Bhd, H. I

Di dalam Kamus Dewan, busana merujuk kepada pakaian yang lengkap dan indah-indah, perhiasan (Siti Zainon Ismail,1997). Muslimah pula bererti orang (perempuan) yg beragama Islam (Siti Zainon Ismail,1997). Busana muslimah merupakan suatu istilah yang digunakan untuk menggambarkan pakaian yang dipakai oleh wanita Islam. (Noresah baharom, 2007)

Penggunaan istilah —busana muslimah‡ memberi maksud yang sama dengan jilbab. Jilbab berdasarkan *Lisan al-Arab* bermaksud —sejenis pakaian yang besar‡. (H. Ray Sitoresmi Syukri Fadholi, 1993) Manakala di dalam kamus *Munjid* bermaksud — baju atau pakaian yang lebar. Kamus *al-mu"jam al-wasit* pula mendefinisikan jilbab dengan maksud —pakaian yang dalam (gamis) atau (khimar) atau pakaian yang melepasi segenap pakaian wanita pada bahagian luar untuk menutupi seluruh tubuh. Menurut al-Qurtubi, Jilbab merupakan digunakan oleh golongan wanita untuk menutupi seluruh tubuh. (Husein Shahab,1986)

Kesimpulan daripada definisi-definisi yang di sebutkan di atas, menurut pandangan penulis, definisi konsep busana muslimah yang bertepatan dengan kajian yang dilakukan penulis bermaksud salah satu bentuk pakaian wanita Islam yang paling sempurna dan memenuhi kriteria dalam syarat-syarat berpakaian menurut syarak.

3. Sejarah Perkembangan Busana Muslimah di Alam Melayu

Busana telah wujud sejak manusia diciptakan. Ia lahir dan berkembang seiring dengan sejarah peradaban manusia itu sendiri. Umumnya berpakaian adalah fitrah manusia. Sebagai ciptaan Allah yang paling sempurna, manusia menginginkan kelengkapan yang sempurna sesuai dengan tingkat kebudayaan dan intelektualnya. Keistimewaan ini tidak terdapat pada haiwan dan makhluk lainnya. (Rohayati Shikh Ali, 2008)

Masyarakat Melayu telah mengamalkan tradisi berpakaian sejak pada awal zaman pembentukan tamadun mereka di seluruh Nusantara. Kemunculan kerajaan Melayu Melaka pada abad ke-15 telah meletakkannya sebagai pusat pemerintahan yang kuat dan memainkan peranan yang sangat penting bukan sahaja dalam aspek politik dan ekonomi bahkan terhadap seluruh gagasan kebudayaan Melayu.(Zubaidah Shawal,1994)

Kedudukan Melaka sebagai sebuah bandar pelabuhan yang sangat strategik dan terkenal sebagai pusat perdagangan terpenting pada ketika itu telah meletakkannya sebagai emporium barang dagangan dari timur dan barat. Di antara dagangan popular pada ketika itu ialah bahan-bahan tekstil seperti kain sutera dari China dan kain bersulam benang emas serta kain cindai atau patola dari India. Pada zaman kerajaan Melayu Melaka, cara berpakaian masyarakat Melayu pada ketika itu adalah berdasarkan taraf dan kedudukan mereka masing-masing (Zubaidah Shawal,1994), Tradisi ini mungkin merupakan salah satu daripada kesinambungan budaya yang dibawa dari palembang dan disesuaikan dengan elemen baru hasil pertembungan budaya dari negara India, China dan negeri-negeri Melayu sekitarnya. (Zubaidah Shawal,1994)

Setelah penjajah Inggeris berjaya mengembangkan pengaruhnya di Tanah Melayu, perkembangan fesyen busana tempatan telah mengalami perubahan ekoran daripada arus budaya yang dibawa oleh pihak British yang telah memperkenalkan konsep pakaian moden cara barat. Sebelum era penjajahan kolonial barat, masyarakat Melayu yang hanya berpakaian mengikut tradisi setempat sedikit demi sedikit mula berani meniru fesyen yang digayakan oleh pihak Inggeris. (Majidah Mohamed Salleh,1999)

Walaupun pakaian ala barat telah berkembang di Malaysia, namun busana tradisional Melayu seperti baju kurung dan baju kebaya masih lagi mendapat tempat di kalangan masyarakat Melayu terutamanya apabila menghadiri majlis-majlis formal tertentu. Pakaian tradisional Melayu ini terus dipertahankan keasliannya sebagai lambang dan identiti orang Melayu. Kemasukan beraneka jenis corak dan reka bentuk fesyen busana moden yang dicipta oleh para pereka fesyen moden bagi memenuhi keinginan cita rasa pemakainya juga tidak banyak mempengaruhi busana tradisi Melayu yang menggambarkan jiwa orang Melayu yang lemah lembut dan sopan santun. (Rohayati Shakh Ali, 2008)

Walaupun pakaian tradisional Melayu yang terkenal seperti baju kurung dan baju kebaya dikatakan tidak dipengaruhi oleh mana-mana unsur luar, namun ia tidak bermakna pakaian tersebut tidak mengalami sedikit pun perubahan. Dalam hal ini, perubahan yang berlaku pada pakaian tersebut tidak begitu ketara iaitu dengan mengekalkan ciri-ciri asas dan kesopanan pakaian tersebut. Bahkan bertitik tolak daripada ciptaan asal baju kurung Johor dan baju kebaya labuh inilah pelbagai rekaan baru dapat dihasilkan. (Rohayati Shakh Ali, 2008)

Seterusnya, daripada ilham baju kebaya asli telah muncul kebaya pendek dan kebaya santang yang lebih singkat daripada kebaya pendek. (Majidah Mohamed Salleh, 1999) Tidak terkecuali juga, baju kurung asli turut mengalami perubahan dan diubahsuai mengikut negeri orang yang menciptakannya. Misalnya, kini terdapat pelbagai nama dan fesyen baju kurung seperti baju kurung cekak musang, baju kurung kedah, baju kurung Pahang, baju kurung kota baharu dan sebagainya. Antara lain, kebaya bersulam biku dan kebaya kota baharu juga sangat popular suatu masa dahulu iaitu pada awal pertengahan era 50-an. (Majidah Mohamed Salleh, 1999)

Di teruskan pada awal tahun 60-an, pemakaian baju kebaya ini terus diminati dan berkembang pesat sehingga timbulnya pelbagai cara gaya pemakaiannya seperti pakaian ini dipadankan dengan memakai kain yang sendat yang menampakkan bentuk di badan malah fesyen kain yang dibuat biasanya berselisih, berbelah di hujung, di depan atau di belakang. (Majidah Mohamed Salleh, 1999) Pada zaman ini, fesyen ini dianggap paling bergaya dan bentuk pemakaiannya masih lagi sopan untuk digayakan oleh semua golongan wanita.

Setelah penghayatan umat Islam mula meningkat dan kefahaman yang mendalam tentang Islam mula meresap dalam jiwa masyarakat Melayu, di sekitar tahun 80-an, pengayaan baju kurung telah menjadi pilihan utama bagi kaum wanita Melayu. Baju kurung ini telah menjadi versatil iaitu boleh digubah mengikut aliran fesyen terkini mengikut cita rasa individu yang menggayakannya. (Zubaidah Shawal, 1994) Walaupun fesyen pakaian ini dianggap oleh golongan moden sebagai baju yang gelobor dan tidak bergaya, (Zubaidah Shawal, 1994) namun apabila diberi sentuhan gaya baru pakaian ini mampu menampilkan ciri-ciri anggun dan menarik di samping mengekalkan ciri-ciri berpakaian yang ditetapkan di dalam Islam.

Selain baju kurung dan baju kebaya, terdapat juga busana muslimah yang lebih kontemporari seperti jubah labuh, mini jubah, punjab, skirt labuh, seluar panjang dan sebagainya yang menjadi trend masyarakat Melayu bermula sekitar era 80-an untuk menggayakannya terutamanya bagi mereka yang tinggal di kawasan bandar. Bentuk pakaian seperti ini semakin diminati oleh masyarakat Melayu kini dan pemakaiannya tidak terhad kepada batasan umur tertentu, bahkan sesuai dipakai oleh semua peringkat umur. (Wan Nor Rosenaini Wan Noh, 2007).

Koleksi busana jenis ini semakin mula dipasarkan sebagai pakaian wanita yang formal dan lebih menyenangkan untuk dipakai oleh wanita yang inginkan kelainan. (Wan Nor Rosenaini Wan Noh , 2007) Seperti baju kurung dan baju kebaya, pakaian feminin ini juga tidak ketinggalan daripada mengalami arus perubahan dan rekaan terkini seperti diserikan dengan hiasan-hiasan labuci, manik dan potongan-potongan moden.

Perkembangan fesyen busana muslimah tidak terhad kepada baju sahaja. Perkembangan fesyen busana muslimah tidak terhad kepada baju sahaja. Bermula era 70-an, masyarakat Melayu lebih berminat mendapatkan gaya pemakaian tudung yang terkini dan moden (Majidah Mohamed Salleh,1999). Ekoran daripada kebanjiran warga asing yang datang ke Malaysia, telah mencetuskan budaya pemakaian tudung yang beraneka fesyen di Malaysia. Justeru, kesan daripada asimilasi tersebut telah mempelbagaikan dunia fesyen busana muslimah di Malaysia.

Kesimpulannya sebagai makhluk yang dianugerahkan kesempurnaan akal manusia mempunyai kepintaran tersendiri untuk mengeksploitasi sumber alam ciptaan Allah untuk dijadikan bahan bagi membuat pakaian. Oleh itu, hasil kreativiti pemikiran manusia yang digunakan untuk sekian lama di samping tamadun manusia yang semakin berkembang pesat, kini dapat dilihat pelbagai corak dan bentuk busana muslimah yang telah dihasilkan sebagai lambang status, darjat, identiti kaum, kepercayaan dan ritual keagamaan dalam masyarakat Melayu yang berbilang bangsa (Rohayati Shakh Ali,2008).

4. Fesyen Awal Busana Muslimah di Malaysia

Masyarakat Melayu di awal perkembangan budaya berpakaian dalam masyarakat Melayu, berkemban merupakan pakaian wanita Melayu yang tertua dan terawal. Budaya berkemban ini telah diamalkan dalam masyarakat Melayu sejak berabad yang lalu malah lebih awal daripada kurun ke15. (Zubaidah shawal,1994) Pakaian ini juga tidak menjadi kelainan kepada masyarakat Melayu kini kerana masih terdapat ramai golongan wanita tua di kampung yang masih gemar berkemban khususnya ketika pergi mandi atau ketika berehat di rumah. (Zubaidah shawal,1994)

Menurut W. A graham pada tahun 1908, pakaian wanita Melayu sama seperti pakaian biasa orang lelaki. Pakaian wanita Melayu terbahagi kepada tiga helai kain sarung. (W.A Graham,1908) Semua lapisan masyarakat awal Melayu memakai pakaian yang sama. Walau bagaimanapun, sebagai orang islam mereka hanya akan keluar rumah dengan menutup aurat. Keadaan ini berbeza dengan wanita-wanita dari siam, burma dan kemboja pada masa itu.

Budaya berkemban ini menjadi sangat popular dan diterima oleh majoriti masyarakat Melayu pada ketika itu hinggalah ke peringkat atasan. Walaupun dikatakan berkemban namun, pakaian ini sebenarnya tidak menjolok mata malah amat sopan sekali jika dipakai dengan selendang lebar yang menutupi bahu dan dada.

Namun, cara berpakaian ini mula mengalami perubahan setelah kemasukan Islam di Alam Melayu apabila Islam memperkenalkan cara berpakaian yang lebih sopan dan sempurna. Berikutan penyebaran Islam di tanah Melayu, masyarakat Melayu telah mencipta fesyen pakaian yang bersesuaian dengan syariat Islam dan keadaan ini telah menjadi faktor kemasukan dan perkembangan busana muslimah. Berikut merupakan pakaian awal busana muslimah yang digunakan oleh majoriti masyarakat Melayu sebagai fesyen awal yang menampilkan identiti tempatan dan digabungkan dengan ciri-ciri Islam.

4.1 Baju Kurung

Baju kurung boleh diertikan sebagai fesyen pakaian yang dibuat khas untuk menutup atau ‘mengurung’ seluruh badan. (Zubaidah Shawal,1994) Baju kurung dikatakan mempunyai kaitan dengan pakaian — djallabiyah iaitu *the loose body shirt*. Selain itu reka bentuk baju ini yang membawa pengertian yang tersirat berdasarkan pengertian —kurung— itu secara tidak langsung telah membawa erti ‘mengurung dan menutup’ anggota tubuh. (Siti Zainon Ismail,1997), Cara ini menepati konsep pakaian Melayu setelah kedatangan islam sehingga istilah ‘kurung’ diertikan sebagai baju yang selesa dan longgar, labuh atau panjang.

Bentuk pakaian ini adalah merujuk kepada tradisi orang Melayu perempuan. Untuk menghasilkan baju kurung biasanya memerlukan empat meter kain yang dibahagi iaitu dua meter untuk membuat baju dan lebihannya untuk membuat kain. Hasil daripada proses pembaharuan yang telah berlaku dalam arus kemodenan, kini baju kurung juga dikenali sebagai baju kurung moden. Bagi baju kurung moden, eksoseri hiasan lain ditambah seperti manik, labuci, dan kain *lace* yang pelbagai warna. Ini menjadikannya kelihatan lebih cantik.

Koleksi busana muslimah dari jenis baju kurung ini adalah bersesuaian dipakai oleh sesiapa sahaja baik muda atau tua kerana rekaannya yang longgar, labuh dan selesa menggambarkan perwatakan yang tertib dan anggun kepada pemakainya.

4.2 Baju Kebaya Labuh

Salah satu koleksi busana Melayu yang boleh dilihat dari dulu sehingga kini ialah baju kebaya. Bentuk asal pakaian baju kebaya asli ini merujuk kepada rekaannya yang tertentu iaitu potongannya yang berbelah serta berpesak di hadapan. Kekek dan pesak dipasang dari hadapan dari tengkuk hingga ke bawah dengan cara berbelah. Manakala, lengan pula dipotong samarata seperti baju kurung dan dicantum dengan kekek sebelum ia dijahit pada badan baju.

Pemakaian baju kebaya ini berbeza sedikit dengan baju kurung biasa kerana ia memerlukan aksesori yang tertentu seperti disematkan dengan kerongsang atau pin pada bahagian hadapan baju.

Baju kebaya labuh bolehlah dianggap sebagai salah satu pakaian wanita yang tertua di tanah air kita. Baju ini turut dikenali dengan nama baju belah labuh besar kerana ia kelihatan seperti pakaian —*djubba*— Mesir. (Zubaidah Shawal,1994) Oleh yang demikian, Seni Islam yang boleh dilihat pada rekaan ini ialah berdasarkan reka bentuknya yang labuh sehingga ke buku lali dan sarungnya yang hanya kelihatan sejengkal atau sedikit sahaja menepati konsep seni Islam kerana labuh, longgar dan besar.

4.3 Baju Riau Pahang

Riau dan Pahang merupakan dua buah negeri yang berjauhan tetapi mempunyai pertalian sejarah dan sosio budaya yang agak rapat. Pahang dan Riau telah menjalin perhubungan politik dan sosio budaya sejak pada zaman Kerajaan Melayu Melaka lagi dan melalui hubungan inilah terciptanya pakaian Melayu yang dipanggil baju Riau Pahang.

Baju ini juga dikenali dengan nama baju belah atau baju kebaya Turki. Ada pendapat yang mengatakan baju Riau Pahang merupakan adunan baju kurung cekak musang dan baju kebaya labuh. Seimbangi pandangan, baju ini memang seperti baju kebaya labuh yang berkolar tinggi. (Zubaidah Shawal,1994).

Baju riau Pahang ini diperbuat daripada dasar-dasar tambahan untuk mendapatkan potongan badan pemakai. Pada kedua-dua bahagian tepi baju berpesak kembang yang berlainan sekali dengan pesak baju kurung tetapi tidak berkekek. Lengan bajunya lebar dan lurus seperti baju kurung dan pada bawah lengan disambungkan kekek gantung. Bahagian rusuknya berpesak kembang yang disambungkan kepada bahagian belakangnya yang menirus ke bawah. Terdapat bermacam-macam-macam cara pemotongan baju riau Pahang ini tetapi masih tetap berkolar tinggi dan berpesak kembang. (Zubaidah Shawal,1994)

4.4 Baju Kebaya

Baju kebaya pendek ini lazimnya diperbuat daripada kain kasa ropia, kasa swiss dan polyster. Namun demikian kebanyakan orang Melayu lebih suka menggunakan kain lace yang jarang dengan ragam hias dan warna yng tidak terbatas. Pada keseluruhan baju kebaya pendek dipadankan dengan kain sarung, kain batik lepas dan untuk kelihatan lebih menarik kadangkala dipadankan pula dengan kain songket. Sekitar tahun 1930-1940-an kain batik jawa menjadi pilihan utama kerana ragam hiasnya memenuhi cita rasa kaum nyonya di tanah Melayu.

Oleh sebab baju kebaya pendek ini sangat jarang, ia dipakai dengan anak baju yang besar berwarna putih yang diperbuat daripada kain kapas yang halus. Anak baju ini juga disulam cantik dan kadangkala berhias renda-renda kaitan. Baju kebaya pendek mungkin boleh dikatakan sebagai satu kesinambungan pakaian tradisi yang diminati sehingga ke hari ini. Pakaian ini masih diminati khususnya oleh kaum nyonya dan kaum-kaum peribumi di Sarawak kerana penampilannya yang ringkas dan sangat sesuai dijadikan sebagai pakaian harian dan juga untuk pakaian ke majlis.

4.5 Kain Sarung

Kain sarung ialah sejenis kain yang berukuran dua meter lebar, dilipat dua dan dijahit bagi mencantumkannya dan dipakai oleh golongan lelaki dan wanita di kawasan tropika yang sesuai digunakan mengikut cuaca, iklim dan cara hidup masyarakatnya. Dari segi rupa bentuk dan reka coraknya, kain sarung ini mempunyai ciri-ciri yang tersendiri mengikut keperluan kegunaannya sama ada untuk pakaian harian, adat istiadat dan majlis-majlis tertentu. (*Baju Dan Sarung Pemakaian Satu Bangsa*, 2002) Secara umumnya ia dipakai dengan menutup anggota tubuh badan, iaitu di antara bahagian pinggang ke bawah.

Lebih awal secara tradisi kain sarung dipakai dengan cara berkemban untuk dijadikan sebagai kain basahan. Malah kain sarung juga turut digayakan sebagai kain kelubung, selendang atau ikat kepala.

4.6 Selendang

Tradisi pemakaian busana Melayu tidak lengkap tanpa bergaya dengan kain panjang yang dikenali sebagai selendang. Umumnya kain panjang yang disebut selendang ini ialah kelengkapan busana perempuan untuk menutup kepala perempuan dan ini termasuk memakai kain sarung yang dipakai sebagai kain kelubung. (Siti Zainon Ismail,1994) Tetapi pemakaian selendang yang dipakai oleh masyarakat awal Melayu tidak menepati konsep pakaian yang disyariatkan Islam. pemakaiannya lebih dilihat sebagai satu simbol keayuan, kesopanan yang melambangkan tatatusila masyarakat Melayu. Malah tradisi pemakaian selendang ini terus berkembang sehingga kehari ini tetapi dengan evolusi fesyen yang pelbagai.

5. Fesyen Busana Muslimah Semasa Di Malaysia

Perkembangan industri dunia fesyen juga turut menyumbang dan memperkenalkan berbagai-bagai jenis rekaan fesyen pakaian seperti penggunaan sulaman, manik dan labuci, perubahan potongan baju, kesesuaian jenis kain dan corak yang menjadi pilihan. Koleksi pakaian dan pemakaian masa dulu menjadi inspirasi kepada pereka fesyen, pengusaha batik, penenun songket, pembekal kain dan generasi sekarang menghayati dan menghargai seni pemakaian sebagai satu warisan. Misalnya, dapat dilihat penghasilan baju kurung moden dan baju kebaya labuh moden. (Baju Dan Sarung Pemakaian Satu Bangsa, 2002). Kedua-dua baju ini adalah diilhamkan daripada baju tradisi warisan Melayu iaitu baju kurung dan juga baju kebaya. Antara pakaian moden kini ialah:

5.1 Jubah

Salah satu busana yang termasuk dalam katogeri busana muslimah ialah jubah. Jubah adalah merujuk kepada baju panjang. Ia seolah-olah baju panjang yang biasa dipakai oleh orang Arab. Bentuk pakaian seperti ini semakin diminati kerana pemakaiannya yang tidak terhad kepada batasan umur tertentu, bahkan sesuai dipakai oleh semua peringkat umur.

Oleh sebab potongannya yang labuh dari atas bahu hingga ke buku lali, ia memudahkan cara pemakaiannya di samping memberi keselesaan. Ia juga dianggap satu pakaian yang paling sopan kerana mampu menutup seluruh anggota badan dan aurat si pemakainya. Bersesuaian dengan tuntutan syariat yang menganjurkan umat Islam supaya menutup aurat, pemakaiannya amat digalakkan.

Mutakhir ini, jubah juga tidak ketinggalan daripada mengalami arus perubahan selari dengan perkembangan zaman dan teknologi. Kini, rekaan jubah juga diserikan lagi dengan hiasan-hiasan dan potongan moden iaitu jubah yang kini dipadankan dengan seluar (punjab) atau dengan kain untuk memartabatkan di samping menarik perhatian masyarakat terhadap busana jubah ini.

Seperti juga bentuk pakaian lain, punjab berbeza dengan padanan mini jubah yang dipadankan dengan seluar panjang. Bajunya ada yang dibelah tepi, depan atau tidak berbelah. Fabrik yang digunakan daripada fabrik yang nipis dan terlalu lembut, tidak dibolehkan kerana tidak memenuhi kriteria busana muslimah yang ditetapkan. Koleksi busana ini nyata harus digunakan jika menepati syarat-syarat busana muslimah.

6. Kesimpulan

Fungsi pakaian bagi manusia ialah sebagai pelindung dari elemen iklim sama ada keadaan panas atau sejuk. Selain itu, pakaian yang dikenakan dengan tujuan yang fungsional iaitu sebagai perlindungan diri ketika melakukan aktiviti-aktiviti tertentu. Termasuk dalam konteks yang disebutkan di atas, pakaian juga berperanan dalam keadaan sosial dan budaya manusia.

Dari sisi Islam, fungsi pakaian tidak sekadar kain yang melitupi tubuh. Tetapi ia lebih kepada untuk melindungi keaiban dan aurat di samping mengangkat kemuliaan pemakainya. Pakaian juga merupakan cerminan peribadi sebenar seseorang melalui penampilan yang sopan, kemas, bersih dan sesuai dengan akhlak dan keimanan sebagai seorang muslim. (Majalah I, 2009)

Menurut Abu _Ala al-Maududi, beliau menerangkan terdapat pelbagai faktor yang mempengaruhi kewujudan pelbagai bentuk pakaian dan fesyen dalam pasaran. (Abu _ala al-maududi, 1985). Antaranya ialah suasana alam sekitar atau geografi sesebuah kawasan, prinsip-prinsip moral dan agama, selera semula jadi sesuatu bangsa, cara hidup seharian, taraf ekonomi, tamadun sesuatu bangsa, kaum atau negara.

Selain itu juga tidak dinafikan bahawa tradisi kaum yang dibawa dari sebelumnya dan juga pengaruh luar seperti yang terjadi hasil pertembungan cara hidup, pemikiran dan budaya pelbagai bangsa turut menjadi faktor penyumbang reka bentuk pakaian kini. Semua elemen-elemen ini mempengaruhi bentuk pakaian sama ada terhadap lelaki ataupun wanita dalam memilih pakaian yang sesuai bagi mereka. Walaupun begitu, bagi menyahut seruan Islam dalam mengaplikasikan pakaian Islam iaitu busana muslimah bagi kaum wanita Melayu Islam, maka penting bagi kaum wanita muslimah untuk mengekalkan bentuk-bentuk pakaian yang bersesuaian dengan syariat. Hal ini kerana sebaik-baik fesyen adalah perlu bergerak ke arah kesempurnaan syariat bukannya untuk memenuhi kehendak pasaran dan permintaan masyarakat sahaja

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Kajian Keberkesanan Kebolegunaan (*Usability*) terhadap *User Interface Design* Aplikasi Mudah Alih *Flood Rescue*: Satu Kajian Kes

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Abstract - Kertas kerja ini berkaitan kajian mengenai keberkesanan kebolegunaan (*usability*) *user interface design* aplikasi mudah alih *Flood Rescue*. Kajian dilakukan melalui *usability testing* menggunakan kaedah borang kaji selidik (*questionnaire*) ke atas responden semasa menggunakan aplikasi ini. *Usability testing* ini dijalankan untuk melihat tahap penerimaan pengguna terhadap *user interface design* aplikasi *Flood Rescue* berdasarkan 10 prinsip heuristic berdasarkan Nielsen (2005). *Usability testing* ini membolehkan pengkaji memahami sejauh mana tahap keberkesanan rekabentuk *user interface* aplikasi *Flood Rescue* terhadap pengguna ketika menggunakan aplikasi ini. Hasil daripada *usability testing* ini akan menjadi indikator kepada keberkesanan *user interface design* aplikasi ini disamping memberi cadangan untuk penambahbaikan terhadap elemen-elemen tertentu dalam reka bentuk aplikasi ini.

Keywords: Aplikasi Mudah Alih, Kebolegunaan (*Usability*), Kecemasan, Banjir

1. Pengenalan

Seiring dengan kepesatan teknologi yang semakin berkembang pada masa kini, persepsi masyarakat terhadap penggunaan telefon bimbit juga mula berubah terutamanya dengan peningkatan mendadak aplikasi mudah alih yang melengkapkan lagi signifikasi kegunaan telefon pintar. Perubahan ini menyumbang kepada cara baru untuk pengguna menggunakan dan berinteraksi dengan telefon bimbit. Sebagaimana kemajuan yang berlaku dalam teknologi, peningkatan aplikasi mudah alih yang dibangunkan juga sebenarnya menyumbang banyak kegunaan dalam pelbagai aspek kehidupan (Kinnunen, 2013).

—*An emergency is the events that can affect people, property as well as the environment negatively or a situation where the things do not go as planned*. (Mobaraki, Mansourian, Malek & Mohammadi, 2007)

Sebagai mana petikan diatas, seiring dengan peningkatan teknologi, masyarakat juga telah mengubah cara mereka bertindak balas dalam keadaan kecemasan. Sebelum ini, masyarakat perlu menyimpan secara manual nombor kecemasan dalam telefon mereka. Tetapi ramai orang masih tidak dapat melakukan tindakan yang betul apabila kecemasan berlaku kerana mereka mempunyai kadar kesedaran yang rendah mengenai kepentingan menyimpan nombor kecemasan sehingga mereka menghadapi situasi sebenar.

Pada masa kini, dengan adanya bantuan Internet, masyarakat mampu untuk mencari kemudahan kecemasan dan nombor telefon mereka secara online dan ini membolehkan orang ramai untuk bertindak balas dengan lebih cepat sekiranya berlaku kecemasan. Tambahan pula, aplikasi mudah alih juga kini lebih popular dengan pelbagai fungsi dan kegunaan termasuk aplikasi untuk kegunaan kecemasan.

Aplikasi mudah alih F-RES V1.0 dibangunkan sebagai platform untuk memudahkan kemasukan data mangsa banjir semasa keadaan kecemasan berdasarkan permasalahan

dan isu yang timbul semasa kejadian banjir Kuning yang melanda Kelantan 2014. Oleh itu, kertas kerja ini berkaitan kajian mengenai keberkesanan kebolegunaan (*usability*) *user interface design* aplikasi mudah alih *Flood Rescue* 1.0 (F-RES V1.0). Maklumat-maklumat berkaitan *user interface design* untuk aplikasi mudah alih diperolehi daripada kajian-kajian sebelum ini. Idea utama kajian ini adalah untuk menganalisis keberkesanan kebolegunaan (*usability*) *user interface design* aplikasi mudah alih *Flood Rescue* 1.0 (F-RES V1.0) berdasarkan 10 prinsip *heuristics*. Seterusnya, analisis ini akan menyumbang kepada cadangan *user interface design* yang sesuai untuk aplikasi mudah alih F-RES V1.1.

1.1 Objektif Kajian

1. Untuk mengenalpasti *user interface design* yang sesuai untuk aplikasi mudah alih F-Res V1.0.
2. Untuk mengkaji *user interface design* yang sesuai untuk aplikasi mudah alih F-Res V1.0.
3. Untuk mencadangkan *user interface design* yang sesuai untuk aplikasi mudah alih F-Res V1.0.

1.2 Persoalan Kajian

1. Apakah trend *user interface design* yang sesuai untuk aplikasi mudah alih yang berkaitan kecemasan (SOS)?
2. Bagaimanakah caranya untuk mengimplementasikan *user interface design* yang sesuai untuk aplikasi mudah alih yang berkaitan kecemasan (SOS) ke dalam aplikasi mudah alih F-Res V1.0?
3. Bagaimanakah penerimaan pengguna terhadap *user interface design* aplikasi mudah alih F-Res V1.0?

2. Literature Review

2.1 Rules of Interface Design

Sebagaimana kemajuan teknologi, pembangunan aplikasi mudah alih juga telah meningkat dari segi penggunaannya untuk pelbagai bidang yang berbeza dalam kehidupan. Walau bagaimanapun, ini telah menyebabkan penurunan dalam kebolegunaan aplikasi itu sendiri. Ini kerana pengguna mendapati diri mereka terpaksa menghadapi saiz skrin kecil, beban kognitif, penggunaan kuasa yang tinggi dan sambungan yang terhad (Harrison, Banjir, & Duce, 2013). Faktor-faktor ini juga memberi cabaran kepada pembangun aplikasi mudah alih kerana ini adalah faktor-faktor yang perlu mereka dipertimbangkan apabila merekabentuk antara muka pengguna untuk aplikasi mudah alih.

Schneiderman (2000) menyatakan bahawa mengikut Kod etika ACM, setiap individu dalam masyarakat tanpa mengira bangsa, jantina, agama, umur, kecacatan, negara asal dan faktor-faktor lain yang serupa harus mempunyai peluang yang sama untuk mendapat manfaat daripada sumber komputer. Kod etika ini memperkukuhkan lagi kepentingan kebolegunaan aplikasi mudah alih, yang secara tidak langsung datang dari reka bentuk dan konsep antara muka pengguna. Schneiderman turut membangkitkan tentang masalah di mana teknologi pengkomputeran masih belum mencapai tahap

kebolegunaan universal oleh sebab kesulitan penggunaan peranti di mana pengguna membuang 5.1 jam seminggu cuba untuk menggunakan komputer.

Namun, Nielson (2005) menyatakan terdapat sepuluh prinsip heuristics dalam menghasilkan reka bentuk antara muka pengguna interaktif, iaitu:

1. Penglihatan status sistem: pengguna perlu sentiasa dimaklumkan oleh system melalui maklum balas.
2. Perlawanan antara sistem dan dunia sebenar: sistem perlu ikut konvensyen dunia sebenar untuk menjadikannya lebih semula jadi kepada pengguna.
3. Kawalan Pengguna dan kebebasan: sistem perlu menyokong tindakan *undo* dan *redo*.
4. Ketekalan dan standard: tafsiran yang jelas bagi setiap perkataan, keadaan atau tindakan di dalam sistem.
5. Pencegahan ralat: mengelakkan keadaan kesilapan yang sering berlaku, keluarkan mereka secara berkesan dan menyediakan pengesahan untuk tindakan pengguna dalam menghapuskan kemungkinan kesilapan berlaku.
6. Pengiktirafan bukannya ingat: maklumat tentang sistem boleh dilihat dan diperolehi apabila diperlukan supaya pengguna tidak perlu mengingati maklumat itu.
7. Fleksibiliti dan kecekapan penggunaan: sistem yang memenuhi keperluan pengguna sama ada yang berpengalaman atau orang baru.
8. Estetik dan reka bentuk minimalis: setiap dialog mengandungi maklumat yang diperlukan sahaja.
9. Membantu pengguna mengenalpasti, mengesan dan memulihkan kembali daripada kesilapan: mesej ralat perlu dimasukkan ke dalam bahasa yang mudah, menunjukkan masalah yang tepat dan memberikan penyelesaian kepada kesilapan itu.
10. Bantuan dan dokumentasi: langkah-langkah bagaimana untuk menjalankan tugas pengguna perlu disediakan

2.2 Usability Challenges

Adipat & Zhang (2005) menekankan beberapa masalah yang biasa dihadapi oleh pengguna aplikasi mudah alih daripada peranti mereka:

1. Maklumat beban: terlalu banyak maklumat dalam satu skrin pada satu masa.
2. *Limited memory*: pengguna perlu ingat makna perintah atau tindakan.
3. Kehilangan navigasi: masalah mencapai halaman yang dikehendaki.
4. Kaedah input yang rumit: papan kekunci kecil yang memerlukan tumpuan yang tinggi.

Masalah-masalah ini memberi cabaran kepada pengguna mudah alih dan boleh menyebabkan mereka kehilangan minat untuk menggunakannya. Kebanyakan kajian mengenai *interface design* dan peraturan *usability* ke atas *user interface design* memberikan garis panduan am mengenai cara bagaimana sesuatu antara muka (interface) aplikasi mudah alih perlu direka.

Menurut Mandel (1997), terdapat tiga bidang prinsip *user interface design* yang pereka perlu tahu sebelum mereka mula untuk mereka bentuk. Ini adalah cara terbaik untuk mencapai antara muka pengguna yang efektif. Ini adalah termasuk:

1. Meletakkan pengguna dalam kawalan antara muka
2. Mengurangkan beban memori pengguna
3. Membuat antara muka pengguna yang konsisten.

3. Metodologi Kajian

Kajian ini merupakan kajian kuantitatif dan kualitatif. Data kuantitatif yang dikumpul membolehkan pengkaji untuk memahami keselesaan responden semasa bernavigasi dengan aplikasi mudah alih F-Res V1.0, manakala keputusan data kualitatif membolehkan pengkaji untuk mencadangkan *user interface design* aplikasi mudah alih F-Res V1.0 untuk kegunaan yang lebih baik.

Kajian ini juga adalah satu kajian *cross-sectional* yang bermaksud data dikumpulkan hanya sekali, mungkin dalam tempoh beberapa hari atau minggu atau bulan untuk menjawab persoalan kajian. Menurut Sekaran dan Bougie (2011), pengumpulan data pada satu masa sudah mencukupi.

Kaedah ini bermula dengan pengumpulan data. Dalam masa ini, responden dikehendaki untuk bernavigasi dengan antara muka aplikasi mudah alih F-Res V1.0 manakala pengkaji akan memerhatikan tingkah laku responden pada corak navigasi semasa berinteraksi dengan aplikasi mudah alih F-Res V1.0. Kemudian, satu set soal selidik akan diedarkan kepada responden. Selepas itu, data daripada soal selidik akan dianalisis untuk membentuk satu garis panduan yang dicadangkan untuk digunakan dalam reka bentuk dan konsep antara muka pengguna yang sesuai untuk aplikasi mudah alih F-RES V1.1.

Oleh itu, jawapan daripada soal selidik dan pemerhatian ke atas pengguna semasa menggunakan aplikasi mudah alih F-Res V1.0 dapat membantu pengkaji untuk menghasilkan cadangan bagi penambahbaikan *user interface design* pengguna aplikasi mudah alih F-Res V1.1.

4. Kesimpulan

Kajian yang dilakukan ini akan membantu memudahkan masyarakat khususnya mangsa banjir selaku pengguna majoriti aplikasi mudah alih F-Res V1.0 semasa menggunakannya kerana konsep *user-friendly* yang dititikberatkan semasa kajian sedang dilakukan. Dalam pembangunan bidang pendidikan, kajian ini akan membantu untuk mewujudkan satu konsep reka bentuk baru untuk pembangunan aplikasi mudah alih berkaitan kecemasan. Bagi universiti sendiri, kajian ini juga boleh menjadi salah satu sumbangan kepada *body of knowledge* untuk penyelidikan pada masa hadapan yang berkaitan teori penghasilan reka bentuk dan konsep antara muka pengguna yang bersesuaian untuk aplikasi mudah alih berkaitan kecemasan. Melalui kajian ini juga, pengkaji dapat mengetahui dengan lebih mendalam mengenai perubahan serta perbandingan dari aspek reka bentuk dan konsep antara muka pengguna pada aplikasi-aplikasi mudah alih khususnya yang bersifat kecemasan (SOS). Seterusnya, dapat membantu meningkatkan pengetahuan pengkaji untuk membangunkan kajian ini.

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A Review of Determinants for Business Creation among Rural Entrepreneur

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Abstract - *The aim of this paper is to identify the determinant for business creation among rural entrepreneurs. The determinant was identified through psychological factor of past researchers. There are five (5) psychological factor; need for achievement, risk taking propensity, personal innovativeness, self-confidence and locus of control, that has been reviewed in this study. From the review of past study, the item chosen show significant toward business creation. All of these psychological factors have shown the role as the determinants of business creation. The present study incorporates a review of existing literatures relevant to the theme of the paper. The identifying of these factors contributes to build the framework in the study based on theory of planned behavior.*

Keywords: Determinant, business creation, entrepreneurship, psychological factor

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1. Introduction

1.1 Background of study

Entrepreneurship is widely used as a key driver for economic growth one of the important issues (Ács, Autio, & Szerb, 2014). Entrepreneurship is likely to be the major income to most of the country where there can contribute to the national income or Gross Domestic Product (GDP). The significant between entrepreneurial rate and per capita income shows that rural entrepreneur can increase the standard of living (Noorderhaven, Thurik, Wennekers, & Stel, 2004). Entrepreneurs have been known as contributor to the innovation countries. Entrepreneurship was known as contributor to significant value added to the economy by creating wealth and as employment supplier (Lone, Ahmad, & Nazir, 2013). There's a lot of the benefit of innovation to the country, because it can produce a lot of innovator to produce new product, new technology and development. Especially rural community, it can increase their productivity and the job creation. Productivity of human capital can affect the development of the country. When it is used to the local community, it help to build strong personality trait of individual. Moreover, it can help others too especially in term of income and job supplier. From the past study, a new venture is likely to require the entrepreneur to explore new ideas, use the creativity to solve problems, and take an innovative approach to products, business methods, or strategies (Zhao & Seibert, 2006). It is important to create entrepreneur among the community to enhance the quality of individual. Therefore this study was reviewed the determinants of business creation among rural entrepreneur based on psychological factor of past studies.

1.2 Problem Statement

Unemployment was one of the problems that can contribute to poverty. Poverty can cause so many scenes that will be effect negatively towards individual, community and nation. The hardship and desperation for the need of money pushes someone to do undesirable things such as crimes, especially when if they are jobless and not handed an opportunity to work. From the past study, it was found that the rate of unemployment can influence the rate number of crime (Melick, 2003). This study also show that the higher the rate of unemployment, the higher the rate of crime. Entrepreneurship has been known as a job supplier, overcome poverty, and increased the standard of living especially among rural communities. Existing works pointed out that entrepreneurship plays paramount roles in combating poverty. Rapid expansion of the economy can contribute to poverty reduction by creating employment opportunities which resulted large improvements in the living standards across all ethnic groups. The establishment of new venture means more job opportunity created. Consequently, people have more chance to increase their household income, in turn may positively affect their standard of living. This is because of the recognition of entrepreneurship for contribution to economic growth, poverty alleviation and employment creation (Pillay & Mahadae, 2008). The government, institutions and individuals seem to agree on the urgent need to promote rural enterprise as an enormous employment potential and instrument for improving the well-being of rural community since the policies created in Malaysia was also focus especially in rural entrepreneurship to overcome poverty. Entrepreneurs are needed to be independent to choose their path or what kind of business they want to involve. Since entrepreneurs need to have certain attitude or personality to create the business and achieve the goal, the study was identified the determinant of entrepreneurs that involve in business creation based on the psychological factors. It would help to easily identify the person which is has the ability to become an entrepreneur.

2. Literature review

2.1 Entrepreneur

An entrepreneur is a person who can manages, organizes and presumes the risk of a business, which is they are creating or developing something new and innovation of product (Gedik, Miman, & Kesici, 2015). It is known that entrepreneurs are the big drivers of economic growth, innovation, regional development and job creation. The establishment and nurturing of small and medium enterprises is a vital ingredient in creating dynamic in market economic and social development of transition countries. A strong and vibrant entrepreneur provides strong foundation to increase standards of living and to reduce poverty (Organisation for Economic Co-operation and Development (OECD), 2004).

2.2 Rural Entrepreneurship

Rural entrepreneurship is made unique by the economic conditions of rural regions and the characteristics of rural entrepreneurs. A working definition would suggest that a rural enterprise invent as a job supplier to local people, uses and provides local services and generates income flow to the rural environment (Henry & McElwee, 2014). This definition suggests that rural enterprises provide a 'value adding' function to both their local economies and, in the case of larger ventures to wider economies and markets. Rural entrepreneurship is now seen as the strategic driver of rural development and has been seen as strongly associated between rural entrepreneurs and rural development by the policy makers. Global experience shows that the development of rural microenterprises is one of the most cost-effective ways of creating employment, scattering the industry, catalyze the research and development and allowing

entrepreneurial talent to prosper (Chakraborty & Borman, 2012). From the previous study in China, since the number of population in rural place is higher, rural entrepreneur are really important toward market oriented economy (Yu, Zhou, Wang, & Xi, 2013).

2.3 Entrepreneurship

From the past research, entrepreneurship has been defined from different form and perspective. There are a lot of definition given by many aspect and setting. In general, entrepreneurship is known as process of creating new product and services. From the previous study, entrepreneurship is called one of the necessity sectors that can increase the development of nation. Schumpeter (1965) defined —entrepreneurs as individual who exploit market opportunity through technical and organizational innovationl. Most of the past researcher defined entrepreneurship as the self-employment(Low, 2009). This is because of the recognition of entrepreneurship for contribution to economic growth, poverty alleviation and employment creation (Pillay & Mahadae, 2008). Moreover, entrepreneurship also was defined as the treat how individuals practice opportunities individually the assets they at present control(Gartner & Baker, 2010). The Global Entrepreneurship Monitor (GEM) defined entrepreneurship as any attempt to create a new business enterprise or to expand an existing business by an individual, a team of individuals, or an established business.

2.4 Business Creation

Entrepreneurial activity can be seen in many forms, but one important aspect is the extent to which people in a population are creating new business activity, both in absolute terms and relative to other economic activities. Within the realm of new business activity, different types of entrepreneurial activity can be distinguished. For example, business creation may vary by industry sector, by the size of the founding team, and by whether the new venture is legally independent of other businesses, and in terms of founder demographics, such as gender, age, or education. The creation of equal opportunity conditions and development of local and regional projects, taking in account the specificities of each group and region, are very important for the promotion of entrepreneurship and for making the business creation accessible to all members of society (Martins, Couchi, & Parat, 2004)).

2.5 Psychological factor

Personality traits have been proven to be as predictors of many aspects of entrepreneurship (Shaver & Scott, 1991). Personality traits, known as theory of trait, is refer to personal characteristics of entrepreneurs. Based on past research, the survey of in-business entrepreneurs take place at Mississippi River Delta region found that entrepreneurial trait are including being independent, control, creative and risk taking were similar in both urban and rural groups with 90% agreed that they had these characteristics (Chyi-Lyi & Paul, 2014). Other than that, the survey of women entrepreneurs in Northern Region of Peninsular Malaysia, the researcher are focus on eight dimensions including risk taking, knowledge to explore, confidence and determination, willingness and initiative, vision, creativity and innovation, social networking and strategic thinking(Hassan, Ramli, & Mat Desa, 2014). There is positive impact on venture performance from the choosing six attitudes, namely, achievement orientation, risk-taking propensity, internal locus of control, innovativeness, pro-activeness and market orientation (MO), for both entrepreneurs and intrapreneurs (Jain, Ali, & Kamble, 2015). From the study on identified the factor of entrepreneur, there are significance related between entrepreneur and the variables which are need of achievement, locus of control and risk taking propensity (Ahmed, 1985). Based on

Kostas Galanakis and Paraskevi Giourka, the desirability, feasibility, self-efficacy, network ties and social capital has been identified as central of the factor influencing the new venture of business (Galanaski & Giourka, 2017). This study was suggesting five attitudes of psychological factors, namely, need for achievement, risk taking, innovativeness, opportunity seeking and self-confidence. The using of this dimension is because they are the most often mentioned characteristics for entrepreneurial study of factor for business creation.

Need for Achievement

Theory need of achievement being understood as an individual who have tendency need to achieve will partake excel progress and perform thus which lead to seek entrepreneurial job than other (McClelland, 1961). Past studies of Okhomina (2010) defined need for achievement as a tendency to choose and persist at activities that hold a moderate chance of success or a maximum opportunity of personal achievement satisfaction without the undue risk of failure.

Risk Taking propensity

Based on psychological forms, risk taking propensity can be defined as dealing with the uncertainties and the degree of preparation to bear with it (Ahmed, 1985). Risk taking is an important characteristic that entrepreneurs need to excel. The risk taking is defined as the willingness of entrepreneurs to engage in the risky situation (Hassan et al., 2014). It is because people who have ability of risk taking can face the difficulty with easily.

Personal Innovativeness

From Jackson Personality Inventory Manual (JPI), innovativeness is defined as a tendency to be creative in thought and action (L. Mueller & S. Thomas, 2000). Innovation was also known to promote an ideas, implementation, and give value added to existing products, systems and resource. According to past research, innovativeness was seen as primary contributor to create a business.

Self-Confidence

Confidence is one of the key of success for business creation (Galanaski & Giourka, 2017). When people have determination, they will work hard to achieve the goals. The confident level is important because people with higher confident level will have more marketing skill to promote their business thoroughly. Confidence to create their own product will have the opportunities to success.

Locus of control

Rotter, 1966 submitted that an internal locus of control was consonant with a high achievement orientation (Begley & Boyd, 1987). Okhomina simply define internal locus of control as an individual believes that behaviour is guided by personal decisions and efforts (internal) which are not influence by external circumstances and actions (Okhomina, 2010).

2.6 Theoretical framework

Theory of Planned Behaviour

Theory of planned behaviour (TPB) has been introduced by Icek Ajzen, 1985, which is indicate to belief and behaviour. According to Icek Ajzen, 1991, model of intention are appropriate to the study for prediction of behaviour (Ajzen, 1991). From the theory, perceived behavioural control and intention can be used directly to predict behavioral achievement. Theory of planned behaviour was focus on psycho-social factors that influence behavior, such as knowledge, attitudes, beliefs, intentions and personality traits. Most of the outcome was from the behaviour, the higher the determination to achieve the goal, the probability of the success will remain consistence even though they might feel the limited of success. It was depend on the confidence level of their ability to perform. The performing of action was determined by their intention. This intention depend on three elements; entrepreneurial attitude, subjective norm and perceived behaviour. The entrepreneurial attitude is their characteristic to perform an action. The subjective norm refers to the confidence of social pressure on them to perform or not and these pressure is satisfied through their motivation. Consistent with a priority on factors that are candidly allied to such action, perceived behavioral control refers to people's perception of the ease or difficulty of performing the action of interest where they make the decision and need to act.

Theory of planned behavior has been used widely in previous studies. For example, Rokhman and Ahamed, 2013 used theory of planned behaviour to investigate the role of social and psychological factor of entrepreneurial intention among Islamic college students in Indonesia (Figure 1), (Rokhman & Ahamed, 2015).

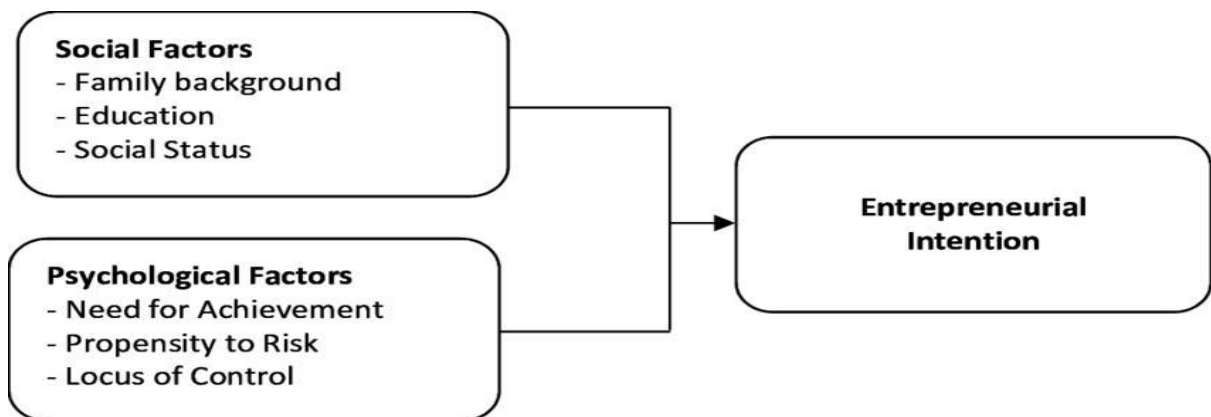


Figure 1: The Role of Social and Psychological Factors on Entrepreneurial Intention among Islamic College Students in Indonesia by Rokhman and Ahamed, 2015.

Other than that, other researchers (Fini, Grimaldi, Marzocchi, & Sobrero, 2009) also used this theory when they want to identified the conceptual model of the micro-foundation of entrepreneurial intention (Figure 2).

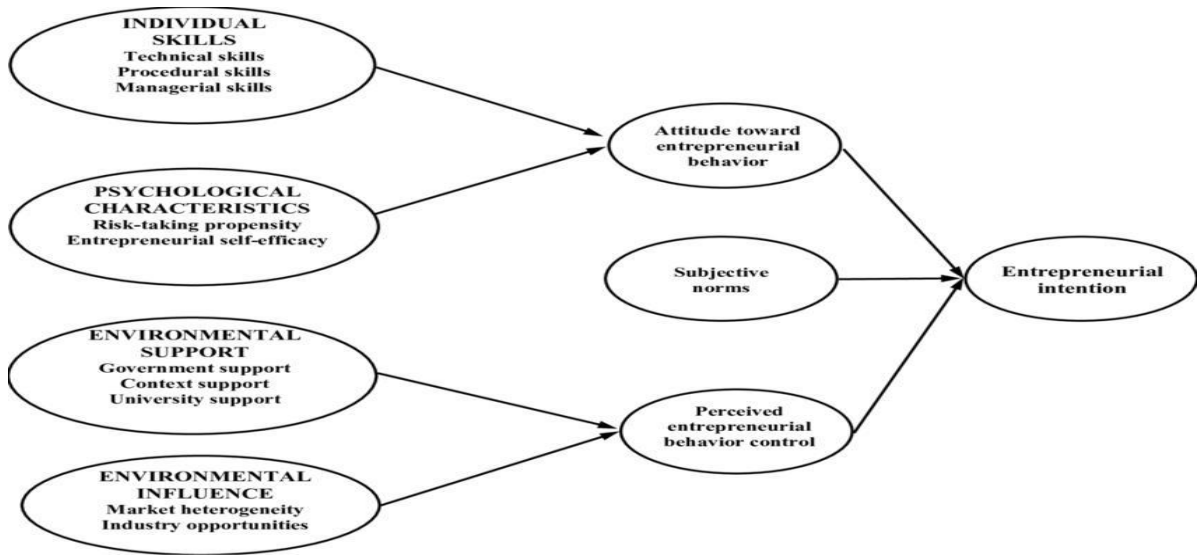


Figure 2: Conceptual model of the micro-foundation of entrepreneurial intention by Fini et al., 2009

In order to assess the validity of the hypothesized causal paths, the researchers (Fini, Grimaldi, Marzocchi, & Sobrero, 2012) modelled and tested a set of rival specifications to identify the result of individual's behaviour based on theory of planned behaviour to show the determinants of corporate entrepreneurial intention within small and newly established firms (Figure 3). Building on the theory of planned behavior, the researcher conceptualize how psychological factors influence on the business creation among rural entrepreneur.

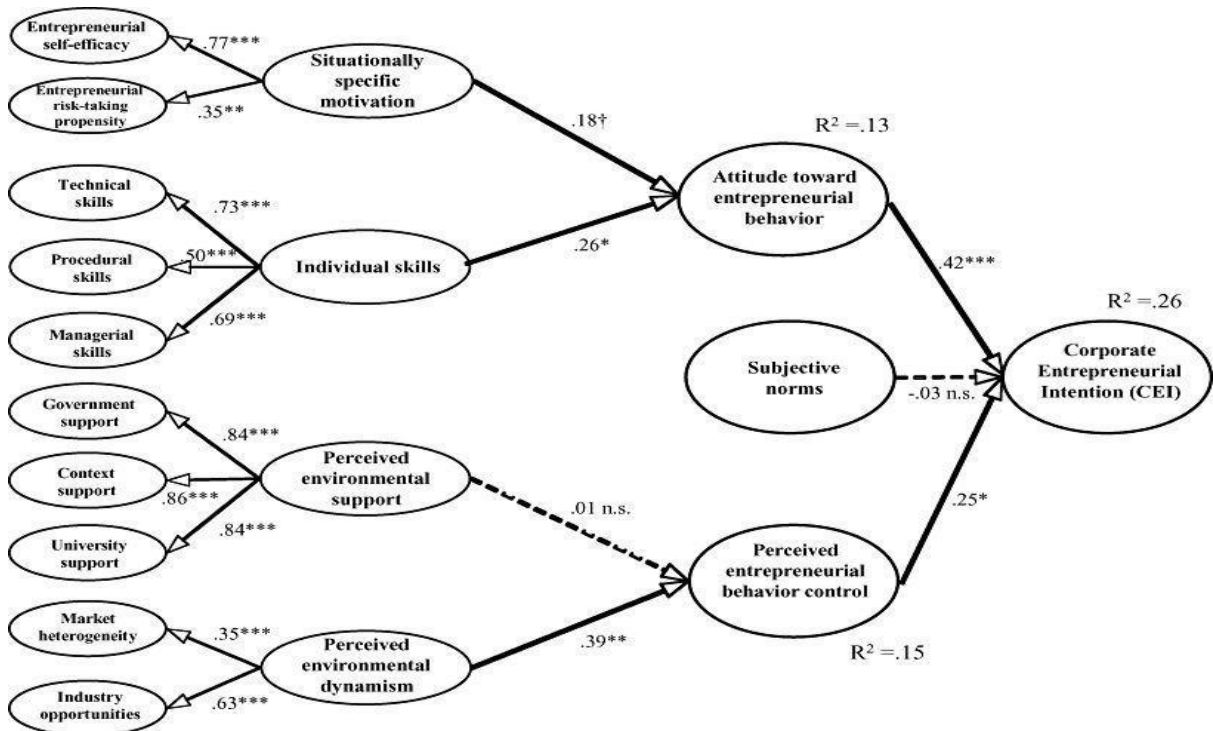


Figure 3: The Determinants of Corporate Entrepreneurial Intention within Small and Newly Established Firms by Fini et al., 2012

3. Research Method

The literature on the past review is presented and analysed in conjunction with appropriate texts from the above literature. The past studies were reviewed from different countries and region. The readings help construct a theoretical framework which is tested against narratives of figures encountered via research and written up. The reviewed of the past studies were to identify the determinant of business creation based on psychological factor to build a framework. The present study incorporates a review of existing literatures relevant to the theme of the paper. Available articles in various online databases and search engines such as ProQuest, Scopus, ScienceDirect and Emerald Insight has been reviewed. The numbers of the articles reviewed were 28. The search keywords used for this study are entrepreneurship, rural entrepreneur, business creation, psychological factor, entrepreneurial attitude, and determinant.

4. Research Outcome

4.1 The psychological factors as determinant for business creation.

Based on the discussion on the review of the literature, this study was developed to explore the factor that determined the creation of business. All of these factors are reviewed as the most used in the past research to identify the intention of the behaviour of rural entrepreneurs.

Table 1.1: Past studies of Psychological Characteristics

<i>142. Psychological Characteristics</i>	<i>143. Past studies</i>
146. Need for achievement	155. McClelland (1961); Ahmed (1985); Bhagat (2014)
147.	156. Ahmed, 1985; Hassan, Ramli & Mat Desa (2014)
148. Risk-taking propensity	157. Mueller & Thomas (2000); Mooradian, Matzler, Uzelac & Bauer(2016)
149.	158. Jain, Ali & Kamble (2015); Galanaski & Giourka (2017)
150. Personal Innovativeness	159. Begley & Boyd (1987); Bhagat (2014); Jain, Ali, & Kamble (2015)
151.	
152. Self-confidence	
153.	
154. Locus of control	

According to the Table 1.1, there are five chosen psychological factor in the study; need for achievement, personal innovativeness, self-confidence, risk taking propensity and locus of control. These factors were contributes from the past studies which have been reviewed from the literature review. According to McClelland, 1961, higher need for achievement will lead individuals to engage in entrepreneurial behavior and success. Other researchers also found that entrepreneur have higher need of achievement compare to non-entrepreneur in business (Ahmed, 1985; Begley & Boyd, 1987). It has been found that achievement motivation and entrepreneurial success in rural place (West Garo Hills) has been significantly among the psychological factors (Bhagat, 2014). Ahmed, 1985, the researcher found that founder have the higher of risk taking propensity compare to non-founder. Meanwhile, Hassan, Ramli, & Mat Desa, 2014, the research take place in rural place in Malaysia found that risk taking is not significant with the entrepreneur business success but it is significant to business creation because the researchers found that after become as an entrepreneurs are not risky as the

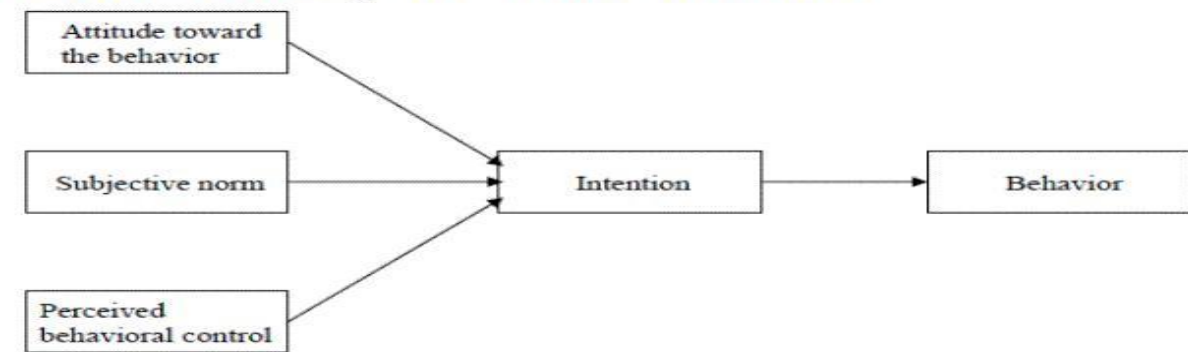
entrepreneurs' perception because of the entrepreneur's vision. Self-confidence is important to rural entrepreneurs to achieve the goals. According to the finding of previous literature, indicated that, in order to succeed in the business endeavour, rural entrepreneurs need to have confidence and determination (Hassan et al., 2014).

The possession on psychological characteristics which reflect innovativeness is important as an effective strategy for potential entrepreneur (L.Mueller & S.Thomas, 2000). The researcher found that entrepreneur which is growing enterprise, more innovative compare to the non-entrepreneur. Perseverance of efforts and consistency of interests might affect different types of innovation in specific ways (Mooradian, Matzler, Uzelac, & Bauer, 2016). For locus of control, there is significant relationship between business start-up (Begley & Boyd; Jain, Ali, & Kamble). People with the better internal locus of control, highly will achieve business success. Entrepreneurial success in West Garo Hills has been significantly driven by institutional support among the external factors, achievement motivation and locus of control among the psychological factors (Bhagat, 2014). These psychological factors were included in the study as a determinant of business creation based on the significant of the item.

4.2 The Proposed Research Framework

As shown in Figure 5 below, the five chosen psychology factors are need for achievement, personal innovativeness, self-confidence, risk taking propensity and locus of control. The framework was based on the previous studies regarding the psychological factors based on Table 1.1. The conceptual framework was built from the existing framework and reviewed from literature and based on theory of planned behavior as shown in the Figure 4.

Exhibit: 1 Theory of Planned Behaviour



Source: Ajzen, 1991

Figure 4: The Model of Planned Behavior Theory

Therefore, the proposed research framework intends to measure the poor in the rural place to reduce poverty among rural community. Based on the framework below, the psychological factor will be as an item to identify the entrepreneurial intention to create new venture among rural folks.

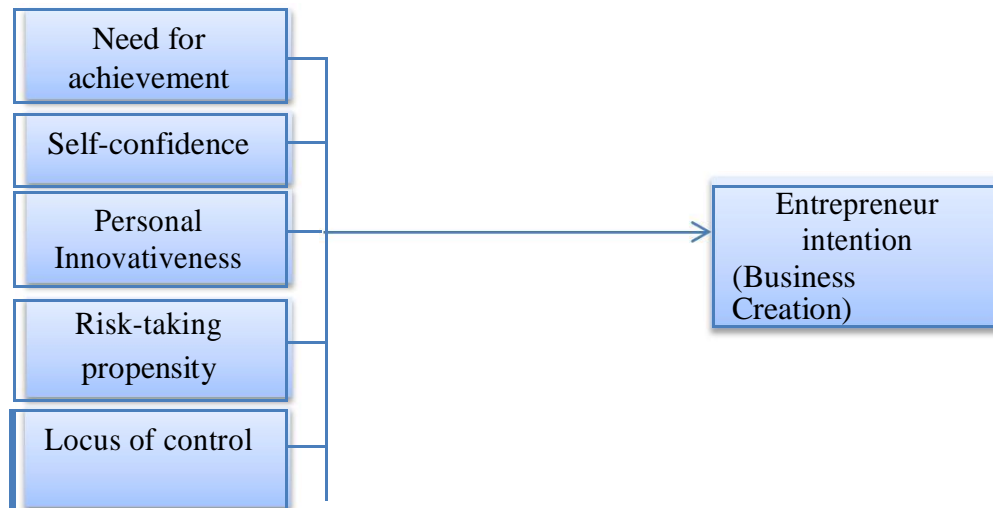


Figure 5: Conceptual framework of psychological factor for business creation among entrepreneurs.

5. Discussion and Conclusion

This study was undertaken to design entrepreneurship model in the context of developing an efficient poverty reduction in rural place. Based on the review of past studies, there are five psychological factors identified. These factors include need for achievement, risk taking propensity, personal innovativeness, self-confidence and locus of control. It should be noted that at this point entrepreneurship activities is taken as the mechanism to improve the economic condition of the poor people although there are many other ways one can consider. The five factors of psychological control were included in the research studies to identify the trait of entrepreneur. These traits will identify the entrepreneur intention to start-up business. These psychological factors would enable the entrepreneurs to know their strengths or weaknesses within the entrepreneurial process by overcoming the obstacles and the researcher will use the item of psychology factor as the determinant of business creation among rural entrepreneurs.

However, the barrier may set in in the form of lack of important laws and policy-making procedures, restricted way to governmental attention, incomplete retail information, and a lack of opportunities for skills development (Nawai & Shariff, 2011). These barriers need to be removed or minimized, so that rural entrepreneurs can use their entrepreneurial opportunities to the maximum. Previous study had shown that using personal traits alone to explain other factors of why certain individuals become successful entrepreneurs has not yet produced convincing results. In a broader context, the researcher intend to extend this framework to identify the potential entrepreneurs that comes from other lower groups community of whose may have a better chance of being successful before becoming entrepreneur.

In conclusion, in the near future, entrepreneurship will be one of the most importance jobs in this country. There's a lot of way rural communities to start have interest in entrepreneurship. Most people, especially rural community are more dependent on others to give them the job of the 'create' their own jobs by making entrepreneurship as a career choice. Entrepreneurship has the particular advantage of being locally grown, which is especially important in rural areas. The need of more entrepreneurs to take advantage on natural and human resources in the developing countries to increase the quality of production of goods for both the local and international market is demand highly to improve the status of the living standard among community.

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Pemerolehan Bahasa Melalui Aplikasi Lagu Bagi Pelajar Bukan Penutur Asli Mandarin

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Abstrak – Bahasa Mandarin merupakan salah satu subjek bahasa asing yang ditawarkan di semua Universiti Awam (UA) di Malaysia. Namun, isu utama pembelajaran bahasa Mandarin dalam kalangan pelajar bukan penutur asli khususnya pada peringkat universiti dalam negara ini ialah pelajar tidak dapat berkomunikasi dalam bahasa Mandarin pada tahap asas dalam kehidupan harian. Salah satu faktor utama adalah kerana berlakunya ketidaksejajaran antara kurikulum bertulis dengan kurikulum pengajaran dan kurikulum dipelajari. Kecenderungan pensyarah menumpukan kepada kaedah nahu dan terjemahan iaitu penekanan kepada penerangan kosa kata dan tatabahasa telah menyebabkan aktiviti bertutur yang merupakan fokus penting tujuan pembelajaran bahasa asing diabaikan. Dalam usaha menggalakkan pelajar terlibat dengan lebih aktif dalam aktiviti berkomunikasi (secara audio-oral), penggunaan lagu dilihat bukan sahaja mampu menggalakkan pelajar lebih banyak berkomunikasi, malah dapat membantu tenaga pengajar bahasa asing untuk menyampaikan pengajaran dalam cara yang menarik serta menjadikan kelas bahasa asing lebih kondusif. Justeru, kajian konseptual ini bertujuan untuk membincangkan teori strategi pemerolehan oleh Atkinson-Shiffrin serta prinsip pemilihan lagu dalam meningkatkan kemahiran komunikasi penutur bukan asli Mandarin.

Kata kunci: Penutur bukan asli, lagu, strategi pemerolehan, prinsip pemilihan lagu, kemahiran komunikasi.

1. Pengenalan

Bahasa Mandarin merupakan salah satu bahasa asing yang ditawarkan di semua Universiti Awam (UA) di Malaysia (Zhou, 2009). Walaupun bahasa Mandarin dikenali sebagai bahasa yang sukar dikuasai, namun kesedaran terhadap kepentingan mempelajari bahasa asing serta kebangkitan bahasa Mandarin sebagai salah satu *'bahasa dunia'* (*'world language'*) telah menarik ramai penutur bukan asli (*non-native speakers*) (NNS) di Malaysia mengikuti pembelajaran bahasa ini sebagai salah satu kursus yang ditawarkan sama ada di sekolah mahupun di pusat pengajian tinggi. Ekoran itu, terdapat pelbagai pendekatan pengajaran dan pembelajaran dilaksanakan bagi tujuan membantu para pelajar menguasai bahasa ini.

Sementara itu, Sistem Fonetik Hanyu Pinyin (SFHP) telah lama diperkenal dan digunakan untuk pengajaran dan pembelajaran bahasa Mandarin di semua peringkat pendidikan tidak kira sama ada bagi tujuan komunikasi mahupun linguistik. Melalui sistem ini, para pelajar mengenal perkataan Cina melalui sebutan rumi dengan setiap nada ekasuku (*monosyllable*) yang berbeza. Walaupun SFHP merupakan sistem utama dalam pengajaran dan pembelajaran bahasa Mandarin dalam kalangan pelajar bukan penutur asli atau *'non-native learner'* (NNL) di peringkat pengajian tinggi, yakni kebanyakan pengajaran bahasa Mandarin tidak menekankan pembelajaran karakter Cina, namun mereka dilihat masih mengalami kesulitan untuk menghafal dan menyebut perkataan Cina menggunakan sistem rumi. Salah satu faktor utama adalah kerana berlakunya ketidaksejajaran antara kurikulum bertulis dengan kurikulum pengajaran dan kurikulum dipelajari. Hal ini terjadi apabila pensyarah lebih memberi perhatian terhadap kaedah nahu dan terjemahan (*grammar translation teaching approaches*) iaitu penekanan kepada penerangan kosa kata dan tatabahasa namun telah mengabaikan aktiviti bertutur yang merupakan fokus penting tujuan pembelajaran bahasa. Pensyarah dikatakan lebih mementingkan pencapaian akademik, yakni yang dilaksanakan melalui kurikulum teruji (penilaian) (Teh, 2015). Ekoran itu, pelajar yang telah mengikuti

kursus bahasa Mandarin didapati masih tidak mampu berkomunikasi dengan baik terutama dalam situasi harian. Keadaan ini telah mendorong ramai penyelidik mencari pendekatan yang lebih menarik bagi meningkatkan penguasaan bahasa Mandarin dalam kalangan NNL terutama dari segi kemahiran berkomunikasi seperti menerusi strategi pembelajaran berkumpulan dan aktiviti-aktiviti dalam kelas.

Dalam usaha menjadikan kelas bahasa Mandarin yang dianggap sukar dikuasai agar lebih menarik dan mudah dipelajari, teknik pengajaran oleh tenaga pengajar di dalam kelas diyakini akan lebih menarik dengan memasukkan unsur-unsur lagu atau muzik semasa penyampaian dalam kelas. Hal ini kerana, penggunaan lagu atau muzik didapati mempunyai kesan yang signifikan terhadap pencapaian bahasa belajar terutama terhadap kemahiran komunikasi yang merupakan asas utama pembelajaran bahasa asing. Antaranya, kajian Shabani dan Torkeh (2014) mendapati bahawa terdapat hubungan positif yang kuat antara kecerdasan muzikal dan pencapaian pembelajaran bahasa asing yang mana kajian tersebut menyokong teori Gardner bahawa seseorang yang mempunyai kecerdasan muzikal yang tinggi cenderung atau berupaya untuk belajar atau menghafal maklumat melalui lagu (Gardner, 1993). Sementara itu, kajian Ludke, Ferreira dan Overy (2014) mendapati bahawa mempelajari bahasa secara nyanyian (*singing*) adalah lebih berkesan berbanding secara bertutur (*speaking*) atau bertutur secara berirama (*rhythmic speaking*).

Oleh sebab pembelajaran bahasa asing seperti bahasa Mandarin dianggap sukar menurut pandangan penutur bukan asli bahasa Mandarin di Malaysia, antaranya seperti sebutan, nada, dan tatabahasa (Huang, 2000), maka dengan berlandaskan beberapa kajian sebelum ini tentang kesan lagu terhadap proses pemerolehan bahasa asing (*foreign language acquisition*), justeru kajian konseptual ini bertujuan untuk membincangkan tentang teori strategi pemerolehan serta prinsip pemilihan lagu dalam meningkatkan kemahiran komunikasi penutur bukan asli Mandarin.

2. Pembelajaran Bahasa Mandarin Sebagai Subjek Bahasa Asing

Cabaran Dihadapi Penutur Bukan Asli

Pembelajaran bahasa asing terutama dalam kalangan orang dewasa adalah sesuatu yang sukar (Lee & Lin, 2015), mencabar serta memerlukan masa yang panjang (Ludke et al., 2014). Misalnya, bagi pelajar bahasa Mandarin, antara kesukaran yang dihadapi adalah: 1) sebutan (*pronunciation*); 2) nada (*tone*); 3) tatabahasa (*grammar*); 4) tulisan atau karakter Cina (*Chinese character*); 5) bina ayat (*constructing sentences*); 6) komunikasi secara lisan (*oral communication*); 7) pembentangan (*oral presentation*); dan 8) penulisan (*essay writing*); yang mana kesukaran yang paling kerap dihadapi oleh pelajar adalah sebutan, diikuti penulisan dan nada (Huang, 2000).

Dalam pada itu, bahasa Mandarin merupakan bahasa bernada (*tonal language*) yang terdiri daripada lima nada yang berbeza. Sistem tulisan Cina pula boleh dibahagikan kepada dua jenis, iaitu: 1) Tulisan Cina Ringkas (*Simplified Chinese Characters*); dan 2) Tulisan Cina Tradisional (*Traditional Chinese Characters*). Jadual 1 menunjukkan contoh-contoh Tulisan Cina Ringkas, Tulisan Cina Tradisional (seperti yang ditunjukkan dalam kurungan), sebutan nada yang berbeza serta maksud setiap karakter yang berbeza.

Jadual 1: Lima sebutan nada Mandarin yang berbeza menggunakan suku kata —ma sebagai contoh.

Karakter Cina	Hanyu Pinyin	Sebutan nada	Maksud
妈 (媽)	mā	Nada tertinggi pertama (<i>First highest tone</i>)	Emak
麻 (麻)	má	Nada meningkat kedua (<i>Second rising tone</i>)	Hem (sejenis ganja)
马 (馬)	mǎ	Nada terendah ketiga (<i>Third lowest tone</i>)	Kuda
骂 (罵)	mà	Nada menurun keempat (<i>Fourth falling tone</i>)	Marah
吗 (嗎)	ma	Nada neutral kelima (<i>Fifth neutral tone</i>)	Ha; kan (tidak formal)

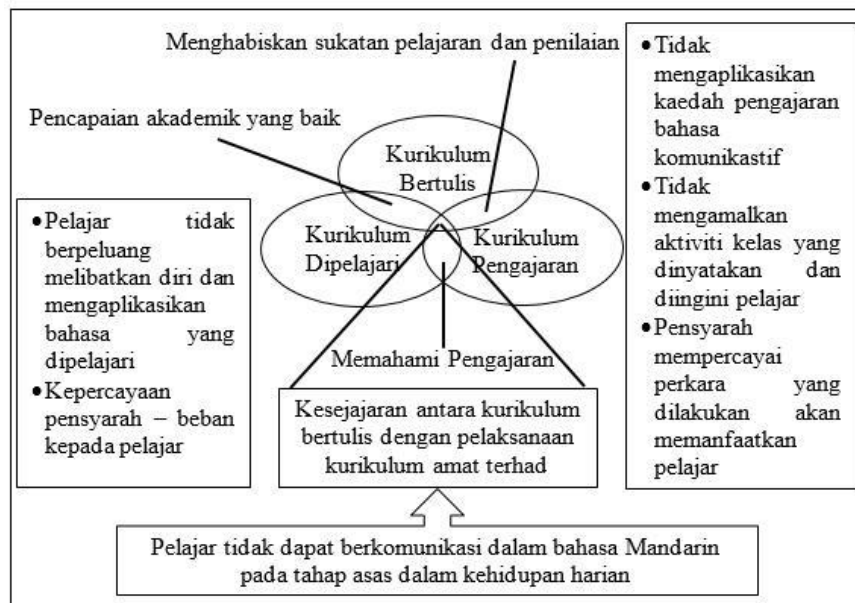
(Sumber: —*Introducing computer music in Mandarin language learning software for assisting intonation to non-Mandarin speakers*], dalam *Prosiding International Conference on Information and Finance*, oleh Soong dan Phan, 2011).

Bahasa Mandarin dianggap sebagai suatu bahasa yang sukar dipelajari kerana keunikan yang terdapat pada bahasa tersebut. Bagi pelajar bukan penutur asli (NNL), tulisan Cina kelihatan seperti satu set ‘contengan’ yang seragam, manakala percakapan dalam bahasa Mandarin kedengaran seperti ekasuku bernada (*monosyllables tones*) yang laju serta sukar dibezakan (Kane, 2006). Sebaik sahaja NNL mula mempelajari bahasa tersebut, mereka akan mendapati terdapat banyak perkataan Cina (setiap suku kata) yang mempunyai nada yang sama tetapi maksud yang berbeza, dan juga karakter Cina yang mempunyai lebih daripada satu sebutan dan maksud. Maka, faktor-faktor seperti ini adalah antara punca yang menyebabkan NNL menghadapi kesukaran semasa mempelajari bahasa tersebut.

Pembelajaran bahasa Mandarin sebagai bahasa asing terutama di peringkat universiti dalam kalangan NNL adalah berbeza mengikut orientasi tujuan mereka, sama ada bagi tujuan linguistik ataupun tujuan komunikasi. Walaupun pembelajaran bahasa Mandarin berorientasikan tujuan komunikasi tidak menekankan pembelajaran tulisan (karakter) Cina dan hanya menekankan pembelajaran bahasa menggunakan Sistem Fonetik Hanyu Pinyin (SFHP), namun masih ramai NNL menganggap pembelajaran bahasa Mandarin sukar, antaranya dari segi sebutan (bernada) dan tatabahasa (seperti bina ayat) (See, 2015).

Kesejajaran dan Ketidaksejajaran Kurikulum Bahasa Mandarin

Tujuan utama seseorang pelajar mempelajari bahasa asing atau bahasa ketiga adalah untuk berkomunikasi terutama dalam situasi sebenar atau harian. Pelajar juga percaya sekiranya mereka mampu menguasai bahasa asing seperti bahasa Mandarin, mereka mampu menjadikannya sebagai satu kelebihan terutama untuk mendapatkan pekerjaan (See, 2015; Teh, 2015). Namun, isu utama pembelajaran bahasa Mandarin dalam kalangan penutur bukan asli khususnya pada peringkat universiti dalam negara ini ialah pelajar tidak dapat berkomunikasi dalam bahasa Mandarin pada tahap asas dalam kehidupan harian. Salah satu faktor utama adalah kerana berlakunya ketidaksejajaran antara kurikulum bertulis dengan kurikulum pengajaran dan kurikulum dipelajari (Teh, 2015) (Rajah 1).



Rajah 1: Kesejajaran dan ketidaksejajaran antara kurikulum bertulis bahasa Mandarin dengan kurikulum pengajaran dan kurikulum dipelajari.

(Sumber: Kesejajaran kurikulum bahasa Mandarin dan pelaksanaannya di Institusi Pengajian Tinggi, oleh H. S. Teh, 2015)

Kurikulum bertulis merupakan dokumen yang disediakan oleh perancang kurikulum atau pihak pengurusan untuk dijadikan panduan bagi pengajaran dan pembelajaran. Lazimnya, kurikulum bertulis merangkumi objektif kursus, sukatan pelajaran, informasi kursus, spesifikasi penilaian, bahan rujukan dan sebagainya. Manakala kurikulum pengajaran ialah aktiviti pengajaran atau kaedah pengajaran sebenar yang dilaksanakan oleh pensyarah di dalam kelas berdasarkan keupayaan, pengetahuan, kefahaman, kepercayaan dan sikap pensyarah terhadap kurikulum tertentu. Sementara kurikulum dipelajari merujuk kepada pengajaran yang telah dipelajari atau dialami oleh pelajar dalam kelas (Teh, 2015).

Dalam pembelajaran bahasa asing seperti Mandarin, kurikulum bertulis jelas menyatakan bahawa fokus kursus bahasa Mandarin adalah untuk memupuk kemahiran komunikasi pelajar dalam bahasa Mandarin melalui aktiviti kelas berbentuk lisan agar pelajar boleh berinteraksi dalam bahasa Mandarin dengan lebih aktif, namun kecenderungan pensyarah menumpukan kepada kaedah nahu dan terjemahan (*grammar translation teaching approaches*) iaitu penekanan kepada penerangan kosa kata dan tatabahasa telah menyebabkan aktiviti bertutur yang merupakan fokus penting tujuan pembelajaran bahasa diabaikan. Pensyarah dikatakan lebih mementingkan pencapaian akademik, yakni yang dilaksanakan melalui kurikulum teruji (penilaian). Akibatnya, pelajar mampu mempamerkan pencapaian akademik yang baik, namun tidak dapat mempraktikkan kemahiran komunikasi dalam situasi sebenar (harian). Hal ini adalah kerana kesan daripada berlakunya ketidaksejajaran antara kurikulum bertulis bahasa Mandarin dengan kurikulum pengajaran dan kurikulum dipelajari (Teh, 2015).

Selain daripada itu, terdapat faktor-faktor lain yang turut mempengaruhi pembelajaran bahasa Mandarin, antaranya ialah penguasaan kota kata (Teh, 2015). Hal ini kerana, pembelajaran bahasa asing memerlukan pelajar menghafal kosa kata yang banyak.

Kemampuan seseorang pelajar untuk berkomunikasi dengan baik turut dipengaruhi oleh sejauh mana keupayaan mereka mengingat kosa kata bahasa asing yang dipelajari. Maka, adalah sangat penting untuk mencari kaedah yang sesuai bagi membantu pelajar mengingat dan seterusnya meningkatkan penguasaan kosa kata yang dipelajari.

3. Strategi Pemerolehan

Model Atkinson-Shiffrin telah mencadangkan tiga strategi penting dalam strategi pemerolehan (*acquisition strategies*), iaitu: 1) pengulangan (*rehearsal*); 2) pengekodan (*coding*); dan 3) pembayangan (*imaging*) (Reed, 2007) (Jadual 2).

Jadual 2: Strategi pemerolehan (*acquisition strategies*) yang dicadangkan dalam Model Atkinson-Shiffrin.

Strategi pemerolehan (<i>acquisition strategies</i>)	
Pengulangan (<i>Rehearsal</i>)	Pengulangan maklumat – sama ada secara kuat atau perlahan – secara berulang-ulang sehingga dipelajari (sehingga faham)
Pengekodan (<i>Coding</i>)	Cubaan untuk memudahkan maklumat untuk diingat (kembali), misalnya dengan menggunakan frasa atau ayat mnemonik (<i>mnemonic phrase or sentence</i>)
Pembayangan (<i>Imaging</i>)	Membayangkan imej visual bagi mengingat maklumat verbal (lisan)

(Sumber: Dipetik daripada —*Long-term memory*], dalam *Cognition: Theory and Applications*, oleh Stephen K. Reed, 2007.)

Model Atkinson-Shiffrin oleh Atkinson dan Shiffrin (1968, 1971) merupakan rujukan yang sangat penting dalam konteks kajian bahasa asing. Hal ini kerana, model yang dicadangkan melibatkan strategi pemerolehan (*acquisition strategies*) yang menjelaskan tentang proses pemerolehan ilmu terutamanya yang melibatkan penyimpanan maklumat baru (Reed, 2007), yang mana dalam konteks kajian ini melibatkan pembelajaran sesuatu bahasa yang asing atau baru dalam kalangan pelajar bukan penutur asli (NNL), iaitu bahasa Mandarin.

Justeru, pembelajaran bahasa Mandarin menggunakan lagu dilihat sesuai dan berpadanan dengan model yang dicadangkan oleh Atkinson-Shiffrin kerana ‘sifat’ bahasa Mandarin yang boleh dikatakan mempunyai unsur mnemonik. Hal ini kerana, setiap sukukata bahasa Mandarin mempunyai maksud tertentu dan bahasa Mandarin dilihat mempunyai bilangan aksara yang lebih pendek jika dibandingkan dengan bahasa-bahasa lain yang menggunakan sistem fonetik berbentuk tulisan roman atau rumi (Jadual 2).

Jadual 2: Perbandingan bilangan aksara beberapa bahasa yang menggunakan sistem fonetik berbentuk tulisan roman dengan menjadikan ‘nombor’ sebagai contoh

Bahasa	Nombor (bilangan aksara)
Melayu	satu (4); dua (3); tiga (4); empat (5); lima (4); enam (4); tujuh (5); lapan (5); sembilan (8); sepuluh (7)
Inggeris	one (3) ; two (3) ; three (5) ; four (4) ; five (4) ; six (3) ; seven (5) ; eight (5) ; nine (4) ; ten (3)
Mandarin	yī (2); èr (2); sān (3); sì (2); wǔ (2); liù (3); qī (2); bā (2); jiǔ (3); shí (3)
Jepun	ichi (4); ni (2); san (3); yon (3)/shi (3); go (2); roku (4); nana (4)/sichi (5); hachi (5); kyuu (4)/ku (2); juu (3)
Spanyol	uno (3); dos (3); tres (4); cuatro (6); cinco (5); seis (4); siete (5); ocho (4);

nueve (5); diez (4)

Perancis un (2); deux (4); trois (5); quatre (6); cinq (4); six (3); sept (4); huit (4); neuf (4); dix (3)

Selain itu, setiap lagu mempunyai cerita di sebalik lirik yang disampaikan. Melalui 'pembayangan' cerita pada setiap lagu dipercayai mampu membantu NNL mengingat maklumat dan maksud melalui lagu yang dinyanyikan. Ingatan atau memori NNL dapat dikukuhkan lagi menerusi strategi pengulangan terhadap lagu yang dipelajari di dalam kelas bahasa tersebut.

4. Prinsip Pemilihan Lagu

Pemilihan lagu yang sesuai adalah penting bagi memastikan pengajaran dan pembelajaran sesuatu bahasa berjalan dengan lancar dan berkesan. Antara prinsip atau perkara yang perlu diberi perhatian semasa pemilihan sesebuah lagu adalah: 1) memilih lagu yang menepati kandungan silibus kursus; 2) mengenalpasti tahap kesukaran sesebuah lagu (teks lirik); 3) menilai secara terperinci kandungan teks lagu dari segi perbendaharaan kata, sebutan, tatabahasa, maksud dan lain-lain; serta 4) mempertimbangkan situasi dan tahap keupayaan pelajar dalam penerimaan lagu sebagai alat bantu mengajar (Tan, 2013).

Dari segi perbendaharaan kata, pemilihan lagu yang sesuai adalah sangat penting supaya lirik yang dipilih tidak mempunyai terlalu banyak perkataan sukar yang tidak menepati kandungan silibus kursus. Semasa pembelajaran dan pengajaran menggunakan lagu, proses pengulangan adalah penting agar dapat memupuk pelajar mendalami maksud yang terkandung dalam lirik. Sementara itu, perkataan dalam sesebuah lirik lagu perlu mempunyai kadar pengulangan yang tertentu agar memberi kesan dan lebih tahan dalam ingatan pelajar. Dari sudut sebutan dan nada pula, lagu yang dipilih haruslah jelas sebutan agar senang dipelajari, manakala dari sudut tatabahasa dan maksud, lirik lagu yang dipilih haruslah menepati kandungan silibus kursus dan mematuhi peraturan tatabahasa. Selain itu, semasa proses pemilihan sesebuah lagu yang sesuai, perkara-perkara yang harus dipertimbangkan adalah umur, jantina, keupayaan menerima pelajar dan lain-lain (Tan, 2013).

Justeru itu, hasil kajian yang relevan sebelum ini adalah sangat penting dalam membantu kajian akan datang mencari satu pendekatan atau kaedah pengajaran yang lebih bersifat interaktif dan menarik untuk kelas bahasa asing. Hal ini kerana, proses pembelajaran bahasa asing khususnya dalam kalangan pelajar yang mengikuti pembelajaran bahasa asing pada peringkat pengajian tinggi adalah tidak mudah kerana rata-rata pelajar hanya memperolehi pendedahan bahasa tersebut sewaktu menghadiri kelas bahasa sahaja, manakala sebahagian besar masa mereka tidak digunakan untuk mempelajari bahasa tersebut atas faktor seperti tidak terdedah kepada persekitaran yang menutur bahasa tersebut. Oleh kerana kebanyakan kajian terhadap penggunaan lagu dalam pengajaran bahasa Mandarin adalah tertumpu kepada pelajar yang mempelajari bahasa Mandarin di luar negara (Li, 2010; Wu, 2011), maka adalah penting bagi pengkaji melihat sejauh manakah keberkesanan penggunaan lagu dalam pengajaran dan pembelajaran bahasa Mandarin dalam suasana yang berbeza khususnya dalam kalangan pelajar bukan penutur di peringkat pengajian tinggi di Malaysia dengan berpandukan kajian lepas yang relevan.

5. Aplikasi Lagu Dalam Proses Pemerolehan Bahasa

Proses pemerolehan bahasa khususnya bahasa asing memerlukan seseorang individu *‘peka’* semasa mempelajari bahasa tersebut. *‘Kepekaan terhadap bahasa’* (*‘yugan’* atau *‘language sense’*) bermula daripada proses kognitif yang kompleks terhadap sesuatu bahasa serta melibatkan kepekaan intuisi seseorang terhadap bahasa tersebut. Terdapat beberapa bentuk kepekaan terhadap bahasa, antaranya: kepekaan terhadap sebutan (*‘yuyin gan’* atau *‘sense of pronunciation’*); kepekaan terhadap perbendaharaan kata (*‘cihui gan’* atau *‘sense of vocabulary’*); kepekaan terhadap semantik (*‘yuyi gan’* atau *‘sense of semantics’*); kepekaan terhadap gaya penulisan (*‘yuti gan’* atau *‘sense of writing style’*); kepekaan terhadap struktur (*‘pianzhang gan’* atau *‘sense of structure’*); dan lain-lain (Han, 2007). Maka, kaedah pengajaran yang menarik memainkan peranan yang amat penting bagi menyediakan suasana pembelajaran yang lebih kondusif bagi meningkatkan kepekaan atau perhatian pelajar di dalam kelas, seterusnya dapat meningkatkan lagi pemerolehan bahasa dalam kalangan pelajar.

Justeru itu, penggunaan lagu dalam kelas pembelajaran bahasa merupakan salah satu teknik atau kaedah pengajaran yang dilihat mampu membantu pelajar dalam pemerolehan bahasa. Terdapat banyak kajian sebelum ini yang telah mengkaji tentang hubungan atau kesan muzik atau lagu terhadap pembelajaran bahasa asing, antaranya seperti: hubungan (korelasi) antara kecerdasan muzikal dengan pembelajaran bahasa asing dalam kalangan pelajar Iran (Shabani & Torkeh, 2014); kesan aktiviti muzik terhadap pembelajaran bahasa asing dalam kalangan kanak-kanak (Lee & Lin, 2015); kesan muzik dan filem terhadap pencapaian bahasa asing dalam kalangan pelajar sekolah tinggi (Haghverdi, 2015); nyanyian sebagai alat bantu pembelajaran bahasa asing dalam kalangan pelajar dewasa (Ludke et al., 2014); dan lain-lain.

Dalam pada itu, muzik atau lagu dilihat dapat membantu dalam proses pemerolehan bahasa dari sudut penyimpanan maklumat dalam memori atau ingatan. Kajian sebelum ini mendapati bahawa orang dewasa yang mempunyai latihan muzik mampu menghafal banyak perbendaharaan kata berbanding mereka yang tiada latihan muzik (Chan, Ho & Cheung, 1998). Walaupun tanpa latar belakang muzik (pengalaman berkaitan muzik atau belajar muzik dalam tempoh lebih dari dua tahun), elemen muzik yang berunsur mnemonik dilihat berkesan dalam membantu mengingat maklumat (Tam, Chua & Loo, 2015). Kaedah pembelajaran bahasa asing secara *‘listen-and-sing’* (dengar dan nyanyi) juga didapati membantu dari segi memori verbatim terhadap frasa-frasa yang diungkap (Ludke et al., 2014). Malah, penggunaan muzik sebagai alat bantu mengajar juga didapati mampu memperbaiki kebolehan mendengar dalam kalangan pelajar bahasa asing (Hugo & Horn, 2013) serta dapat memberi pengetahuan tambahan seperti maklumat yang berkaitan dengan bahasa dan budaya (Keskin, 2011).

Sementara itu, semasa proses pembelajaran bahasa asing seperti bahasa Mandarin, latihan mendengar secara berulang kali serta hafalan dan bacaan yang berulang-ulang melalui latihan nyanyian boleh dijadikan satu kaedah yang efektif untuk memupuk *‘kebolehan/kepekaan terhadap bahasa’* (*‘language sense’*) Mandarin. Dalam suasana pembelajaran yang menyeronokan ini, pelajar akan dapat membiasakan diri dengan sebutan, nada, tatabahasa, serta menguasai lebih banyak perbendaharaan kata. Setiap ekasuku, tekanan dan intonasi yang terkandung dalam lagu dinyatakan dengan jelas semasa latihan nyanyian. Justeru keadaan ini dilihat mampu melengkapkan pelajar dengan asas penting dalam proses penguasaan bahasa Mandarin (Han, 2007).

Seperti yang diketahui umum, nada merupakan elemen yang sangat penting dalam bahasa Mandarin. Walau bagaimanapun, semasa menyanyikan lagu-lagu Mandarin, nada tidak menjadi satu isu kerana nada akan ‘ditenggelam’ oleh melodi lagu. Untuk mengetahui bagaimana lirik bahasa yang bernada seperti bahasa Mandarin boleh difahami dalam sesebuah lagu, ramai penyelidik menyatakan bahawa nada-nada (dalam lirik bahasa) tersebut berpadanan dengan melodi muzik (Wee, 2007). Oleh itu, pelajar bukan penutur asli (NNL) bahasa Mandarin tidak perlu risau akan kesukaran pembelajaran nada dengan menggunakan lagu kerana lagu dilihat dapat membantu mereka untuk mempraktikkan kedua-dua aspek sebutan serta nada.

6. Kesimpulan

Persekitaran atau suasana pembelajaran yang kondusif amat penting dalam memupuk minat pelajar untuk mengikuti pembelajaran bahasa yang diambil. Misalnya, suasana pembelajaran di China dilihat lebih efektif kerana NNL bukan sahaja dapat mempelajari bahasa Mandarin di dalam kelas, malah mereka berpeluang menggunakan bahasa tersebut di luar kelas kerana rata-rata penduduk di China berkebolehan menutur dalam bahasa Mandarin. Maka, adalah sangat penting bagi tenaga pengajar mencari alternatif untuk memperbanyakkan aktiviti berkomunikasi di dalam kelas bagi meningkatkan penguasaan bahasa Mandarin dalam kalangan NNL di negara ini yang mana peluang bagi mereka untuk bertutur dalam bahasa yang dipelajari adalah lebih terhad di dalam kelas bahasa yang diikuti.

Justeru, bersandarkan kajian-kajian lepas mendapati bahawa penggunaan lagu bukan sahaja mampu menyediakan suasana pembelajaran yang lebih menarik dan tenang (kurang tekanan) (Mashayekh & Hashemi, 2011), malah penggunaan lagu juga mampu membantu meningkatkan kemahiran komunikasi, khususnya pertuturan dan pendengaran (Hugo & Horn, 2013) yang menjadi asas penting pembelajaran bahasa asing.

Memandangkan suasana pembelajaran memainkan peranan penting terhadap keberkesanan pembelajaran bahasa asing dalam kalangan penutur bukan asli, maka adalah sangat penting bagi kajian seperti ini untuk dilaksanakan di dalam negara ini untuk melihat sejauh manakah pembelajaran bahasa asing khususnya bahasa Mandarin dapat meningkatkan pencapaian NNL terutamanya dalam aspek komunikasi.

Kajian terhadap keberkesanan lagu dalam pengajaran bahasa asing ini sangat penting dalam sumbangan terhadap bidang psikologi pendidikan. Pemahaman tentang pengaruh lagu terhadap pemerolehan bahasa asing seseorang individu adalah sangat penting dalam usaha untuk menjadikan muzik dan lagu sebagai alat pedagogi dalam kelas pembelajaran bahasa asing. Selain itu, kajian ini dilihat dapat menyumbang ke arah peningkatan kualiti pengajaran dan pembelajaran bahasa asing di peringkat pengajian tinggi serta dijadikan rujukan oleh tenaga pengajar bahasa asing untuk mempelbagaikan teknik pengajaran bahasa asing di dalam kelas.

7. Rujukan

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The Initiation of Grapevine Phenomenon: Personality as a Distinctive Mechanism

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Abstract - *The inclusion of rumour and gossip in daily communication has made grapevine such a common phenomenon among the members of society, regardless of their different background. This paper aims to discuss the relationship between personality factors and grapevine in organization as well as understanding the (grapevine) consequences towards job performance among employees. Previous research conducted can help to conceptualize grapevine as well as gossip and rumour which fall under the same principal of communication. The paper will also help to propose future studies of grapevine phenomenon which will involve employee regardless of their educational background, socio-economic background, grades, designation and their field of work. By looking into The Big Five Model, the personality traits of those involve in grapevine can be identified and put forward to be analysed whether such relationship between personality factors and grapevine could influence the job performance among employees. It is hoped that the extension of this topic will be taken into further consideration by researchers, academics as well as policy makers.*

Keywords: Grapevine, personality factors, job performance, big five model

1. Introduction

Grapevine has been one of the main communication tools since the beginning of humankind. With communication, human can reach to each other regardless of the means applied in various populations throughout the centuries (Gamble & Gamble, 2013). Hitherto, the means of communication have been aligning with the development of contemporary technologies, making information dissemination more convenient, yet in another perspective, it can be harmful as well. Communication can be described as the process of using message to generate meaning in our daily life (Pearson, Nelson, Titsworth, & Harter, 2008). The inclusion of rumour and gossip in daily communication has made grapevine such a common phenomenon among the members of society, regardless of their different background.

Grapevine was first introduced during the American Civil War to highlight the falsification or the unnatural form of information disseminated during that period (Zainal Ariffin Ahmad et al., 2009). Nevertheless, the presence of grapevine in organizational-based communication has long triggered the affection of those who are craving for instant information (Grosser, Lopez-Kidwell, Labianca, & Ellwardt, 2012). As it travels very fast, information that went through will entirely affect people's perception, thus initiating interpretations of the many people involved in the process (Pearson et al., 2008). The ability to spread information through word of mouth initially triggers people's interest on understanding more about grapevine. Even though the sources are still questionable, the tendency of grapevine to be implemented as an informal communication indicates that it is still being highly regarded as one of the mechanisms in disseminating information (Miharaini Md Ghani, Mohd Nizam Osman, & Nur Farah Fadhliah Mahmud, 2015). Prior to this perception, significant reputational harm can be the outcome of a crisis caused by the circulation of gossips in organization (Mohd Mursyiddin Abdul Manaf, Erlane K Ghani, & Ismie Roha Mohamed Jais, 2013). Such assumption indicates that although grapevine is the fastest way of getting the latest

information, it can also bring harm in many ways towards the organization involved. Modern day grapevine has also triggered the interest of technology literate individuals to search for the easiest and fastest way of ensuring such information can spread all over the world like an epidemic of virus. Therefore, with the introduction of internet and the proposition of having everything within one click, making news viral is something that everyone must know.

In the study of understanding rumour and gossip in organizations, the term ‘informal communication’ has been pointed out as the general idea representing grapevine activity, rumour as well as gossip (Michelson & Mouly, 2004). Besides that, organizational life and the grapevine phenomenon which involves rumour or gossip is merely inseparable and any chances of not having grapevine are inevitable (Michelson & Mouly, 2004). Therefore, daily interactions involving interpersonal contact and in-group transaction will result in informal process of communication. Previous researchers have come out with an illustration of grapevine, which can be seen in a form having branches containing gossip and rumour; intertwine within an organization and circulating without any boundaries (Crampton, Hodge, & Mishra, 1998). Crampton et al. (1998) classify grapevine as a rapid medium of delivering information which is unstoppable. This indicates how powerful grapevine can be without proper control or supervision.

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2. Grapevine: Words can be sharper than swords

In any organization, grapevine has always been the practice in delivering information, especially among colleagues regardless of the organizational strata. Grapevine is assumed to be affecting government and private sectors because of the simultaneous occurrence of facts and perceptions within the message (Miharaini Md Ghani et al., 2015). Moreover, the tendency to spread the news or information is also high especially when it involves employees in any organization. The practice of excessive grapevine might cause harm to an organization. Spreading of news, especially ones which is malicious is believed to be affecting the performance of employees. However, understanding grapevine is presumed to be quite challenging as the circulation and dissemination of rumour and gossip does not have a starting nor it has an ending (Mohd Mursyiddin Abdul Manaf et al., 2013). Otike (2011); Zainal Ariffin Ahmad et al. (2009) highlight a few main features of grapevine: Exists in almost every organization; hard to eradicate or control, arises out of people’s interaction; spontaneous; assume to be more pleasing and reliable communication; travels extremely fast and involve a more ‘emotional’ and censored information

Rumour and gossip are predetermined as having almost the same definition and concept. One of the unusual descriptions of rumour and gossip coined is the receiver of rumour and gossip will be the third hand party or third hand receiver of information. Such assumption is aligned with the notion of rumour and gossip not having a start nor ending point highlighted by Mohd Mursyiddin Abdul Manaf et al. (2013). The feeling of uncertainty, the absence of context and information and the tendency to be affected by the consequences are some indicators of gossip and rumour (Mohd Mursyiddin Abdul Manaf et al., 2013; Shibutani, 1966). Gossip can be described as —evaluative social talk about persons, usually not present, arising in the context of social networks, (DiFonzo & Bordia, 2007). While rumour tend to be described as having no basis of facts, gossip however are assume as having an insignificant amount of ‘factuality’ circulating it (Michelson & Mouly, 2004). Rumour is suggested to be a form of ‘talk’ which is unverified by authority or does not possess any proof to its authenticity (Michelson & Mouly, 2004). Such notion can be described as having hypothesis of the

information received which is yet to be confirmed as true or false (Michelson & Mouly, 2004).

On the other hand, gossip is more of having small and idle chats, which is surprisingly assumed as carrying ‘small’ amount of information regarded as the truth (Michelson & Mouly, 2004). Nevertheless, the assumption rumour and gossip being a separate entity is not fully generalized as both are lacking of authenticity as well as genuine truth. Michelson and Mouly (2004) conclude that, —rumour and gossip are used interchangeably as an informal communication transmitted to another person, regardless of whether or not the communication has been established as fact. This suggests that the basis in understanding rumour and gossip stands in the notion of both entities do not possess any facts or evidence that can support their premises.

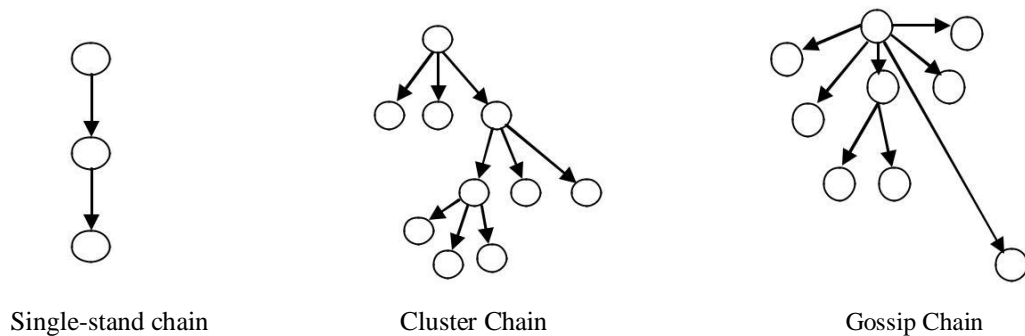


Figure 4: Types of chains in grapevine
(Source: Zainal Ariffin Ahmad et al., 2009)

There are three basic forms or also known as chains of grapevine occurrence. The first chain of grapevine is known as the single-strand chain. This is the basic form of all the grapevine chains. The single-strand chain implements a simple concept of A tells B, B tells C and the process continues in a straightforward manner. Each participant from the grapevine chain will keep on telling the information to the next participant. A longer strand will cause inaccuracy, misrepresentation and confusion within the delivered message. The last person in a single-strand chain might have the tendency to receive a different version of the message (Zainal Ariffin Ahmad et al., 2009). The second chain of grapevine is known as the cluster chain. The cluster chain refers to the pattern of selecting only those who are in a particular social informal group to receive the information (Zainal Ariffin Ahmad et al., 2009).

When the information begins to transmit, person A, who started the chain will tend to make contact with person B and C who are in the same circle of friendship. Afterwards, Person C who shares the same workstation with person D will share the same information, and person D who went to another department to meet his friend person E will have the privilege of sharing the information. The list goes on as long as the sender and the receiver of the information are comfortable with each other. The cluster chain frequently occurs in organizations because people tend to share information with those who are usually close to them. Nevertheless, ambiguity and confusion as well as misinformation will still occur in this chain regardless of the selective pattern in the cluster chain (Zainal Ariffin Ahmad et al., 2009). The third pattern of grapevine chain is described as the gossip chain. In the gossip chain, person A, who started the process, will tell anyone that he had encountered (Zainal Ariffin Ahmad et al., 2009). There is no discrimination in selecting the receiver of the message throughout the gossip chain. However, the gossip chain appears to be taking longer time to spread the information, as it requires the originator of the information to deliver it. Thus, the presence of grapevine

in organizational-based communication has long trigger the affection of those who are craving for instant information. Other than that, the tendency of spreading information through word of mouth from one person to another without validating the source can also best describe the term grapevine (Miharaini Md Ghani et al., 2015). Thus, Grapevine can be interpreted as a powerful tool in disseminating information throughout the organizational sphere. The practice of grapevine itself has been a significant culture of social networking before the introduction of the World Wide Web.

In any organizational context, excessive grapevine communication practice in terms of spreading rumour and gossip can threaten the well-being of the group involved. For example gossiping has long been recognized as one of the threats to organizational safety (Michelson, van Iterson, & Waddington, 2010). Gossip is not only applicable in the circle of employees, but it also plays a major role in demonising the superiors' reputation. This argument was presented in the case of Japanese managerial power (Michelson et al., 2010; Ogasawara, 1998) whereby the managers appeared to be losing their control over their subordinates due to the frequency and content of the gossip which was malicious. Such damage that could be the outcome of malicious gossip is the counterproductive organizational behaviour (Shallcross, Ramsay, & Barker, 2011). Counterproductive organizational behaviour or also known as counterproductive activities are behaviours which go against the goals of the organization, thus putting employers into legal and financial risks (Lutgen-Sandvik & Sypher, 2009). It was also highlighted that the Japanese case of managerial power involved the 'confrontation' between female subordinates and male managers, thus causing harm to the managers' reputation and reducing their chance of being promoted to a higher position (Michelson et al., 2010).

The consequences of malicious gossip exercised by the female subordinates on male managers can be in forms of reputational harm, loss of employment, loss of financial support as well as health problems (Michelson et al., 2010). Such assumption is supported by the notion that gossip is a casual yet evaluative talk among members of a small group which involves the topic pertaining to another individual, absent from the process (Kurland & Pelled, 2000). Other than that, the supremacy of gossip, rumour, and ambiguity with malicious intent are seemingly causing co-workers to 'gang up' and form a workplace mob, thus isolate, discredit and demonise their target (Shallcross et al., 2011). Previous researchers have indicated that grapevine initiation is caused by internal and external factors surrounding the life of an employee (Miharaini Md Ghani et al., 2015). Spreading out and receiving rumours and gossip via grapevine phenomenon would not be successful without the appearance of several members of organization whom are avid listeners and distributors of the news. Therefore, a social setting is much needed to ensure that the flow of grapevine, especially involving gossip and rumour is inevitable (Farley, Timme, & Hart, 2010). Having social contact indicates that we have the preference and comfort of sharing news with those who are within our social landscape. The social network development and preservation are due the blissful gossiping activity wandering all over the sphere of communication (Ellwardt, Labianca, & Wittek, 2012). Thus, various social needs and wants can be fulfilled via engaging in such social interaction, which involves grapevine.

Nowadays, not much has been done in the study of understanding grapevine in the working culture of Malaysia. Zaridah Abdullah, Faizah Din and Abdullah@Kassim Mohammed (2008), Mohd Mursyiddin Abdul Manaf et al., (2013) and Miharaini Md Ghani et al., (2015) studies on grapevine phenomenon were conducted mainly in the Klang Valley (urban area/west coast). Thus, the lack of studies on the other parts of the country indicated that although grapevine phenomenon is assumed to be highly

practiced in Malaysia, numbers of studies could still be done in the near future. Assumptions of employees wasting time by gossiping and spreading rumour have initiated the interest of this research to contribute more towards understanding the grapevine phenomenon. Previous studies were conducted to identify the antecedents of rumours and gossip, which are the two main components in grapevine. The antecedents of rumour and gossip can be categorized as demographic variables, personality variables, the role of context, the functions of rumour and gossip as well as the type of rumour and gossip (Michelson & Mouly, 2004). However, there is a very small number of research conducted regarding to the personality traits of those who are involved in the grapevine phenomenon (Michelson & Mouly, 2004). Although it is limited, the evidence concerning with personality variables is very encouraging and can help to characterize the personality traits involved (Michelson & Mouly, 2004). In order to conceptualize personality traits, and its relationship with grapevine, researchers can correlate the Five-Factor Model of Personality (Costa & McCrae, 1992; Costa, Terracciano, & McCrae, 2001; Judge, Higgins, Thoresen, & Barrick, 1999) to the tendency of grapevine involvement. The Five-Factor Model of Personality or commonly known as The Big Five Model is divided into six facets: Openness to experience, Conscientiousness, Extroversion, Agreeableness and Neuroticism (emotional stability).

Nevertheless, some researchers also discover the importance of having grapevine in organization. A study conducted by Mohd Mursyiddin Abdul Manaf et al. (2013) has come out with an interesting analysis on how grapevine can be beneficial in organization. As we all know, the era of technology has caused people to neglect the importance of face-to-face interaction. In relation to that, gossiping among employees can help to enhance interpersonal relationship, thus promoting group solidarity via social entertainment (Mohd Mursyiddin Abdul Manaf et al., 2013). Therefore, the researcher also believes that group solidarity and group cohesiveness could be achieved via grapevine, if proper conduct is taken and malicious and seditious content stay within personal boundaries of information.

The Grapevine Phenomenon: conceptualizing rumour and gossip

There are several traits of grapevine coined by Wells and Spinks (1994). The traits of grapevine are as follow: humanly permanent, extremely fast, highly accurate, having qualified answers, usually indicating bad news and showing —real life example to the receiver of the message (Wells & Spinks, 1994). The traits shown are in line with the characteristics of rumour and gossip whereby the rapid development and distribution of rumour and gossip shows that the grapevine phenomenon is a —professional term to represent these forms of informal communication in the organizations involved. In defining gossip and rumour, the absence of facts and evidence within these two forms of informal communication has caused many people to presume that both are synonymous (Michelson & Mouly, 2004). This is due to the rapid development and circulation of rumour and gossip that travels without acknowledging the essence of facts and evidence that should be included in the message. Nonetheless, there are some distinctions between rumour and gossip. While rumour tend to be described as having no basis of facts, gossip however are assumed as having an insignificant amount of ‘factuality’ circulating it (Michelson & Mouly, 2004). Rumour has the ability to attract more audience in comparison with gossip (Michelson & Mouly, 2004). The large perimeter of rumour is due to the inability of gossip to have larger audience, since gossip is only shared within the secrecy and intimate boundaries usually involving close friends, family members or trusted associates (Michelson & Mouly, 2004). Nevertheless, both rumour and gossip carry some similarities and differences that distinguish them from each other.

Table 1: Overview of rumour and gossip- similarities
 (Source: Michelson & Mouly, 2004)

Factor	Similarities
Basis	Hearsay
Characteristic	Suspension of recipient disbelief Topicality of message Spontaneity
Nature of content	Malevolent/benevolent
Primary connotation (directionality)	Neutral/negative

Source: Michelson & Mouly (2004)

Table 2: Overview of rumour and gossip- differences
 (Source: Michelson & Mouly, 2004)

Factor	Rumour	Gossip
Basis	Unsubstantiated information	Some presumption of —factuality
Characteristic	Culture of more public, universal interest	Culture of privacy/intimacy
Primary motivation	Desire to cope with uncertainty	Desire to achieve status and ego needs

Source: Michelson & Mouly (2004)

The personality traits and the grapevine phenomenon: how far does it influence individual's performance?

There is a relative number of research conducted regarding to the personality traits of those who are involved in the grapevine phenomenon (Michelson & Mouly, 2004). Although it is limited, the evidence concerning with personality variables is very encouraging and can help to characterize the personality traits involved (Michelson & Mouly, 2004). Previous study conducted by Miharaini Md Ghani et al. (2015) managed to uncover the factors of grapevine occurrence as a whole. The result has indicated that incomplete information, organizational culture, insecure working environment, dissatisfaction, believe in the information spread and personal advantage are the factors of grapevine among administrative staffs in public higher learning institutions (Miharaini Md Ghani et al., 2015). However, not much has been done to correlate personality factors and the grapevine phenomenon (Michelson & Mouly, 2004). Although personality factors are less explored, the evidence concerning with personality variables is very encouraging and can help to characterize the personality traits involved (Michelson & Mouly, 2004).

In conceptualizing grapevine phenomenon and job performance, there are a number of researchers done to highlight the consequences of grapevine towards job performance, specifically involving organizational level. Michelson et al. (2010); Ogasawara (1998) mentioned that managers appeared to be losing their control over their subordinates due to the frequency and content of the gossip which was malicious, resulting in counterproductive organizational behaviour (Shallcross et al., 2011). Counterproductive organizational behaviour or also known as counterproductive activities are behaviours which go against the goals of the organization, thus putting employers into legal and financial risks (Lutgen-Sandvik & Sypher, 2009). It is also highlighted that the Japanese case of managerial power involved the ‘confrontation’ between female subordinates

and male managers, thus causing harm to the managers' reputation and reducing their chance of being promoted to a higher position (Michelson et al., 2010). Such situation that occurs in any organization would play a major impact in deteriorating individual's performance, thus affecting the organization as a whole. The correlation of such aggressive acts by female subordinates towards male managers can be seen as an act of hostility, which falls under the facet of consciousness or emotional stability under The Big Five Model of Personality (Barrick et al., 2002; Costa & McCrae, 1992; Costa et al., 2001; Judge et al., 1999; Zainal Ariffin Ahmad et al., 2009).

Previous research has indicated that numbers of personal needs such as need for social approval and dominance are closely related to the frequency of gossip dissemination (Michelson & Mouly, 2004). Another feature of personality traits is likeability, whereby excessive gossipers have less attention (less liked) by other member of the organization (Michelson & Mouly, 2004). Other than that, the gossipers who have the tendency to demand for more attention if the information spread does not trigger the interest of the crowd (Michelson & Mouly, 2004) may possess negative personality traits such as hostility. The transmission of rumour and gossip also depends on the level of anxiety experienced by the gossiper and the receiver of the information (Michelson & Mouly, 2004). In another study conducted by Miharaini Md Ghani et al. (2015), respondents were given Likert scale questionnaire with 11 items pertaining to factors of grapevine in the public higher learning institutions. 73.4% respondents agreed that incomplete information caused grapevine to occur, 71.7% agreed that grapevine is just a form of organizational culture, 47.1% respondents agreed that having an insecure working environment had caused grapevine to occur, dissatisfaction (53.5%), tendency to believe in the information spread (60.4%) and another 63% agreeing that grapevine is spread for personal advantage (Miharaini Md Ghani et al., 2015). The study by Miharaini Md Ghani et al. (2015) also identified staff relationship, depression, feeling uncomfortable, productivity, reputation, internal political issues, dissatisfaction and group separation as the effects of grapevine among staffs in public higher learning institutions. . One of the traits in neuroticism is anxiety and it is proven that anxiety can help to predict one's involvement in grapevine phenomenon (Michelson & Mouly, 2004).

Another study conducted by Mohd Mursyiddin Abdul Manaf et al. (2013) has come out with a set of qualitative data derived from the study of gossip, which is a form of grapevine phenomenon in the qualitative perspective. The study by Mohd Mursyiddin Abdul Manaf et al. (2013) has employed in-depth interview as a technique in data collection in order to ensure the acquisition of meaningful and rich data. Based on the in-depth interviews conducted, it is found that gossip is determined as information gained through making social comparisons with others (Mohd Mursyiddin Abdul Manaf et al., 2013). Therefore, gossip formation is the same as social formation whereby the people involved will not only gain information, but they will also have the pleasure of involving in a physical form of social networking.

Grapevine: female versus male and demographic contribution

Previous research of rumour and gossip has indicated that demographic factors such as age, gender and education did not feature significantly in the circle of rumour and gossip dissemination (Michelson & Mouly, 2004). On the other hand, Leaper and Holliday (1995); Michelson and Mouly (2004) indicated that gender could still play a major role in grapevine phenomenon, depending on the nature or content of the information. As the argument moves on, researchers like Farley et al., (2010) conducted a research on peoples' perception on female excessive gossipers in the workplace context. Gossip, which is also a branch of grapevine tend to be formulated in any setting, regardless of the gender involved. The study indicated that women gossipers could be divided into two categories; high gossipers and low gossipers (Farley et al., 2010). Moreover, the high gossipers were found to be enforcing greater control towards others compare to the low gossipers. In contrary to normal belief, the findings also indicated that low gossipers tend to be much for pleasant than the high gossipers. Such findings can help to navigate this study in determining the dimension of male and female gossipers. Therefore, the demographic factors could also help future researchers to have a wider view on how grapevine circulates among male and female gossipers. It can also help to divert the public's attention on female as being the excessive gossipers to generalizing gossipers regardless of their gender.

Subsequently, gender does co-exist with the assumption that women are much more participative in the grapevine phenomenon. However, women tend to exercise gender-segregated networks, as they prefer to share the information with other women that belong to the same group of interest (Michelson & Mouly, 2004; Ogasawara, 1998). Women are also believed to have been practicing gossip and rumour as it can help them to establish themselves as the gatekeeper of informal information (Farley et al., 2010). The position or designation held in an organization could also one of the variables contributing towards grapevine phenomenon. Such assumption is relevant to any organizational setting since managerial level staffs or executives are more likely to receive the news first from official channels such as meetings or confidential documents whereas subordinates will have to rely on rumour or gossip for the news to be received (Michelson & Mouly, 2004).

3. Understanding the grapevine phenomenon:future recommendation

In the study of communication, organizational life and the grapevine phenomenon which involves rumour or gossip is merely inseparable and any chances of not having grapevine are inevitable (Michelson & Mouly, 2004). The outcome of future studies will also help prospect or current employers to determine the right person for the right job. In order to maximize performance in any organization, employees need to be placed in the right department. Thus, future studies can help to formulate an assessment of personality and grapevine tendency's prior to hiring the employment. For example, a person with high tendency of anxiety (low neuroticism) could possess the potential of spreading uncertainty, thus he will not be placed in a critical department such as finance and human resource. This study can help to contribute in terms of conceptualizing grapevine among members of organization.

Another significant contribution that can be derived from future research of grapevine is the formulation of Grapevine Code of Conduct. Prior to the establishment of the Journalism Code of Ethics Malaysia (Wariya, 2011), the Grapevine Code of Conduct in Organization can help to maintain peace and harmony within the circulation of grapevine. One of the conducts that can be adapted into the Grapevine Code of Conduct in Organization is item number one, whereby it states that —journalist is to report the

truth and respect the rights of the public to be well-informed, (Wariya, 2011). Thus, in making sense of the organizational setting, such conduct can be used to remind the employees on the impact of excessive grapevine towards the organization's well-being. Ironically, people who spread rumours and constantly gossip can be acknowledged as a self-appointed journalist in the organization that he or she serves. Although the establishment of Grapevine Code of Conduct in Organization seems to be elusive, the data that will be derived from this study can help to rectify the current practice of grapevine, especially in terms of managing rumour and gossip circulation among employees. Thus, the current Journalism Code of Ethics Malaysia by Chamil Wariya (2011) can be used as one of the main references.

4. Conclusion

In the context of Malaysian organizational setting, the management of grapevine has not been thoroughly addressed due to its nature of uncertainty within the message delivered by the interlocutors. Therefore, future studies in the field of communication, business, organizational behaviour and management could assist researchers in understanding the antecedents of grapevine and its contribution towards performance. Nevertheless, many researchers like Mohd Mursyiddin Abdul Manaf et al. (2013), Miharaini Md Ghani et al., (2015), Michelson & Mouly (2004), Michelson et al., (2010) and Litman & Pezzo (2005) have highlighted in their research that grapevine phenomenon does not only cause harm, but it can also enhance other aspects in organizational development. Such beneficial aspects are like group development of group solidarity, enforcement of group norms (Mohd Mursyiddin Abdul Manaf et al., 2013), revealing threats towards organization (Michelson & Mouly, 2004) and promoting sense of belonging towards the organization (Litman & Pezzo, 2005). Therefore, it is hoped that the extension of this topic will be taken into further consideration by researchers, academics as well as policy makers.

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The Effect of Perceived Desirability on Social Entrepreneurship Intention among Malaysian Higher Learning Institution“ Students: A Proposed Model

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Abstract – *Social entrepreneurship is a rapidly growing phenomenon around the globe since a long time ago until nowadays. The emergence of social entrepreneurship worldwide, proving that it“s able to find a better solution for every single social ill that arises in the societies. In Malaysia as well as around the world, social entrepreneurship has the potential to solve pressing issue such as youth unemployment. Thus, social entrepreneurship can be considered as a new platform to be involved by the youth in Malaysia. This present study, therefore, aims to propose a conceptual model regarding the effect of perceived desirability on social entrepreneurship intention formation among students in the Malaysian higher learning institution. To test the relationship between perceived desirability and social entrepreneurship intention, the proposed conceptual model was developed based on the model of Shapero and Sokol (1982) and theory of Ajzen (1991). This study is hopefully will provide a beneficial outlook to academicians and practitioners as well as contribute to both; practical and theoretical implications.*

Keywords: perceived desirability, social entrepreneurship intention, students, youth unemployment

1. Introduction

Nowadays, due to the changing of the world’s social, economy and environmental impact, the challenges which never rise before already occur and the world today is plagued with many vast problems such as unemployment, access to health care and clean water, education outcomes, poverty, and so on. These existing issues raise a question on how to cope with the problems and who are responsible for solving the issues. Fortunately, the rapidly growing phenomenon around the globe; social entrepreneurship (MaGIC, 2015a), proving that it able to find a better solution for every single social problem that arise in the societies.

Social entrepreneurship, an emergent field (Conway Dato-on & Kalakay, 2016) is a —process consisting in the innovative use and combination of resources to explore and exploit opportunities that aim at catalyzing social change by catering to basic human needs in a sustainable manner (Mair & Marti, 2004). Social entrepreneurship is seen as a platform which can give a social impact for the nation and worldwide and also enhance social innovation among the individuals and organizations.

Apart from that, social entrepreneurship can be the greatest healer for the society as it is —the first and foremost a practical response to unmet individual and societal needs (Alford, Brown, & Letts, 2004). Hence, social entrepreneurship is one of the powerful options

which can solve youth unemployment in Malaysia as well as around the world (Bosch, 2015; Catford, 1998; MaGIC, 2015b).

Currently, until February 2017, the nation has an unemployment rate of (3.5%) amounting to 514,800 unemployed people (Mohd Uzir, 2017). A number of students, known as the youth, enrolling into the Malaysian higher learning institution also will increase because the literacy level of Malaysian can be considered high and consequently contribute to the unemployment problem (Hardy Loh & Noor Faizah, 2014, 2015, 2016). Thus, the issue of youth unemployment in Malaysia needs to be addressed for the good of the social as well as the economy of the nation.

The study regarding the intention formation of the students in the Malaysian higher learning institution towards social entrepreneurship is crucial in order to know the willingness and tendency of the students to involve in social entrepreneurship agenda in Malaysia as well as to choose social entrepreneurship as their career path and also because they are actively involved in a career intention formation process (Hockerts, 2017).

In addition, previous studies had been done on the social entrepreneurship intention formation among students by past researchers (Noorseha, Ching Seng, Dewi, & Md Zabid, 2013; Politis, Ketikidis, Diamantidis, & Lazuras, 2016). Meanwhile, similar studies regarding entrepreneurial intention and social entrepreneurship also being conducted in order to know the willingness of students to create social innovation that contributes to the society (Radin Siti Aishah, Norasmah, Zaidatol Akmaliah, & Hariyaty, 2016; Sutha & Sankar, 2016)

Hence, previous studies were available on the relationship between perceived desirability and social entrepreneurship intention (Forster & Grichnik, 2013; Krueger, 1993; Krueger & Brazeal, 1994; Krueger, Reilly, & Carsrud, 2000; Noorseha et al., 2013; Ormiston & Seymour, 2011; Shapero & Sokol, 1982; Urban & Kujinga, 2017; Urban & Teise, 2015). Notwithstanding with the growing number of studies around the world, studies on social entrepreneurship intention in developing country like Malaysia are scarce.

2. Literature Review

Perceived Desirability

Perceived desirability was —the degree to which one determined the desire of starting a business to be attractive and reflected one's affection towards entrepreneurship (Krueger, 1993) and, hence, generating the entrepreneurial event; forming an enterprise (Forster & Grichnik, 2013; Mair & Noboa, 2003, 2006b). Besides, Scott and Twomey (1988) and Shapero and Sokol (1982) mentioned that perceived desirability became an individual bias toward something more attractive; a bias that grew from the perceived personal consequence of the entrepreneurial outcomes. The desirability of an individual to establish an enterprise would be influenced by the mindset of an entrepreneur. In addition, in the context of social entrepreneurship, desirability referred whether an individual was attracted by the social opportunity as he or she had to cope with social ills that existed in the society (Urban & Teise, 2015). A social entrepreneur might take that opportunity as a platform to start-up a social enterprise; an enterprise that aimed to give a social impact and enhance social change in the society.

Besides, the study done by Jiao (2011) proposed that the desirability of the social entrepreneur in the decision-making process might be definitely associated with social entrepreneurship activities because the cognitive desirability of the social entrepreneurs can have an impact on the initiation of social entrepreneurship, which in turn pushed social impact and created social value for the whole society. The desirability of the social entrepreneur can be stated as a leading factor towards social entrepreneurship activities.

Therefore, perceived desirability, which led social entrepreneurs to think about a certain social engagement desirable, would be taken into consideration as one of the crucial elements for their entrepreneurial intention formation and, consequently, their behavior (Forster & Grichnik, 2013). Previous scholars also argued that perceived desirability positively associated with entrepreneurial intentions (Krueger, 1993; Krueger & Brazeal, 1994; Krueger et al., 2000; Shapero & Sokol, 1982).

Meanwhile, in the social entrepreneurship area, the intent to pursue a social opportunity was also being predicted on the perceived desirability of the undertaking (Urban & Teise, 2015). Previous studies showed that perceived desirability was related to social entrepreneurship intention. Ormiston and Seymour (2011) stated that the impact of perceived desirability on social entrepreneurship intention was positive. Noorseha et al. (2013) also mentioned that perceived desirability and social entrepreneurial intention was positively significant. Even the studies done by other researchers suggested that there was a positive and significant relationship between perceived desirability and social entrepreneurship intention (Forster & Grichnik, 2013; Urban & Kujinga, 2017). Reflecting on the aforementioned findings, it is evident that research on the effect of perceived desirability on the social entrepreneurship intention is significant. Therefore, based on the previous studies, the proposed hypothesis is:

H1: Perceived desirability is positively related to social entrepreneurship intention among Malaysian higher learning institution' students.

The Conceptual Model of the Study

Social entrepreneurship is still new in Malaysia and verifying the social entrepreneurship intention among Malaysian students will set a new perspective to the social entrepreneurship landscape locally. Thus, the aim of this study is to investigate the relationship between perceived desirability and social entrepreneurship intention. The study also develops a conceptual model which is in line with Entrepreneurial Event Model by Shapero and Sokol (1982) and Theory of Planned Behavior by Ajzen (1991). The proposed conceptual model can be used to give insight on the important factor that leads to the social entrepreneurship intention formation. The conceptual model for this study is as shown in Figure 2.1.

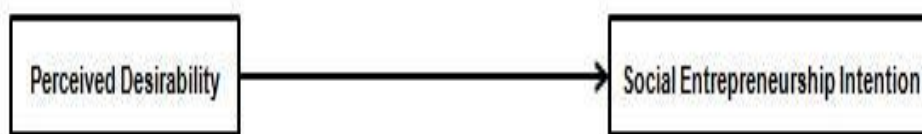


Figure 5: Figure 2.1: The Conceptual Model

3. Methodology

The study uses a cross-sectional survey method to seek responses from Malaysian higher learning institution' students; using questionnaires and stratified random sampling. 20 higher learning institutions, specifically, public universities, in Malaysia are studied. The method is applied because most of the public universities in Malaysia offer similar courses. The study uses descriptive statistics and multiple linear regression as a data analysis method. The regression analysis is employed to test the hypothesized relationship in the proposed conceptual model.

Perceived desirability is measured as the attractiveness to set-up social enterprise and adopted from Krueger (1993) which consists of three items. Meanwhile, social entrepreneurship intention is measured as the willingness to involve in social entrepreneurship; to launch social enterprise and modified from Liñán and Chen (2009), who measured entrepreneurial intention to start up a business based on 6 items.

4. Conclusion

Social entrepreneurship in Malaysia has been acknowledged by government and also corporate sector as one of the vital agenda in the development and growth of the nations' economy due to its ability and capability of solving pressing issues that arise worldwide. The social entrepreneurship intention among students can offer a new outlook to the social entrepreneurship agenda in Malaysia. Thus, the key contribution of this paper is the formulation of a conceptual model for social entrepreneurship intention. The workability of this conceptual model should be examined and verified using empirical data in the context of the social entrepreneurship agenda in Malaysia.

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The Influence of Entrepreneurial Orientation and Business Performance of Small and Medium Enterprises in Malaysia: Entrepreneurship Education as a Mediator

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Abstract - *This study seeks to examine the interrelationship between three elements of an entrepreneurial orientation (pro-activeness, innovativeness, and risk-taking) and business performance with the influence of mediating effect of entrepreneurship education. It proposed a quantitative analysis in which entrepreneurial orientations are expected to be critical success factors of SMEs. Data will be collected by means of a self-administered questionnaire completed by owner/managers that will be randomly selected from a sampling frame of registered SMEs with SMECorp. Malaysia. The questionnaires is adopted and modified from prior research will be used to measure the entrepreneurial orientation and business performance. The finding is expected to indicate significant correlation between dimensions of entrepreneurial orientation and business performance; and entrepreneurship education will mediate the relationship between entrepreneurial orientation and business performance. These findings may be of help to the owner/managers of SMEs to be more entrepreneurial oriented and add on the entrepreneurship education in order to survive and to sustain in the intensely competitive market environment.*

Keywords: pro-activeness, innovativeness, risk-taking, entrepreneurial orientation, entrepreneurship education, business performance, small and medium enterprise, Malaysia

1. Introduction

The performance of small businesses is defined as their capability to lead to the creation of employment and wealth by business start-up, survival and sustainability (Sandberg, Vinberg, & Pan, 2002). In line with the SME annual report 2010/2011, SMEs represented approximately 99.2% of the entire business formations in Malaysia in 2010. Business performance has been major focus of the study since it is proven to have positive correlation with economic growth and sustainability. Based on past evidences, numerous studies have linked, business performance, directly or indirectly, with entrepreneurial orientation (Wiklund & Shepherd, 2005, Li et al, 2009, Zahra & Garvis, 2000, Hughes & Morgan, 2007). This means that firms that seriously adopt entrepreneurial orientation perform better than those with lack of such orientation. Therefore businesses are required to initiate innovation regularly, anticipate demand, take into account the risk, and aggressively compete to maintain or find new positions in the marketplace. Entrepreneurship education; as in this study takes a role as a mediator, can be viewed broadly in terms of the skills that can be taught and the characteristics that can be engendered in individuals thus will enable them to develop new and innovative plans. It focuses on the expertise used to conceive of and commercialize a business opportunity and at the same time functions as cumulative factors to organization's performance. Research examining the EO-performance relationship has drawn upon many different operationalization of organization performance. The most commonly utilized measures of performance have been profitability, sales growth, return on investment (ROI) and return on equity (ROE). However, the approach used for measuring these variables has been mixed. Plotting together all these concepts and its dimensions in a model to be studied will derive a new findings and conclusion that may be used as a reference for future actions.

1.1 Research Phenomenon

Based on past evidences and findings from previous studies, this study aims to fill some of the literature gaps by examining factors that influence organization performance from perspective of entrepreneurial orientation among SMEs in Malaysia. Specifically this study intends to determine the extent the entrepreneurial orientation consists of risk-taking, innovativeness and proactiveness have significant influence on business performance of SMEs in Malaysia.

SMEs play an important role in the economic growth especially in Malaysia in decades and becoming an important incubator of employment and maximize the efficiency of the resource allocation and distribution by mobilizing and utilizing local human and material resources (Cunningham & Rowley, 2007). SMEs also act as feeder of goods and services to large organizations.

In last few decades also saw a tremendous increased in participation of SMEs which are seen to be playing a major role for the nation's economic development (Abd Aziz & Mahmood, 2011; Idar & Mahmood, 2011). Most SMEs have been characterized as dynamic, innovative, efficient and their small size allows for flexibility, immediate feedback, short decision-making chain, better understanding and quicker response to customer needs (Singh, Garg & Deshmukh, 2008; Idar & Mahmood, 2011). These firms need dynamic capabilities that enable them to sense and seize new opportunities and renew the existing market base. It is proposed that entrepreneurial behaviour constitutes a potential source of competitive advantage and critical success factors of the SMEs business performance.

1.2 Problem Statement

As drivers of employment and economic growth, SMEs are well positioned to provide the greatest potential for wealth creation and redistribution. However, limited resources and capabilities may restrict their options for exploiting such opportunities. Specifically, SMEs may lack the internal ability to transform resources, processes, and capabilities to meet the demands of new business opportunities. Reports from Malaysia SME Masterplan 2012-2020, SMEs are not achieving high performance due to challenges faced in each of these areas. The aim of the Masterplan is to address these challenges to unleash the growth potential of SMEs to achieve Vision 2020. It is important to understand the forces that drive performance of SMEs and the constraints along these growth levers in order to formulate remedial policy actions. The measures have to be addressed simultaneously as shortcomings from any one factor can weigh down on the overall growth prospects of SMEs.

By narrowing down a huge problem faced by SME Malaysia, the current study zooms and focuses on one dimension of organization performance. Organization performance is an indicator of organization development (Marshall 1999). Performance also has seen as a measurement process of quantifying the efficiency and effectiveness of the action (Neely 1995). Linking organization performance with entrepreneurial orientation, this study intend to examine in detail does entrepreneurship orientation influencing organization performance?; and does entrepreneurial education (obtained by respondents prior to joining business) mediating the relationship between entrepreneurial orientation and organization performance among SME owners in Malaysia?

1.3 Research Objectives

- i To examine the influence of innovativeness orientation on organization performance.
- ii To examine the influence of risk-taking orientation on organization performance.
- iii To examine the influence of pro-activeness orientation on organization performance.
- iv To examine the influence of entrepreneurial orientation on organization performance with the mediating effect of entrepreneurship education.

2. Materials and Method

2.1 Business Performance

The definitions of performance are defined as the personnel's successfulness in achieving strategic objective from four perspectives: finance, customer, process, as well as learning and growth. However the organizational performance is the management decisions' outcome to achieve particular mission, vision and objective in effective and efficient way. The research spectrum has been categorized into theoretical perspective. Business performance is the quality and quantity of the tasks achievement, both by individuals and by group or organization. Normally there are five indicators used for measuring performance that are the preciseness in fulfilling demand, ability to maintain good relationship with customers, sufficient inventory, keeping quality of the product, and providing affordable price for customers.

Based on the reviewed from literature of the business performance reveals the construct that there is no consensus among the researchers on the appropriate measures of business performance indicators. As a result, a wide diversity of performance measures, i.e., objective and subjective measures, as well as financial and nonfinancial measures were used across studies, which leads to high diversity in EO-performance relationship (Chakravarthy, 1986; Venkataraman & Ramanujam, 1986; Murphy et.al; 1996; and Combs et.al., 2005). Research that considers only a single dimension or a narrow range of the performance indicators may produce misleading results. Therefore, the question arises as to what is the appropriate form of performance measurement. Should it be financial? e.g., sales growth, return on investment, income growth or profitability; or nonfinancial, e.g., satisfaction level of stakeholders or positive response in community; or both. It has been widely accepted by the researchers that objective measures of performance are more appropriate than subjective measures of performance. Objective data however is very difficult to obtain as respondents are reluctant to release sensitive information to the outsiders (Dess and Priem, 1995). Prior research has employed a variety of financial measures such as revenue, cash flow, return on assets, return on equity, and so forth to assess business performance (Haber & Reichel, 2005). Such objective financial measures are necessary but not sufficient to capture overall performance (Aggarwal& Gupta, 2006; Clark, 1999; Murphy, Trailer, & Hill, 1996). Thus, some studies have suggested the combination of financial and non-financial measures to offer more comprehensive evaluation on business performance (Clark, 1999; Haber &Reichel, 2005; Venkataraman & Ramanujam, 1986).

On the other hand, owners and managers are generally inclined to provide subjective evaluation of their firm performance, which lacks strong reliability (Wiklund, 1999;

Wiklund & Shepherd, 2005). Alternatively, performance can be viewed to be multidimensional in nature and therefore it is advantageous to integrate various subjective and objective measures of performance for accurate measurement of performance (Lumpkin and Dess, 1996; Murphy et. al, 1996; Yusaf, 2002; Combs et. al., 2005)

2.2 Entrepreneurial Orientation

According to Wiklund (1999), most researchers agree that Entrepreneurial Orientation (EO) is a combination of three dimensions: innovativeness, proactiveness and risk-taking. Indeed, many Entrepreneurial orientation and the business performance of SMEs studies (e.g., Covin and Slevin 1989; Naman and Slevin 1993; Zahra and Garvis 2000; Kemelgor 2002) follow this three dimensional model created by Miller (1983). Entrepreneurial orientation involves a willingness to innovate, search for risks, take self-directed actions, and be more proactive and aggressive than competitors toward new marketplace opportunities (Lumpkin & Dess, 1996; Wiklund & Shepherd, 2005). The importance of entrepreneurial orientation to the survival and performance of firms has been acknowledged in the entrepreneurship literature (Miller, 1983; Lumpkin and Dess, 2001; Wiklund, 1999; Wiklund & Shepherd, 2005; Zahra & Covin, 1995; Zahra & Garvis, 2000). The empirical evidences from Zahra and Covin (1995) and Wiklund (1999) showed that the positive influence of entrepreneurial orientation on performance increases over the span of time. Schumpeter (1942) was one of the first find out the importance of innovation in the entrepreneurial process. He called the disruptive innovation process ‘creative destruction’, a process that occurs when wealth is created by the introduction of new products or services that disrupt the current market and causes a shift in the use of resources. Innovativeness is the predisposition to engage in creativity and experimentation through the introduction of new products/services as well as technological leadership via R&D in new processes. Extrapolating this view further, the EO dimension of innovativeness is about pursuing and giving support to novelty, creative processes and the development of new ideas through experimentation (Lumpkin and Dess 1996). Firms with entrepreneurial orientation have the capabilities to discover and exploit new market opportunities (Barringer & Bluedorn, 1999).

The second dimension of EO is proactiveness. Proactiveness is refers to processes which are aimed at seeking new opportunities which related or unrelated to the present line of operations, introduction of new products and brands ahead of competition and strategically eliminating operations which are in the mature or declining stages of the life cycle“ (Venkatraman 1989, p. 949). Proactiveness concerns the importance of initiative in the entrepreneurial process. A firm can create a competitive advantage by anticipating changes in future demand (Lumpkin and Dess 1996), or even shape the environment by not being a passive observer of environmental pressures but an active participant in shaping their own environment (Buss 1987).

The third dimension, risk-taking, is often used to describe the uncertainty that follows from behaving entrepreneurially. Entrepreneurial behaviour involves investing a significant proportion of resources to a project prone to failure. The focus is on moderated and calculated risk-taking instead of extreme and uncontrolled risk-taking (Morris et al. 2008) but the value of the risk-taking dimension is that it orients the firm towards the absorption of uncertainty as opposed to a paralyzing fear of it. Risk taking involves taking bold actions by venturing into the unknown, borrowing heavily, and/or committing significant resources to ventures in uncertain environments. Drawing on Miller’s (1983) definition and prior research (e.g. Burgelman, 1984; Hart, 1992; MacMillan & Day, 1987; Venkatraman, 1989a), they identified competitive aggressiveness and autonomy as additional components of the EO construct.

Competitive aggressiveness is the intensity of a firm's effort to outperform rivals and is characterized by a strong offensive posture or aggressive responses to competitive threats. Autonomy refers to independent action undertaken by entrepreneurial leaders or teams directed at bringing about a new venture and seeing it to fruition.

2.3 Entrepreneurship Education

Entrepreneurship education; as in this study takes a role as a mediator, can be viewed broadly in terms of the skills that can be taught and the characteristics that can be engendered in individuals thus will enable them to develop new and innovative plans. It focuses on the expertise used to conceive of and commercialize a business opportunity and at the same time functions as cumulative factors to organization's performance. Research examining the EO-performance relationship has drawn upon many different operationalization of organization performance. The most commonly utilized measures of performance have been profitability, sales growth, ROI and ROE. However, the approach used for measuring these variables has been mixed. Plotting together all these concepts and its dimensions in a model to be studied will derive a new findings and conclusion that may be used as a reference for future actions.

Entrepreneurial education can be viewed broadly in terms of the skills that can be taught and the characteristics that can be engendered in individuals that will enable them to develop new and innovative plans. It focuses on the expertise that is used to conceive of and commercialise a business opportunity. The skills taught in traditional business education programmes are needed by entrepreneurs as well, but that curriculum generally addresses important functions of running a business rather than the elements of creating one. As such, the nature of the contract between university and student is generally about knowledge and not personal development (Gibb, 2002). Entrepreneurship education directly contributes to the formation of entrepreneurial skills necessary for recognition, cultivates people's spirit of initiative and prepares them for the challenge of running their own business. Pervious authors, managers and entrepreneurs privileges entrepreneurial education as the key agency of organizational performance; entrepreneurship is the real difference between success and failure in the global economy (Adcroft, 2005). Vittez (<http://www.ehow.com/education>) in discussing the importance of formal business education, stated that successful individual in the business environment usually have a mix of education and experience relating to business concepts and principles. Individuals may spend more time on earning a business education early in their career rather than honing their skills through practical experience. Education can be an invaluable tool for building a successful career or specializing in a specific industry or sector.

2.4 Theoretical Background

This study was driven by resource-advantage-theory. According to resource-advantage theory innovative competences may be a source of competitive advantage because they are deeply rooted in the context of the organization and cannot be explicitly articulated and imitated (Barney, 1991; Hunt & Arnett, 2006; Hunt & Morgan, 1996; Nonaka, 1994). By increasing commitment to innovative products or processes, firms can renew their operations in marketplace and improve their profitability (Lumpkin and Dess, 1996; Miller, 1983; Zahra & Garvis, 2000). Risk-taking dimension indicates a willingness to engage resources in strategies or projects where the outcome may be highly uncertain (Wiklund & Shepherd, 2003; Zahra & Covin, 1995). If new ventures have risk-taking orientation, they may seize market opportunities to obtain higher returns and make lucrative deals. Hence, risk-taking tendency may be positively related to success (Frese, Brantjes, & Hoorn, 2002; Lumpkin & Dess, 1996). Proactiveness

refers to a firm's response to promising market opportunities (Lumpkin & Dess, 1996). Competitive aggressiveness involves the propensity to directly and intensely challenge its competitors (Lumpkin & Dess, 1996). Resource advantage theory proposes that the constant competition among firms for a comparative advantage in resources that will yield marketplace positions of competitive advantage (Hunt, 1995; Hunt & Morgan, 1996, 1997). A successful firm could efficiently or effectively produce market offerings that are valued by particular market segments (Hunt & Arnett, 2006; Hunt & Morgan, 1995, 1996). A strong proactive tendency gives a firm the ability to anticipate changes of the markets and the needs of customers (Lumpkin & Dess, 2001). A proactive firm can forge a new market segment or introduce new products or services ahead of competitors (Hunt & Arnett, 2006; Hunt & Morgan, 1995; Lumpkin & Dess, 1996). With a forward-looking perspective, a proactive firm tends to become first movers, and it is rewarded by marketplace positions of competitive advantage such as unusual returns, distribution channels, and brand recognition (Hunt & Arnett, 2006; Lee et al., 2001; Lumpkin & Dess, 2001; Wiklund & Shepherd, 2005). In addition, firms with competitively aggressive orientation will have the capabilities to revise the rules of competition, retain industry boundaries, achieve entry advantage, and improve marketplace position. These actions enable firms to acquire market share and outperform competitors (Lumpkin & Dess, 2001; Zahra & Covin, 1995). Autonomy is described as the ability and willingness to take self-directed actions in the pursuit of market opportunities. Autonomous orientation allows firms to make quick and self-reliant decisions to provide new markets with novel products or services (Frese et al., 2002; Lumpkin & Dess, 1996). Accordingly, entrepreneurial orientation is essential for firms to discover entrepreneurial opportunities and compete with other firms. If new ventures have more aptitude for innovativeness, risk-taking, proactiveness, competitive aggressiveness, and autonomy, they will gain greater competitive advantage and accomplish higher firm performance. Thus, an effective entrepreneurial orientation may be a good predictor of firm/business performance.

3. Research Method

The design of this research is quantitative in nature using descriptive, correlation and mediating procedures. The samples will be selected using cluster random sampling whereby potential respondents will be identified through list of registered companies from SMEcorp database and the companies had involved with SME@University programme in public academic institution around East Coast Economic Region (ECER). The total population is 680 companies. Based on matrix of sample size developed by Krejcie & Morgan (1970) the right sample size is 248; however 300 respondents will be selected since the coverage area or study is huge and consider of missing value from the questionnaire. Data will be collected using self-administered research questionnaires from 300 respondents. The respondents will be checked on a 5-point Likert Scale that indicates 1- Strongly Disagree through 5 – Strongly Agree against all variable dimensions tested in the study.

Data will be analysed using descriptive analysis to describe the demographic profile of the respondents. For the correlation between variables, Pearson Product Moment Correlation will be utilized. Besides, Structural Equation Modelling (SEM) using Amos will be utilized to test the mediating effect of the mediator on the relationship between all independent variables against its dependent variable.

3.1 Conceptual Framework

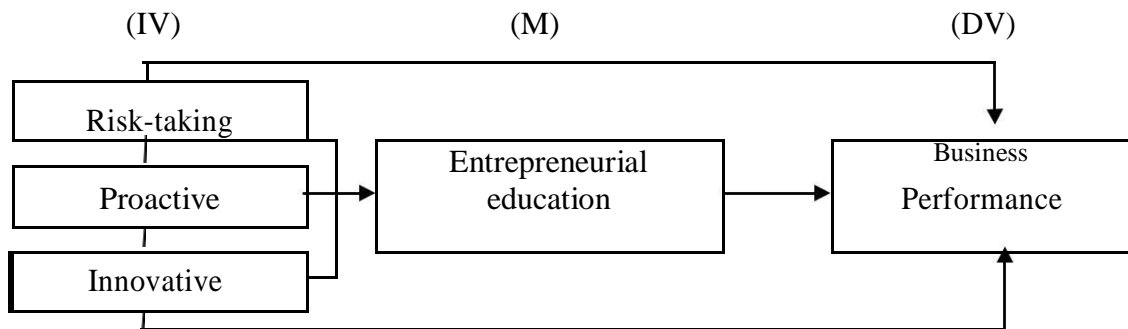


Figure 1: Conceptual Framework

3.2 The Relationship between Factors

The most commonly accepted conceptualization of entrepreneurial orientation was developed by Miller (1983), who argued that the organization develops an entrepreneurial orientation if it consistently exhibits product market innovations, takes risks and behaves proactively. Miller's (1983) arguments, of entrepreneurial orientation literature are focused at the organizational level. Given this fact, numerous researchers have used this entrepreneurial orientation conceptualization to focus on a firm-level combination of risk taking, innovativeness and proactiveness (e.g., Covin and Slevin 1991; Zahra 1993).

The three sub-dimensions of entrepreneurial orientation have been shown to possess differential relationships with organizational performance. On the one hand, Begley and Boyd (1987) found that risk-taking had a curvilinear relationship with performance in entrepreneurial firms. Their findings suggested that entrepreneurial firms exhibiting moderate levels of risk-taking would outperform those exhibiting either very high or very low levels of risk-taking. The authors concluded that; risk-taking has a positive effect on ROA up to a point. Beyond that point, increases in risk-taking began to exert a negative effect on ROA (Begley and Boyd, 1987: 89). On the other hand, previous research also suggests that high levels of innovativeness (Deshpande, Farley, and Webster, 1993; Zahra and Bogner, 2000) and proactiveness (Lumpkin and Dess, 2001; Miller and Friesen, 1983) lead to increased organizational performance. Zahra (1996: 189) contended that innovative behaviours were critical to firm survival, arguing —success in today's competitive environment requires a company to pursue a coherent technology strategy to articulate its plans to develop, acquire, and deploy technological resources to achieve superior financial performance. Porter (1980) posited that, in certain situations, firms could utilize proactive behaviours in order to increase their competitive positioning in relation to other firms. Lieberman and Montgomery (1988) argued that first-mover firms were able to gain significant advantages over follower firms.

They defined such first-mover advantages in terms of the ability of pioneering firms to earn higher economic profits through such advantages as technological leadership and increased buyer switching costs (Lieberman and Montgomery, 1988). The previous arguments suggest that the three sub-dimensions of entrepreneurial orientation may offer unique contributions to the overall level of organization performance. For example, high levels of risk-taking are likely to be counterproductive for organizations.

Theoretical arguments suggest that risk-taking will display a curvilinear relationship with performance, such that moderate levels of risk-taking will allow firms to outperform those that exhibit extreme levels of risk-taking. This may help to explain some of the mixed findings on the EO-performance relationship, such as the curvilinear relationship between EO and performance found by Tang et al. (2008). It is also expected that innovative and proactive firm behaviours will be positively associated with firm performance.

Given the large number of studies related to EO that have targeted small or developing businesses, and the resulting difficulty of gaining access to archival financial information from many of these companies, a large number of studies in this area have used a survey-based approach to measure performance. In most cases, the performance of the organization is measured by the perception of the CEO or other manager providing responses to the survey. Chandler and Hanks (1993) found that self-reports of organization performance from the owner/general manager of small firms were highly correlated with archival data. Specific to the current study, respondents; since they are also the owners of the organization were asked to evaluate the performance of their organization based on their individual perception.

4. Expected Findings

This study is expected that all objectives will be answered, all hypotheses will be supported and bring the new knowledge to business society, educational and all related fields. The study will proposed a new model of relationship between entrepreneur orientation and organization performance with the mediating effect of entrepreneurial education.

5. Conclusion

This theoretical model offers important insights regarding how organizations can utilize an entrepreneurial orientation to maximize their organization performance. These propositions offer several insights into the combination of innovative, proactive, and risk taking behaviours that organization should display in particular environments. It is also proposed that entrepreneurship education will moderate the relationship between the sub-dimensions of EO and organization performance. For example, a firm operating in a munificent environment should emphasize high levels of innovativeness and proactiveness, moderate levels of risk-taking, and an organic structure. While early literature on EO suggested that firms in hostile environmental contexts should adopt an entrepreneurial posture (Covin and Slevin, 1989; Khandwalla, 1977; Miller, 1983), our arguments suggest that an EO may be most conducive to organization performance in dynamic and munificent environments. This is consistent with more recent findings suggesting that EO may be negatively related to performance in hostile environments (Zahra and Bogner, 2000). Therefore the current study is expected to obtain findings that will support previous findings and strengthen the model.

6. Implication of the Study

The model developed in this paper also has several important research implications. While much of the previous research on this topic has utilized aggregated measures of entrepreneurial orientation (Covin and Slevin, 1989), it is clear that the sub-dimensions of EO may exhibit differential relationships with firm performance. Future empirical research should address the configurations of EO that lead to the highest levels of firm performance in various types of environments. This study provides important insights

into the particular environmental and structural characteristics that encourage firm performance, as well as the manner in which these characteristics interact with the sub-dimensions of EO. Therefore, researchers need to be cognizant of possible environmental and organizational influences when creating models designed to test entrepreneurial behaviour and firm performance.

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Pengaruh Pengetahuan dan Sikap Terhadap Keberkesanan Program Inkubator Kemahiran Ibu Tunggal (I-KIT) di Kalangan Para Ibu Tunggal di Jajahan Kota Bharu

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Abstract – *Penyelidikan dijalankan bertujuan untuk mengenalpasti sejauhmanakah keberkesanan Program Inkubator Kemahiran Ibu Tunggal (I-KIT) di Jajahan Kota Bharu berdasarkan Teori Knowledge, Attitude and Practice. Aspek utama yang ingin dikenalpasti adalah Knowledge (Pengetahuan) dan Attitude (Sikap) para ibu tunggal terhadap program I-KIT. Rekabentuk kajian adalah menggunakan kaedah Kuantitatif. Instrumen yang akan digunakan ialah biorang soal selidik. Manakalah bagi mendapatkan dapatan kajian, kajian ini akan diuji dengan perisian Statistic Package for the Social Science Versi 16 (SPSS)*

Keywords: Program Inkubator Kemahiran Ibu Tunggal (I-KIT), model Knowledge, Attitude and Practice (KAP), Jajahan Kota Bharu, para ibu tunggal.

1. Pengenalan

Perkembangan dunia keusahawanan sememangnya memberikan impak yang besar terhadap ekonomi negara. Seiring dengan pembangunan negara, bidang keusahawanan kini telah menjadi trend sumber ekonomi kedua selepas pekerjaan di sektor- sektor kerajaan dan swasta. Dalam proses meningkatkan sumber ekonomi bagi isi rumah pada rantaian ini, dunia keusahawanan kini diberi lebih keutamaan untuk menjana pendapatan ekstra bagi menampung perbelanjaan harian. Pengenalan kepada media sosial juga telah membawa pengaruh yang positif dalam bidang keusahawanan apabila telah memudahkan urusan jual beli masa kini.

Hal ini demikian kerana media sosial melibatkan beberapa elemen penting yang terdiri daripada himpunan laman web, perkhidmatan dan aktiviti yang menjalankan beberapa proses yang terlibat termasuk proses kolaborasi, perkongsian dan pengdemokrasian pengguna internet menurut Suhaimi & Shiratuddin (2013), Junco (2010). Menurut Suhaimi & Shiratuddin (2013), variasi pendekatan cabang media sosial ini membolehkan pengguna internet khususnya mempunyai pilihan yang banyak untuk berkomunikasi antara pengguna internet.

Tambahan, media sosial mempunyai kuasa yang luar biasa bagi membantu syarikat khususnya membina penjenamaan produk menerusi rangkaian jaringan, komunikasi dan penstrukturan komuniti menurut, Erdogmus & Cicek (2012). Justeru itu, media sosial merupakan aplikasi terbaik dalam mememulakan bidang keusahawanan kerana media sosial mampu mengecilkan serta menutup jurang di antara strategi yang telah dirancang dan perlaksanaan strategi yang akan dilaksanakan menurut Suhaimi & Shiratuddin (2013), Kim & Ko (2012).

1.2 Pengenalan Ibu Tunggal

Secara umumnya, ibu tunggal merupakan wanita yang bercerai hidup atau mati. Namun begitu, wujudnya definisi lain bagi ibu tunggal. Menurut Haji Idris & Selvaratnam, (2012), Rohaty & Muhamad Rais (1999) menyatakan bahawa seseorang wanita dianggap ibu tunggal apabila kematian suami dan terpaksa meneruskan tugas membesarkan anak-anak atau seorang wanita yang telah bercerai dan diberi hak penjagaan ke atas anak-anaknya, atau seorang wanita yang digantung tidak bertali tanpa diberi nafkah, atau wanita dalam proses perceraian. Selain itu, penjelasan dengan lebih terperinci mengenai ibu tunggal dapat dilihat melalui ciri-ciri tersebut iaitu;

- 1) Wanita yang kematian suami dan sedia meneruskan tugas membesarkan anak-anak,
- 2) Wanita yang telah bercerai dan diberi hak penjagaan ke atas anak-anaknya,
- 3) Wanita yang tidak diberi nafkah oleh suami untuk menyara hidupnya dan juga anak-anak,
- 4) Wanita yang sedang dalam proses perceraian,
- 5) Wanita yang mempunyai suami uzur dan tidak mampu memberi nafkah dan memerlukan penjagaan rapi, dan
- 6) Wanita yang membesarkan anak orang lain tanpa pertolongan suami menurut (Yayasan Pembangunan Keluarga Terengganu, 2009).

Kewujudan kadar kemiskinan tegar dikalangan ibu tunggal kini telah menarik perhatian pihak kerajaan dalam menggubal strategi bagi membasmi kemiskinan menjelang tahun 2020. Hal ini demikian kerana ia berisiko mewujudkan banyak implikasi pada masa akan datang jika tidak dibendung dari sekarang. Menurut Haji Idris & Selvaratnam, (2012), Usaha pembasmian kemiskinan di negara ini telah bermula semenjak pelancaran

Dasar Ekonomi Baru (DEB) pada tahun 1970. Ianya terangkum dalam Rancangan Malaysia Pertama (1970-1975) dan usaha tersebut berterusan hinggalah ke hari ini. Dalam tempoh 30 tahun, kadar kemiskinan telah berjaya dikurangkan daripada 49.3% pada tahun 1970 dianggarkan dapat dikurangkan kepada 2.8% menjelang 2010. Pada tahun 2010 fokus kerajaan adalah kepada isu kemiskinan tegar iaitu mereka yang menerima pendapatan kurang atau bersamaan RM440 sebulan. Selari dengan matlamat tersebut, Program Transformasi Kerajaan (GTP) telah digubal bersama-sama dengan Pelan Hala Tuju yang bertujuan untuk mempertingkatkan taraf hidup isi rumah berpendapatan rendah (LIH).

Mereka adalah termasuk isi rumah yang mempunyai pendapatan kurang atau bersamaan dengan RM2000 sebulan yang merangkumi golongan miskin (pendapatan kurang atau bersamaan RM750 sebulan. Kini masih terdapat sebanyak 200,000 isi rumah yang hidup dengan pendapatan kurang daripada RM750 sebulan dan banyak isi rumah di bandar yang hidup dengan pendapatan antara RM2000 hingga RM3000 sebulan mendapati sukar untuk menyara hidup kos hidup yang semakin meningkat (Berita Harian 2010). Justeru, GTP telah mengenal pasti dua pendekatan untuk mengurangkan kadar kemiskinan dan kemiskinan tegar iaitu program bantuan kebajikan dan peningkatan produktiviti. Pembayaran kebajikan bulanan dipercepatkan dan memberi bantuan untuk meningkatkan pemilikan rumah. Dari segi produktiviti, Program Azam 1 Malaysia akan mewujudkan peluang pekerjaan dan peningkatan pendapatan. Program-program yang dijangka akan dilaksanakan dipaparkan melalui Jadual 1.

INISIATIF 2010	INISIATIF 2011	INISIATIF 2012
<p>1. Azam Kerja Menggalakkan golongan miskin dan miskin tegar bekerja dalam sektor yang kekurangan pekerja (pembantu rumah, pekerja stesen minyak, pengawal keselamatan, pelayan restoren dan buruh binaan).</p> <p>2. Azam Niaga Menggalakkan terlibat dengan peniagaan kecil makanan dll.</p> <p>3. Azam Khidmat Menggalakkan penubuhan peniagaan perkhidmatan kecil seperti program inap desa, kantin bergerak, pusat jagaan harian kanak-kanak dan warga tua</p> <p>4. Azam Tani Membantu melibatkan diri dalam perniagaan kecil berasaskan pertanian seperti penternakan ayam, itik dan akuakultur dengan disediakan dana dan latihan.</p>	<p>1. Membina kesedaran Memberi maklumat tentang kewujudan program bantuan melalui pelbagai saluran</p> <p>2. Pendidikan dan latihan Membiayai sekolah yang ada ramai pelajar dari golongan miskin dan miskin tegar</p> <p>3. Kesihatan Menambah bilangan klinik dan klinik bergerak serta bantuan untuk membeli anggota badan palsu</p> <p>4. Penempatan kerja Membantu memadamkan peluang pekerjaan untuk golongan miskin dan miskin tegar</p> <p>5. Kredit-mikro Membangun mekanisme untuk menyediakan kredit-mikro untuk menjalankan perniagaan kecil dan mengurangkan pergantungan kepada bantuan kewangan jangka panjang</p> <p>6. Peralihan/ integrasi semula Memberi bantuan perlindungan kepada penjenayah sosial (bekas penagih dan penjenayah) supaya mereka tidak dipinggir dari masyarakat</p>	<p>1. Kemudahah asas Membina infrastruktur sanitasi asas yang baru</p> <p>2. Pendidikan Memberi kesedaran tentang pentingnya pendidikan prasekolah, pakaian seragam dan aksesori sekolah dan menambah kapasiti asrama</p> <p>3. Kesihatan Memperluas rawatan dialysis</p> <p>4. Perumahan Menyediakan 50,000 rumah baru dan dibaikpulih dan 14,000 rumah untuk Orang Asli</p> <p>5. Insurans Bekerja sama dengan sektor swasta terpih bagi menawarkan skim insurans 1 Malaysia. Mensasarkan semua miskin tegar menikmati perlindungan insurans pada 2012</p>

Dalam usaha membasmi kemiskinan dikalangan ibu-ibu tunggal, Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM) telah dipertanggungjawabkan untuk merealisasikan usaha membasmi kemiskinan. Dalam rancangan Malaysia Kesembilan (RMK-9), 2006-2010, menurut Haji Idris dan Selvaratnam (2012), pelaksanaan program pembangunan keluarga dan masyarakat fokus kepada usaha untuk membina keluarga yang berdaya tahan bagi mencapai keseimbangan yang optimum antara pertumbuhan kebendaan dan pembangunan masyarakat. Penekanan khusus untuk ibu tunggal dilakukan melalui pembentukan pelan tindakan strategik yang menggariskan program pendidikan dan latihan dan pendekatan bagi memudahkan penglibatan ibu tunggal dalam aktiviti yang menjana pendapatan.

Oleh yang demikian, Program Inkubator Kemahiran Ibu Tunggal (I-KIT) yang terletak dibawah tanggungjawab Kementerian Pembangunan Wanita, keluarga dan Masyarakat (KPWKM) telah diperkenalkan untuk membantu golongan ibu tunggal. Fokus utama Program I-KIT ini diperkenalkan adalah untuk mempertingkatkan kemahiran para wanita tunggal melalui tujuh bidang kemahiran iaitu jahitan, kraf tangan, pelancongan, terapi kecantikan, perniagaan, keusahawanan dan penjagaan anak-anak. Menurut MGT Mat Isa (2012), (JPW, 2011) menyatakan bahawa dalam RMK9, program I-KIT telah dijadikan sebagai salah satu program teras bagi membantu mengurangkan kadar kemiskinan serta meningkatkan kualiti hidup dikalangan ibu tunggal. Program I-KIT adalah satu program pembangunan kapasiti untuk wanita yang menyediakan latihan kemahiran dan bimbingan keusahawanan untuk ibu tunggal bagi membolehkan mereka menjana pendapatan sendiri sekaligus meningkatkan kualiti hidup. Program yang dianjurkan ini bukan sahaja diberikan secara percuma malah turut menyediakan elaun bantuan sara diri sepanjang tempoh mengikuti latihan tersebut, menurut MGT Mat Isa (2012), (Utusan 7 Oktober, 2011).

1.3 Tujuan Kajian

Untuk meneroka sejauhmana pengaruh pengetahuan dan sikap ibu tunggal di Jajahan Kota Bharu memberi keberkesanan terhadap Program Inkubator Kemahiran Ibu Tunggal (I-KIT) yang dijalankan dikalangan ibu- ibu tunggal kini.

1.4 Permasalahan Kajian

Dalam kajian ini, telah dikenalpasti wujudnya beberapa permasalahan yang menjadi kekangan kepada para ibu tunggal untuk mengaplikasikan I-KIT dalam kehidupan seharian mereka. Permasalahan yang pertama adalah kurang pendedahan mengenai program. Seperti yang sedia maklum, program I-KIT merupakan satu program baru yang direka oleh pihak kerajaan untuk para ibu tunggal. Seperti yang kita tahu, dunia kini lebih mementingkan media massa dalam melakukan apa – apa sahaja urusan.

Wujud permasalahan dalam penyampaian maklumat apabila para ibu tunggal tidak peka dengan medium perantaraan bagi menyampaikan maklumat. Seringkali kita lihat di dada akhbar, media elektronik serta media cetak tentang program yang dianjurkan khas untuk ibu tunggal. Namun begitu, kebanyakan ibu tunggal terutamanya yang tinggal di luar bandar tidak terdedah dengan media massa. Rutin harian mereka lebih kepada menguruskan anak-anak serta menjana pendapatan keluarga. Oleh itu mereka tidak mempunyai masa yang mencukupi untuk mendapatkan maklumat mengenai sebarang program yang dianjurkan. Walau bagaimanapun, terdapat sesetengah ibu tunggal lebih-lebih lagi pada masa kini yang sudah celik IT. Kewujudan laman sembang dan portal rasmi kerajaan menjadikan mereka lebih mudah untuk mendapatkan maklumat. Selain itu, penyertaan mereka dalam persatuan juga menyebabkan mereka lebih mudah menerima maklumat mengenai sesuatu program, menurut Haji Idris & Selvaratnam, (2012).

Permasalahan yang seterusnya ialah mengenai darjah ketersampaian program. Seperti yang kita tahu, matlamat utama program I-KIT ialah untuk membasmi kemiskinan dikalangan ibu tunggal serta ingin memberikan inisiatif kebajikan yang sepenuhnya kepada ibu tunggal. Namun, masih wujud permasalahan dalam mencapai objektif tersebut. Jika permasalahan ini diambil mudah, ia berkemungkinan akan mengganggu jalan kerja untuk mencapai objektif program pada masa hadapan. Menurut Haji Idris & Selvaratnam (2012), ibu tunggal merupakan golongan yang seringkali berhadapan dengan masalah kemiskinan.

Pendapatan yang rendah menyebabkan mereka tidak mampu untuk membeli kenderaan walaupun kenderaan terpakai yang murah. Oleh itu, untuk menghadiri sesuatu program mereka hanya bergantung sepenuhnya terhadap kenderaan yang disediakan oleh pihak penganjur ataupun kenderaan awam. Perkara ini berkait rapat dengan masa. Sekiranya mereka tidak menepati masa yang ditetapkan disebabkan menguruskan anak-anak, mereka akan ditinggalkan. Natijahnya, mereka tidak dapat mengikuti program yang dianjurkan. Oleh hal yang demikian, tahap hidup mereka masih akan berada ditakuk lama.

Permasalahan seterusnya ialah program yang dijalankan kurang efektif, Dalam menganjurkan program bagi menarik perhatian ibu tunggal menyertainya, pihak yang berwajib seharusnya menyediakan program yang penuh dengan pengisian serta berfaedah kepada para ibu tunggal. Menurut Haji Idris & Selvaratnam (2012), responden menyatakan bahawa program yang dianjurkan tidak bersesuaian dengan peringkat usia. Selain itu, program yang dianjurkan juga adakalanya mengambil masa yang terlalu singkat sehinggakan penyampaian maklumat tidak dapat diaplikasikan dengan betul. Seterusnya wujud masalah pengendalian program. Masalah ini berlaku disebabkan kekurangan ilmu pengetahuan untuk menguruskan sesuatu program atau kursus. Oleh itu, terdapat sesetengah kursus atau program yang dirancang tidak dapat dilaksanakan dengan baik dan lancar. Hal ini mengakibatkan ibu tunggal tidak berminat untuk menyertai program.

1.5 Pembentukan Soalan

- i. Adakah pengetahuan mempengaruhi keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu.
- ii. Adakah sikap mempengaruhi keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu?
- iii. Apakah faktor-faktor yang menyumbang kepada keberkesanan I-KIT di kalangan para ibu tunggal di Jajahan Kota Bharu.

1.6 Objektif Kajian

- i. Untuk mengenalpasti adakah pengetahuan mempengaruhi keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu
- ii. Untuk mengenalpasti adakah sikap mempengaruhi keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu
- iii. Untuk mengenalpasti apakah faktor-faktor yang menyumbang kepada keberkesanan I-KIT di kalangan para ibu tunggal di Jajahan Kota Bharu

1.7 Hipotesis

H₀ : Ada hubungan signifikan antara pengetahuan dan keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu

H₁ : Tiada hubungan signifikan antara pengetahuan dan keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu

H₂ : Ada hubungan signifikan antara sikap dan keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu

H₃ : Tiada hubungan signifikan antara sikap dan keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu

H4 : Ada faktor-faktor lain yang menyumbang kepada keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu

H5 : Tiada faktor-faktor lain yang menyumbang kepada keberkesanan I-KIT dikalangan para ibu tunggal di Jajahan Kota Bharu

2. Sorotan Literatur

Pengenalan Kepada Program Inkubator KEmahiran Ibu Tunggal (I-KIT)

Program Inkubator Kemahiran Ibu Tunggal (I-KIT) merupakan satu program yang direka khas untuk membasmi kemiskinan dikalangan para ibu tunggal serta bertujuan untuk meningkatkan kualiti hidup mereka. Dalam usaha membasmi kemiskinan dikalangan ibu-ibu tunggal, Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM) telah dipertanggungjawabkan untuk merealisasikan usaha membasmi kemiskinan. Dalam rancangan Malaysia Kesembilan (RMK-9), 2006-2010, menurut Haji Idris & Selvaratnam (2012), pelaksanaan program pembangunan keluarga dan masyarakat fokus kepada usaha untuk membina keluarga yang berdaya tahan bagi menvapai keseimbangan yang optimum antara pertumbuhan kebendedaan dan pembangunan masyarakat.

Penekanan khusus untuk ibu tunggal dilakukan melalui pembentukan pelan tindakan strategik yang menggariskan program pendidikan dan latihan dan pendekatan bagi memudahkan penglibatan ibu tunggal dalam aktiviti yang menjana pendapatan. Fokus utama Program I-KIT ini diperkenalkan adalah untuk mempertingkatkan kemahiran para wanita tunggal melalui tujuh bidang kemahiran iaitu jahitan, kraf tangan, pelancongan, terapi kecantikan, perniagaan, keusahawanan dan penjagaan anak-anak. Menurut MGT Mat Isa (2012), Azman Mamat (2011) menyatakan sejak mula ditubuhkan pada 2008 sehingga 2010, seramai 960 orang ibu tunggal telah menyertai program ini.

2.2 Pengaruh Pengetahuan

2.2.1 Peranan Media Sosial

Kemajuan dan perkembangan teknologi maklumat pada hari ini lebih memudahkan berlakunya perkongsian maklumat dan berita dalam menabih ilmu pengetahuan. ia membekalkan maklumat untuk genap masyarakat agar masyarakat tidak ketinggalan mendapatkan maklumat tersebut. Hal ini adalah satu persediaan untuk menjadikan masyarakat lebih peka denga nisi- isu semasa. Namun begitu, wujud juga kekangan dikalangan masyarakat terutamanya di kalangan para ibu tunggal. Menurut Haji Idris & Selvaratnam (2012), seringkali kita lihat di dada akhbar, media elektronik serta media cetak tentang program yang dianjurkan khas untuk ibu tunggal. begitu, kebanyakan ibu tunggal terutamanya yang tinggal di luar bandar tidak terdedah dengan media massa. Rutin harian mereka lebih kepada menguruskan anak-anak serta menjana pendapatan keluarga.

Oleh itu mereka tidak mempunyai masa yang mencukupi untuk mendapatkan maklumat mengenai sebarang program yang dianjurkan. Walau bagaimanapun, terdapat sesetengah ibu tunggal lebih-lebih lagi pada masa kini yang sudah _celik IT_. Oleh hal yang demikian, pihak yang berwajib perlu mengambil langkah pendekatan lain bagi mendekati para ibu tunggal secara menyeluruh untuk mendapatkan serratus peratus penyertaan dari mereka.

2.3 Keberkesanan I-KIT

2.3.1 Melahirkan Ibu tunggal yang berdaya saing dan berdikari serta mempunyai pendapatan sendiri

Keberkesanan proses pengajaran dan pembelajaran dalam program I-KIT tidak hanya bergantung kepada ibu tunggal sendiri semata-mata. Peranan pendidik atau pihak yang berwajib menjadi lebih penting dalam pengaplikasian program berasaskan teknologi maklumat dan kemahiran. Menurut Hassan & Rashida (2011), Schramm (1977), pembelajaran lebih dipengaruhi oleh sesuatu kandungan dan strategi pengajaran yang dirancang melalui sesuatu media dan bukannya dipengaruhi oleh media tertentu. Untuk membina, membangun dan mengintegrasikan sumber-sumber kemahiran agak sukar walaupun mempunyai kemahiran menggunakan teknologi dalam pengajaran, mempunyai kemahiran teknikal tetapi pada masa dan sumber yang terhad akan terus menjadi penghalang utama dalam dunia digital.

Sebenarnya masalah ini bukanlah suatu yang asing dalam penggunaan ICT dan multimedia dalam pengajaran dan pembelajaran kerana daripada kajian yang lepas juga terdapat sebahagian pendidik yang telah sebatikan dengan kaedah tradisional dan sukar untuk membuat penyesuaian dengan teknologi pengajaran, menurut Hassan & Rashida (2011), Becker & Watt (1996). Oleh hal yang demikian, pihak yang berwajib memperkenalkan para ibu tunggal dengan program ini seharusnya peka terhadap kebolehan dan keterbatasan mereka. Hal ini demikian kerana ianya perlu untuk mewujudkan serta melahirkan para ibu tunggal yang berdaya saing seiring dengan era teknologi.

2.4 Pengaplikasian Teori

2.4.1 Teori Technology Acceptance Model (TAM)

Model Penerimaan Teknologi menurut Althunibat, Mat Zin & Sahari @ Ashaari (2012) dicadangkan oleh Davis (1989a) dengan memperkenalkan dua konsep utama iaitu Tanggapan Kebergunaan (PU) dan Tanggapan Mudah Guna (PEOU). PU merujuk kepada "sejauh mana individu percaya menggunakan sistem tertentu dapat meningkatkan prestasi kerja seseorang". PEOU pula merujuk kepada "sejauh mana individu percaya menggunakan sistem tertentu bebas daripada usaha fizikal dan mental".

Dalam TAM, kepercayaan individu menentu sikap terhadap penggunaan sistem dan seterusnya mendorong hasrat menggunakannya. Menurut Althunibat, Mat Zin & Sahari @ Ashaari (2012), TAM merupakan model yang diadaptasi daripada Theory of Reasoned Action (TRA) yang dibangun oleh Ajzen & Fishbein (1980). Pemilihan TAM adalah berdasarkan dua faktor. Pertama, TAM mempunyai kuasa meramal yang memudahkan diaplikasi dalam peranti sistem maklumat yang berbeza menurut Althunibat, Mat Zin & Sahari @ Ashaari (2012), Luarn & Lin (2005), Pikkarainen (2004), Wang (2003), Kleijnen (2004), dan Nysveen (2005).

Seterusnya, TAM dapat membantu meningkatkan pemahaman terhadap hubungan pengetahuan dan sikap para ibu tunggal terhadap keberkesanan program I-KIT. Secara umumnya, TAM mengambil kira beberapa pendekatan utama iaitu kepercayaan (belief), sikap (attitude), keinginan (intention), dan hubungan perilaku pengguna (user behaviour relationship). Penggunaan teori ini adalah untuk menilai tahap Kepercayaan terhadap

Teknologi (Trust of Technology, TOT) dan Pengaruh Sosial (Social Influence, SI) sebagai pemboleh ubah bebas.

2.4.2 Teori Resapan Inovasi

Teori Resapan Inovasi adalah satu teori yang dipelopori oleh Everett M. Rogers. "Resapan" merupakan proses di mana sesuatu inovasi dihubungkan melalui saluran-saluran tertentu mengikut masa dalam kalangan ahli-ahli dalam sesebuah sistem sosial menurut Ismail Gani, Hj. Siarap & Mustafa (2006), Rogers (1983). Secara ringkasnya, teori ini membincangkan dengan mendalam bagaimana sesuatu yang baru sama ada dalam bentuk idea, teknologi, barangan atau teknik-teknik berkembang dalam berbagai-bagai khalayak sehingga diterima dan diamalkan sepenuhnya oleh masyarakat.

Teori Resapan Inovasi digunakan dalam kajian ini untuk melihat sejauh mana pengetahuan dan sikap mempengaruhi tahap keberkesanan program I-KIT di kalangan para ibu tunggal. Menurut Ismail Gani, Hj. Siarap & Mustafa (2006), Cheah Phaik Kin (1999) juga mengaplikasikan Teori Resapan Inovasi dalam kajiannya yang melihat penerimaan Internet dalam kalangan pelajar Universiti Sains Malaysia. Teori ini adalah bertujuan melihat sejauhmana penyerapan teknologi pembelajaran yang baru dapat diresapi dalam kalangan

2.4.3 Teori Knowledge, Attitude & Practice (KAP)

Merujuk kepada asaa teori Knowledge, Attitude and Practice (KAP), ia dimulai dengan pengetahuan. Menurut Mahmud & Hj. Siarap (2013) Apabila pengetahuan seseorang itu bertambah, maka pengetahuannya akan menjadi pendorong kepadanya untuk berubah sikap. Perubahan yang berlaku akan menyebabkan berlakunya perubahan tingkah laku (amalan) manusia. Pengetahuan ialah komponen kepada model KAP. Pengetahuan merupakan asas kepada perlakuan atau tingkah laku seseorang individu. Tanpa pengetahuan, seseorang itu tidak boleh bertindak terhadap sesuatu maklumat atau isu yang diperolehi.

Menurut Fiesbein & Ajzen (1975) pengetahuan juga dikenali sebagai faktor kognitif di mana pengetahuan merupakan asas yang membina blok-blok dalam struktur pemikiran manusia. Pengetahuan juga berperanan sebagai teras kepada penentuan sikap (attitude), niat (intention) dan tingkah laku (behaviour). Pendedahan terhadap maklumat yang baru boleh meningkatkan pengetahuan. Menurut Schwartz dalam Williams (2008) perubahan tingkah laku berlaku apabila pengetahuan seseorang itu bertambah. Hal ini turut di persetujui oleh Valente et al. (1998) dan Mahadevan (2009) apabila pengetahuan seseorang bertambah, maka pengetahuan ini akan menjadi pendorong kepada perubahan sikap.

Oleh hal yang demikian, jika para ibu tunggal mempunyai maklumat serta pengetahuan yang mendalam terhadap program I-KIT ini, secara tidak langsung mereka mengumpul perhatian untuk membentuk sikap yang positif terhadap program tersebut.

Seterusnya ialah sikap. Mahmud & Hj. Siarap (2013) Opatow & Clayton (1994) dalam Mahadevan Krishnan (2009), menjelaskan bahawa sikap (attitude) adalah hasil daripada perbuatan melihat sesuatu dengan memberi sepenuh perhatian seperti melihat iklan program I-KIT yang terdapat di dalam media massa. Selain itu, Gilchrist dalam Fernbach (2002) menyatakan semakin kerap pendedahan terhadap sesuatu mesej, semakin besar kemungkinan dipengaruhi oleh mesej berkenaan.

Pengaruh sesuatu kempen boleh menjadi positif dan negatif. Sikap seseorang individu berubah akan mendorong kepada perubahan tingkah laku. Hal ini terjadi apabila tingkah laku manusia yang mempunyai kaitan dengan sikap. Apabila sikap telah berubah, maka tingkah laku manusia secara tidak langsung akan berubah. Hal ini disokong oleh Schwartz (1975) yang menyatakan bahawa perubahan tingkah laku berlaku apabila pengetahuan bertambah. Jika pengetahuan seseorang itu bertambah, maka perubahan sikap akan berlaku dan secara tidak langsung tingkah laku juga akan berubah dalam Williams (2008).

Seterusnya ialah amalan. Menurut Mahmud & Hj. Siarap (2013) amalan (practices) juga dikenali sebagai tingkah laku (behaviour) seseorang berdasarkan kepada pengetahuan yang telah mereka perolehi. Amalan yang dilakukan adalah hasil daripada pengetahuan yang bertambah dalam diri seseorang. Menurut Kaliyaperumal (2004) dalam Mahmud & Hj. Siarap (2013), amalan merujuk kepada cara-cara di mana seseorang itu menunjukkan pengetahuan mereka melalui tindakan yang mereka lakukan.

Apabila seseorang itu memahami pengetahuan dengan lebih mendalam, sikap dan amalan membolehkan tindakan yang lebih baik dilakukan bagi mewujudkan proses kesedaran. Setelah tahap pengetahuan seseorang itu bertambah, maka sikap dan amalan juga akan berubah menjadi positif.

Hal ini disokong oleh Valente et al (1998) menyatakan penglibatan yang tinggi dalam sesuatu situasi iaitu dengan mempelajari sesuatu yang baru akan membentuk sikap yang positif dan kemudian akan memulakan perilaku (amalan).

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Struktur dan Gaya Persembahan Dalang Muda dalam Wayang Kulit Kelantan: Satu Kajian Perbandingan

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Abstrak - Wayang Kulit Kelantan merupakan sebahagian daripada cabang – cabang seni persembahan teater tradisional yang terdapat di Kelantan khususnya dan Malaysia secara amnya. Setiap persembahan teater tradisional pula terdapat beberapa garis panduan yang dikenali sebagai struktur persembahan, manakala gaya persembahan pula terpulung kepada citarasa pengarah dan pengarah dalam sesebuah persembahan wayang kulit adalah tok dalang itu sendiri. Wayang Kulit Kelantan telah melalui sejarah perkembangannya yang panjang dan tersebar disebagian besar daerah – daerah yang terdapat didalamnya dan diminati oleh pelbagai lapisan masyarakat, kaum dan agama, jadi untuk menambat hati dan citarasa peminat yang pelbagai dan keseniannya yang bersifat tradisi lisan (Matusky, 2001), telah berlakunya proses penukaran gaya dan tokoh tambah dalam persembahan wayang kulit (Mohd Ghazali & Nik Mustapha, 2001). Kertas ini disediakan bagi mendedahkan dengan terperinci terhadap struktur dan gaya persembahan wayang kulit kini yang telah diterima oleh masyarakat Kelantan yang telah dimainkan oleh beberapa kumpulan sasaran. Kajian ini merupakan kajian jenis kualitatif dan dalam mendapatkan bahan, pengkaji menggunakan tiga kaedah (metodologi) iaitu, kaedah pemerhatian langsung, kaedah pemerhatian tidak langsung dan kaedah temubual. Kumpulan – kumpulan sasaran wayang kulit yang akan terlibat dalam kajian ini adalah diambil hanya sekitar daerah Tumpat, Pasir Mas dan Bachok yang masih lagi aktif membuat persembahan. Persepsi dari tok dalang – tok dalang dan ahli muzik wayang kulit di tiga daerah ini akan diambil perhatian bagi mengesahkan struktur dan gaya persembahan sama ada masih kekal dengan ciri asal atau telah mengalami perubahan.

Kata Kunci: Daerah, Tok Dalang, Tradisi Lisan, Warisan, Wayang Kulit.

1. Pengenalan

Kesenian wayang kulit memang tidak asing lagi di Malaysia, secara ringkas, terdapat empat jenis wayang kulit yang dimainkan oleh pelbagai masyarakat disini iaitu Wayang Purwa, Wayang Gedek, Wayang Melayu dan Wayang Siam, yang mana Wayang Siam juga dikenali sebagai Wayang Kulit Kelantan. Dalam sesebuah persembahan Wayang Kulit Kelantan, terdapat dua sesi (bahagian) perdalangan iaitu Dalang Tua dan Dalang Muda. Dalang Tua merupakan tunjang dalam sesebuah persembahan wayang kulit, beliaulah individu yang akan memastikan sesebuah perjalanan persembahan itu berjaya dari awal hingga ke akhir, oleh itu peranan seseorang Tok Dalang Tua sering diambil perhatian oleh pengkaji hingga sedikit menenggelamkan peri penting peranan Tok Dalang Muda dan persembahan Dalang Muda. Sebenarnya sesi persembahan Dalang Muda dan Tok Dalang Muda merupakan pelengkap kepada sesebuah persembahan wayang kulit. Tanpanya, persembahan wayang kulit itu tidak sempurna kerana kumpulan tersebut tidak dapat menonjolkan bakal pewaris dalang pengganti. Pada peringkat ini, seseorang pelajar atau perintis dalang (Ghulam Sarwar, 1994) itu akan diajar struktur – struktur persembahan mengikut gaya atau selera dalang (guru) atau masyarakat setempatnya.

2. Dalang Muda

Dalam sesi persembahan Dalang Muda, ianya terbahagi kepada dua bahagian persembahan iaitu bahagian babak peperangan yang dikenali sebagai Perang Dewa Panah dan bahagian Menghadap Seri Rama. Ingin ditekankan disini, sewaktu

persembahan sebenar Wayang Kulit Kelantan, Dalang Tua tidak boleh membuat persembahan cerita atau hikayat wayang kulit sebelum Dalang Muda menghabiskan bahagian Perang Dewa Panah (sekarang – kurangnya), hanya selepas bahagian ini sempurna dipersembahkan, baharulah ‘Lagu Tukar Dalang’ boleh dimainkan oleh ‘panjak’ (gelaran bagi pemuzik tradisional sama ada wayang kulit, mak yong atau menora) untuk memberi laluan pada Dalang Tua meneruskan penceritaan cerita atau hikayat wayang kulit.

Persembahan Dalang Muda akan dimainkan selepas selesai sesi bertabuh sama ada Bertabuh (biasa) atau Bertabuh Ragam. Kebiasaannya gaya persembahan Dalang Muda akan dipengaruhi berdasarkan ‘rasa’ muzik semasa Bertabuh Ragam lagi, melalui kefahaman dan rasa muzik tersebut, seseorang Tok Dalang Muda akan mempersembahkan gaya persembahan Dalang Muda yang sesuai mengikut rasa muzik tersebut bermula pada bahagian babak ‘Perang Dewa Panah’ yang dimulai dari ‘buang dan limbar Pohon Beringin’ sehingga ‘Dewa Panah Pulang’, seterusnya ke bahagian babak Menghadap Seri Rama dimulai dengan ‘Seri Rama Keluar Anjung’ hingga ‘Seri Rama Masuk Anjung’. Dalam babak Perang Dewa Panah, watak – watak dan prop yang berada atau terpampang pada kelir ialah Dewa Panah berwajah manusia, Dewa Panah berwajah raksasa, Maharisi dan Pohon Beringin. Pada babak Menghadap Seri Rama, watak – watak dan prop ialah Seri Rama, Laksamana, Hanuman Kera Putih, Mahabusanam, Sagariwa, Annila, Anggada, Raja Tilam, Lobat, Lobit dan Balai Istana.

3. Skop dan Metodologi

Kajian ini hanya bertumpu pada tiga daerah di negeri Kelantan sahaja iaitu Tumpat, Pasir Mas dan Bachok. Setakat yang pengkaji dapat temui dan hasil maklumat yang didapati daripada Pusat Penerangan Pelancongan Negeri Kelantan (TIC), pengkaji akan mengikuti Kumpulan Sri Kebakat dibawah pimpinan dalang Mohd Nizam Othman dan Kumpulan Sri Mesira dibawah pimpinan dalang Mohd Nor Yaacob (juara pertandingan Dalang Muda negeri Kelantan), yang mana dua tokoh ini membawa struktur dan gaya persembahan versi Tumpat. Bagi Dalang Muda versi Pasir Mas, pengkaji akan mengikuti Kumpulan Sri Campuran dibawah pimpinan dalang Eyo Hock Seng (Pakchu) dan salah seorang tokoh pemuzik yang mana juga berkebolehan memainkan peranan Dalang Muda yang dalam masa juga sebagai ahli tetap dalam kumpulan wayang kulit Pakchu iaitu En. Noor Gedombak (gelaran). Kumpulan Sri Campuran merupakan satu – satunya kumpulan wayang kulit yang masih ada di Pasir Mas kini dan dimainkan oleh orang berbangsa Cina sementelah dalang – dalang yang lain tidak meninggalkan pengganti. Untuk versi Bachok pula, ditampikan Kumpulan Suara Mas dibawah pimpinan dalang Nik Mat Nik Ludin dari Kampung Kemasin dan untuk makluman di Bachok juga kini hanya kumpulan ini sahaja yang masih wujud.

Seperti diterangkan, kajian ini berbentuk kajian kualitatif, jadi tiga kaedah yang digunakan iaitu pemerhatian langsung, pemerhatian tak langsung dan temuramah akan dijadikan had metodologi yang diterapkan. Proses pengumpulan data dengan kaedah pemerhatian secara langsung adalah dengan ikut menyertai dan memerhati serta mendapatkan temubual langsung di lapangan kerja daripada tokoh yang dikaji, ianya sangat efektif kerana pengkaji boleh mendapatkan maklumat yang deskriptif daripada responden hasil dari penelitian, penilaian dan rumusan mengenai fenomena kajian (Wan Salihin & Mohd Shaladin, 2004). Persediaan sebelum itu, pengkaji perlu memerhati secara langsung terlebih dahulu untuk beberapa kali sebagai langkah berkenalan dan untuk dapat memahami isu – isu yang mungkin boleh disoalkan kepada tokoh atau responden. Dari sini, penyelidik boleh cuba menyelami teknik – teknik, struktur – struktur dan gaya persembahan bagi ketiga – tiga versi persembahan Dalang Muda. Banyak kelebihan kaedah ini terhadap kajian secara kualitatif kerana kadang – kadang

penyelidik boleh mendapatkan maklumat yang diluar jangkauan yang mana, mungkin tidak pernah disebut dalam kajian – kajian lepas. Setelah menyelami dan menilai apakah isu – isu yang boleh diutarakan kepada tokoh atau responden berdasarkan pemerhatian yang dijalankan, pengkaji boleh memulakan proses temubual secara langsung dan terus dilapangan selepas persembahan wayang kulit, ini bagi mengekalkan persepsi semangat perdalangan yang masih lagi dirasa oleh responden. Dari sini, jawapan yang didapati akan lebih tepat dan persoalan dan penilaian sebenar dapat dirungkai dan dijawab dengan semangat seorang dalang wayang kulit.

Pemerhatian secara tak langsung pula merujuk pada kaedah menonton klip – klip video yang pernah direkod sebelum ini, biasanya melibatkan tokoh – tokoh yang telah meninggal dunia. Ini bertujuan melihat kewujudan persamaan atau perbezaan antara tokoh lama dengan penggerak yang baharu, walaupun bersifat seakan picisan, ianya sangat membantu, cuma setakat ini pengkaji hanya pernah dapat menonton persembahan Dalang Muda dari sulur galur versi Tumpat dan sebagaimana yang dijelaskan diatas, kebanyakan kajian sebelum – sebelum ini lebih tertumpu kepada persembahan Dalang Tua.

Kaedah temubual merupakan langkah utama untuk mendapatkan maklumat agresif dan penting dalam kajian berbentuk kualitatif (Marohaini, 2004). Responden yang menjadi bahan kajian semasa kaedah ini merupakan individu yang menjadi tok dalang, khususnya yang membawa peranan sebagai Dalang Muda semasa persembahan wayang kulit dipersembahkan, yang mana akan menjadi responden utama. Maklumat daripada tok dalang wayang kulit amat dititik beratkan kerana merekalah individu yang jelas mengetahui selok belok penceritaan wayang kulit. Sebagaimana yang dijelaskan diatas, persembahan Dalang Muda juga merupakan sebuah pengkisahan dan penceritaan penting dalam wayang kulit dan mampu menyumbangkan beberapa elemen penting sebagai langkah untuk menjadi Dalang Tua, cuma pengkisahan dan penceritaan dalam persembahan Dalang Muda itu bersifat ritual iaitu sesuatu yang dimainkan secara berulang – ulang walau dimana – mana sahaja ia dipersembahkan. Manakala individu – individu yang berkait secara langsung atau tidak langsung seperti contoh, pemuzik wayang kulit pula akan menjadi responden kedua dan ketiga. Kebiasaannya responden kedua dan ketiga ini dirujuk dalam mendapatkan perihal seperti contoh, mengenai rasa atau mod muzik, peralihan tempo, pertukaran pola ritma dan lain – lain.

Nyatalah ketiga – tiga kaedah atau metodologi kajian ini sangat penting dalam menjadikan kajian ini tepat, berinformasi dan ilmiah untuk diketengahkan kepada umum. Walau bagaimana pun, ingin dijelaskan sedikit, kajian terhadap dokumen – dokumen lepas (sorotan kajian) adalah membantu dalam mendapatkan lompong yang masih belum diisi untuk mengenengahkan kajian tentang wayang kulit ini dengan lebih mendalam.

4. Wayang Kulit

Wayang kulit mempunyai teori kewujudan yang pelbagai, ada yang menyatakan ianya berasal sama ada daripada China, India atau Jawa, namun sejak kewujudan dan kehadirannya dalam masyarakat, persembahannya bersifat dan sering diguna dalam sesuatu upacara ritual atau sebagai bahan hiburan (Mohd Ghouse, 2001) dipelbagai peringkat dan lapisan masyarakat. Di negeri Kelantan, wayang kulit yang paling popular dipersembahkan ialah Wayang Siam yang amat dikenali sebagai Wayang Kulit Kelantan. Mengapa begitu, walaupun di Kelantan suatu ketika dahulu juga terdapat Wayang Melayu dan Wayang Gedek, tetapi wayang kulit dari dua jenis ini tertentu sahaja. Seperti yang diketahui, Wayang Melayu hanya dipersembahkan pada ‘Hari Janawari’ iaitu hari keputeraan sultan dan wayang kulit jenis amat diminati oleh

golongan dan kerabat istana, manakala Wayang Gedek dipersembahkan di majlis – majlis orang Siam dan bahasa penyampaiannya juga dalam bahasa Siam atau Thai. Kelantan didiami dan didominasi oleh lebih dari 90% orang Melayu dan rata – rata kaum bukan Melayu fasih berbahasa Melayu dalam loghat Kelantan, ini menyebabkan Wayang Kulit Kelantan sangat dekat dihati pelbagai lapisan masyarakat dan kaum kerana bahasa penyampaiannya adalah dalam bahasa Melayu loghat Kelantan dan corak persembahannya tidak terikat dengan elemen – elemen seperti dua jenis wayang kulit tadi.

Bercakap mengenai Wayang Kulit Kelantan, menurut Ghulam Sarwar-Yousof (1997), wayang kulit di Kelantan bermula dengan seorang individu dikenali sebagai Mak Erok, tidak dapat dipastikan sama ada individu tersebut lelaki atau perempuan dan bangsanya, namun boleh jadi beliau adalah seorang lelaki kerana sebutan perkataan *mak* itu dalam loghat Kelantan ialah *mat* yang merujuk panggilan bagi seorang lelaki (Nakula, 1994). Secara asasnya, wayang kulit di Kelantan sememangnya dipengaruhi oleh epik Ramayana dan Mahabrata, juga dipengaruhi tradisi Hindu dan Jawa yang boleh dilihat dari segi nama – nama watak yang terlibat seperti dewa dan maharisi.

5. Perang Dewa Panah

Babak Perang Dewa Panah adalah babak pertama dan babak yang paling wajib dimainkan atau dipersembahkan semasa sesi perdalangan Dalang Muda. Sesetengah dalang mengatakan, jika tidak memainkan babak ini, dikhuatiri akan mengundang nasib tidak baik kepada ahli kumpulan atau penonton yang berada dibawah kerana pada kepercayaan bahawa babak peperangan duan Dewa Panah ini merujuk kepada pertarungan antara dua semangat iaitu semangat baik dan semangat jahat. Babak ini melibatkan tiga watak dan satu prop seperti yang telah dijelaskan diatas. Struktur atau repertoire atau ritual persembahan yang biasa diamalkan semasa persembahan babak ini bermula dengan kesemua watak dan prop dipampangkan pada kelir.



Gambar 1: Kedudukan awal patung – patung dan prop pada kelir

Setelah tamat sesi Bertabuh (sama ada Bertabuh biasa atau Bertabuh Ragam) dan selepas beberapa *bar* Lagu Maharisi dimainkan oleh pemuzik atau panjak, sang dalang akan membuang ketiga – tiga watak iaitu Maharisi dan dua Dewa Panah itu keluar dari pampangan pada kelir dan tinggallah prop Pohon Beringin satu – satunya. Sang dalang akan menggerak – gerakkan Pohon Beringin itu *terliuk – liuk* ke kiri dan ke kanan yang diistilahkan sebagai *limba* atau lewo Pohon Beringin. Setelah genap satu atau dua frasa (diulang – ulang) Lagu Maharisi itu, dengan simbol penanda di berikan oleh tok dalang pada pemuzik (biasanya dengan menghentakkan paha pada *pemetek* atau *papan kisah* hingga mengeluarkan bunyi *pap*), pemuzik – pemuzik akan menukar pola ritma yang terdapat dalam Lagu Maharisi yang dipanggil *Peturun Geduk*. Setelah frasa pola Peturun Geduk itu tamat, terus disambung semula frasa Lagu Maharisi sekali lagi bagi mengiringi bab babak yang dipanggil Maharisi Berjalan dan seperti biasa, selepas tamat satu atau dua frasa, pola Peturun Geduk dimainkan semula

sehingga tamat dan hanya watak Maharisi yang terpampang pada kelir berseorangan. Sang dalang akan menggerakkan mulut watak Maharisi dan membaca suatu jampi:

Om..om..om....sim si si praksi praksi bersidik...,

Yoor...mafom mafom or mafom keno siyem, autar dukma buca chuachi ni wan weiii...

(rol muzik)

Om..om..om...perbu perban platik platan

Dokma dukcor cak pital pakkiyam badi mei om som seiii....



Gambar 2: Maharisi bersorang dikelir dan membaca mentera

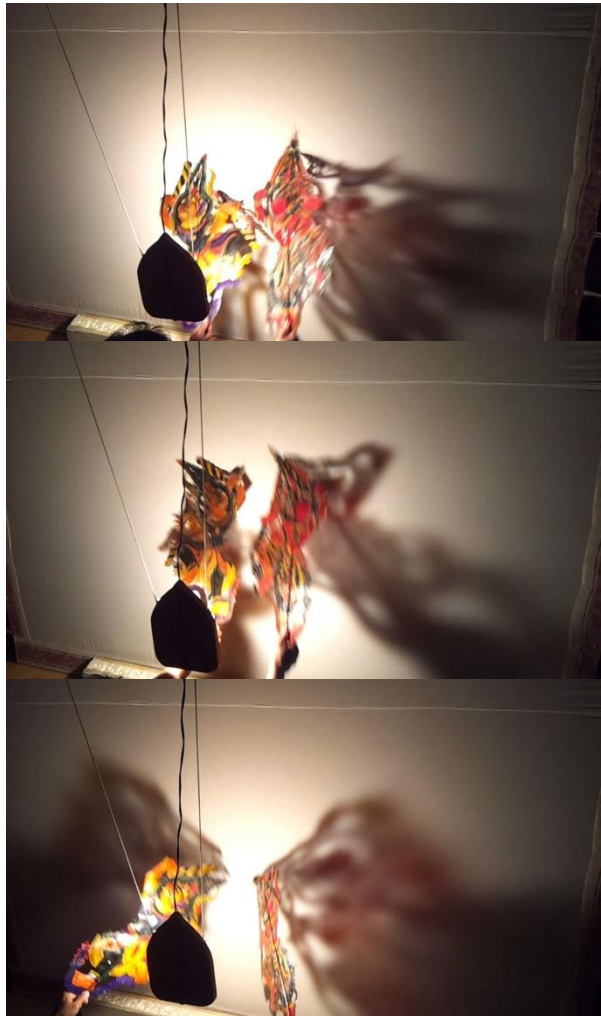
Apabila mentera selesai dibaca oleh tok dalang (mewakili watak Maharisi tersebut), Lagu Dewa Panah Turun akan dimainkan oleh pemuzik dan sang dalang akan menggerak – gerakkan patung Dewa Panah dengan keadaan kedua – dua dewa itu lagaknya seperti turun daripada kayangan terus ke bumi tetapi dengan pergerakan yang khusus. Perbuatan itu diulang dua kali (lagak dewa turun daripada kayangan ke bumi) dan mencucuk pemacuk patung tersebut pada kelir dengan keadaan kedua – dua dewa itu mengapit Maharisi. Perlu diingati, watak Dewa Panah yang berupa manusia mesti berada disebelah sisi kanan sang dalang dan Dewa Panah yang berupa raksasa mesti berada pada sisi sebelah kiri beliau. Mengapa watak Dewa Panah itu mempunyai dua rupa, satu manusia dan satu raksasa, ini bagi menggambarkan semangat, nafsu, sifat dan lain – lain yang merujuk pada baik dan jahat, mahmudah dan mazmumah. Pro dan kontra sememangnya wujud didalam dunia ini, pada kefahaman asasi insani, tanpa kewujudan pro dan kontra, dunia ini tidak dapat beroperasi.

Selepas dalam keadaan Maharisi diapit oleh kedua – dua watak Dewa Panah, Maharisi akan membacakan sekali lagi menteranya dan pemuzik akan menyambut perkataan seiii... itu dengan memainkan Lagu Perang Dewa Panah. Sebelum Maharisi meninggalkan Dewa



Gambar 3: Keadaan kedudukan Dewa Panah Turun dan Maharisi diapit oleh kedua – dua watak tersebut

Panah itu, dia akan membisikkan sesuatu ditelinga kedua – dua watak Dewa Panah dan terus meninggalkan mereka. Sejurus itu, kedua – dua Dewa Panah itu akan berperang tiga kali, pada kali pertama, Dewa Panah berupa manusia akan kalah dan pada kali kedua ialah sebaliknya. Pada kali ketiga, kedua – dua Dewa Panah ini berkeputusan seri dan kembali berbaik seperti sediakala dan berjalan – jalan seiring sebelum kembali terbang naik pulang semula ke kayangan.



Gambar 4: Dewa Panah berjalan seiring dan kembali naik ke kayangan

6. Menghadap Seri Rama

Menghadap Seri Rama merupakan babak kedua dalam sesi persembahan Dalang Muda. Pada babak ini, tok dalang boleh memilih untuk meneruskan babak ini atau meninggalkan terus (jika terdapat kekangan masa) dan teruskan dengan peralihan daripada sesi Dalang Muda kepada sesi Dalang Tua. Dalam sesi ini, perantis atau Tok Dalang Muda perlu mempelajari dan menguasai teknik – teknik menyanyikan lagu – lagu tradisional asas yang terdapat dalam kesenian Wayang Kulit Kelantan serta sedikit frasa asas dialog antara raja dengan pembesar – pembesar dan rakyat Seri Rama. Mengapa katakan frasa asas dialog, ini kerana dialog yang akan diucap – ucapkan oleh Tok Dalang Muda adalah ayat yang bersifat ritual. Walau bagaimana pun, intonasi suara yang dilontarkan oleh dalang bagi menggambarkan peringkat dan pangkat kedudukan antara raja dan rakyat itu amat dititikberatkan. Selain itu, faktor watak juga diambil kira walaupun nampak tidak sesuai bagi percakapan antara anak dengan bapa, sebagai contoh percakapan diantara Hanuman Kera Putih dengan Seri Rama, dimana suara

Hanuman lebih kasar dan kuat berbanding suara Seri Rama, kerana perlu difahami, watak Hanuman itu kasar, besar, kuat dan gagah, semestinya lambang kekuatan dan kegagahan itu mesti sebanding dengan suaranya, cuma penekanan rasa hormat antara si anak pada bapa itu haruslah sang dalang pandai mengolah sesuai dengan kehendak cerita.

Berbalik kepada lagu – lagu tradisi yang mesti dikuasai oleh perantis atau Tok Dalang Muda ialah Lagu Seri Rama Keluar (berdasarkan versi Tumpat), Lagu Menyembah, Lagu Berkhabar dan Lagu Seri Rama Masuk Anjung. Antara isi penceritaan dalam babak ini ialah Seri Rama naik ke balairong untuk bermesyuarat bersama pembesar – pembesar negeri. Seri Rama akan bertanyakan perihal dalam negerinya sama ada negeri berkeadaan baik atau sebaliknya. Setelah dimaklumkan bahawa negerinya berkeadaan aman dan sejahtera, Seri Rama akan menjemput adinda baginda, Laksamana bersama ‘Orang Tua Dalam Negeri’, Mahbabusanam dan Perdana Menteri, Sagariwa untuk masuk atau kembali ‘bersenang’ bersama – sama ke ‘dalam anjung bumi istana’. Setelah itu, Annila, Anggada, Raja Tilm, Lobat dan Lobit akan menghadap anakanda Seri Rama yang juga kepala perang bagi negeri Siusiya Mendara Pura iaitu Seri Maharaja Hanuman Kera Putih (Hulubalang Bersenu Setia Raja).

7. Kesimpulan

Persembahan Dalang Muda sememangnya mempunyai peranan besar dalam mendidik generasi pelapis Dalang Tua. Tradisi ini walaupun nampak kolot dan masih terkebelakang, namun jika tradisi mempelajari perdalangan Dalang Muda akan menyebabkan timbulnya ‘dalang tiru’. Sebagai masyarakat yang semakin berkembang maju dan disediakan dengan pelbagai kemudahan, sepatutnya berusaha untuk lebih memantapkan kefahaman perdalangan Dalang Muda dengan lebih jitu dan cuba dapatkan guru – guru sebenar perdalangan wayang kulit. Jadilah ‘dalang tajeli’ (Sweeney, 1972). Kertas ini dipersembahkan untuk menunjukkan betapa pentingnya mengetahui dan mempelajari serta memahami secara mendalam terhadap struktur dan gaya persembahan Dalang Muda. Selain daripada menggalakkan tunas baharu mempelajari selok belok ilmu perdalangan Dalang Muda dengan bentuk – bentuk struktur dan gaya persembahan mengikut versi – versi tertentu, ia juga diharapkan sebagai langkah pertama dalam usaha melestarikan semula kegemilangan peranan Dalang Muda dalam persembahan Wayang Kulit Kelantan. Kajian – kajian oleh sarjana terdahulu mungkin tidak dapat maklumat tentang kepentingannya lantaran terlalu fokus kepada tokoh individu bergelar Dalang Tua dan pengkisahan cerita – cerita wayang kulit yang berkait rapat hikayat epik Ramayana dan Mahabrata. Semoga kertas ini menjadi pemangkin kepada pengekalan seni warisan Melayu yang unggul dan tinggi.

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Cyber Entrepreneurship Intention: I-Generation (I-Gen) Graduate University Review Paper

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Abstract – This research attempts to review paper the cyber entrepreneurship (CE) intention concept new venture platform of the business for a graduate university. The CE in a context of i-Generation graduate university (born mid-1990s to early 2000s) is an emerging trend of paradigm; replacing traditional entrepreneurship method via internet technologies as a medium. I-Generation is a bunch of people who have been introduced and exposed to the technology at the early stage of age. Today's technology is leading towards the enhancement of online product and services entrepreneurship. Following this, cyber entrepreneurship is likely to be part of the I-Generation lifestyle in creating the business opportunities. The main parts of i-Gen are discussed in the concept review paper of Cyber Entrepreneurship: (1) Cyber Entrepreneurship Definition and Concepts of New Venture Business among i-Generation undergraduate students. (2) An extended version of Cyber Entrepreneurship to differentiate characteristics between traditional entrepreneurship and I-Generation entrepreneurship method of empowering the I-Generation undergraduate. (3) Cyber Entrepreneurship digital platform inclusion in the business platform. This related concepts in the review paper will be used as a guideline in obtaining the state of the art and the research gaps in the Cyber Entrepreneurship.

Keywords: Cyber Entrepreneurship (CE), Cyber Entrepreneurship Intention, Cyber Entrepreneurship digital platform.

1. Introduction

In recent years, CE is claimed as a major driver of economic growth in Malaysia and world globalization. The growth of technologies and economic are synonymous with all levels of society who produce high-income development and innovation, especially: I-Generation (I-Gen) or Generation Z Graduate University. In Malaysia, education institutions have to concern on entrepreneurship practices (Abdul Kadir, Salim. M, & Kamarudin.H, 2010).

Tapscott (2010) described i-Generation as —technology generation which is children and their innate familiarity with technology, makes me feel somewhat nostalgic as he is in effect describing aspects of my own childhood, that widespread access to digital media would redefine not only the media landscape but also politics, education and the working environment. I-Generation have begun to surf the internet and the web in line with their age since they have yet to talk. I-Gen is guided and encouraged by parents to use the social sites since young. In other words, the generation is growing up in the world of which connect through technology since over again. The evolution of each generation it calibrates situation emanating each own self and the world situation, where the glasses itself each generation had a different experience. This means that this generation has its personality, culture, values, and perspectives on the trends of life (Lancaster, 2004).

The CE intention of I-Generation shares many similarities to entrepreneurship outlet. It wants to get a lot of profit with a different approach to reduce the cost of implementation by using digital networking. CE is much related to this issue of research. There has been little academic research carried out on CE, but this research

will add on the existing research, with a cyber-entrepreneurship focuses on networking and the role of young students. The role of the entrepreneur is crucial as the expected influence of globalized technology will build a creative business, competition, and innovation in society (Mutalib, 2013) .

Malaysia Education Blueprint 2015-2025 or MEB is established to provide opportunities for Malaysian students to get the education system to compete global (Ministry of Higher Education, 2015). Development aspirations through High Education Entrepreneurship Action Plan 2016-2020 will produce a high school student and graduate calibre's entrepreneurship, generate revenues and ensures the financial sustainability of Higher Education Institutions (HEIs). In accordance with the aspirations of Education Blueprint to instil the entrepreneurial mind set into the entire higher education system and creating education system capable producing graduates in spite of entrepreneurship.

The sustainability Entrepreneurship development policy is in line with the government's goal of High Education development plan was introduced by the ministry in 2010 and Strategic Plan 2013-2015 Entrepreneurship. The action plan targets starting in 2016 until 2020 consists of 4 major initiatives under the strategy, which is based on two spikes 1 Blueprint (PT) with a measurement mechanism and objectives (Ministry of Higher Education, 2015). Figure 1 present action plan and Strategic Entrepreneurship IPT under the strategy is based on Surge Entrepreneurship with the target and measurement mechanisms respectively for the period 2016 to 2020.



Figure 1: Entrepreneurship Strategic initiative Plan 2016 until 2020 (Ministry of Higher Education, 2015)

Student entrepreneurial culture for innovation and competition is expressed through CE among high school graduate. Entrepreneurship programs in Universiti Malaysia Kelantan (UMK) discloses to students through formal education and practical. However, entrepreneurship cyber needs to be focused in detail on the education among students towards students. In this study, the effectiveness and implementation of the CE are accessed to know the importance of entrepreneurship among students towards globalization. Therefore, the graduate are expose to entrepreneurship education theory and motivate for cyber technology activities.

2. Literature Review

This review paper's purpose of the exploratory approach of contributing to new venture entrepreneurial intention platform. According to Nizam (2012) mentioned—entrepreneurship gained new paradigm and change the world economy, requires the entrepreneurs to idea generation, innovative, and creative ideas to accomplish both profit and success. Other definitions of entrepreneurship is the spirit or quality and is a dynamic process for innovation towards businesses. The result of the profits and success is through a process of effort creating creative ideas and innovation. Efforts and commitment needed for challenging ideas and entrepreneurs desire profitable (Mushtaq, Hunjra, Niazi, & Kashif-Ur-Rehman, 2011). Relation to profit and success, business becomes more competitive and limited customer. Cyber entrepreneurship is extended version of entrepreneurship, which cyber is a new method of doing business. The cyber entrepreneurship is using information technology as a platform and purely on internet platform. Entrepreneurial intention concept descriptors that a new venture formation and prominence to opportunities, identify that clearly (Krueger, Reilly, & Carsrud, 2000). An exchange new paradigm of economic activity have begun new methods of cooperative interaction between knowledge information and technology developments. The resulting ‘turbulence’ within the international small business community has facilitated the evolution of innovative organizational forms that are structured dynamically to ensure sustainable competitive advantage in local, national or global markets (Matlay & Westhead, 2005).

Cyber Entrepreneurship Definition and Concepts New Venture Business

Year in 1996, —E-Business in marketing team International Business Machine (IBM) described electronic business as a venture and the ability to integrate widely held knowledge to derive new products and services constitutes a meta-capability from which streams new and of innovative capabilities continually emerge. A venture for business operation and application, which is facilitated by World Wide Web (WWW) (Tiwana & Mclean, 2001). In a difference study, —E-Business defined as a set of procedure and instrument use of technology communication to achieve the needs external and internal customer (Pilinkiene, Kurschus, & Auskalnyte, 2013). Previous studies have revealed that entrepreneur cyber doing e-business still in the investment and brand-building phase and have yet to show a profit. However, entrepreneur shift their focus from building a customer re-evaluate their current business strategies and develop strategies that provide a clear path to profitability (Shin, 2001). Therefore, new insights into the development and implementation of e-business strategies increasing revenue growth and profitability, achieve a competitive advantage and contribute to increased profit.

With successful and advance usage World Wide Web (WEB) and E-Business Websites are becoming new CE for new business ventures. CE intention can be entrepreneur intention innovation entrepreneurship using platform based on digital entrepreneurial (Ismail et al. 2012). CE is a worldwide channel cyber mechanism that society adopts technical information into these products and services, and discovers temporal and competency in economy. CE is driven by the innovation in products and processes as the crucial platform driving the change concept in a new venture process business (Shane, 2000). In addition, Gartner (1988) described the entrepreneurship as differences acceptance according to the field in terms of the individual alone and it can be in completed definition that does not stand with the scrutiny of other scholars.

Person who is willing to take risks and explore new company defined as—entrepreneur (Shane, 2000). CE uses internet based as a platform. New venture

entrepreneurship benefits student and community. Therefore, the Ministry of Higher Education endorsed among the 10 initiatives, one of the strategies is through the review of the implementation of High-Impact Educational (HIEP) practices by adopting elements of entrepreneurship across the curriculum and field of study (Ministry of Higher Education, 2015). Based on Figure 2, there are review 10 Scope of Entrepreneurship Action Plan 2016-2020.

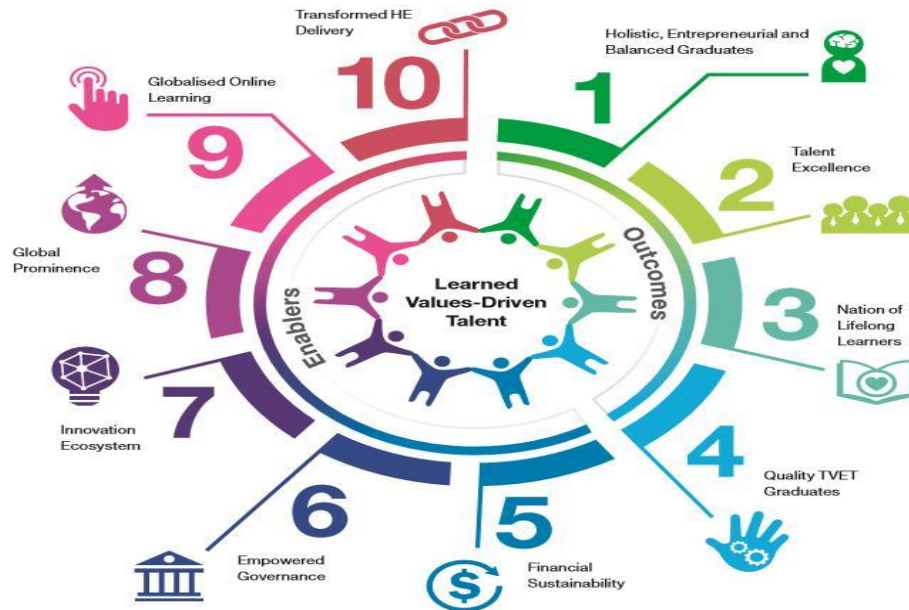


Figure 2: 10 Scope of Entrepreneurship Action Plan 2016-2020

Thus, the review of entrepreneurship action plan is introduced to achieve these CE and student aspirations will spur continued excellence in the higher education system, CE development and ensure the achievement of Action Plan. In this 10 shifts address with regard to quality and efficiency, as well as CE global trends that are education landscape pattern. To achieve these successful CE agenda higher education plan, the strategy development is based on 2 surge with the mechanism of measurement and targets each for a period of 5 years, i.e. the year 2016 to 2020. The first four Shifts focus on output for key stakeholders in the higher education system and the other six Shifts focus on enablers for the higher education ecosystem (KPM, 2015).

Cyber Entrepreneurship Characteristics

The characteristics of CE are different as compared to other model traditional operational such as kiosk and retail outlet. I-Generation graduates that exposed to the technology and new generation of smart technologies are those people innovate new operations. Therefore, intention CE, is to low entry transaction cost rather than typical traditional operation cost. Entrepreneur does not require to choose rent premises and rental. Time and location online venture are easy to operate and it is not similar to store outlet that needs to be opened time on the specified (Ismail et al., 2012). Table 1 clarify the comparison mode CE and traditional business;

Table 1: The Compare Mode Cyber Entrepreneurship to Business Model Traditional
 (Badarudin et al., 2015)

No.	Characteristic	Traditional Entrepreneurship	Cyber-entrepreneurship
1.	Entrance and exit from Cyber entrepreneurship business model are easy and at very minimal cost.	No	Yes
2.	Entrepreneurs can re-enter in the business model as easy as exiting the business.	No	Yes
3.	Entrepreneurs can replicate the business instantly as many as they want.	No	Yes
4.	This business model fully relies on Information technologies as their business platform.	No	Yes
5.	There are eight dimension of cyber entrepreneurship which is Auction, Drop shipping, Sale letters, multiple pages, Affiliate, Social networking, email marketing and Forum marketing.	No	Yes
6.	Cyber entrepreneurship encourages graduates to manipulate more than one business model so they can create multiple revenue model.	No	Yes

Traditional shopping environments have always been associated with the people, in terms of their social and psychological needs. The environments involved context are the local communities where most of the sellers and buyers live which they regard as vital to them. Furthermore, it is not just an ordinary place to go and do shopping, people also spent their time to talking or meeting with each other. While buying goods can be considered as a daily routine, hence it becomes an important part of their life. The public has established a relationship with these traditional shopping environments and has provided people like they belong to the community and feel connected to their presence.

A sense of belonging is presence in traditional style shopping environments feel that the places are very intriguing to do their shopping, and perhaps feel connected or special bond towards it. While traditional shopping environments will stay on for years to come, some suggested that people nowadays tend to just stay at home and do their shopping online. On top of that mention one of the reasons are they could minimize their time in malls, and also an assumption that the malls lack of product range, discounts, and other specialty offers and promotion is through performing a less hassle online retailing. On the other hand, shopping online is really a time saver and surprisingly a variety of offer and discounts too. Users would be surprise by the price that they could get compared to the prices in mall (Murad & Salleh, 2014).

Cyber Entrepreneurship Digital Platform

New phenomenon digital platform emerges entrepreneurship among people, especially young generation; recognize —Digital Online‖ or —Cyber Entrepreneurship‖ as a way of entrepreneurship. A variety of business applications from the internet can be used without limit, in achieving business profit including interpreting the business market at international level.

In the presence of digital communication technology or online applications in this era such as Skype, Instagram, Whatapps, Twitter, blogs, Facebook and others provide the fast medium in expanding the business and information. The online business marketplace such as Amazon, Alibaba, eBay, Lelong.com, and easy.com ((Muhammad Salman Shabbir, Mohd Noor Mohd Shariff, Rabia Kiran, Muhammad Faisal, & Arfan Shahzad, 2016) as well providing a platform in establishing entrepreneurship.

The world digital of entrepreneurship can bring local enthusiasm and positive values to entrepreneur students and graduates profit and increase income. However, through this cyber entrepreneurship which are entrepreneurs need gritty, often in relation between the customer and any other online providers, visionary, willing to learn various applications and fearless. Thus, innovation efforts online will entrepreneurs more efficient through the activities of business and get search information online (Faradillah Iqmar Omar & Samsudin A. Rahim, 2015).

According to the government higher learning, more active and proactive transformation in terms of delivering arranged planning towards entrepreneurial produces entrepreneurship graduates locally and internationally. Graduates will be able to absorb the interest in cyber entrepreneurship, holistic human, and capable of generating employment opportunities to other people (job creator) as under the surge of 1, 2015 - 2025 higher education development plan (higher education) or PPPM (PT). Additionally, the follow up planning of higher education scale and Human holistic structure for a student to increase employability entrepreneurs, supplement their income during their studies and their financial support. Therefore, the development of the local economy will be added by entrepreneurial students, lecturers, researchers, economic society and target groups entrepreneurship (Ministry of Higher Education, 2015).

Figure 3 indicated that the strategies of strengthening the learning support high education to provide productive learning support system. Strengthening of the coordination of these activities include student development-linked entities, the creation of a framework to encourage graduates to become entrepreneurs as well as recognition of the innovative and excellent teaching that forms the framework of Occupational or Job Creator Generator Framework. It is important to move from a world of job seekers to a world of job creators (KPM, 2015).

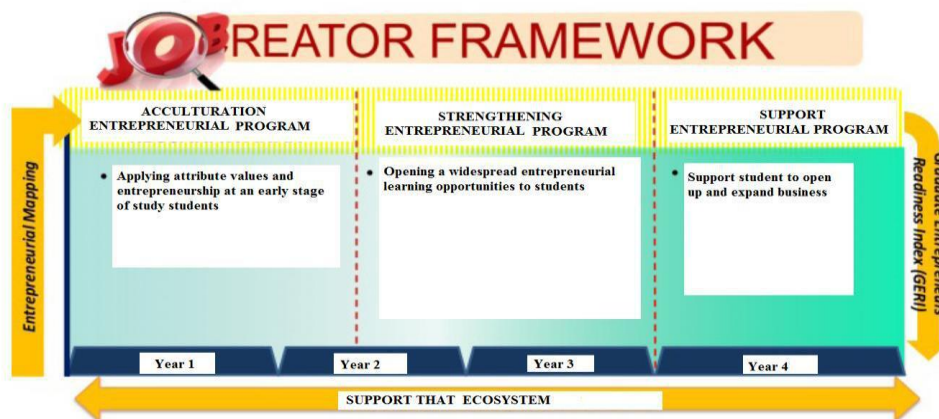


Figure 3: Job Creator Framework
(Ministry of Higher Education, 2015)

The role of internet lines to orientation entrepreneurship can broaden the market for exports of goods and products to customers. This evident is based on the study of consumption and Export UK and an assessment of the use of entrepreneurial-based online found committed using online to increase the quality and performance of the company's exports (Mostafa, Wheeler, & Jones, 2005).

Starting and continuing entrepreneurship activity cyber digital entrepreneurship can depend on the behaviour of innovative entrepreneurs in developing social relationships with the community businesses in which relationships formed online not require physical encounter. The benefits of social relationships online profitable in the world of

digital cyber entrepreneurs in terms of material and non-material can be maintained and established with competitors, suppliers and the nearest community where networking has contributed to the development and strengthening of business (Gusniar Nurdin, Geraldine K.L. Chan, Sivapalan Selvadurai, & Suraiya Ishak, 2014).

Society is interested to joining digital world of access that contains variety of activities to retrieve information (Livingstone & Helsper, 2007). Therefore, for entrepreneurs should take the opportunity of innovation and the benefit of the cyber world character appearance of digital technology. The success and failure of entrepreneurs in the entrepreneurial world of digital engagement depends on many factors; such as the activity of entrepreneurs either conventional and non-conventional business risk, and competition or capital. Social relations in digital communication platform is also a lot of entrepreneur's motivated entrepreneurs (Gusniar Nurdin et al., 2014).

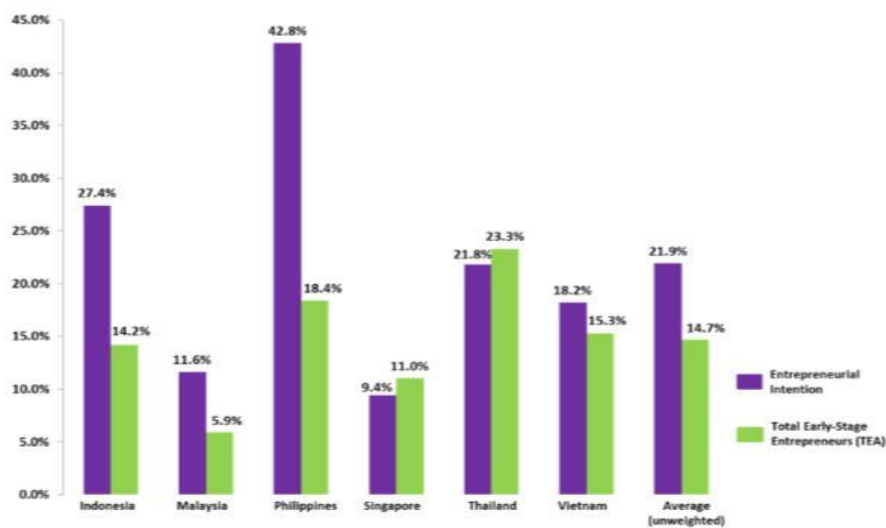


Figure 4: Entrepreneurial Intention & Total Early-Stage Entrepreneurial Activity (TEA) in 6 ASEAN Country, 2014
(Ministry of Higher Education, 2015)

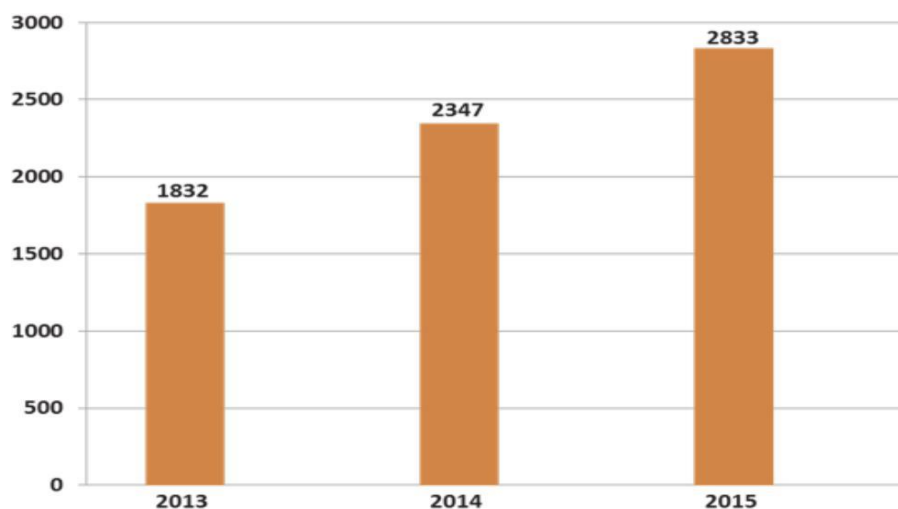


Figure 5: The number of university students who graduate to become entrepreneurs after graduating
(Ministry of Higher Education, 2015)

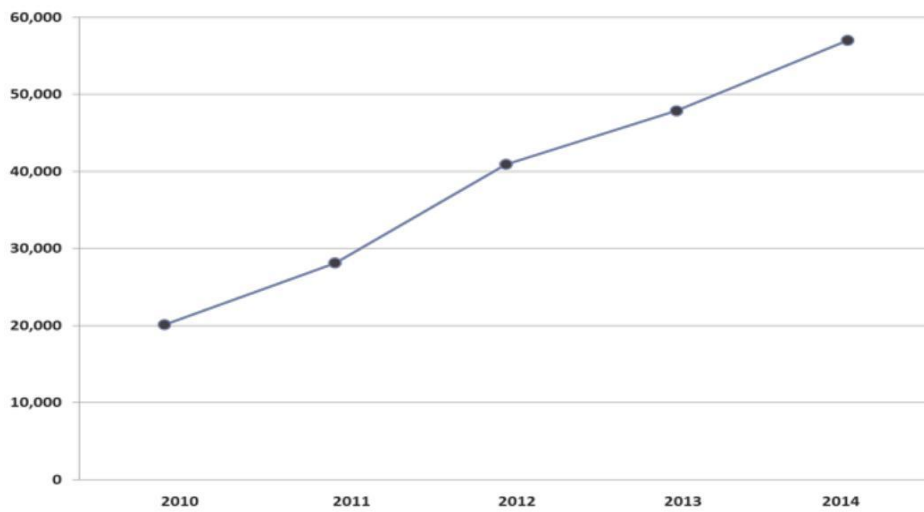


Figure 6: Total of business registration at the Companies Commission of Malaysia aged 23-26 years
(Ministry of Higher Education, 2015)

3. Conclusion

Change the appearance of the transformation platform cyber entrepreneurship will benefit and collective rights to a new generation as well as the role of the interest globally business world. This is due to the transformation of the world of information technology and innovation generation graduates usually can be merged. The impact of the new venture transformation journey I-generation cyber entrepreneurship will give an opportunity to students to involve in the business world based on experiential learning and technology enable learning cyber entrepreneurship. In today's global economy venture, graduate with an entrepreneurship knowledge prepares for employability and struggling with the complexities of the world of work and new challenges of the 21st century. Student's involvement in cyber entrepreneurship and related field will receive financial support proportionately to qualify as a student income. Therefore, undergraduate can support the financial needs and pay back the loan if they get income benefited from business.

The CE is an important relevant field of study. Although entrepreneurs face many difficult questions, the framework of CE can be explore. Acknowledge that CE offers some uncertain assumptions, potentially flawed logical arguments, or have made statements that will prove, ultimately, to be inconsistent with data yet to be collected. Nevertheless, this framework will provide a starting point. Since cyber entrepreneurship incorporates information gained from many disciplinary vantage points and explore through many different methodologies, the hope is to produce scholars from many different fields to join in the quest to create a systematic body of information about entrepreneurship.

In line with government policy to promote self-entrepreneur or small medium enterprises, improving students' personal traits factor in risk attitude is essential. So that, the students will have the interest and involved in cyber entrepreneurship to make their business will last long. Thus, universities have to come out with activities to implement educational and research programmes on cyber entrepreneurship. In addition, the image of cyber entrepreneurship as a career choice should be improved and supported by public and university (Norhazlin Ismail et al., 2012).

Referring the action plan higher education 2016-2020 Entrepreneurship emphasis orientation thought cyber entrepreneurship and graduate who tend toward careers as entrepreneurs and create employment opportunities. Ongoing support and commitment of the top management of higher learning which, enhanced by review existing policies and regulations allow institutions of higher learning implement strategies that are more pro-entrepreneurship. Emphasis on the impact of the entrepreneurial agenda in higher education is on the long-term effects of the learning process in producing and developing quality human to contribute to national development.

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Analisis Zapin Salor di Kampung Salor Kelantan

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Abstrak - Kertas kerja ini membincangkan tentang analisis tarian Zapin Salor di Kampung Salor, Kelantan. Zapin Salor merupakan zapin yang dicipta berlandaskan budaya dan adat orang Melayu di Kelantan. Perbincangan ini adalah untuk mencapai objektif utama iaitu mendokumentasi, memelihara dan memulihara serta menjadikan tarian zapin ini sebagai sistem pengajaran bagi peringkat Institut Pengajian Tinggi Awam dan Swasta di Kelantan.

Kata Kunci: Zapin Salor, Teori, Ragam, Muzik, Kostum

1. Pengenalan

Zapin dikenali dengan berbagai nama seperti Dana, Jipin, Jepen dan Zafin, kesenian yang bernuansa Islam ini tetap wujud di perkampungan penduduk Islam di Nusantara. Maka tidak hairanlah berbagai versi dan variasi dapat dilihat di mana sahaja perkampungan itu wujud. Walau bagaimanapun, ada juga beberapa daerah Melayu-Islam di Nusantara yang tidak mempunyai tradisi zapin kerana pengaruh Kesultanan Melayu-Riau-Lingga tidak dapat menebarkan jala pengaruhnya ke sana. Hal ini jelas kelihatan di daerah-daerah kekuasaan Melayu yang pada zaman itu bersaing kedudukan dengan Kesultanan Melayu-Riau-Lingga. Sampai hari ini kesan itu tersebut masih kelihatan seperti di daerah Aceh dan Sumatera Barat di Sumatera, Jawa Tengah dan Jawa Timur dan kepulauan rempah di lautan Maluku. Selain itu juga, disebabkan pengaruh Islam terlalu kuat pada zaman itu maka zapin telah berkembang sehingga ke Selat Melaka, Laut China Selatan, Selat Tebrau, Sabah dan Sarawak serta daerah Kalimantan

2. Kajian Literatur

2.1 Zapin Salor

Menurut Manaf Awang (2011, Julai 23)⁴ sekitar tahun 1900, Sheikh Abdullah dan seisi keluarganya telah datang dari Turki untuk berdagang kain di Kampung Salor, Kelantan. Setelah sekian lama berdagang, Sheikh Abdullah akhirnya menetap di Kampung Salor. Semasa menetap di Kg Salor, beliau dalam masa yang sama menjadi pendakwah di kampung tersebut untuk menyebarkan agama Islam. Sebelum datang ke Tanah Melayu, Sheikh Abdullah merupakan penggiat zapin di Turki. Oleh kerana keinginannya untuk berzapin, beliau telah berbincang dengan orang-orang kampung untuk meluaskan budaya Arab seperti zapin ini dapat diajar kepada segenap masyarakat di Kampung Salor disamping berdakwah menyebarkan agama Islam. Pada awal perbincangan, hanya beberapa orang penduduk Kampung Salor yang hadir untuk menyertai sesi latihan disebabkan kurang kepercayaan orang kampung. Namun, setelah beberapa sesi latihan,

⁴ Temuramah pertama semasa melakukan Latihan industri di rumah beliau beralamat Lot 1612, Taman Seri Kayangan 17500, Tanah Merah, Kelantan pada jam 11 pagi bertempat di ruang tamu pada 23 Julai 2011

semakin ramai orang-orang kampung yang berminat dan datang untuk mempelajari zapin tersebut. Kebiasaannya, latihan Zapin Salor ini diadakan selepas solat isyak pada

malam jumaat dan sabtu. Pergerakan asas zapin ini diolah daripada Zapin Arab dan ragam-ragamnya telah dicipta oleh Sheikh Abdullah yang diinspirasikan melalui alam semulajadi dan persekitaran semasa melakukan jual beli kain. Tarian Zapin Salor mempunyai tertib yang sangat halus, di mana apabila penari melakukan pergerakan, kaki haruslah digerakkan dengan sopan dan lemah lembut tanpa menampakkan tapak kaki. Selain pergerakan kaki, tangan juga memainkan peranan penting dalam tarian Zapin Salor kerana tangan juga digunakan untuk mengimbangi badan supaya dapat menampakkan kelembutan pada badan. Ketika tarian ini mula dikembangkan di Kampung Salor, terdapat beberapa orang pemuzik yang terlibat dalam memainkan muzik untuk tarian Zapin Salor dan kumpulan tersebut diketuai oleh Sheikh Abdullah sendiri yang merupakan pemain Violin. Antara pemuzik-pemuzik lain yang terlibat adalah Che Mahmood pemain Gambuh, Che Awang, Ibrahim dan Che Muda pemain Marwas dan Syed Omar pemain Akordian.

Setelah Sheikh Abdullah telah dapat mengajar tarian ini kepada penduduk Kampung Salor, akhirnya beliau telah menurunkan ilmu tarian Zapin Salor ini kepada Wan Abdul Razak dan Che Awang yang merupakan generasi kedua mempelajari tarian ini. Generasi ketiga yang masih memegang tradisi tarian Zapin Salor hingga kini adalah Abdul Manaf Bin Awang. Ketika tarian ini diperturunkan oleh Sheikh Abdullah kepada beliau, masih belum ada penubuhan mana-mana persatuan atau kelab ditubuhkan di kawasan tersebut. Oleh sebab itu kumpulan zapin ini digelar sebagai Kumpulan Zapin Salor.

Pada tahun 1960, Sheikh Abdullah mengundur diri dari Kumpulan Zapin Salor atas sebab keuzuran dan beliau berpindah ke Kota Bharu, Kelantan. Setelah pengunduran Sheikh Abdullah, Tengku Mahmud ibni al-Marhum Sultan Muhammad IV (Sultan Kelantan 1910) telah mengambil alih Kumpulan Zapin Salor. Umur Tengku Mahmud ketika ini dalam lingkungan 50an, yang mana beliau sudah mula mahir menarikan tarian-tarian tradisional rakyat Kelantan. Disebabkan Tengku Mahmud telah mempelajari tarian Zapin Salor ini, nama Zapin Salor semakin dikenali ramai dan menjadi sebutan penggiat seni tempatan.

Menurut temuramah kedua bersama Abdul Manaf bin Awang, (2014, March 29)⁵ keluarga Sheikh Abdullah berasal dari Hadramaut, Yemen dan mereka telah datang ke Kelantan adalah untuk berniaga bukan sekadar kain tetapi barangan runcit juga. Dan ada beberapa keluarga-keluarga Sheikh yang berada di Kelantan yang mempunyai pengaruh masing-masing. Sheikh yang berada di Kelantan iaitu Sheikh Salim, Sheikh Ali dan Sheikh Mansor akan tetapi hanya Sheikh Abdullah yang membawa zapin ke Kelantan. Mereka adalah yang datang dari Iran, Thailand, dan Yemen. Apa yang di kenalpasti oleh Pakcik Manaf hanya Sheikh Salim dan Sheikh Abdullah yang datang dari Yemen. Katanya lagi kemungkinan ada Sheikh yang datang dari negara Turki kerana pada masa itu sangat popular salah satu alat muzik zapin iaitu gambus. Semasa latihan Zapin Salor, gambus yang digunakan adalah dari negara Turki. Selepas itu, Pakcik Manaf bercerita tentang sejarah perkembangan Zapin Salor di Kelantan pula. Saya telah mendapat maklumat yang baru sewaktu temuramah kedua iaitu Zapin Salor telah wujud pada zaman pemerintahan Sultan Ibrahim. Beliau merupakan ayah kepada Sultan Yahya dan abang kepada Sultan Mahmud. Di sini Pakcik Manaf sendiri telah mengatakan bahawa sebelum Zapin Salor tertubuh sudah ada zapin di negeri Kelantan pada masa itu tetapi beliau tidak mendapat maklumat tersebut kerana pada masa itu beliau belum lagi dilahirkan.

⁵ Temuramah kedua semasa melakukan Latihan industri pada jam 11pagi bertempat disebuah pondok di Kg Salor bersebelahan jalan utama Kg salor pada 29 March 2014

2.2 Teori Adrienne L. Kaepler

Teori ini mengemukakan teori dan kaedah dalam menganalisis struktur tarian dengan analisis terhadap tarian Tongan. Kaedah yang diambil untuk menganalisis struktur dibangunkan pada tahun 1960-an mempunyai dua matlamat. Antara matlamatnya adalah:

- I. Untuk membangunkan satu kaedah yang boleh diguna pakai untuk menganalisis mana-mana sistem pergerakan
- II. Untuk menganalisis tarian yang telah dikhususkan atau sebaliknya

Adalah penting untuk diambil perhatian bahawa pada masa penyelidikan dan pembangunan kaedah ini dijalankan, Kaepler tidak menyedari bahawa penyelidikan dan kaedah yang sama juga sedang dilakukan di Eropah. Perbincangan mengenai analisis struktur oleh kumpulan penyelidik IFMC⁶ pada istilah tarian sedang dilaksanakan pada masa yang sama, tetapi Kaepler tidak mengetahui tentang kerja-kerja yang sedang dijalankan kumpulan ini sehingga persidangan IFMC di Bayonne pada tahun 1973. Tidak juga penyelidik IFMC mengetahui tentang kerja yang dijalankan oleh Kaepler yang diterbitkan pada tahun 1972. Oleh itu, adalah di luar kebiasaan bahawa kedua-dua kajian ini mempunyai banyak persamaan. Perbezaan asas yang dapat dilihat adalah kumpulan IFMC mengambil unit utama mereka sebagai tarian manakala Kaepler memberi tumpuan kepada konsep yang lebih abstrak berdasarkan tarian dan struktur pelbagai genre pergerakan yang digunakan oleh budaya tertentu. Walaupun Kaepler menumpukan tarian khusus dan urutan pergerakan yang lain, Kaepler melihat ianya sebagai manifestasi permukaan asas sistem pergerakan berstruktur. (Kaepler 2007: 53)

Kaepler mengatakan terdapat beberapa bahagian yang menjadikan sesuatu gerak itu mempunyai makna dan tidak mempunyai makna. Analisa ini digunakan di dalam teorinya bagi membuat rumusan pergerakan manusia. Berikut merupakan beberapa terminologi penting di dalam struktur tarian dari analogi bahasa, melalui pendekatan Struktural Linguistik yang digunakan oleh Kaepler dalam membantu pengkaji menjalankan kajian. Antaranya adalah:

<i>Language</i>	<i>Kinemes</i>	<i>Morphokines</i>
Teori linguistik	Unit gerakan kecil yang penting dalam sistem linguistic. Pergerakan yang membawa sebarang makna	Unit gerakan kecil didalam struktur bahasa. Percampuran pergerakan yang membawa makna dai hasil gabungan beberapa bahagian pergerakan
<i>Motive</i> Gabungan beberapa morphokines yang membentuk entity pendek motif digunapakai dalam koreografi bagi membentuk imej yang membawa makna secara simbolik	<i>Choremes</i> Gabungan gerak yang membawa motif hasil dari gabungan pergerakan bahagian pinggang ke atas dan pinggang ke bawah	<i>Phrases</i> Frasa bagi satu rentetan susunan pergerakan panjang yang boleh dipecahkan mengikut kesesuaian sesebuah tarian. Ia dipecahkan mengikut kiraan atau muzik

⁶ IMFC *Study Group on Dance Terminology* adalah sebuah kumpulan penyelidik di Eropah yang ditubuhkan dengan tujuan mengkaji istilah di dalam tarian. Dahulunya kumpulan ini dikenali sebagai ICTM *Study Group on Ethnochoreology*

<i>Larger Movement</i>	<i>Dances</i>	<i>Dance Genre</i>
Pecahan gerak atau ragam yang telah ditentukan dalam sesebuah tarian.	Hasil gabungan kesemua larger movement yang telah ditetapkan dan pada akhirnya menghasilkan sebuah tarian yang khusus. Ia juga boleh dijadikan sebagai sebuah improvisasi yang spontan	Jenis sesebuah tarian

Terminologi yang diterangkan di atas hasil daripada analisis struktur pergerakan yang telah dijalankan dan disusun secara sistematik oleh Kaeppler berdasarkan pemerhatian beliau terhadap tarian Tongan. Terdapat perbezaan antara kajian yang dilakukan Kaeppler dengan penyelidik IFMC dari Eropah. Perbezaan kaedah dalam konsep teori kedua-dua ini adalah penyelidik dari Eropah mengkaji tradisi pergerakan yang mana mereka sebagai peserta manakala Kaeppler pula bekerja dengan tradisi yang bukan dari sebahagian daripada latar belakang tariannya. IFMC telah memulakan kerja dengan pengetahuan tentang tradisi pergerakan tarian dan menganalisis individu berdasarkan jenis tarian yang telah diketahui mereka. Bagi Kaeppler pula, harus mengetahui apakah jenis tarian itu dan bagaimana ciri-ciri perbezaannya. Kumpulan IFMC juga telah bekerja untuk mencari klasifikasi tarian dan menganalisis tarian mereka sendiri. Kaeppler merupakan seorang ahli antropologi⁷ di mana beliau harus belajar mengenai budaya masyarakat setempat terlebih dahulu. Kaeppler mencari konsep mengenai pergerakan adalah sebahagian daripada sistem pengetahuan dan tidak mengambil mudah bahawa terdapat konsep seperti itu dijadikan sebagai sebuah tarian. Beliau merumuskan hasil dalam kajiannya iaitu sesuatu yang terlibat dalam kemahiran berkomunikasi dengan mengambil kira pergerakan, bagaimana individu menggabungkan pengetahuan tatabahasa dengan pengetahuan persembahan serta mengetahui cara untuk menjalankan atau memahami pergerakan dalam konteks tertentu. (Kaeppler 2007:55).

2.3 Diskripsi Ragam, Muzik dan Kostum

Ia menerangkan deskripsi ragam-ragam Zapin Salor dengan lebih mendalam. Melalui inspirasi alam semula jadi maka tercetus la idea lagu Zapin Salor yang merdu malah mengasyikkan yang menggunakan alat muzik yang dimainkan oleh pemuzik dari Kg. Salor. Disebabkan pengaruh Zapin Salor ini dibawa dari Yaman maka terdapat similariti di dalam kostum Zapin Salor dengan Zapin Arab. Pengkaji menghuraikan segala fakta yang diperolehi melalui fakta lisan dan sumber sekunder.

2.3.1 Ragam

Di dalam tarian Zapin Salor terdapat sepuluh ragam yang telah dicipta oleh Sheikh Abdullah. Antara ragam-ragamnya adalah asas salor, siku keluang, decok, gelombang, gelombang dua, gelombang tiga, semerang, wakaf siku, nombor lapan atau 8 dan pusing tengah. Menurut perbualan pengkaji dengan Encik Manaf bin Awang, keunikan ragam pada Zapin Salor terletak pada gerakannya yang melambangkan identiti⁸ masyarakat Kelantan terutama gerak acak dan kuis kaki. Setiap ragam yang dicipta mempunyai maksud tersendiri.

⁷ *Anthropology* atau *antropologi* adalah kajian manusia dari masa silam dan masa sekarang bagi memahami sepenuhnya dan kerumitan budaya keseluruhan sejarah manusia bagi mendapatkan maklumat dan membina kepada pengetahuan dari bidang sains dan biologi serta kemanusiaan dan sains fizikal.

Bermula dengan ragam bernama siku keluang diambil dari pergerakan seekor binatang iaitu keluang.⁹ Gerak ini dicipta pada dasarnya diambil melalui alam haiwan. Pada sifat seekor keluang, ia tidak bergerak lurus maka tercipta gerak yang diolah di dalam Zapin Salor. Ragam decok adalah di inspirasi melalui permainan tradisional rakyat Kelantan yang sangat popular pada suatu ketika dahulu iaitu Teng Teng.¹⁰ Ragam gelombang pula diilham melalui pergerakan gelombang ombak yang kecil. Gerak ini diinspirasi semasa migrasi¹¹ dari Tanah Arab ke Tanah Melayu. Seterusnya, ragam gelombang dua pula diambil melalui gerakan ombak yang berlapis-lapis. Maka gerakannya di dalam Zapin Salor mempunyai gerak seperti ombak sebanyak dua kali. Ragam gelombang tiga pula diolah melalui gerakan tiga ombak yang datang dari pelbagai arah seperti kanan, kiri, depan atau belakang.

Ragam semerang tidak mempunyai makna kerana ia adalah gerak zapin arab yang menjadi transisi terhadap ragam yang lain. Ragam wakaf siku merupakan nama sebuah tempat di Kelantan. Gerakan ini diberi nama wakaf siku kerana semasa Sheikh Abdullah berniaga, beliau selalu berjalan sehingga ke wakaf siku. Selain itu, terdapat ragam yang menggunakan nombor seperti Ragam nombor lapan. Ragam ini banyak bergerak mengikut pusingan nombor lapan. Yang terakhir adalah ragam pusing tengah. Ragam ini diambil melalui pedagang-pedagang yang berniaga dari rumah ke rumah. Ragam ini selalu di gunakan untuk menukarkan pantun lagu ke pantun lagu yang baru.

Apa yang penting, ragam-ragam Zapin Salor mengandungi gerak yang selalu melambangkan identiti Zapin Salor iaitu gerak acah dan kuis kaki. Gerak ini diambil daripada permainan tradisional yang amat popular di Kelantan iaitu galah panjang¹² (Choch-dalam dialek Kelantan) manakala kuis kaki pula diolah daripada pergerakan ayam menguis kaki untuk mencari makanan. Kuis dalam bahasa melayu adalah kais. Kata Pakcik Manaf lagi, gerak kuis kaki sangat mempunyai makna yang mendalam kerana pergerakan ini adalah metafora¹³ kepada manusia. Maksud yang ingin

⁸ Identiti(definisi kamus dewan edisi keempat-terkini) =(identiti) sifat-sifat (atau ciri-ciri dan sebagainya)yang terdapat pada seseorang atau sesuatu keseluruhan memperkenalkan juga mengasingkannya daripada yang lain

⁹ Keluang bermaksud nama sejenis binatang seperti kelawar tetapi lebih besar yang suka memakan buah-buahan. Nama saintifiknya Pteropus vampyrus (edulis)

¹⁰ Teng teng atau dikenali juga sebagai ketinting atau dikenali Decok(dalam daelek Kelantan) merupakan sejenis permainan tradisi kanak-kanak. Ia dimainkan oleh lelaki dan perempuan sungguhpun ia lebih disukai oleh kanak-kanak perempuan daripada kanak-kanak lelaki kerana permainan ini lembut dan sesuai dengan kaum hawa. Permainan ini mempunyai gelanggang yang diperbuat dengan menuliskan garisan di atas tanah sahaja dengan mengguangkan hujung ranting.

¹¹ Migrasi bermaksud perpindahan penduduk dari sebuah negara ke sebuah negara atau tempat lain

¹² Galah panjang adalah sejenis permainan tradisional yang dimainkan di atas gelanggang yang dilakar di atas tanah kosong. Gelanggang yang dibuat mengandungi 2 lajur dan beberapa baris bergantung kepada bilangan pemain. Permainan ini melibatkan kepakaran seorang ketua atau ibu untuk mengawal gerakan anak buah bagi pihak yang mengawal gelanggang.

¹³ Metafora adalah pemakaian kata-kata yang menyatakan sesuatu makna atau maksud yang lain daripada makna biasa atau makna sebenar perkataan yang berkenaan

disampaikan adalah seperti peribahasa yang berbunyi kais pagi makan pagi, kais petang makan petang.¹⁴

2.4 Aplikasi Teori Analisis Pergerakan di dalam Zapin Salor

Teori analisis pergerakan mempunyai terminologi di dalam Struktural Linguistik yang merangkumi pemecahan kepada beberapa peringkat iaitu bermula dengan *Kinemes, Morphokines, Motifs, Choremes, Phrases, Larger Movement Unit, Dance dan Dance Genre*. Akan tetapi, pengkaji hanya menggunakan satu terminologi sahaja yang berada di dalam teori Linguistik untuk menerangkan Zapin Salor. *Larger Movement Unit* merupakan pecahan gerak atau ragam yang telah ditentukan dalam sesebuah tarian. Terminologi tersebut menjadi pilihan kerana Zapin Salor mempunyai sepuluh ragam yang telah di analisis. Maka pengkaji akan menerangkan nama ragam serta keterangan pergerakan. Berikut merupakan jadual 1 keterangan ragam-ragam di dalam Zapin Salor:

Jadual 1 : Keterangan Ragam Zapin Salor

BIL	RAGAM	KETERANGAN
1.	Asas Salor	<ul style="list-style-type: none"> - Kaki kiri disilang ke arah kaki kanan dengan kiraan 1&2 dan dan kaki kanan disilang ke arah kaki kiri juga dengan kiraan 3&4. Sekali lagi kaki kiri disilangkan kearah kaki kanan denga kiraan 5&6 seterusnya kaki kanan lakukan di'pointkn d sebelah kaki kiri sambil pusing separuh dan undur 2 langkah untuk habiskan kiraan 8.
2.	Salor Decok	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di'point'kan di sebelah kaki kiri. - Dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8. - Ulang gerak yang sama ke belakang tetapi sehingga kiraan 7 sahaja dan turun ambik gerak decok dengan kiraan 3. - Decok dilakukan dengan cara kaki kanan dihentut dan kaki kiri di biar terapung. - Gerakan tangan adalah didepa separas bahu.
33.	Salor Gelombang	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di'point'kan di sebelah kaki kiri. - Dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8. - Kaki kiri dihayun ke sebelah kanan dengan kiraan 1

¹⁴Peribahasa bermaksud kerja pagi untuk makan pagi dan kerja petang untuk makan petang. Manusia bekerja untuk mendapatkan rezeki yang halal tidak kira petang atau pagi.

		<p>dan 2.</p> <ul style="list-style-type: none"> - Seterusnya kaki kanan dengan kiraan 3 dan kaki kiri kiraan 4 dengan memusingkan badan kebelakang dan kaki kanan cuit disebelah kaki kiri. - Seterusnya undur ke belakang sebanyak 2 langkah. Kaki kiri diangkat sedikit dengan kiraan 1 dan maju kehadapan menggunakan kaki kanan dan kiri secara bergilir sehingga kiraan 4. - Kiraan 5 kaki kanan dihayun kehadapan dan kiraan 6 kaki kanan di letak ke belakang. - Undur 2 langkah untuk habiskan gerak sehingga kiraan 8. - Pusing 360 darjah dengan kiraan 3 dan kiraan 4 kaki kiri melangkah ke kiri dlama keadaan 45 darjah dan lakukan gerakan acah dan pusing ke belakang dan habiskan kiraan 8. - Gerakan tangan adalah didepa separas bahu.
44.	Salor Gelombang Tiga	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di'point'kan di sebelah kaki kiri. - Dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8. - Gerakan asas diulang sehingga kiraan 4 dan kiraan 5 kaki kanan dihayun 45 darjah ke kiri. - Kiraan 6,7 dan 8 adalah gerakan undur ke belakang sebanyak 3 langkah. - Seterusnya kiraan 1 kaki kiri dihayun ke sebelah kanan menghala 45 darjah ke kanan dan undur ke belakang sebanyak 3 langkah untuk kiraan 4. - Kiraan 5 kaki kanan dihayun ke depan dan undur sebanyak 3 langkah untuk habiskan kiraan 8. Pada kiraan 7 tang di tutup dan kaki kiri di'point' sebelah kaki kanan. Dan kiraan 8 tangan dan kaki kiri dibuka bersama. - Seterusnya kiraan 1 hingga 4 adalah gerakan asas seterusnya gerakan acah pada kiraan 5 dan pusing ke belakang untuk habiskan kiraan 8.
55.	Salor Wakaf Siku	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di'point'kan di sebelah kaki kiri. - Dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8. - Dengan kiraan 1 dan 2 kaki kiri disilangkan ke kanan, pada kiraan 5 kaki kanan 'point' disebelah kaki kiri dan

		<p>undur 2 langkah untuk habiskan kiraan 8.</p> <ul style="list-style-type: none"> - Kiraan 1 kaki kiri cuit sebelah kaki kanan dan pusing kehadapan untuk melakukan gerakan acah sehingga habis kiraan 8.
66.	Salor No. 8	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di'point'kan di sebelah kaki kiri. - Dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8. - Kiraan 1-4 adalah seperti asas dan kiraan 5 kaki kanan dihayun ke kiri dan sedikit melompat, seterusnya pusing ke arah kanan 2 kali ke belakang untuk habiskan kiraan 8. - Kaki kiri dihayun ke kanan dan sedikit melompat adengan kiraan 1 dan 2 seterusnya pusing ke kiri dan undur untuk habiskan kiraan 8. - Kaki kiri dengan kiraan 1 dan 2 diangkat kedepan dan maju. Kiraan 4 kaki kiri dihayun kedepan dan kiraan 5 kaki kiri diletak kebelakang. - Kiraan 6 kaki kanan dihayun kedepan dan kiraan 7 kaki kanan di letak kesisi kaki kiri dan habiskan kiraan 8. - Seterusnya dengan kiraan 3 pusing mengikut arah jam dan gerakan acah diambil sehingga kiraan 8.
77.	Salor Gelombang Dua	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di tendangkan di sebelah kaki kiri. - Undur kebelakang dengan kiraan 6 dengan kaki kanan yang di tendang memulainya diikuti kiraan 7 dan 8. - Pada kiraan 1 yang baru kaki kiri maju kehadapan dan kaki kanan pada kiraan 2 menendang sekali lagi pada arah sisi kiri. - Kiraan 3 badan dipusing 90 darjah dengan menggunakan kaki yang diangkat untuk menendang untuk menapak. - Seterusnya kiraan 4 melakukan gerakan acah dan berhenti sekejap pada kiraan 5. - Bergerak dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8.
88.	Salor Semarang	<ul style="list-style-type: none"> - Kiraan 1 dengan menendang menggunakan kaki kiri dan seterusnya menapak untuk kiraan 2. - Kiraan 3 kaki kanan maju ke depan - Seterusnya kaki kiri dengan kiraan 4 dibuka ke sisi kiri. - Kiraan 5 kaki kanan di'point'kan di sebelah kaki kiri.

		<ul style="list-style-type: none"> - Dengan menggunakan kaki kanan kiraan 6 dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8. - Dengan kiraan 1-3 maju ke hadapan dengan berjalan dimulakan dengan kaki kiri dibuka ke sisi kiri dan pusing hingga kiraan 8. Seterusnya kiraan 1 kaki kiri cuit dan undur ke belakang sebanyak 3 langkah. Seterusnya gerak acah digunakan sehingga kiraan 8.
99.	Salor Siku Kluang	<ul style="list-style-type: none"> - Gerakan ini adalah gabungan gerakan asas dengan kiraan 1-8. - Kaki kiri disilang ke arah kaki kanan dengan kiraan 1&2 dan dan kaki kanan disilang ke arah kaki kiri juga dengan kiraan 3&4. Sekali lagi kaki kiri disliangkan ke arah kaki kanan dengan kiraan 5&6 seterusnya kaki kanan lakukan di'pointkn d sebelah kaki kiri sambil pusing separuh dan undur 2 langkah untuk habiskan kiraan 8.
110.	Salor Pusing Tengah	<ul style="list-style-type: none"> - Kaki kiri disilang ke arah kaki kanan dengan kiraan 1&2 dan dan kaki kanan disilang ke arah kaki kiri juga dengan kiraan 3&4. Sekali lagi kaki kiri disliangkan ke arah kaki kanan dengan kiraan 5&6 seterusnya kaki kanan lakukan di'pointkn d sebelah kaki kiri sambil pusing separuh dan undur 2 langkah untuk habiskan kiraan 8. - Seterusnya kiraan 1 kaki kiri cuit dan badan dipusing 360 darjah ke belakang sehingga kiraan 3. - Seterusnya gerak acah berganda digunakan pada kiraan 4 dan 5. - Pada kiraan 6 kaki kanan dipusing 180 darjah ke belakang dan habiskan kiraan sampai 8.

2.5 Alat Muzik

Muzik adalah bunyi-bunyi yang disusun secara logik supaya menjadi karya yang indah didengar. Bunyi-bunyi yang biasa didengari di alam sekeliling seperti burung, unggas, kenderaan, ombak, angin dan sebagainya tidak dikatakan muzik kerana ianya tidak disusun dan digubah untuk menjadi sebuah hasil karya tertentu. Bahasa muzik pula adalah perkara-perkara yang berkaitan dengan pengetahuan dan kefahaman tentang elemen muzik, konsep-konsep berhubung dengan elemen muzik, istilah muzik, kosa kata dan konvensi penulisan muzik. Adalah sangat penting untuk menguasai pengetahuan dan kefahaman mengenai bahasa muzik yang seterusnya akan membawa kepada kemahiran membaca notasi, menulis, memainkan alat-alat muzik, menghayati, menganalisis dan menilai karya-karya muzik. Secara tidak langsung zapin sangat berkaitan rapat dengan muziknya. Zapin Salor juga mempunyai lagu sendiri yang telah dicipta oleh Sheikh Abdullah. Sebelum pengambil alihan, lagu Zapin Salor diambil dari lagu zapin dari Arab yang dimainkan oleh Sheikh Abdullah. Selepas pengunduran Sheikh Abdullah, barulah ada muzik-muzik zapin moden yang dicipta khas untuk zapin salor. Lagu zapin salor mempunyai kopak tetapi tarian tidak mempunyai gerakan kopak. Antara pemuzik-pemuzik yang terlibat adalah Sheikh Abdullah pemain Violin. Che Mahmood pemain Gambuh, Che Awang, Ibrahim dan Che Muda pemain Marwas dan Syed Omar pemain Akordian. Menurut buku yang ditulis oleh Nik Mustapha Nik

Mohd. Salleh di dalam buku *Alat Muzik Tradisional Dalam Masyarakat Melayu Di Malaysia*, alat muzik yang digunakan di dalam persembahan zapin terdiri daripada jenis Membranophone¹⁵ adalah rebana dan maruas, Chordophone¹⁶ adalah violin dan gambus dan Aerophone¹⁷ adalah akordian.

2.5.1 *Membranophone*

Rebana merupakan sejenis gendang satu muka yang berbentuk seperti pasu (*potted type*). Ianya sering digunakan dalam esemble muzik sinkretik yang berkembang di dalam kalangan masyarakat Melayu bandaran seperti Dondang Sayang, Joget, Inang, Masri, Zapin, Cinta Sayang Melayu Asli dan Ayam didik.

Maruas merupakan gendang dua muka yang berurukan kecil dan berbentuk *cylinder*. Baluhnya diperbuat daripada kayu nangka dan kedua-dua permukaannya telah diregangkan dengan kulit kambing sebagai bahan bunyinya. Maruas dipalu dengan tangan secara meningkah untuk mengiringi tarian Zapin. Ianya juga dikatakan telah mewrishi pengaruh daripada timur tengah.

2.5.2 *Chordophone*

Gambus atau dikenali sebagai ‘Ud’ merupakan alat yang dipercayai berasal dari Timur Tengah. Di Malaysia terdapat dua gambus yang sering digunakan untuk memainkan muzik yang berunsur Arab dan juga Ghazal.

Violin merupakan alat muzik bertali (string instrument) alat muzik yang mengeluarkan bunyi dari tali yang bergetar semasa digesek.

2.5.3 *Aerophone*

Akordian merupakan alat muzik berbentuk kotak daripada keluarga aerophone. Kadang kala di rujuk sebagai kotak picit. Bunyi accordion datang dari udara yang dimampat & dikembangkan menyebabkan udara bergerak & menggetarkan strip besi mengeluarkan bunyi dari dalam badan alat muzik itu. Prinsip nya sama seperti alat & nama purba harmonikos atau harmonika Greek bermaksud music. Akordian, alat muzik biasa diguna dalam muzik rakyat & tradisional Eropah & seluruh dunia.

2.6 **Kostum**

Dari petikan buku terbitan 1884, —*Costumes of All Nations*! kostum dapat merujuk pada pakaian secara umum, atau gaya pakaian tertentu pada orang, kelas masyarakat, atau periode¹⁸ tertentu. Istilah ini juga dapat merujuk pada pengaturan artistik asesoris pada gambar, patung, puisi, atau lakon, sesuai dengan zaman, tempat, atau keadaan lain yang dideskripsikan. Kostum dapat pula merujuk kepada satu gaya pakaian tertentu yang dikenakan untuk menampilkan pengguna sebagai satu karakter lain dari karakter biasa mereka pada suatu acara sosial seperti pesta topeng, pesta kostum atau pada suatu pertunjukan teatrikal.

¹⁵ Membranophone adalah jenis-jenis alat yang mana sifat serta sumber bunyinya terhasil daripada bahan kulit yang diregangkan.

¹⁶ Chordophone adalah jenis-jenis alat yang mana sifat serta sumber bunyinya terhasil daripada bahan ‘tali’ yang diregangkan.

¹⁷ Aerophone adalah jenis-jenis alat yang mana sifat serta sumber bunyinya terhasil melalui peniupan ataupun hembusan angin.

¹⁸ Periode atau dikenali dengan periodisasi merupakan pembabakan waktu yang berurutan sesuai dengan waktu kejadian. Periodisasi dalam sejarah adalah tingkat perkembangan dalam sejarah. Periodisasi dibuat dengan tujuan agar dapat diketahui ciri khas atau karakteristik kehidupan manusia sehingga mudah dipahami.

Melalui petikan di atas, perubahan zaman dapat memperlihatkan berubahnya kostum atau pemakaian terhadap sesuatu budaya dan seni disebabkan untuk menyesuaikan gaya pemakaian bagi memberi perlambangan khas terhadap sesebuah negara. Di Malaysia, baju Melayu ialah pakaian tradisional dan kebangsaan bagi kaum lelaki dengan memakai samping serta songkok di kepala. Selain itu, baju Melayu biasanya juga dipakai sebagai pakaian harian terutama sekali untuk bersembahyang, ke pejabat, majlis formal, dan sebagai pakaian adat.

2.7 Kostum Zapin Salor di Zaman Sheikh Abdullah

Menurut temubual pengkaji, sebelum penubuhan zapin salor, pakaian pada masa itu adalah jubah putih, kain serban dan tarbuh Turki. Ini adalah pengaruh yang disampaikan oleh Sheikh Abdullah semasa berdakwah dan mengajar tarian Zapin Salor. Antara kostum Zapin salor adalah seperti berikut.

2.7.1 Jubah

Thawb adalah perkataan Arab yang standard untuk 'pakaian'. Ia adalah pakaian Arab tradisional untuk lelaki. Ia kadang-kadang dieja thobe atau thaub. Umumnya, jubah labuh sampai ke kaki dan berlengan panjang. Thawb ini digunakan khusus untuk pakaian ini di rantau Teluk Parsi dan Yaman.

2.7.2 Kain Serban

Serban ialah sehelai kain panjang penutup kepala berbentuk bulat menutup tarbus separuh atas kepala. Di Turki dipanggil *tülbent*, tetapi selepas di haramkan kain serban menjadi selendang dan diletakkan di atas bahu atau melilit badan.

2.7.3 Tarbus

Menurut Rozan Yunos dalam "The Origin of the Songkok or Kopiah" dalam *The Brunei Times*, 23 September 2007, songkok tarbus diperkenalkan para pedagang Arab, yang juga menyebarkan agama Islam. Pada saat yang sama, dikenal pula serban atau turban. Namun, serban dipakai oleh para cendekiawan Islam atau ulama, bukan orang biasa. Tetapi Di Turki, ada fez dan di Mesir disebut tarboosh. Fez berasal dari Yunani Kuno dan diadaptasi oleh Turki Ottoman. Di Istanbul sendiri, topi fez ini juga dikenal dengan nama *fezzi*.

2.8 Kostum Zapin Salor di Zaman Tengku Mahmood

Selepas pengunduran Sheikh Abdullah, Zapin Salor diteruskan lagi dibawah Tengku Mahmood. Semasa diambil alih barulah pakaian diubah mengikut tradisi Melayu iaitu baju melayu sepasang bersamping dengan songkok pendek. Pada masa sekarang, kostum zapin salor telah diubah mengikut citarasa penari dan koreografer. Antaranya kostum Zapin Salor adalah seperti berikut.

2.8.1 Baju Melayu

Baju Melayu merupakan satu panggilan bagi baju tradisional Melayu yang biasa dipakai oleh golongan lelaki di Malaysia dan negara serantau. Ia biasanya terbahagi kepada dua jenis utama iaitu baju Melayu potongan Teluk Belanga dan potongan Cekak Musang. Potongan tersebut merujuk kepada cara jahitan pada leher baju tersebut, potongan Cekak Musang berbentuk pada leher baju India hanya bahagian yang penurup atau rumah butangnya bertindan. Sementara potongan Teluk Belanga pula bahagian lehernya hanya dijahit secara sulaman. Terdapat berbagai bentuk sulaman yang dipadankan seperti

Mata Lalat, Tulang Belut dan sebagainya. Baju Melayu dijahit dalam dua cara iaitu berpesak atau potongan moden atau dipanggil potongan cina. Dimana lengan baju tersebut disambungkan kepada badan baju. Selain itu, terdapat istilah lain untuk baju Melayu Teluk Belanga dan baju Melayu Cekak Musang adalah:

2.8.2 *Baju Melayu Teluk Belanga*

Baju ini mula diperkenalkan di Teluk Belanga, Singapura dan tersebar luas sebagai ciri khas Johor khususnya pada abad ke-19. Ia juga sejenis pakaian lelaki yang dikatakan telah direka oleh Sultan Abu Bakar pada tahun 1866 untuk meraikan perpindahan ibu negeri Johor dari Teluk Belanga di Singapura ke Johor Bahru. Walau bagaimanapun istilah ini akhirnya menjadi ciri khas masyarakat Melayu hingga disebut selengkapnya *‘Baju Melayu’*.

2.8.3 *Baju Melayu Cekak Musang*

Istilah ini berhubung langsung dengan pola lingkaran leher baju, tengkuk *‘cekak’* Tinggi atau leher tegak empang leher. Pengertian cekak musang merakamkan imej alami untuk leher baju yang bercekak tinggi berdiri (2.5cm) melingkari leher. Ukuran ditentukan oleh ligkaran (bulat) yang diperbuat dengan ibu jari lain bertemu hujungnya. Baju ini dipakai di Johor ketika pemerintahan Sultan Ibrahim Ibni Sultan Abu Bakar

2.8.4 *Samping*

Sampin juga dipanggil sebagai *‘samping’* yang berasal dari perkataan sampingan. Beza sampin dan kain sarung adalah sampin lebih pendek daripada kain sarung. Sampin biasanya dipakai oleh kaum lelaki Melayu bersama-sama baju Melayu dan seluar panjang. Sampin akan diikat di pinggang di sebelah luar, di atas baju dan seluar atau di sebelah dalam baju. Bahagian kaki sampin dilepas hingga ke lutut atau betis. Pada asalnya, sampin lelaki adalah panjang hingga ke buku lali dengan bahagian hadapannya disingkatkan bagi menampakkan seluar di bahagian dalamnya. Mengikut peredaran masa, sampin diikat dan dilipat sehingga ke paras lutut. Ia lebih digemari kerana ringkas dan selesa apabila dipakai. Sesetengah pihak ada menyatakan bahawa setingginya falsafah tentang budaya Melayu ini setinggi itu juga falsafah tentang isi-isi di dalamnya termasuk juga sampin. Pemakaian sampin ini juga berbeza mengikut daerah walaupun kepentingannya sama, seperti di Johor sampin di pakai di dalam adalah di panggil sampin dagang. Antara ikatan sampin yang biasa digunakan adalah ikatan kembung dan ikatan pancung. Sampin juga tidak lari dari falsafah prinsip agama Islam itu sendiri. Sampin juga memberi erti bahawa aurat bagi lelaki sehingga ke paras lutut. Selain itu tanpa kita sedari prinsip-prinsip atau mesej-mesej yang di sampaikan oleh datuk nenek moyang kita menerusi baju melayu tentang Islam juga begitu halus dan unik. Sebagai contoh sampin harus di pakai dengan meletakkan lipatan kiri di sebelah bawah dan lipatan kanan di sebelah atas. Prinsip lipatan ini berasal dari perbuatan qiam¹⁹ dalam solat (tangan kiri di bawah tangan kanan). Ada juga pendapat yang menyatakan antara falsafah sampin yang lain adalah dengan memakai samping ini dapat mendidik kita supaya menjaga kehormatan diri.

¹⁹ Melalui prinsip di dalam solat ini, Manusia mewakili penyembahan para malaikat dan tumbuhan dimana mereka semuanya berdiri dan memuji zat Allah bahkan lebih lagi (bilangannya). Qiam adalah berdirinya manusia menghadap zat yang Abadi dengan jasad dan hati mereka. Kepala yang ditunduk semasa solat menggambarkan hilangnya rasa gah dan munculnya kerendahan hati.

2.8.5 *Songkok*

Penggunaan songkok menjadi kebiasaan rakyat jelata di Kepulauan Melayu sekitar abad ke-13. Dikatakan berasal dari fez yang dipakai di Ottoman Turki. Ia menjadi simbol identiti Islam dan menjadi popular dikalangan India Muslim dan menurut pakar kemudiannya beransur menjadi songkok di Alam Melayu. Di Indonesia, songkok juga dikenali dengan nama peci. Di Negara lain seperti India, Pakistan dan Bangladesh, songkok turut dikenali dengan nama Rum (Topi). Dari analisa dan sedikit penyelidikan, songkok (salah satu pakaian bangsa melayu) tidak dapat lari daripada di sinonimkan dengan Islam. Buktinya adalah sunat kaum Muslimin untuk menutup kepala baik ketika solat atau sebaliknya. Walaupun sebelum kedatangan songkok ke tanah jawi ini, umat Melayu lebih gemar berdastar atau tanjak, ini secara tidak langsung menunjukkan bangsa Melayu itu tetap mengikuti perkembangan semasa tanpa meninggalkan syariat, adat, adab dan budaya.

3. Rumusan dan Cadangan

Seperti yang sedia maklum, negeri Kelantan adalah sebuah negeri yang mempunyai pelbagai jenis seni budaya yang merangkumi setiap daerah yang terdapat di negeri Kelantan. Pelbagai bentuk warisan seni budaya tradisi yang wujud sehingga kini, walaubagaimanapun tarian Zapin Salor semakin kurang dipelajari dan diperluaskan di negeri Kelantan khususnya dan di Malaysia amnya. Pembelajaran dan juga pengajaran tarian Zapin Salor yang berasal dari daerah Pasir Mas ini hanyalah dengan cara lisan dan visual sahaja tiada dokumentasi tentang tarian ini.

Oleh yang demikian pengkaji mengambil inisiatif untuk mengumpul segala dokumen yang berkaitan dengan tarian Zapin Salor ini supaya tarian ini dapat diperluaskan dan tidak hilang ditelan zaman. Pengkaji telah membuat cadangan cara dokumentasi yang menerangkan kesahihan sejarah kewujudan perkembangan zapin, fungsi tarian dan setiap gerak-geri pergerakan tarian tersebut untuk memudahkan tarian ini disebarkan. Selain itu juga, pengkaji ingin mencari jalan penyelesaian dalam memelihara dan memulihara tarian Zapin Salor supaya generasi akan datang dapat melihat kesenian Melayu Kelantan yang berunsurkan Islam. Selain itu juga, pengkaji ingin mencadangkan sistem pembelajaran dan penyebaran hendaklah bermula di Universiti Awam.

Dengan membuat kajian terhadap sesuatu kesenian tradisi itu lebih bermakna, maka adalah perlu untuk membuat kajian tentang sesuatu jenis tarian supaya ia boleh diperluaskan dan berguna kepada masyarakat untuk mengangkat ke peringkat yang lebih tinggi. Seterusnya kajian ini juga adalah untuk memberi ruang dan peluang kepada peminat seni untuk mengenali dan menikmati keindahan sejarah dan juga gerak geri tarian tersebut yang banyak berteraskan unsur Islamik di dalam setiap persembahan.

4. Cadangan Kajian Lanjutan

Dalam sesuatu tarian yang dikaji adalah amat penting untuk mendokumentasikan setiap maklumat yang diperolehi. Ini kerana proses dokumentasi setiap maklumat adalah untuk menyimpan dan juga untuk memudahkan tarian tradisi ini dipelajari. Oleh yang demikian tidak salah jika penghasilan buku atau dokumentasi ini dijadikan panduan ataupun modul untuk dipelajari oleh pelajar Universiti dan juga penggiat seni supaya tidak terdapat pelbagai versi untuk sesuatu tarian. Kepentingan kajian ini juga adalah untuk memperkenalkan kepada generasi muda tentang Zapin Salor ini yang mempunyai keunikan dan keindahan yang tersendiri kerana mempunyai unsur Islamik.

Bagi proses penyelarasan dalam pemuliharaan dan juga pemeliharaan, ini penting supaya pengkaji Zapin Salor selepas ini mempunyai maklumat yang tepat dari segi sejarah, fungsi tarian dan juga gerak tari Zapin Salor. Penyelarasan amatlah penting kerana jika tidak terdapat penyelerasan dalam hal ini ia akan menimbulkan pelbagai versi dan juga boleh membuatkan orang yang ingin belajar Zapin Salor akan mengalami kekeliruan dalam mempersembahkan Zapin Salor. Perubahan gerak tidak salah tetapi biarlah bersesuaian dan tidak lari dari konsep asal yang diperkenalkan oleh pengasas.

Pengkaji mencadangkan pengajaran di peringkat Universiti di Kelantan adalah kerana Zapin Salor ini dapat diangkat ke peringkat yang lebih tinggi bukan sekadar hanya dipersembahkan di negeri Kelantan sahaja. Universiti memainkan peranan yang penting untuk mengangkat Zapin Salor bukan sahaja dari segi persembahan malah dari segi kajian yang lebih mendalam dan dapat mencari formula untuk mengekalkan tarian Zapin Salor ini. Usaha ini juga akan menjadi satu platform kepada masyarakat untuk memperkenalkan dan menangkat tarian Zapin Salor inidi negeri Kelantan dan juga ke seluruh dunia. Bekerjasama dengan institusi pengajian merupakan jalan yang paling bagus untuk mempromosi dan memperkenalkan tarian Zapin Salor ini ke peringkat yang lebih tinggi.

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Gold Work Embroidery: A Review of Potential Economic Contribution for *kelingkan* as Tourist Souvenirs

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Abstract – *Kelingkan* is the traditional gold laid work of surface embellishment depleting attractions of Kelantan. The constrains of the normative *kelingkan* usage, materials, practitioners have driven this splendid embellishment to be forgotten. This paper prompted to discussed on the cultural materials of *kelingkan* which potentially economic contribution for the local residents in Kelantan by applying the handicraft to tourist souvenirs, and at the same time reviving this authentic embellishment. Besides, the controversy between reviving the original culture and using the culture for the economic source of income through tourist souvenirs may change the originality of the material culture are discussed as a review concept.

Keywords: Culture, Economy, Tourism

1. Introduction

Kelingkan is the laid work of surface embellishment techniques used to decorate traditional fabrics that evolves over time. It uses the tools of metallic flat ribbon threads and two-hole needle to embroidered predominantly on women head cover or scarfs. It is the reflection of loyalty towards Kelantan's Royal raiment. The elements of form, function, and soul consist the modernity makes it accessible to compete with the foreign textile until now (Raja Fuziah, 2013). However, in the modern society, the handicraft of *kelingkan* seen to have the restrain in its usage and only used for the specific events.

Nowadays, the perception of the modern society intrinsically changed the cultural objects (Hanisa, Biranul, & Imam, 2015). The influences from the foreign culture of the modern concept usually complement and can be accepted based on the locals' demand (Haziyah, 2004). Therefore, the culture, economy, and tourism contribute toward the controversy either the material culture perceived as economic contribution or just for the knowledge dispersion to the new generation for the sake of reviving the traditional embellishment. Inevitably, the newer generation confronted with the prevailing changes, but, they are still appreciating and respecting the culture even though without the culture accoutrements. In glance, the pertinent attire not effectively play the important role for the racial identity determination but it was a remembrances and practically in Malay-related occasion (Hanisa, Biranul, & Imam, 2015).

2. Literature Review

Gold Work Embroidery




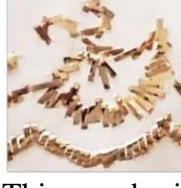
Gold was often bolded as the divinity symbolic, culture myth, and magic (Higgins, 1993) and in the modern time, it was predominantly used to represent the wealthy. However, the advancement of gilding, gold ornaments and artworks became accessible to the middle class (Bajaj, 2011). Traceability of the gold work embroidery was

recognized for decorating the surface embellishment of textiles. Moreover, this culture material usually correlated with relic objects which symbolically entail the belief, values, ideas, and characteristics of the community (Awang Azman, 2010). Besides, it also represents the status of the wearer based on the quality and quantity of the materials used and articulately shows the difference of the economical afford (Febby, 2011). In Malaysia, there are several gold work embroideries which are practically practiced and commercialized for only exclusive demand, moreover, it still lacks of discussion towards the common market based on cultural materials (Awang Azman, 2010).

In glance, decorated fabrics predominantly with gilded gold shows the ingenuity of the locals in communicate with the traders and the acculturation influence has given the craftsmanship in producing very fine and delicate fabrics and embellishment (Azah, 2006). Besides, textile also externalized as non-verbal communication medium to determine the status in the society (Dhamija, 2004). This scrupulous and expensive embellishment pertaining to the consumption of the gold and silver. It brings a very important role in the society because it is a symbol of wealth and power for the empire (Higgins, 1993). Besides, the splendor, aesthetically, and complexity of the traditional Malay embellishment emphasize the skills thoroughness of the Malay craftsman (Syed, 2013).

Peninsula Malaysia have several types of practical gold work embroideries which entail *tekat gubah*, *tekat timbul*, *tekat perada*, and also *kelingkan*. *Tekatek* can be defines as the embellishment decorating the surface of textiles with gold or silver thread embroidery as explain in Table 1. Generally, the art of sumptuous craftsmanship historically developed from Perak and spread widely as the Royal art as one of the acknowledge craft in Malay (Raja Fuziah, 2013) – the gold work embroidery works on the almost entire region but usually it emphasized in Kelantan, Terengganu, Perak, and Johor. Predominantly this textile embellishment only covered the surface of the textile and Royal accoutrements. The embellishment also not confined to the women attire but decorated on the men garment as display in the museums (Azah, 2006). The hand crafts reflecting the prevailing fashion at that time and the combination choices of the materials, colours, techniques, and pattern give a coherent meaning for the objects that can be appreciated (Kyser, 1986).

Table 1: Types of gold embroideries which are available and practically used in peninsula Malaysia pertaining its characteristics.

Tekat Gubah	Tekat Timbul	Tekat Perada	Kelingkan
			
<p>This embroidery couching the gold thread using red thread (<i>untina</i>) to decorate the textile surfaces.</p>	<p>This embroidery use core (<i>empulur</i>) with silver or gold thread. It shown only one</p>	<p>This embroidery used thick paper of <i>perada</i> (gold) and cut based on the design, then it couched using</p>	<p>This embroidery used flat metallic ribbon thread either gold or silver. It used flat two-hole needle to stitch. It shown the same</p>

It shown only one surface embroidery. thread. pattern side surface embroidery. It shown only embroidery from one side surface both side of textiles. embroidery.

Summary of Previous Studies of *kelingkan*

Based on the Figure 1, there are review of the previous studies which represent the discussion on the three themes which the authors elaborate regarding to the social, culture, and economy. In this context, social refers to the society which are interact each other and have their own structure of the culture – expressing through artefact - which created for their living and fulfil the need and demands economically (Koentjaraningrat, 2002).

Figure 1: The summary review from the previous studies based on the themes of social, culture, and economy regarding the gold work embroidery.

Authors	Social	Culture	Economy
Azah (2006)	/	/	X
Bajaj (2011)	/	/	X
Ceah (2008)	/	/	X
Febby (2011)	/	/	X
Higgins (1993)	/	/	X
Kyser (1986)	/	/	X

Kamil (2006)	/	/	/
Lübeck (2017)	/	/	X
Muhammad (2015)	X	/	/
Norwani, Rose Dahlina & Irma Murni (2015)	/	/	X

Rose Dahlina & Norwani (2015)	X	/	/
Suhana & Norhayati (2014)/ (2016)	/	/	X

In glance of social perspective, the history of the gold work embroidery elucidate that it was certified throughout the world as discussed in Medieval Islam World in 17th century as „*craft of the two hands*“ (Bajaj, 2011), the Europe textile that has been analysed by the cumulative collections of the chasuble that explicit the use as religious symbolism (Kyser,1986), and also the influence of German gold work embroidery that imitated from analysing the painting of Dorothea Kannengeisser’s costumes (Lübeck). Besides, Bajaj (2011) claims that gold work originated develop in Asia 2000 years aforetime and Higgins (1993) insisting the technique of gold thread production was developed in China. Henceforth, historical literature espoused by the several studies on the influx of the variety merchandises from traders has stimulate the craftsmen to produce delicate and sumptuous handicraft (Rose Dahlina & Norwani, 2015; Cheah, 2008; Febby, 2011; Azah, 2006).

Meanwhile, the culture denotes about the artefacts, from the previous studies the illustrations of artefacts documentations devoting on preserving the cultural materials which encapsulate the videos of the *kelingkan* process recorded based on the expertize (National Textile Museum, 2015). Besides, the photos collection of *kelingkan* and *keringkam* motifs from personal and expertize collections externalized it usage and storage orderliness, the meaning of the motifs, patterns, and colours on the scarves (Suhana & Norhayati, 2014; Febby, 2011). In addition, the sketches and the manual illustration processes of the embroidery documented literally and precisely to retain the art of decorating textile embellishment remaining for the next generations traditionally recorded (Rose Dahlina & Norwani, 2015). Therefore, Suhana and Norhayati (2016) extend the discussion by mapping its traceability the practitioners and the scarves in Malaysia and Indonesia. Thence, this research also shows the resemblance between Malaysia, Indonesia, and Anatolia (Turkey) and comprehensively elucidate the meaning of the motifs on the shawl especially asserted on the edge of the *tel kirma* shawl which known as *oya* or *oyah* or boarder. However, in Kelantan, the *kelingkan* edge known as *_kok*“ or *_lengkuk*“ or curve. There are in the odd number and usually called *_kok tiga*“ (triple curves), *_kok lima*“ (five curves), and *_kok tujuh*“ (seven curves).

A. Aziz (1998) says that the characteristics of Malay itself tend to accept the changes by willingness of the Malay civilization without discriminate the pertinent elements of Malay culture. Unfortunately, the innovations and economic in the perspective of this handicraft is less discussed in the previous studies. However, there are several studies on innovating the traditional materials and techniques. Muhammad (2015) elaborates *keringkam* which has been explored and experimented on the variety materials and techniques. Meanwhile, Rose Dahlina and Norwani (2015) suggesting the innovation on the needle variation and giving the value added to the existing products. In addition, generally, the idea of innovation aims to minimalize the time consuming and expensive price of the material used in producing *kelingkan* and *keringkam*. Even though, it will be the heritage axiomatic but, it contributes to admissible ideation to retain the heritage. Therefore, articulately the less discovering in innovating the traditional culture materials

associated with the economic contributions and in the meantime, become the cultural motor for economic development and reviving the heritage.

Handicrafts as Tourist Souvenirs

There is tremendous study toward the integrating handicraft or craft with the tourism that perceived as the economic development and reviving the heritage handicraft. Handicraft or craft generally are defining as the artisanal expression using simple tools and involves small scale economies (John, 2014; Markwick, 2001). Therefore, the local products can be promotes using tourism indeed it is asserted as culture enrichment. Besides, Swanson and Timothy (2012) says that the souvenirs have been discussed and articulately debates toward its aesthetics, function, and also philosophical perspective. Moreover, the potential of the souvenirs brings a message and the meaning for the symbolic memories.

Tourist souvenirs universally are the souvenirs products associated with the tourism sector and produced to commoditize and purchased by the tourist as the experienced and memorial items (Swanson, 2004). Tourist souvenirs predominantly purchased by the local and international with the intention of the handicraft authentic as Markwick (2001) classifying the craft in two distinction of local and tourist demands. Henceforth, not all the souvenirs relating to the culture but, nevertheless, the items acquire souvenirs that can remind the travellers of their visit (Tosun, Temizkan, Timothy, & Fyall, 2007).

Handicrafts as Economic Contribution

The Malay community is synonymous with the economy system. It can be seen toward the historical economic activities with the foreign traders and its management. Clash of the culture and the economic developments encourage the creativity of the craftsmen to meet the demand and needs. Besides, Haziyah (2004:23) discussed, the handicrafts activities –in this study mention on *songket* and *batik*- is the economic-based business usually supported by the family members as leader and labours and it becomes self-sufficiency economy that have been existed before the colonial to produce the culture products. Koentjaraningrat (2002) says the economy systems relate with the idea of the customs, the actions and the interaction between the producers and the consumers, and externalizing to the form of artefacts.

The colonial and popular culture influences give the big impact to the economic style inevitably toward the cultural products and heritage. The cultural products have changed and customized according to time and have gave the contrast impact toward the productions. Therefore, the various policies and support by the government toward the craft products has increased by implementing the corporates and programmes such as the establishment of Handicraft Corporation of Malaysia and also National Craft Day has flourish the locals' handicraft (Mohd Asri). Besides, the report from Mohd Asri shows the average sales of the handicraft achieved RM19 million to RM20 million and will increase and targeted RM1 billion for the 2016. It shows the impact of the economic contribution based on the cultural handicraft products. Thence, the handicrafts potentially contribute to generates and energize the economy of the locals' directly or indirectly.

3. Discussion

3.1 Potential Development of *kelingkan* for Tourist Souvenirs and Contributes to Improve the Locals Economy in Kelantan

Kelantan known as a hotbed of culture, school, and intellectuality for ages (A. Aziz, 1998). Kelantan also the slowest country colonial influences at that time. However, the impact of the colonial has given change and contributes to culture industry and popular culture to the new generations (Wan Abdul Kadir, 2006). In the culture industry it offers the culture materials that complement the locals and instilling the value of modern concept (Wan Abdul Kadir, 2005). But, it gives the dual impact of positive and negative sight in the current changes for the economic contribution and reviving the heritage. Heritage products lead as a medium in a marketing communication for promoting and support the tourism images of the country (Muhammad Abi Sofian & Azman, 2010).

The definition of culture by Koentjaraningrat (2002) externalizing the ideation, action, and the expression through artefact is the framework of the society by the process of learning. Therefore, the cultural heritage defines as the communities' memorial collection that represent theirs characters (Zu-Chun, 2010). In the context of economic contribution and reviving the traditional embellishment, the handicraft of *kelingkan* has seen as one of the potential exclusive items for locals and international tourist. Moreover, people nowadays prefer to travel and experience the place visited and purchased the crafts which related to them (Littrell,1990). Therefore, the demand of the culture materials is highly requested as gift or memorable items, instead of that, tourism sectors help to energize the economy and plays a significant role for commercializing the local products (Abby Liu, 2006).

3.2 The Economic Contribution in Integrating Traditional Embellishment as Tourist Souvenirs

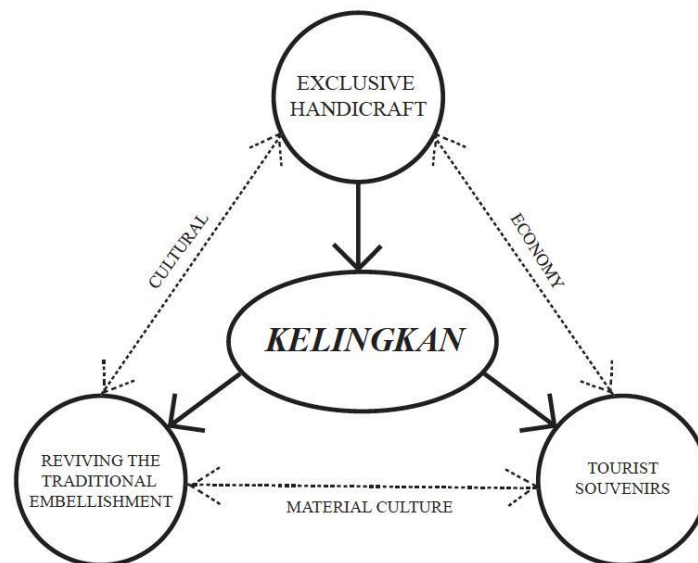


Figure 2: The conceptual of the material culture toward the tourist merchandisers and reviving the traditional embellishment of *kelingkan*

Based on the Figure 2, *kelingkan* is the material culture which can be categorized as the exclusive handicrafts which have been a debate toward the cultural and the economy. *Kelingkan* embellishment is "*inherent*" heritage entails the potential of economic contribution as tourist souvenirs and at the same time it revives the Kelantan traditional embellishment. In the cultural context, *kelingkan* need to be revive because it is one of the interrelated embellishment with several culture and countries. Besides, the reviving this traditional embellishment may need to remains the techniques, materials and time consuming for the original laid work. However, in the context of economy, the changes need to be implemented in the traditional embellishment to diversify the usage and application and can be used in various ways and products.

Hence, the tourist souvenirs are potential items to be approached in reviving *kelingkan* and potentially for economic contribution. Moreover, tourism leads to the economical contribution for the tourism industry such as, accommodations, hotels, transportations, restaurants and other thing that related to external and internal influences (Suliadi, Zuhaimy, & Marinah, 2013). Besides, tourism also one of the opportunity for entrepreneurs in creative industries to sell the items (Muhammad Abi Sofian & Azman, 2010). The traditional textile embellishment – gold work embroidery of *kelingkan* – shows that the exclusive handicraft has the contribution to the tourist souvenirs and can revive the extinction of traditional embellishment.

Previously, *kelingkan* embellishment only circulate exclusively around the court and it is called general tradition (*tradisi agung*), it infrequently used by the common people and it usually takes time to transfer the knowledge to the small tradition (*tradisi kecil*) as discussed in Siti Zainon (2009). Therefore, *kelingkan* is only used for the particular events and wear by the nobility because of the material exclusiveness and time-

consuming for productions. Thence, the changed to fulfil the current demand destination's image (Swanson, 2004). changes of the former products need to be in presenting and promoting the tourist.

Kelingkan can be categorized as the exclusive handicraft that perceived as symbolically a social position and have very delicate craftsmanship from the outsiders (Raja Fuziah, 2004) besides the aforementioned of the *kelingkan* exclusiveness. Meanwhile, Suliadi et al. (2013) findings shows Kelantan's tourism sector development can be optimized by the three attractions which one contribute from the culture, craft, and heritage attractions. Henceforth, this insisting that cultural tourism has been existence predecessor as discussed by Husa (2015) regarding changes of the travel concepts among the nobleman travelers' during 18th century. They have integrated the trip with responsible for learning. Thence, it undeniable that tourism and merchandise products are interrelated and it is only determined by the types of the products purchased according to time (Husa, 2015). Therefore, cultural-heritage based is no longer to be certified as an industry that only want to maintain its heritage, but to externalized its own history as well as preserve and educate the next generation (Zu-Chun, 2010).

Previous studies in East Coastal of Terengganu shows the three major components identified and contribute to the tourism market which are heritage, culture, and environment (Muhammad Abi Sofian & Azman, 2010). Hence, it can be justified that heritage particularly has had positive impact on tourism and Kelantan itself has a high value and ability for tourist attractions (Suliadi, Zuhaimy, & Marinah, 2013). Cohen (1988) in Lucas (2009) says the initiative for reviving the handicraft is through the commercialization process and design modification which coincides with the consumers

or tourist demand. Furthermore, the idea of ‘primitive communities’ from Karl Marx in the studies in Samoan handicraft debate on the commercialization can mobilize the craft in the cultural village and commercialization is not just use for the specific purpose only. Besides, K. Thirumaran, Dam, & Thirumaran (2014) defines positive impact in emerging tourism economies by considering the contribution of the craftsmanship with the tourist souvenirs and reviving the traditional practices.

4. Conclusion

The aforementioned discussion and reviews show that the gold work embroidery can still be used to decorate the surfaces according to the current demands in nowadays technological era. This handicraft has very high authentic value and give the vintage style for the consumers. This forgotten handicraft may represent the intrinsic meaning of the Malay culture during splendour time. Thence, this is the valuable hand craft artefacts to be appreciated and revived for. Cultural perspective perceived *kelingkan* as the traditional embellishment which have relations with foreign culture and has the rank of the artisan authentic craftsmanship. *Kelingkan* embellishment which used for decorating scarfs and occasionally on the Royal garment become the cultural object when its materials accepted by the locals’ and the culture undergoing the process of acculturation. The investment of the precious materials – gold, time consuming, skills – are the value able artefact to be remained and potentially used for generating and alternatively increase revenue of the local residents’ economy.

In economical context, *kelingkan* practise and expertize embroidered only available in several states in peninsula Malaysia which in Kelantan, Selangor, Perak, and also in Sarawak. Therefore, *kelingkan* embellishment have tremendous potential demand in the market especially among the higher-class community. Besides, the deficiency of the materials, time-consuming, and lack of practitioners are the opportunities for the newer generation to explore this delicate craftsmanship work. This handicraft has the cultural value that reflecting the creativity of the embroiderer in manipulating the metallic flat ribbon thread. It gives the value added for this embellishment on the various products undoubtedly give the income possibilities as the additional income from traditional sources. Therefore, the contribution toward the potential economic in *kelingkan* can be perceived by the various aspect on customers, designers and users. Moreover,

Meanwhile, in tourism context, the potential economic contribution can be traced based on the previous cultural studies based on integrating with tourism sector. Furthermore, the association of tourism with the handicraft predominantly show positive findings as the Malay attraction and prevailing the cultural symbolism through the tourist. Tourist souvenirs are highly purchased items for the visitors and tourist as the memorable gifts either in exclusive or simple grab items. The changes of cultural products from the exclusive items of scarfs which highly price into the memorable products at the low price may give the conflict perception in reviving the original authentic traditional embellishment of *kelingkan*. But, yet it discussed as the way to introduce and revive *kelingkan* as traditional surface embellishment to the people especially for the newer generations.

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THE EFFECT OF KNOWLEDGE SHARING ENABLERS AND INNOVATION CAPABILITY: ISLAMIC WORK ETHIC AS MODERATOR

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Abstract - *The purpose of this study is to present an in-depth analysis of the knowledge sharing enablers and the moderating role of Islamic work ethic (IWE) on the relationship between innovation capability for teachers in secondary school. The foundations of knowledge sharing enablers, IWE and innovation capability were assessed using a validated survey instrument. A total of 200 teachers in secondary school from the Malaysian public sector organizations participated in the survey. The empirical results indicate that the intrinsic motivation to share knowledge is significant in the teachers in secondary school. The relationship between knowledge sharing enablers and innovation capability of employees in the public sector organizations was found to be contingent on IWE. While the study was salient and confined to the Malaysian public sector organizations, it has considerable implications for the development of an optimistic workforce in other regions and across sectors. Cross-sectional studies are encouraged to further confirm the results. An understanding of the pledge of the workforce to knowledge sharing, IWE and its consequences for innovativeness facilitates public sector organizations in designing and implementating modernization initiatives. In response to the substantial need to examine IWE and workplace outcomes in a non-Western environment, the study embraces the extent to which IWE sways the link between knowledge sharing and innovation capability in the public sector organizations. Both scholars and practitioners will find the study valuable.*

Keywords: Knowledge Sharing Enablers, Islamic Work Ethic, Innovation Capability, Public Sector Organization and non-Western Environment.

1. Introduction

Human behaviour also known as knowledge sharing which apprehends activities such as exchanging explicit and/or implicit experiences, setting ideas and skills that facilitate knowledge for innovation at work environment. Consent of employees' to share their knowledge across the organization should remarkable (Argote and Ingram, 2000; Cabrera and Cabrera, 2002; Davenport et al., 1998; Wang et al., 2008) seeing that by and large —knowledge is a resource that is always located in an individual (DeLong and Fahey, 2000, p. 114). To another scope, communication and information tools are very important, personal approach which points on direct communication between individuals and undocumented means of knowledge sharing (Wu and Li, 2007) is deduced to decrease the tendency outflow of knowledge beyond the boundary of an organization and perhaps persuade the culture of knowledge sharing (Argote and Ingram, 2000). Besides that, knowledge sharing is a human activity or behaviour that is appeared critical to the organization (Wang et al., 2008; Robertson, 2002), thus —people which is lag in empirical research at present to victory over knowledge hoarding requires an understanding of the extrinsic and intrinsic antecedents of knowledge sharing behaviours referring by Argote and Ingram, 2000; Cabrera and Cabrera, 2002; Liao et al., 2007; Lin, 2007a, b.

Responsible employees' are those who engaged to the organizational belief and norms system, indicate a strong wishes to put in endeavour for the organization and eager to stay with the organization while keeping a sense of belonging. According to Bock and Kim, 2002; Constant et al., 1996; Hsu, 2008 —prior findings suggest that commitment to the the organization make employees more willing to share knowledge with othersl. In the same process pro-sharing norms and trust are pertinent elements of efficiencies of knowledge sharing activity. Individual's trust on others is mostly affected by the level of honesty, fairness, responsibility, dedication, diligence and efficiency. In general, increased the trust between employees' actually will improves the oppotunities of knowledge sharing (Adler, 2001; Chow and Chan, 2008; Chowdhury, 2005; Davenport and Prusak, 1998; Porter, 2010; Soliman and Spooner, 2000; Webster et al., 2008). In the public service organizations, knowledge sharing involves certain level privacy of governmental and this needed the present of trust culture. For public sector employees to share work with related information in the nonappear of reciprocate honest and sincere attitude towards organization and work is it slightly absurd. Hamel (2009, p. 93) emphasized that:

—Organizational adaptability, innovation, and employee engagement can only thrive in a high-trust, low-fear culture. In such an environment, information is widely shared, contentious opinions are freely expressed, and risk taking is encouragedll.

Every civilization have asset of different and dominant situations that give effect to the human's life; particularly the civilization with religious or belief background has given more collision on human's ethical behavior and opinions (Porter, 2010). According to Quddus et al. (2009) —people's religious beliefs affect their understanding of ethics, thus, people portray their beliefs and thoughts in practicing and understanding the ethics in routine life. From last few decades research on ethics has become one of the tinted are of research for the researchers and practitioners. A ton of research is carried out western countries pertaining to work ethics and outcomesl.

The greatest of studies linked to work ethics are created from United South America (USA) and Europe. A few numbers of researches are accomplishing in non-western work condition, and the studies regarding to Islamic Work Ethic (IWE) and its conclusion in job environment are very uncommon (Rokhman, 2010; Kumar and Rose, 2010, Ahmad, 2011). Most of the research's examined the aspect of Islamic Work Ethic (IWE) on human resource management practices like, commitment, change to another management, worker job satisfaction, aim to quit and so on (Yousef, 2001; Rahman et al., 2006; Mohamed et al., 2010; Rokhman, 2010; Haroon et al., 2012) firm performance (Abbasi et al., 2012) and innovation (Kumar and Rose, 2010; Awan and Akram, 2012; Abbasi et al., 2012).

On the other hand, Malaysia is eventually closing the development gap with highly other developed countries by means of vibrant leadership of public sectors. Innovation is very important especially for global competitiveness and then Malaysia can afford to achieve the policies of development while enfolding the Vision 2020. According to Syed Othman (1996), to guide the country towards advance and prosperous, the public servants must excel in terms of character and integrity as well as work performance.

1.2 Problem Statements

According to Wu and Li, 2007 —information and communication tools are vital, personalization approach which focuses on direct communication between individuals

and undocumented means of knowledge sharing is deduced to diminish the tendency of knowledge leakages beyond the boundary of an organization and perhaps induce the knowledge sharing culture (Argote and Ingram, 2000). According to Wang et al., 2008; Robertson, 2002, —knowledge sharing is a human activity that is deemed critical to the organization thus referring by Argote and Ingram, 2000; Cabrera and Cabrera, 2002; Liao et al., 2007; Lin, 2007a, b —to triumph over knowledge hoarding requires an understanding of the extrinsic and intrinsic antecedents of knowledge sharing behaviours among people which is lag in empirical research at present.

Besides that, according to Ali, 1992 —the Islamic work ethic (IWE) is analogous to the concept of Islam Hadhari that emphasizes cooperation in work, and consultation is seen as a way of overcoming obstacles and avoiding mistakes to meet one's needs and establish equilibrium in one's individual and social life. The IWE stresses creative and innovation work as a source of happiness and accomplishment. The IWE is also oriented more toward life fulfilment than life denial and holds business motives in the highest regard.

According to Ali, 2005; Congleton, 1991; Yousef, 2001a, 2001b; Zubboff, 1983 —the research on work ethic and its associations with individual and organizational factors have received substantial concentration in the literature. Indeed the involves of work ethic which reflect and individual's reasonable actions towards his/her work organizational achievement have been broadly tested and perhaps it has absorbed leadership and management of thinking style. —Nonetheless, much of the research on work values has been carried out in the West and has focused on the Protestant Work Ethic (PWE) as defined by Weber (1958). Weber considered —the PWE to be at the basis of the Western ideas that a person has a 'duty' to work, and asserted the existence of a relationship between Protestantism and the development of modern capitalism.

On the other hand, the idea of the Islamic work ethic (IWE) has its origin stated in the Quran, the concept taken from the practice and sayings of Prophet Muhammad and the early Islam leaders. Although its importance, little research has been measured to an in-depth study of IWE and its influences on organizational success. To the researcher's knowledge, not so much research finding has been reported on the relations between knowledge sharing enablers, IWE and innovation capability in the Asian region and in Malaysia specifically.

2. Literature Review

2.1 Knowledge Sharing

—Knowledge sharing is a human behaviour which apprehends activities such as exchanging explicit and/or implicit experiences, embedding ideas and skills that facilitate knowledge for innovation at workplace. Employees' willingness to share knowledge across the organization is noteworthy (Argote and Ingram, 2000; Cabrera and Cabrera, 2002; Davenport et al., 1998; Wang et al., 2008) seeing that by and large —knowledge is a resource that is always located in an individual (DeLong and Fahey, 2000, p. 114).

2.2 Islamic Work Ethic

Islamic work ethic (IWE) also refers to standards, norms and rules that an employee is expected to follow but is derived from the Quran, the sayings and action of Prophet Muhammad is an early Islamic leaders. In this research, Islamic Work Ethics are also referred to the concepts of Islam Hadhari inculcated in the public service in Malaysia. Islam Hadhari itself is derived from Quran and Hadith which stresses the significant of

prosperous with perspective of Islamic and balanced development including both physical and spiritual development.

2.3 Innovation Capability

—An innovation capability can be defined as the ability to continuously transform knowledge and ideas into new products, processes and systems for the benefit of the firm and its stakeholders (Koivisto, 2005, p. 36). For the aim of this research, innovation capability is founded as the ability of public servants especially the teachers in secondary school to generate new ideas to improve the processes and systems in the public sector. This includes the generation of ideas for new socio-economic policies that will benefit the country as a whole.

2.4 Knowledge Sharing Enabler, Islamic Work Ethic and Innovation Capability

Ali and Al-Owaidan (2008) reported that —managers working in the public sector scored higher on IWE than those working in the private sector. Similarly, Yousef (2001) reported in his findings that —employees working in government organizations showed stronger support of the IWE. Most recently, Mohamed et al. (2010) found that —IWE within a university environment is significantly related to individuals' attitudes towards computer use ethics, job satisfaction and organizational commitment. Kumar and Rose (2010) examined —the influence of IWE on innovation capability in the Malaysian public sector and reported positive relationship between the constructs. Khalil and Abu-Saad (2009) found —a strong and highly significant correlation between the IWE and individualism scales. Uygur (2009) studied —IWE in the context of Turkish small and medium-sized enterprises. However, he found that it was not a significant factor in the emergence of devout business people in Turkey. Jalil et al. (2010, p. 152) argued that —organizational ethical practice can be maintained if IWE is well concerned among employees. The initial research by Ali (1988, 1992) —and subsequent studies (Abu-Saad, 2003; Ali and Al-Kazemi, 2007) —on the relationship between IWE and workplace attitudes confirm the call for and significance of research on IWE (Mellahi and Budhwar, 2010). —Like studies of knowledge sharing and innovation, research on work ethic has flourished in the Western literature. Thus, there is a substantial need to examine the joint effects of knowledge sharing and IWE on innovation capability in Eastern setting, specifically in Malaysia, which is moving towards greater assimilation of Islamic values (Beekun and Badawi, 2005, p. 132) and —making effort to inculcate the practice of Islam in business and government dealings (Ali, 2010, p. 696).

The public sector organizations in Malaysia have undergone a fabulous intensification and success over the years after independence from the British which had colonized the country for almost two centuries. Islam is declared as the official religion of Malaysia while liberty is granted for other religions and belief systems as such Buddhism, Hinduism, Taoism, Christianity and Confucianism. Being an Islamic state, the government of Malaysia rapidly endeavour to infuse Islamic values and implement the approach of Islam throughout the public sector organizations. —The IWE is analogous to the concept of Islam Hadhari (Islamic civilization) was instigated by former Prime Minister of Malaysia, Tun Abdullah Bin Hj. Ahmad Badawi in 2004. —It emphasizes civility, consistent with the tenets of Islam with a focus on enhancing the quality of life through the mastery of knowledge and the development (physical and spiritual) of the individual and the nation as a whole. Indeed, Islamic values, being proliferative, are alleged to be universally valid and therefore it is germane to the minority of non-Muslim employees in the public sector organizations (Badawi, 2005).

3. Conceptual Framework

The theoretical framework for this research comprised of three variables knowledge sharing enablers, Islamic Work Values/Ethics (IWE) and innovation capability. Knowledge sharing enablers represented the independent variable whereas IWE represented the moderator variable and innovation capability represented the dependent variable. Knowledge sharing enablers was adopted from Kankanhalli (2005). IWE was adopted from Ali (1992) —who developed a construct for measuring IWE. —The IWE construct captures the essence of work ethic in Islam whereas; innovation capability was adopted from Lee and Choi (2003). As established in the literature review earlier, there is not much evidence that shows a relationship between work ethics especially knowledge sharing enablers, IWE and innovation capability. Thus, this research was conducted to investigate whether any relationship exists between knowledge sharing enablers, IWE and innovation capability in the context of Malaysian public sector.

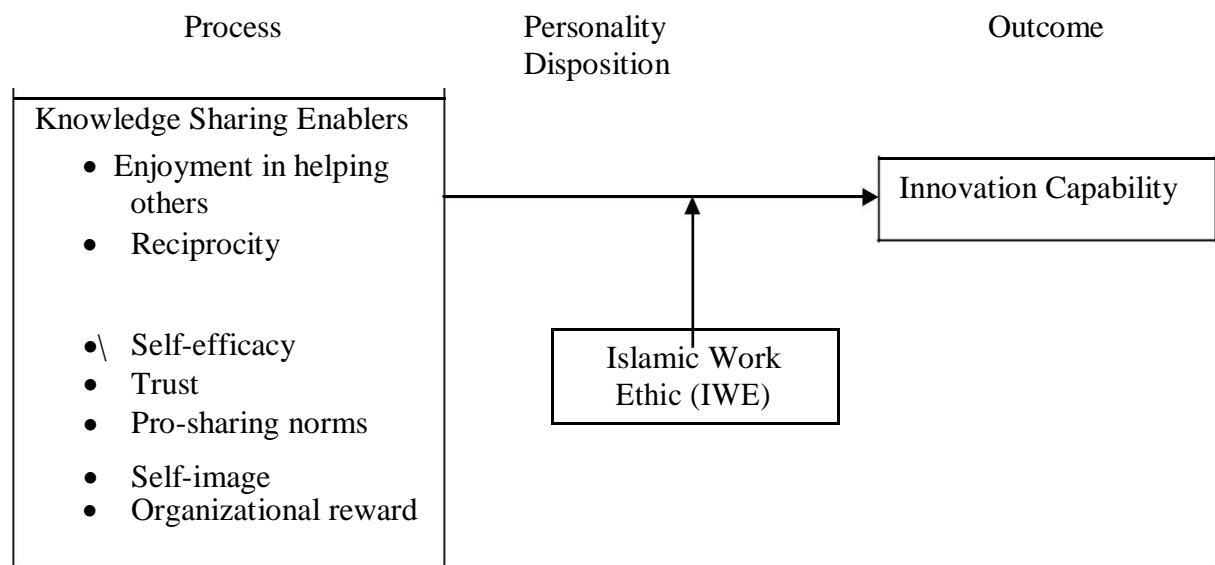


Figure 1: Research Framework

4. Data Collection

Self-administered questionnaire was used to measure knowledge sharing, IWE and innovation capability among teachers in secondary school. Self-administered questionnaire are normally mailed, faxed or couriered to selected participants and completed by participants at their own leisure. Self-administered questionnaire enables the researcher to send the questionnaire to a wide number of respondents and allows the respondents to complete the survey at their own convenience (Zikmund, 2003). Below are some advantages and disadvantages of self-administered questionnaire adapted from Cooper & Schindler (2008):

Advantages:

- Allows contact with otherwise inaccessible participants
- Lowest-cost option
- Expanded geographic coverage without increase in cost
- Requires minimal staff
- Perceived as more anonymous
- Allows participants time to think about questions

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Disadvantages:

- Low response rate in some modes
- No interviewer intervention available for probing or explanation
- Cannot be long or complex
- Accurate mailing list needed
- Often participants returning survey represent extremes of the population-skewed

5. Recommendation for Future Research

The present study is potentially useful for both practitioners and academicians alike. From an academician perspective, this study is expected to enhance academicians' understanding of the role of the knowledge sharing enablers and Islamic work ethic and its influence on organizational innovation capability in a non-Western context, thus hopefully stimulating further research in this area. This study also highlights the necessity of measuring work ethic and other work related factors in order to understand and compare, over time, changing work beliefs and their relationship, if any, to social and economic development.

6. Conclusion

This study shows that innovation practices exist among the teachers in secondary school. However, the teachers were divided in their opinion about the organizational innovation capability in the public sector. The correlation study also proved that knowledge sharing enablers and IWE does influence indirectly innovation capability in public sector but the strength of the relationship was moderate. This is because there are many factors that influence organizational innovation. Numerous researches indicate that an innovation oriented organizational culture results in organizational innovation. Liu (2001) emphasizes that —the innovation-oriented organizational culture can result in enhanced organizational innovation. Basically, there are three sectors of innovation capability which encompasses of human capital, internal structures and external structures. The members of the organization constitute the human capital, which consists of all the knowledge, skills, abilities, creativity and innovativeness of all of the individuals in an organization. Thus, IWE may only be able to influence the human capital side of the public sector. But to further enhance the innovation capability in the public sector, the internal structures and external structures need to be considered as well. Internal structures consist of the interaction between members of the organization and the communications media behind them as well as factors supporting the productivity of the organization's members by improving their team work skills. An organization's vision, strategies, goals, values, culture and philosophy are also part of internal structures. Links to the external environment of the organization, for example to customers and service providers, constitute an organization's external structure. The external structures also include regulation of the business environment and, in a broader sense, the society the organization operates in.

Overall, it is believed that the results of this study and its implications are useful in reflecting on current issues related to work ethic and its correlates. The results are also important to the practitioners in understanding IWE and the centrality of work ethic in one's life.

7. References

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The Effect of Psychosocial Factor on the Quality of Work Life among Employee

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Abstract – *The Quality of Working Life (QWL) among employee had proven to be the major contribution to the firm success factor. Theorist regarding the elements that contribute to the QWL had reflected that certain factor should be met for the employee to achieve the balance between the work and non-work life. The working environment is one of the factors that affect the employees' QWL. This article is aimed at discussing the psychosocial factor of job characteristics and the Quality of Work Life. Previous study had indicated that job characteristics will have some effect to the employees' QWL. The Job- Demand Control Model was presented in this article to illustrate the connotation of job characteristics on employee QWL. Hence, the proposed framework constructed at the end of this article.*

Keywords: Quality of work life, psychosocial factor and job characteristics

1. Introduction

The Quality of Working Life (QWL) had received interest from various researchers for the importance it represents to the employee's wellbeing. In today working environment, employee had to face tougher situation to serve the demand from the higher management of the organization. In addition to this, stressful working environment will eventually lead to building a major dissatisfaction to the employee. Working in a stressful environment does not only affect the health but also to the productivity level of employee as well. Most study on QWL had represented that job satisfaction is significantly related to the employee quality of work life. The collective result will have some effect on the organization performance in the longer run. Conflictingly, to some employee who has high regards towards organizational citizenship behaviour, view their job rather important and does not mind doing extra working hour. Beukema (1987) theorizes QWL as the extent to which employees could configure their jobs to be aligned with their options, interest and needs in the organization.

The principle of QWL can be interpreted as an individual acquires balance between working and non-working life. More precisely, the employee feels happy at their workplace while carrying out the task. Some findings had posited that the employee find it tough to balance between work and non-work life. For example, in a study of Information and Technology Professionals, the author described that the IT personnel find it is hard to balance non-work life, after spending hours of time in the workplace. This eventually deteriorate the quality time of the personnel during non-working time (Rethinam & Ismail, 2007).

2. Literature review

2.1 Quality of Work Life

The term Quality of Work Life is a concept to describe the dimensions that are vital in achieving the quality of work life itself. The previous researcher defined QWL as the interactions between employee-organization resulted from the quality of human experience. Isen (1987) stated that, a fulfilled relationship with the work environment context resulted from the presence of positive emotional state. Thus, the employees' well-being could be a primary drive that lead to a stronger workforce, which will contribute to overall organizational growth. Similarly, Walton (1973) defined the quality of work life as the employees' reaction towards their jobs whereby their occupational needs and mental health are at the satisfying level.

The quality of working life perceived if one's manage to get the balance between career and personal life. QWL is more than the satisfaction that one perceived while being employed. Therefore, employee's basic needs would become major needs that must be addressed by the employer. One good example, is providing a safe working environment. Sirgy et. al. (2001) demonstrates, that the individuals QWL will be satisfied if the individual state of conditions, interaction with the environment, high internal motivation and the information demand is contented. Thus, in doing so, the employer need to exhibit more than just a proportionate salary to pay in executing the job. Bolweg (1976) stated that —the optimal system performance and the right technical organization should correspond with those job conditions under which the social and psychological needs of the workers are at the satisfied level.

Cunningham et. al (1990) mention, in overall, the individual environment in the workplace are the relevant elements to individual's quality of work life. The QWL is not restricted only on the pleasure while doing the job but also having the personal time separately from the job. Recent evidence suggest that QWL measures is connected to the employees' compensation packages receives, pressure at workplace and career growth per (Sirgy et al., 2008).

Conferring to Rose et. al (2006) the employer view the QWL as the human capital packages that play a significant role in the organization achievement. This means the employees are the imperative assets for an organization in making the businesses running accordingly.

On the other hand, Greenhaus et. al (1987) proposed QWL was predicted as pleasure gain from the job which subsequently will be resulted in increase of job engagement and improve the employee attitude toward the job. Further, QWL conveys a positive impact to the people surrounding as the direct effect by having a meaningful or great experiences from the workplace. As today's life demand is quite stressful, —quality work life is important as it contributes to the environment as well as the family structure by offering ways to fulfil individual's responsibilities per (Bagtasos, 2011). In contrast, Heskett et. al (1997) proposed that QWL can be measured by the employees' interaction at the workplace and from that point the organization will augment a series of implementation which will have resulted in growth and organizational profitability. The authors' expression is that to what extent the management would deploy a strategic planning which will eventually return the outstanding result whereby the implementation is beneficial for the company and the people within the company.

In addition, Feldman (1993) suggested QWL comprising the people within the company and how they communicate or interact so the main purpose of the company formation can be achieved.

Furthermore, Lau et al. (2001) suggested the working environment itself should facilitate the employee in searching for the feel of contentment in the workplace. This includes career development and the essential needs of the employees and hence, via the incentives, the employees will stimulate a positive energy while conducting the job.

2.2 Psychosocial Factor

In conjunction with the general factor of human society, the social factor is the interest of the public arrangement and the process that imposed on the individual. As mention by past researcher, —psychological factors involve the individual level processes and the implications that influence the individual mental states (Upton, 2013). These words occasionally combined as "psychosocial" which refer to the short term for the combination of psychological and social. Stansfeld and Rasul, (2007) entails that, the psychosocial term reflects the social development with regards to the emotional response under certain circumstances.

The psychosocial term was first emerges in the 1890s describing the connection between one personality and social life. The term then had been exaggerated in terms of its uses especially in health and psychology ("The invention of the psychosocial: An introduction," 2012) . From Karasek (1979), the study had opened a various discussion on the psychosocial factors at work and had been documented as occupational risk factors. Psychosocial is relating to the interrelation of social factors and individual thought and behaviour. One of the glaring example would be an employee with overloaded job will react physically as triggered by anger and weary emotion.

As a matter of fact, psychosocial factor at work tends to associate with stress and burnout. For example, Sparks and Cooper (1999) in a study, the authors marked although dissimilarities present between an employee to another, it could also present in the context of workplace. To some extent stress does not only exist between occupations but also apportioned with the occupational context within the organization per (McCormick & Barnett, 2011). This elucidates the task hold by the employees sometimes may affect the quality of work as well. The employee of an organization burdened by multiple tasks besides having to accomplish their main responsibility had put their emotion at stress level.

To put it differently, Hackman and Oldham (1976) had discovered various models and the study of QWL which they found relevance to the psychological growth needs namely; skill variety, task significance, autonomy, task identity, and feedback. The model proposed that an individual will internally become motivated to execute their job effectively under specifies conditions. Therefore, through the definition, the psychosocial factors are literally pertaining the social environment of an individual and how the components influence the individual wellbeing.

2.2.1 Job Characteristics

The job characteristics can be referred as —repetitive work, high psychological demands, low social support, job insecurity, and high ergonomic exposures were predictive of a decline in self-rated health in a prospective study over five years according to (Borg et. al, 2000). In the context of teaching profession setting, teachers

are exposed to the environment where they happen to conduct the similar task over time. The difficulties while coping with the students' behaviour are some additional factors that contribute to the negative emotional state. However, if the task conducted presented with interest while doing the job, they can face the obstacles rationally. These are some work environment that affects the individual wellbeing if the preventive actions did not take place. The external environment can influence a person to responds either positively or negatively to the conditions. This might contribute to deteriorate the quality of health as well. For example, Moy et al. (2014) had conducted a cohort study to investigate the teachers' job constrain and a series of behaviour possibly becoming factors on health and wellbeing. For this purpose, participating respondents will be followed up from time to time to gather and strengthen evidence pertaining the teacher's health and wellbeing according to the author.

2.3 Job Demand-Control Model

Job Demands- Control (JDC) model is a combination of job demand and job control and stands a major theory in the working environment. In other words, the JDC Model imposed that the major contribution of stress lies between the —two basic characteristics of the job itself which is psychological job demands and job decision latitude or job control —as stated by (de Jonge et. al, 2000). Job demands also known as the emotional pressure at the workplace environment. This lead to the examples of number of hours at working, waiting task from others and the distribution of the workload. Based from Demerouti et al. (2001) job demands refer to —those physical, psychological, social, or organizational aspects of the job that require to sustained physical or psychological effort, such as cognitive and are therefore associated with certain physiological or psychological costs.

Job decision latitude or job control is the ability of the employee to control activities on his own and decide what type of skills to be used for such activities. This dimension, however, has two unified sub-dimension which is the skill discretion and decision authority. Skill discretion is the series of skills and competencies for a worker need to have whereby, it can be useful for his tasks and related to the opportunities that he will gain from his performance. On the other side, the decision authority, or autonomy, is the amount of freedom that one have to execute the job and closely related to the personal involvement (Adriaenssens et. al, 2015).

Therefore, the model gives two different types of job where the demand of jobs stands one axis and another axis is formed from the scope for control over the jobs.

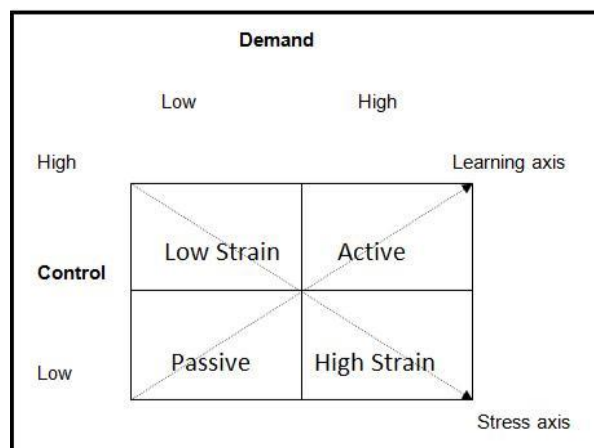


Figure 1: Demand-Control Model
(Source: Karasek & Theorell, 1990).

The figure above shows the demand control model. From the figure, low control and low demand indicates passive behavior of the employee. For example, the unskilled blue collar employees usually need less skill and the job itself is not challenging and demanding. High demand and high low control indicates the low strain job whereby, the job classified as no accountability, more freedom, relax, and meaningless. For example, the administrative and service job and the strain and illness risk is lower than average. The high demand-high control describes the amount of work are high and requires high control features. This type of work specifically needs high responsibility, and information processing. Hence, appropriate job control is needed to avoid the intellectual excess. This type of demand control model usually referred to managers and white collars professional. The job considered as challenging and encouraging besides devouring no risk psychological strain. Moreover, employees in these jobs are active both in job and during their leisure events. Finally, a high-pressure job indicates high in demands but low in control features. For example, young blue collar normally practice these jobs where the working conditions are worst. The responsibility they bear is in high demand but the control features are low. This consequently will create imbalance in the job which resulted in depression and some physical illness that cause a poor QWL.

In general, this model helps to improve balance between work and non-work life by application of control over their jobs demands in work environment.

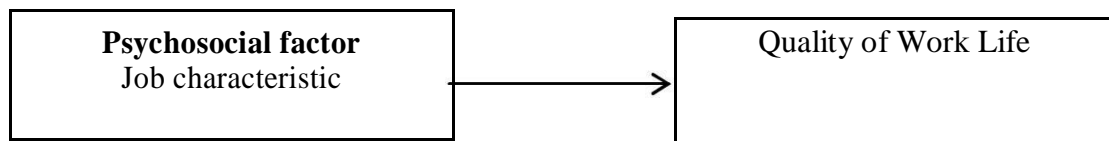


Figure 2: Proposed Framework

Therefore, from the literature provided, the proposed framework had been illustrated as above. The psychosocial factor of job characteristics affects the employees' Quality of Work Life

3. Discussion and Conclusion

The QWL study is essential for today working environment. Human resource plays a vital role in taking a good care of employee wellbeing. From the literature review, it is understood that compensation packages and safe working environment are some of the important dimension constitute under QWL. As a human being, the employee need to have the sense of security over job commencement besides being assured by attractive compensation packages. Overall, the researcher has acknowledged that the QWL is a crucial point of discussion with different argumentative perspective as has been illustrated. Nevertheless, the key to gain the positive feedback from the employees is always to prioritize their essential needs. As it has been pointed out the employees' satisfaction level is the primary reason for the organization effectiveness.

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Management of Asnaf Community“ Competencies from the Qualitative Perspective of the Government Agencies: Focus Group Discussion (FGD)

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Abstracts - *The purpose of this study is to investigate the management of Asnaf community“ competencies from the perspective of government agencies. This paper has carry out the focus group discussion that involved six non-government agencies include Amanah Ikhtiar Malaysia (AIM), The National Entrepreneurial Group Economic Fund (TN); Kelantan Federal Development Department (JPP); Kelantan Islamic Religious Council (MAIK); Fisheries Development Authority of Malaysia (LKIM) and Department of Social Welfare (JKM). Data drive from this analysis of study is come out from the focus group discussion in term of leadership, education, knowledge, skills, attitude, financial, entrepreneurial background, development, and social. The data were transcribed through CAQDAS NVivo to gain the perspective from the non-government agencies so that impactful competencies therefore display the profiling index entrepreneurship among the Asnaf community”.*

Keywords: Asnaf Community‘ Competencies, Focus Group Discussion (FGD), Non-Government Agencies.

1. Introduction

The purpose of this article is to investigate the management of an Asnaf community’s competencies from the qualitative perspective of the non-government agencies. This study is to enhance an entrepreneurial ability to collaborate more closely with non-government agencies to better exploit the aid of facilitate and schemes had been offered altogether creating mutually beneficial outcomes. In context of this study, a set of defined behaviours that provide a structured guide enabling the identification, evaluation and development of the behaviours in individual considered as competency. According to White (1959), as a concept for performance motivation can develop in term of —competence.

The underlying characteristics of generic and exclusive knowledge, self-esteems, behaviours, intentions, and abilities in response to survival and developing growth is referred as entrepreneurial competencies (Bird, 1995). In other words, competencies are used as benchmark in entrepreneurial activity thus determine and evaluate how an individual perform his entrepreneurial performance. Result for research in entrepreneurship has shed light the social science by taking effect role of theories of entrepreneurship (Kayasan, 2011). Generally, speaking entrepreneurship deals with theories and approaches in accordance to its goal of the study (Ferreira, Azevedo, & Ortiz, 2011).

Furthermore, central to the arguments is the existence of specific conditions would in individual into entrepreneurship (Minniti & Bygrave, 1999), idea of solving the specific issue particularly income generating of the Asnaf context and the notion of knowledge spill overs in a region that can be critical for entrepreneurial activity. The exploration of

entrepreneurship index evaluates an individual based on two specific sub-elements which are personality characteristics and knowledge about functional skills. The combination of several constructs from past studies would generate knowledge into the present study. Five constructs have been adapted into this study to provide a comprehensive model that can foster the form of entrepreneurship index building specifically to the poor.

Therefore, the viewpoint of this article has been structured accordingly; first, the Asnaf community' from the perspective of the government agencies literature is reviewed for the empirical study. Second, the entrepreneurial competencies literature amongst the Asnaf community' getting thru focus group discussion (FGD). Third, methodology of the study is presented. In the following sections, the empirical material collected closely to establish internal government agencies findings. Since, the last section of this article is discussed the significance of the empirical findings.

2. Literature Review

The exploration of managing an Asnaf community' competencies from the perspective of the non-government agencies is encompassed through leadership performance, education profile, standard of knowledge, the ability of skills, the uniqueness of attitude, the capability in financial management, entrepreneurial background, development, and social.

2.1 Personality characteristics

An individual who has ability for openness, conscientiousness, extraversion, agreeableness and neuroticism is a great personality as being entrepreneur (Roberts, Walton, & Viechtbauer, 2006). The act of entrepreneur with appreciation for a variety of experience, planning ahead rather than being spontaneous, involves going out with friends and being energetic, being agreeable in conducting entrepreneurial activities. However, this study highlighted personality characteristics covers four main sub-dimension including entrepreneurial orientation, personality traits, leadership, alertness and motivation. Attitude has been highlighted as important that can generate the performance of entrepreneur as well as enhance their positive attitude within entrepreneurial activity. Attitude is a better approach compared to either the personality or demographic characteristics even though these approaches were the foundation in building the psychological characteristics of an entrepreneur (Ainul Mohsein Abdul-Mohsin et al, 2012). Work emotions and Cognitive process are two components affect the entrepreneurial attitude (Jensen & Luthans, 2006). Personality may indicate how hard a person will work, how organized they are, how well they will interact with others, and how creative they are. Meanwhile, according to Rexhepi, Kurtishi, and Bexheti (2013) highlighted that imaginative, innovative, authoritative, risk taking, drive innovation and technological change will effect on attitude.

Therefore, an individual who have a great personality characteristic in terms of hardworking, dependable, positive, self-motivated, team-oriented, organized, works well under pressure, effective communicators, confident and flexible are more than enough to bring an opportunity to build a higher venture performance.

2.1.1 Entrepreneurial Orientation

The entrepreneurial orientation including, innovativeness, pro-activeness and competitiveness are highly recommended for growth strategy in the business (Ferreira et al., 2011; Mongkuo & Okhomina, 2009). According to Wang and Yen (2012), the study

revealed that innovative has significantly effect on business survival and innovation can bring entrepreneurial concept, (Sharmina Afrin, Nazrul Islam, & Shahid Uddin Ahmed, 2010). It means that, innovation is important for entrepreneurs since this term can accomplish through more effective products, processes, services, technologies, or ideas that are readily available to markets, governments and society. Besides, personal attribute such as risk taking propensity (Aaijaz & Ibrahim, 2013) is the one of characteristic as crucial predictor for entrepreneur generate their success by which when a person initiate a business, accordingly the person have to take risk and face uncertainty (Sharmina Afrin et al., 2010). Kobia and Sikalieh (2010) addresses risk taking propensity is important to enhance the good attribute. It is believed that entrepreneurs prefer to take moderate risks in situations where they have some degree of control or skill in realizing a profit. Risk propensity is an important disposition because individuals who are inclined to undertake risk are interested in becoming entrepreneur (Lumpkin, Cogliser, & Schneider, 2009). In addition, proactive personality is one of personality characteristic. The proactive personality is one who is relatively unconstrained by situational forces, and who effects environmental change. Other people, who would not be so classified, are relatively passive - they react to, adapt to, and are shaped by their environments. They passively adapt to, and even endure, their circumstances (Bateman & Crant, 1993). Previous study addressed that autonomy is an important component of an entrepreneurial orientation (Lumpkin et al., 2009). Autonomy is an inherent characteristic for entrepreneurs and for the functioning of entrepreneurial teams. The person indicated for autonomy once they provide a mature behaviour while dealing with the reality of the external environment (Miller & A.K., 1967).

2.1.2 Personality/ Psychological Traits

Personality traits may be used to describe individual differences in behavioural patterns and to provide a suitable means of studying daily behaviour and performance across a wide range of domains (Feyter, Caers, Vigna, & Berings, 2012; Poropat, 2009). Indeed, a great individual performance provided a great high competence for entrepreneur. Past studies have assigned sparse most mental traits in conformity preceding read in the manner that need for performance, subjective carriage of rule, strength of uncertainty and freedom as an entrepreneur (Brockhaus & Horwitz, 1986; Herron & Robinson, 1993; McStay, 2008) and no agreement the number of traits that is related to entrepreneurship (McStay, 2008). The need for achievement known as (n-Ach) is one of psychological traits that have been introduced by McClelland (1961) as a characteristic of entrepreneurs and an influence on business success. Past studies of Mongkuo and Okhomina (2009) defined n-Ach as a tendency to choose and persist at activities that hold a moderate chance of success or a maximum opportunity of personal achievement satisfaction without the undue risk of failure. Others psychological traits are such as locus of control, tolerance of ambiguity and also autonomy. Meanwhile, these psychological traits exists bring a competence entrepreneurs indirectly become fabricated of great performance.

2.1.3 Leadership performance

The proceeding of dominant to categorize of crowd or a company to conduct, administer and give aspect to employees except of make a rules and chief, it is establish as authority. By the case of this study, controls in stipulations of loyalty, answerability, evaluation reasoning, and sentimental skills are crucial aspects that tendencies to entrepreneurs development. According to Jensen and Luthans (2006), the visibility, credibility, dedication to a shared purpose, personification of values and principles, courage, humility and respect to others are referred as leadership. This situation can be

illustrated; as a contractor who is a legitimate officer as defined the prospective one who holds extremely concept that not only does each one human being in a period whereas the management have individual to contribute, but also that the ingenuity to find and help employees belief in the above-mentioned human being strengths is fundamental. These efforts could then enable employees to complement the founder or leader and accelerate the growth of the organization.

2.1.4 Motivation

Motivation is illustrates as eagerness or the comprehending enjoy and abilities by official (human being) to do something. Motivation creates the energy which inspires, impels, influences, and move one to action for example; lead, control, organize, and decide any tasks that was performed (Hellriegel & Slocum, 1992). In other words, motivations were derived from physiological needs such as sleep, hunger, and pain avoidance. It was stimulates and sustain behaviour through psychological process. Previous studies reviewed motivation as psychological factor that afford to give a positive impact towards an individual to involve in entrepreneurship field. According to Vesalainen and Pihkala, 1999, motivation has a high explanatory power for entrepreneurship. However, Swierczek and Jatusripatak (1994) identified a variety of motivating factors to become entrepreneur, but the primary reason seems to be profit. Other than that, the use of skills and competencies gained in previous experiences, also attributed to the achievement motive (Swierczek & Jatusripatak, 1994). In other words, people should to be intrinsically motivated in order to become an entrepreneur. In this context, the intrinsic motivation focuses on the internal needs for establishing competence and self-determination. Ultimately, it can helps human being to energize their attitudes and behaviours in response to satisfy their appeals as they seek personal challenges. As the above-mentioned challenges involve a leap into the beyond, an entrepreneur needs to widen their abilities and interests. According to McClelland (1961), the encouragement factors includes the need for the deed whatever is address a unified frame of mind that motivates everybody to face challenges in exchange for attaining prosperity and excellence; whereas considers from psychological needs that attribute the actions of the entrepreneurs. Instead of that, there are the need for affiliation (Steer and Braustain, 1976); the need for dominance (Pritchard & Karasick, 1973); the need for autonomy (Baum et al., 1993); that is basically performed by entrepreneurs in order to maintaining performance, leadership opportunities, and controlling the events to enhance a smoothly operated.

2.1.5 Knowledge about Functional Skills

Skills were embraced multiple talents or natural skills. Skills can be as administrator, leader, controller, and organizer, technical, financial, social or also any other skills that give lucrative benefit to ensure entrepreneurial success. An individual who have knowledge skills have an opportunities to go beyond. According to Norasmah Othman, Nor Hafiza Othman, and Ismail (2012), infers the increasing demand for skills among entrepreneurs since was influence global dramatically. Also supported by Acemoglu & Zilibotti (2001); they inferred that a country with less skilled workers would have greater difficulties in implementing effectively technologies belonging to the innovation possibilities frontier, because of the derived lack of absorptive capacity. Knowledge about functional skills is crucial amongst entrepreneurs to enhance entrepreneurial activities exposed more opportunities for market-driven. Market-driven entrepreneurial activities will foster the success of entrepreneurs, resulting in overall national economic growth (Suntornpithug & Suntornpithug, 2008). In this context, customer orientation and competitor orientations plays an important role to ensure development of entrepreneurship. Customer orientation is necessitates as a culture where every employee puts the customer's satisfaction first in their day-to-day activities. Competitor orientation involves active monitoring of all existing and potential competitors in the market place and collect competitive intelligence to differentiate the competitor's approaches.

3. Methodology

3.1 Design of the Study

The empirical material presented in this article derives from a research project exploring an entrepreneurial index (EI) amongst the Asnaf group that is from a case study. The study embarks a process or record of research in which detailed consideration is given to the development of a particular person, group, or situation over period of time. According to Ramneland-wikhamn (2016), such commonly materials through interview, formal documents, and observation data in the qualitative research when the study is based on a generic case study methodology. This understandings also been supported by (Gerring, 2004; Gibbert, Ruigrok, & Wicki, 2008; Gillham, 2000). According to Yin (2014), the investigation a central phenomenon of issues through in-depth or informal and within real-life perspective, especially when the borders exist between phenomenon and perspective not obviously referred as an empirical case study. This approach is used to allow an understanding of central phenomenon that illustrates an entrepreneurial activity in real environment. It was clarify a thick description and rich information of the poor as well getting with the expert. In addition, this design of the study is deal out to answering a research questions.

3.2 Data Collection and Analysis

This study was addressed on the phenomenon of how an Asnaf community‘ been managed from the perspective of the government agencies. Such perspectives are concurrent of the talent, knowledge, skills, leadership, abilities, background, self- development, sustainable development, and level of education. Therefore, in this study, interviewing is the most common technique used for collecting data. As part of the interview, the researcher has prepared a structured question through focus group discussion (FGD) been conducted amongst these government agencies. During FGD session, the participant involve simultaneously take between a duration of three to four hours. In addition, the structured interview is used encouraged the participant to further develops an ideas and arguments expressed by the interviewees. Therefore, the interview guide included question such as —To give help, from what aspect should give more attention by institution?!, —How MSE entrepreneur monitored their business?!, —How your institution distinguish department in context social group for entrepreneurial field?! According to Ramneland-wikhamn (2016), to explore an understanding the specific support and expertise to capture the interest and needs from an individual, such questions was addressed with quite broad issues.

The focus group discussions (FGD) were controlled by involving six agencies included Amanah Ikhtiar Malaysia (AIM), The National Entrepreneurial Group Economic Fund (TN); Kelantan Federal Development Department (JPP); Kelantan Islamic Religious Council (MAIK); Fisheries Development Authority of Malaysia (LKIM) and Department of Social Welfare (JKM). The purpose committed against the different agencies in conducted the focus group discussion is to showing a way and support towards the participant. In other words, it has encouraging the participant‘ s effort and resolves any subjects towards an issue being offered. All interviews were conducted by one or two senior researchers and were tape-recorded (based on the interviewees‘ consent). In conclusion, the following on-going assessment is recorded and it can be referred future. At the beginning of focus group discussion, the researcher keep asking the general questions then come to the sensitive of issues if required. However, the researchers are keep follow-up and connecting with participants so that information obtained was kindly accurate towards research objectives. In addition, this interviewing is to enhance and to keep track of the on-going activities amongst the participants. The sample included approximately an equal number of men and women

spanning over the age of the late 20s to the mid-60s. Therefore, FGD data has been triangulated with the document populated from these agencies report. Briefly, the role of each agency involved is summarizes in Table 1 below:

Non-Government Agencies	Number of Interviews Transcribe FGD at Tok Aman Bali Beach Resort (23 & 24 December 2014)	Comments (Role of an Agency)
Amanah Ikhtiar Malaysia (AIM)	Two sessions	<ul style="list-style-type: none"> * Providing a micro credit financing to assist finance activities in response to reduce poverty amongst the poor and low-income household in Malaysia. * Producing entrepreneur amongst the poor and low-income household. * Provide the finance facilities, guidance, and continuous training to entrepreneurs amongst the poor and low-income families.
The National Entrepreneurial Group Economic Fund (TN)	Three sessions	<ul style="list-style-type: none"> * Providing venture financing by easy and quick. * Providing entrepreneurial information and business opportunities. * Providing guidance service and entrepreneurs support which participated TEKUN programme. * Creating TEKUN entrepreneur community that is enterprising, innovative, and progressive and business network. * Cultivating an entrepreneurship culture among Malaysians. * Encouraging saving habit among TEKUN entrepreneur.
Kelantan Federal Development Department (JPP)	Two sessions	<ul style="list-style-type: none"> * The central agency that is superior in coordination and development monitoring in country. * The central agency that spur country's development by practicing good administration and work with culture that is creative, innovative, and with integrity through coordination, monitoring, implementation and policy assessment, programme and project.
Kelantan Islamic Religious Council (MAIK)	Three sessions	<ul style="list-style-type: none"> * Implementing an effort to increase the property and source through the investments and other legitimate effort to progress social well-being and the economy of the Islamic community in Kelantan. * Streamlining and develop economic development activities. * The existence of welfare institutions to improve charity activities to overcome Islam follower society amongst the poor, the converted Muslim, orphan, and others. * Boosting and encouraging the society involvement in religious patterned activities and beneficence.

Fisheries Development Authority of Malaysia (LKIM)	Two Days	<ul style="list-style-type: none"> * Developed <i>Nelayan</i> community. * Increasing country's fish catch sector productivity. * Help to increase aquaculture output. * Supporting Development of Agriculture Based Industry. * Improving marketing effectiveness and access market. * Nation fishery transformation infrastructure.
Department of Social Welfare (JKM)	Three sessions	<ul style="list-style-type: none"> * Given a protection of recovery to department target group. * Developing the community through the attitude change and capability enhancement to be independent. *Existence of caring cultured society. * Improving of social well-being through welfare services and social development thus there are professional and noble in sharing of strategic responsibility.

Table 1: Interview Participant

All the interviews were transcribed by an expert. The interviews were coded by one senior researcher, preparatory with categories derived from the interview data. In addition, the transcriptions were articulated through CAQDAS – Nvivo that is well-known software in qualitative field. The use of the approach clarified by attention common past studies in qualitative area (Merriam, 2009; Miles, Huberman, & Saldaña, 2010) gives signals on how to come up with qualitative method including, the conduct of FGD, analysis, visualize the data after FGD session has been synchronized, build the protocol and data transcribed respectively. The empirical study through FGD brought the important inputs of entrepreneurial activity whereas in order reached research objective with answering research questions.

4. Findings

4.1 Internal Government Agencies

The exploration of managing an Asnaf community's competencies from the perspective of the government agencies is encompassed through leadership, education, knowledge, skills, attitude, financial, entrepreneurial background, development, and social. That is, the validity of research findings from the internal government agencies that attributes an entrepreneurial activities on the day-to-day routine tasks. In other words, the extent to which the findings are an accurate representation of the phenomena the analysts intended to represent. In context of reliability of a study refers to the reproducibility of the findings. Meanwhile, the use of contradictory evidence, respondent validation, and constant comparison substantiated as validity through using by a number of technique. Therefore, in terms of Asnaf community's perspective, the value of expertise and know-how derives from the fact that there are many ways the inexperienced actor can exposed to the knowledge of government agencies facilitates e.g., in order to apply business scheme. Consequently, the focus group discussion

is helpful in response to brought participants extent their knowledge. However, there are several processes that have to be considered when the researcher used the focus group technique. The first process is about conceptualization. Then, for the second process is about protocol formation. In this process, it requires two steps before protocol of five main construct will be drawn.

Step 1: Conceptualization of the construct

After determining the mix-match of the construct, then the study provides the conceptualization in which the construct are then will pick up into a table.

A conceptualization table is consist of

- a) Number
- b) Construct
- c) Author (s)
- d) Remarks

The number is to figure out the count of conceptualize part in the study. The term of construct is pleasantly intended as to develop the protocol. Author (s) is also important as an attempt to figure out the construct is based on that author (s). The remark is in case to put down the note with respect to construct and authors. Then, the same construct is grouping into one with the same construct in journal analysis people (JAT). Thus this construct is ready for build the protocol so that the questions can be developed thoroughly.

Step 2: Protocol Building

In protocol part, it is considered as crucial part as to develop the question for FGD. This requires the establish construct been drawn from JAT. The formation of FGD question, (Isiugo-Abanihe 2001) stated to answers the question of —why and —how which is cannot reach for quantitative site. Thereafter, by imply suitable word, the formation of FGD question will be addressed instantly. Refers Table 2 in below, it is formation of FGD question for competency. There are nine protocol is establish in order to develop the questions such as Background, Level of Education, Leadership, Skills/ talents, knowledge, Self-development/ Business, Social capital, Sustainable development and Capability.

Table 2: A FGD question for Competency

No	Protocol	Question
1	Background	a) For the assistance, in terms of what situation institutions pay more attention? (Background here refers to the background of the entrepreneurs / small and medium)
2	Level of education	a) Are these institutional take into account the level of education in providing assistance MSE?
3	Leadership	a) Throughout experience managing master each institution, how does MSE entrepreneurs manage / administer their business. b) How does an MSE entrepreneur monitor their business? (Someone who can influence someone else in any case)
4	Skills/ Talents	a) What kind of training provided by each agencies? b) What skills should the poor have? c) How exercise can improve the skills of MSE? (efficiency and skill in doing something)
5	Knowledge	a) How does your agencies / her entrepreneurial knowledge sharing (eg, technology transfer / training program) with MSE entrepreneurs? (Knowledge, science, or knowledge is all their own efforts to investigate, discover, and increase human understanding of the various facets of reality in human nature)
6	Self-development/ Business	a) Are these departments involved in helping entrepreneurs in the development process themselves MSE / business? b) How? (development is a process which enables the realization of potential human life, build confidence and bring life to the glory and the full meaning of freedom from fear to ask and exploited)
7	Social capital	a) How to post differentiate social groups in entrepreneurship (target group)? (Social is a word that refers to matters relating to social and societal)
8	Sustainable development	a) Are departments Sir/ Madam emphasizing entrepreneurial element in enhancing sustainable development of MSE entrepreneurs? b) Allow stating the elements of concern? (Sustainable development is development that meets the needs of the present without compromising the ability to meet the needs of the future)
9	Capability	a) How to post Sir/ Madam assess the ability of MSE entrepreneurs in making the decision to provide assistance to them? (refers to the ability of talent, intelligence, skills, expertise)

However, in this qualitative case study, this excerpt from a study involving 6 focus groups illustrates how findings are presented using representative quotes from focus group participant. For example; —For the assistance, in terms of what situation institutions pay more attention? which is the questions that refers to the background of the entrepreneurs or small and medium enterprise:

“maknanya target group kita yang pertama kalau dulu kita memang mencari yang miskin tetapi untuk tahun 2014 ini kita telah fokus kepada golongan berpendapatan rendah. Kalau dulu memang golongan pendapatan golongan miskin lah dikata..”

Therefore, the following is an extract from a focus group (conducted by the researcher) with Amanah Ikhtiar Malaysia (AIM) about terms of what situation institutions pay more attention. It illustrates how focus group provides a chance for participants to discuss issues on which they might debate.

Interviewer : Adakah itu kerana golongan yang termiskin tadi itu telah dikurangkan sebab itu you berpindah kepada golongan pendapatan rendah ataupun dulu golongan termiskin ini you bagi ikan atau tapi sekarang ini you bagi kail? Supaya mereka boleh mengail ikan pula? Jadi kalau dalam yang kedua tadi jadi macam you nak convert AIM dapat convert daripada pembeli ikan kepada pembeli kail? Yang itu yang kita nakkan pengalaman AIM.

Respondent 1: Saya rasa untuk AIM sendiri kita rasa kita tak pernah bagi ikan..kita memang bagi kail.

Respondent 2: Saya rasa untuk Amanah Ikhtiar kebanyakan program dia ni memang fokus kepada wanita pada dasarnya..laki memang tiada..bagi sahabat..dia tak meminjam..panggil sahabat..jadi maksudnya dari puan tadi ni adalah berkenaan dengan kriteria kategori penerima tu dulu tu golongan miskin, sekarang golongan berpendapatan rendah. Yang mana golongan berpendapatan rendah juga akan diaplikasikan dari segi spesifikasi sekarang yang mana ia dipanggil B40 (Be forty) = bottom forty. Bottom forty means golongan yang berpendapatan RM3050 ke bawah.

Through the focus group discussions which is allowing the participants to read through the data and analyses and provide feedback on the researcher's interpretation of their responses. Other than that, the FGD also provide researchers with a method of checking for inconsistencies, challenges the researchers' assumptions, and provides them with an opportunity to re-analyse the data. Therefore, this data transcription given an interpretation of findings thus reached a thick description for data analysis.

5. Discussion

Consequently, the research was accomplished an objectives once the focus group discussion is piloted. However, the goal of the investigating management of the Asnaf community's from the aspects of competencies from the government agencies is to ensure the individual are exposed to the aids provided. Thus, compared to individual interviews, the focus group are not as efficient in covering maximum depth on this particular issue. On the other hand, the possibility that the participant may not expressed their honest and personal opinions about this study. Moreover, when it comes into the sensitive questions for example; perspective from the political and authority structured. They may be hesitant to express their thoughts, especially when their thoughts oppose the views of another participant.

Beside of that, compared with surveys and questionnaires, the focus group are much more expensive to execute. Usually, each participant will have to be compensated in cash or in kind. Normally, it is the common things that all researchers make sure of since the participant also have their own works, thus to spent their time should be used instead of giving something. By the way, the moderator bias may also give greatly impact to the outcome of a focus group discussion. They may, intentionally or

inadvertently, inject their personal biases into the participants' exchange of ideas. Hence, this can result in inaccurate results. In addition, out of fear in going against the opinion of the moderator, or even out of fear of disappointing the moderator, the participants may not disclose their true and honest opinions.

Therefore, in this article for sure can enhance the future researcher to consider what are discussed earlier. So that the objectives and purpose for this study will be reached with thick description information and achieve the validity and reliability at the end of findings or outcome.

6. Conclusion

As a conclusion, researchers articulate the research questions that determine how the Asnaf community's managing the competencies from the perspective of the government agencies. In addition, to enhance the research questions were answered by the expertise, the focus group discussion had been conducted. Although, the six government agencies involved to sharing knowledge and experience to fix an exposed facilitates offered to the right channelled. The data transcription through CAQDAS NVivo is helpful the researchers to analyse the findings for this research study. Therefore, the saturation of data has reached once the research objectives and research questions being responded.

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Factors Influencing Purchase Intention of Cadbury Chocolate among Muslim

Students: A Conceptual Framework

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Abstract - *Realizing the great demand of halal food in Malaysia and in the world in general, there are efforts by the government to prepare Malaysia as a regional hub for halal food products. However, there is a situation now when consumers start questioning about the actual halal product that have been certified as halal by JAKIM. This scenario happens due to Health Ministry had confirmed that non-halal elements were found in two batches of Cadbury Chocolate. Hence, this study attempts to determine the factors that influencing the purchase intention of Cadbury Chocolate among Muslim students. The knowledge can propel them into making a choice or selecting a halal products in the future.*

1. An Overview of Halal Food Industry in Malaysia

Muslim consumer's confidence on halal logo was not a major issue debated in the past. During those days, consumer was normally relying very much on the official halal logo issued by the Government before they make the decision to purchase or consume food products of their likes. However, as the business of halal food grows, stiffer competition is unavoidable. In order to survive and remain in the business, some companies had gone beyond the existing law and let the moral and ethic behind them.

The news of non-halal moon-cakes that bear with JAKIM's halal logo shocks us, especially the Muslim (Berita Harian, Sept 30, 2004). It was also reported that food products worth of RM 2.86 million have been confiscated from January to October 2004 due to the offence of misusing the JAKIM's halal logo (Utusan, Oct 10, 2004). In the wake of the recent case of companies being hauled up by the authorities on suspicion of using non-halal casing, such as pig intestines for their sausage products, Foreign Ministry Datuk Seri Syed Hamid Albar said that JAKIM and the Domestic Trade and Consumer Affairs must come up with a fail-safe strategy to protect the country's halal certification. He feared that Malaysia's representative abroad might be questioned about the halal issue and this could hurt the country's position as a halal food hub (Star, March 20, 2005). It is indeed necessary for authority to improve the situation quickly so that Malaysia's reputation as a global halal food hub will not be damaged and consumer's confidence can be fully restored. Hence, it is very timely a study on factors that influence the level of confidence on JAKIM's halal logo is being undertaken among the Muslim consumers.

In a country which has 24 million population, out of which 60% of them are Muslim, food manufacturing companies will find it very crucial to ensure that the sensitivity and the concerned of this majority group are well taken into account on whatever business decision being undertaken. For the Muslim population, the most sought-after assurance that can be offered by the food producers is the confirmation that the products sold are really halal, hence safe to be consumed and eaten, which is through the halal certificate labelled on the package of their products.

The halal certification will enable manufacturers to convince the consumers, especially Muslim that their products have been confirmed by an independent third party, namely Jabatan Kebajikan Islam Malaysia (JAKIM) as having ingredients that do not contain any components that are not halal according to the Syariah Law. Thus, these products are considered as clean, consumable and eatable for them. As an independent party that is made responsible by the Government to award companies with the halal certificate, JAKIM has spelled out a clear guideline and requirements for any companies that wish to attain the certification. Besides JAKIM, the Islamic Religious Department of various states is also given the same responsibility by the Government. As of to date, there are 534 companies which have been awarded the halal certification, out of which 391 or 73.2 percent were small and medium scale enterprises (Utusan, June 29, 2004). It is estimated that the volume of global halal market is worth approximately US\$150 billion (RM570 billion) to US\$200 billion (RM760) a year (Utusan, Jan 16, 3 2005). China, Thailand, Australia and Brazil are currently the world's leading countries in the halal food industry (Berita Harian, Dec 9, 2004). Realizing this fact, the Government has set a target to make Malaysia as a global halal food hub. As such, companies are encouraged to get their products certified so that they can meet the Government's projection of capturing five percent of global halal food market within the next five year.

Currently, Malaysia captures only a mere one percent of this market share (Utusan, June 8, 2004). At the same time, by becoming the halal hub, Malaysia can expect itself to progress higher from the current standing as the world's seventeenth strongest trading nation within the next few years (Utusan, April 29, 2004). In Malaysia alone, if one were to estimate the daily food consumption of Muslim population as RM1.00 per day per person, there will be at least RM14 million worth of daily demand of halal food in the country. This is equivalent to a demand of more than RM5 billion a year (Star, Jan 31, 2005). As the number grows due to increase in the country population and also due to the new trend of more West Asian tourists visiting the country every year, efforts have been made by the Government to boost the food production capacity and capability through various efforts. As an example, the recent event of 5th Malaysian International Food Conference 2004, held at the Putra World Trade Centre from July 15 to July 16 attracted participant from Malaysia and other nations.

Besides, the Government also has organized inter-ministerial meeting, forums, dialogues and international conferences and exhibition. The food industry has been a very serious affair for the government, not only because of the increasing population, but also due to the growing number of business activity in this industry. As a matter of fact, in 2002, Malaysian imports of processed 4 food were valued at RM5.7 billion, while exports were RM4.7 billion. The country spent RM13.9 billion on food import in 2003. From January to September 2003, import of meat alone is worth RM338 million (Berita Harian, Dec 9, 2004). At the same time, from 1995 to June 2003, the Malaysian Industrial Development Authority (MIDA) issued licenses to 424 food manufacturing companies with total investment of RM5.9 billion (Star, Jan 31, 2005). These figures emphasize the importance of food industry which has been identified as the third most

important sector for the country economic growth behind manufacturing and services industries.

Theory of planned behaviour (TPB) is the one of the most widely used theories of consumer behaviour. This theory is an explanatory model developed by Icek Ajzen in 1985 which is used for a wide variety of purchase intention. The purchase intention consists of four main variables which are attitude toward the intention, subjective norm, perceived behavioural control and religiosity (Lee, Cerreto, & Lee, 2010). Attitudes, subjective norms, perceived behavioural control and religiosity influence towards the purchase intention of Cadbury chocolate. The attitudes are considered as beliefs on the outcome of the health-related behaviour weighted by value of outcome. Subjective norm is the individual belief weighted by the level of compliance with such influence. It key people in his or her life might affect them to act in a certain way. Perceived behavioural control is the individual belief that weighted by perceived control he or she has over these factors (Dumitrescu et al., 2011).

Researchers agreed that by using TPB, the intention to consume identifies the belief of individual human in consuming food product based on Halal (Muhamad Yunus et al., 2014). The application of TPB in halal issues helps to explain about the behaviour of the consumer in consuming halal certified product (Mohamed Yunos et al., 2014). Theory of Planned Behaviour (TPB) by Ajzen had been adapted as a theoretical framework by Abdul Khalek et al., (2015). A study on the young Muslim's behavioural intention to consume halal food with halal label in Malaysian Private Higher Learning Institutions. A study about the direct effects of halal product actual purchase antecedents among the International Muslim consumers by Mohamed Omar (2012) had indicated that TPB is an effective model in the expectation of actual purchase of halal food products. The study is done based on the TPB theory to investigate the direct factors of purchase intention and consumer confidence towards halal product actual purchase. Ibrahim and Ismail (2015) also applied TPB in their study and finds that religiosity is significantly related to the intention in purchasing halal labelled non-food products.

Halal is an Arabic term meaning —permissible. In English, it most frequently refers to thing that is permissible according to Islamic Law. In the Arabic language, it is refer to anything that is permissible under Islam. It is usually used to describe something that a Muslim is permitted to engage in example like eat, drink or use. The opposite of Halal is haram, which is Arabic for unlawful or prohibited. Accordingly, Halal products are those that are Shariah Complaint, do not involve the use of haram ingredients, exploitation of labour or environment and are not harmful or intended for harmful use. (Khairi Mohamed Omar, Nik kamariah Nik Mat, Gaboul Ahmad Imhamed, Fatinya Mahdi Ahmed Ali, 2012).

The issue of halal are supported by the Quran:

From Ibn 'Abbas said: I have read this verse when stand beside the Prophet: "O mankind! Eat of what is on earth, lawful and good ". (Al-Baqarah 168). Then stand Sa'ad bin Abi Waqqas, then asked: "O Messenger of God, I pray to God that my prayer was fulfilled". He said: "O Sa'd, fix your food, then your prayers will be fulfilled .." (History by at-Tabarani).

Eating halal food is part of the Islamic faith and a person committed to the teachings and beliefs of Islam will choose to eat halal (Salman & Siddique, 2011). However, a declaration of intention to purchase and consume halal does not guarantee one does buy and consume halal. Research is available on the important of the halal (Bonne &

Verbeke, 2006, 2008; Anir, Nizam, & Masliyana, 2008; Wan-Hassan & Awang, 2009; Salman & Siddique, 2011).

According to Rahmah Ghazali (Reporter of The STAR, 2014) mentioned that Cadbury Confectionery Malaysia Sdn Bhd recalled two batches of its chocolate products which have tested positive for porcine DNA by the health ministry. In a statement posted at its official Facebook page on Saturday, Cadbury said it is undertaking a full review of the supply chain of its products to ensure all quality standards are met.

—We would like to reassure our consumers that all Cadbury chocolates manufactured in Malaysia are halal-certified by JAKIM, which includes the locations and raw materials used in the production of these products. —We employ stringent quality procedures to ensure that our products are of the highest standard of safety and quality, it said. On Saturday, 24 May 2014 at 3.08pm the Health Ministry had confirmed that non-halal elements were found in Cadbury Dairy Hazelnut and Cadbury Dairy Milk Roast Almond.

In a statement on 24th of May 2014, ministry director-general Datuk Dr Noor Hisham Abdullah said that the tests has been conducted following speculation on social media on May 23 alleging that the chocolates contained porcine DNA. He said samples from two types of chocolate out of three analysed tested positive of porcine DNA. They were Cadbury Dairy Milk Hazelnut, with batch number 200813MO1HI2 that expires on Nov 13, 2014 and Cadbury Dairy Milk Roast Almond, with batch number 221013N01RI1, that expired on Jan 15, 2015.

However, the third sample of Cadbury Dairy Chocolate did not contain any non-halal element. Noor Hisham added that the production company, Cadbury Confectionery Malaysia Sdn Bhd has assured that it will recall these product form the market immediately.

“The Health Ministry advises the public to read the batch number on the product label before buying and consuming it,” he said. Cadbury Malaysia said last week it had recalled the products alleged by the Ministry of Health to be affected. It said it had no reason to believe that there were pork- derived ingredients in the chocolates and that it “stood by its halal certification”.

2. Chronology of Cadbury Chocolate Issue

Cadbury recalled two Cadbury chocolate products after it was tested positive for traces of pork DNA, namely Cadbury Dairy Milk Hazelnut and Cadbury Dairy Milk Roast Almond. The traces were found during a periodic check for non-halal ingredients in food products by the Ministry of Health in Malaysia which on 24 May 2014 said two of three samples of the company’s products may contain pork traces.

On 2 June 2014, Malaysia’s Department of Islamic Development (JAKIM) declared that did not contain pork DNA, as claimed in earlier reports. This statement was made after new tests were conducted.

JAKIM reportedly said in a statement that they tested two samples of Cadbury Dairy Milk Hazelnut, Cadbury Dairy Milk Roast Almond and other products from the company’s factory but none of them tested positive for pork. The investigation followed reports that unscheduled check has shown that two chocolate produced by Mandelez International Inc., the parents company of Cadbury, violate Islamic law and led to a boycott of all its products in the country.

The objective of this paper is to identify the factors that influencing purchase intention of Cadbury Chocolate among Muslims students. Therefore, this paper aims at conforming whether attitude, subjective norms, perceived behavioural control and religiosity might influence purchase intention of Cadbury chocolate. This study would contribute new insights in term of theoretical and practical contexts.

For this purpose, this paper continues with the discussion of previous literature with regards to attitude, subjective norms, perceived behavioural control and religiosity that might influence purchase intention of Cadbury chocolate. The article subsequently presents a conceptual framework and finally comes to the conclusion parts.

3. Literature Review

3.1 Attitude

Attitude is the appraisal of performing a certain behaviour involving the attitude object such as buying product (Blackwell et al. 2006). According to (Ajzen, 1991) reviewed attitude as the degree to a person having favourable and unfavourable appraisal or evaluation of behaviour in question. In these studies, he argued that —the more favourable the attitude with respect to behaviour, the stronger is the individual's intention to perform the behaviour under consideration. According to (Baker, 2011), attitude of the Muslim consumer is always justified by religion. In (Salman and Siddiqui, 2011), religious beliefs are significantly correlated to attitude toward halal food.

In their study, (Lada et al, 2010) found a positive relationship between attitude and consumer purchase intention of halal foods in Malaysia. Attitude also has a strong positive relationship with consumer purchase intention (Alam and Sayuti. 2011) and a positive relationship was found between attitude and purchase intention through the innovation - oriented consumers (Choo et al, 2014). Not only that, the research by (Tarkiainen and Sundquist, 2011) that has been conducted on food buying behaviour of individuals also showed a strong positive relationship impact between individual attitude and purchase intention.

(Mukhtar and Butt's, 2012) study also focused on halal food, has exposed a significant relationship between the attitude to purchase it and halal food purchase intention. It was shown that attitude did have a significant relationship with consumer purchase intention toward halal foods in Malaysia. Each attitude is the result of several beliefs. Often, belief and attitude are used as a single concept and interchangeably (Eagly and Chaigen, 1998). The result —attitude toward other products in 95% confidence level impact significantly with halal brand product.

Based on expectancy value theory of Fishbein, attitudes are roles of beliefs in fact; one can consider beliefs as a cause of attitudes. Overall, attitude is defined as a person's positive or negative feeling about an act. An attitude shows relative sustainable evaluations, feelings and tendencies toward a product or thinking. Finally, consistent with these results was work of (Wan Marhaini et al, 2008) who disclosed that attributes such as ingredients, certified halal logo, and ownership were found to hold significant relationship with consumer's attitude toward halal food. According the past research, it showed that has a positive relationship between attitude and the consumer purchase intention of halal brand product.

3.2 Subjective Norms

In the Theory of Planned Behaviour (TPB), the second determinant of purchase intention is subjective norms. Subjective norm is defined as —the perceived social pressure to perform or not to perform the behaviour (Ajzen,1991). Subjective norms is the function of how a consumer’s referent other (e.g., family and friends) view the regarding behaviour and how motivated the consumer is to comply with these beliefs (Miller, 2005).

Theory of Planned Behaviour (TPB) holds that subjective norms are a function of beliefs. Beliefs play important roles informing the intention of customer (Ajzen and Fishbein, 1985). Beliefs that underlie the subjective norm are called normative beliefs. Thus, if a person believes that the most important referents or individual’s to them think that the behaviour should be performed, then the subjective norm should influence the intention of the person to perform the behaviour in question. For instance, if consumer believes that significant others think —Halall product is good; consumers will have more intention to buy these product. Therefore, this shows that a subjective norms influences intention to perform a particular behaviour. According to (Leo and Lee,2010) defining subjective norm as — one’s perception of whether people important to the individual think the behaviour should be performed.

3.3 Perceived Behavioural Control

Perceived behavioural control (PBC) refers to —people’s perception of the ease or difficulty of performing the behaviour of interest (Ajzen, 1991, p. 183). Perceived behavioural control affects past experiences, expected barriers, and problems. Ajzen (2005) asserted that as opportunity arises, consumers need to maintain certain degree of actual control in order to grant themselves confidence in carrying out the behavioural intentions. A study carried out by Golnaz et al. (2010) on the non-Muslims’ awareness of halal principles suggested that perceived behavioural control (e.g. food safety, environmentally friendly, and fair trade) contribute to the behavioural intention of purchasing halal food products. A similar finding was reported in the research work of Shah Alam and Nazura (2011) that perceived behavioural control is an essential aspect to take into consideration before purchasing halal food. In this study, a significant relationship came out to exist between perceived behavioural control and the halal food purchasing intention. Indeed, Bonne et al. (2007) who found out that consumers’ perceived control over consuming the meat is significantly related to their intention to consume halal meat.

Perceived behaviour refers to the degree of control that an individual perceives over performing the behaviour. In addition, perceived behaviour control is the extent to which a person feels able to engage in the behaviour. Moreover, according to (Ajzen, 1991) perceived behaviour control can account for considerable variance in behavioural intention and actions. Providing that when people believe they have more resources such as time, money and skills their perceptions of control are high and hence their behavioural intentions increase. Therefore, it is assumed that intention to purchase Halal is higher when consumers perceive more control over buying these products.

Perceived Behavioural Control (PBC) deals with a consumer’s perception of whether a particular behaviour is within their control which is affected by their beliefs regarding access to resources and opportunities (Ajzen, 1991) and to self-confidence (Triandis, 1979).

3.4 Religiosity

Religion is the core worth of a culture that imbues the daily lives of members of any cultural group (Mokhlis & Sparks, 2017). In fact, it shapes the individual moral system and society ethical structures. Religious commitment, often termed religiosity, is capable of influencing an individual cognitively and behaviourally (Makhlis & Sparks, 2007). Furthermore, it is a value system that differs from those of the devout, less religious and the non-religious. Devout people strongly follow their religious principle such as regularly attending weekly worship services, being strictly committed to the religious doctrines and membership of the group, but the people whose belief in religious tenet is weak feel free to behave in other ways. This value system of devout people can impact directly on their choice behaviour in the market, commitment and level of confidence to a specific brand (Kraim, 2010, Rindfleisch et al, 2005).

Religiosity commitment comprises two dimension intra-personal (internal) and inter-personal (external) that play equal and crucial roles in the lives of devout people (Mokhlis & Sparks, 2007). The internal dimension declares the religious identities, religious, affiliation, devotional practices or membership in a religious community. As far understanding the nature of consumer behaviour, marketers should try and determine how strongly consumers are committed and affiliated to their religion because religiosity exhibits their belief system and strict adherence to the doctrines of their faith as well as consumption style and decision making process (Mokhlis & Sparks, 2007: Kraim, 2010). Finally, religious commitment varies from person to person ; therefore , consumption is influenced not only buy religious not only buy religion but also by intensity of one's religious affiliation or religiosity (Mokhtar & Butt, 2012).

4. Conceptual Framework

The theoretical framework of consumers behaviour in this study is based the Ajzen's theory of planned behaviour (TPB). According to this theory, intention to perform the behaviour are influenced by four independent determined; attitude, subjective norms, perceived behaviour control and religiosity.in this study, attitude towards the behavioural referred as the respondent favourable or unfavourable evaluation to perform certain behaviour. The second determined, subjective norms are a perceived social pressure to perform or not to perform the behaviour. Perceived behaviour control is belief about control of the opportunities and resources by an individual in performing the behaviour. Religiosity is a value system that differs from those of the devout, less religious and the non-religious.

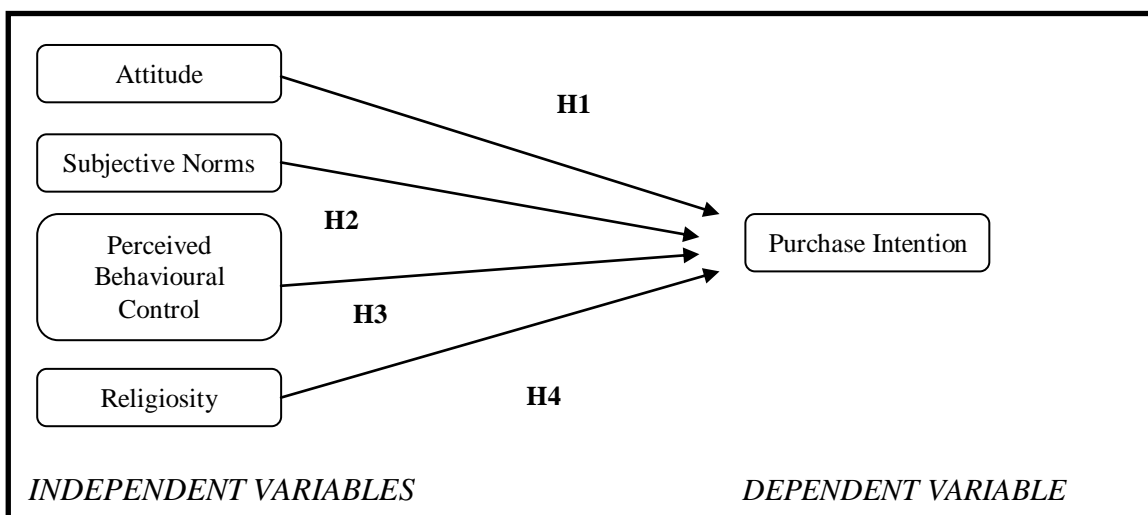


Figure 1: Conceptual Framework

The framework shows that attitude, subjective norms, perceived behaviour control and religiosity have certain influence toward behaviour intention, and in this study, toward Muslim students in purchasing the Cadbury chocolate. In addition, human behaviour is guided by the expectation of others such as friend, family and society norms (Ran Hoof et al, 2006). In relation to the fact that Malaysia is a collectivistic society, people tend to perceived themselves as independent with their society in performing the behaviour. (Karijn et al, 2007).

Equally important is the third independent variable, perceived behavioural control which also contributes to the prediction of behaviour (Ajzen, 1980). In this study, perceived behavioural control is referred to as the ability and availability to purchase the Halal Cadbury chocolate. From the fourth independent variables, religiosity also capable of influencing an individual cognitively during purchases the Cadbury chocolate.

To conclude, this study hypothesizes that there is a positive relationship between attitude, subjective norms, perceived behavioural control, religiosity and purchase intention of Cadbury Chocolate among Muslim students.

5. Conclusion

This study can provide a clear picture on the factors influencing purchase intention of Cadbury chocolate among Muslim students. The knowledge can propel them into making a choice or selecting a halal Cadbury chocolate in the future. It also can help theme to know about halal product more detail and practice it properly. Furthermore, this study may attract many consumers to purchase a halal Cadbury chocolate.

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Social Impact Assessment for Rural Entrepreneurship: Preliminary findings

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Abstract - *The purpose of this study to expose the result of social impact assessment (SIA) descriptive study on the potential rural entrepreneurs within aquaculture industry. The previous study on rural entrepreneur aims to identify the present social and economic values of the locals in particular the bottom 40% household. In order to examine social impact level, the fishery model of SIA lays groundwork in utilizing the well-being of rural entrepreneur within the industry. The quantitative approached have been adopted to achieve this goal. Data were collected using questionnaire and distributed among 30 participants in two district, which are Bachok, Tumpat, Kelantan. The result indicated that entrepreneurship is one of the opportunity to them to gain income as most of them are inexperienced in other field and only finished their study until SPM Level.*

Keywords: Entrepreneurship, Rural, Social, Economic, Social Impact assessment

1. Introduction

Phenomenon being reported is the rising rural populations in volume are acutely aware that they often compete against each other for the small piece of job opportunities granted to them. For instance, according to Department of Statistics, Malaysia on 2016, the unemployment rate of August 2016 3.6 per cent same as the previous months, unfortunately it raised 0.3 higher compared to August 2015.(Malaysia, 2016). In order to reduce poverty among bottom forty per cent communities in Malaysia that increased rapidly for years, there are various initiatives by government that have been implemented. Efforts to eradicate hard-core poverty were spearheaded by various programme include cash crop cultivation, livestock rearing, and aquaculture activity that aimed at rural household area.

Thus, this research paper focussed on producing and instils sense of entrepreneurship among bottom forty communities in rural areas, which are Bachok, Gua Musang, Jeli and Tumpat. The field that we are concentrate more are in aquaculture industry. The aquaculture industry are very suit to be establish for the rural people in order to improve food security and provide income through the sales of extra fish and fish feed.

We are targeted bottom forty per cent of rural community due to their lack of income and knowledge in adding additional values in their life. From our point of view, most of the family are very poor as a few of them does not have monthly income and sometime depends on their small scale crop and cultivation. The aquaculture industry is relevant to be practice by various level of age especially at the tropical country like Malaysia, including Indonesia and Thailand.(Spire, 2014). Social and economic variables are significant on rural entrepreneur's success as there is a need to more closely examine

the factors that may contribute to enhance income and knowledge among the selected people. Besides, poverty in developing country increased due to downturn economy crisis in worldwide concern. It automatically impacted the states in Malaysia.

As indicated by Department of Statistics of Malaysia (DOSM) and Economy Planning Units (EPU) of Jabatan Perdana Menteri, Kelantan is the highest state (0.4 per cent) that their communities extremely poor after Perlis which is 0.6 per cent on 2014. ((EPU, 2014)

The figure 1 shows Poverty Rate Based on State and Strata, 2012 and 2014, as Kelantan already highlighted as one of the poorest states in Malaysia, whereas majority of the poor Malay are ubiquitous. The entrepreneurship research will be conducted in four districts of Kelantan which are Tumpat, Bachok, Jeli and Gua Musang.

State	Hadcore poverty (%)			Poverty Rate (%)					
	2012			2012			2014		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Johor	0.1	0.1	-	0.9	0.7	1.4	0.0	0.0	0.0
Kedah	0.1	-	0.4	1.7	1.1	2.6	0.3	0.3	0.2
Kelantan	0.3	0.2	0.4	2.7	1.8	3.4	0.9	0.8	1.0
Melaka	-	-	-	0.1	0.2	-	0.1	0.1	0.0
Negeri Sembilan	0.1	0.1	-	0.5	0.5	0.3	0.4	0.1	0.8
Pahang	0.2	0.2	0.2	1.3	1.1	1.4	0.7	0.2	1.2
Pulau Pinang	0.0	0.1	-	0.6	0.5	1.0	0.3	0.3	0.2
Perak	0.2	-	0.4	1.5	1.1	2.2	0.7	0.5	1.5
Perlis	0.5	0.2	0.6	1.9	0.9	2.6	0.2	0.2	0.2
Selangor	0.0	0.0	-	0.4	0.2	2.3	0.2	0.2	0.6
Terengganu	0.2	0.2	0.2	1.7	1.5	2.0	0.6	0.4	1.0
Sabah	1.6	0.6	3.2	8.1	5.3	12.7	4.0	1.9	7.4
Sarawak	0.3	0.3	0.4	2.4	1.1	4.0	0.9	0.5	1.6
W.P. Kuala Lumpur	0.1	0.1	-	0.8	0.8	-	0.1	0.1	n.a
W.P. Labuan	-	-	-	1.1	0.6	2.7	1.1	1.0	2.3
W.P. Putrajaya	-	-	-	-	-	-	0.0	0.0	n.a
Semenanjung	0.1	0.1	0.2	1.0	0.7	2.0	0.3	0.2	0.7
Sabah & Labuan	1.6	0.6	3.2	7.8	5.1	12.5	3.9	1.9	7.3
Sarawak	0.3	0.3	0.4	2.4	1.1	4.0	0.9	0.5	1.6
Malaysia	0.2	0.1	0.6	1.7	1.0	3.4	0.6	0.3	1.6

Figure 1: Poverty Rate Based on State and Strata, 2012 and 2014
 Source: <http://www.rurallink.gov.my>

2. Literature Review

2.1 Fishery SIA model

The focus of this study was to examine the relationship between social impact and economic impacts to the well-being of rural entrepreneurs. Dutta (2014) stated that based on Vanclay (2003) view, SIA involves evaluation of all impacts on human that considers interaction of individuals and communities with surroundings. Then, the study developed a conceptual framework which is mostly linked to fishery SIA model with selected indicator. (Richard B. Pollnac, 2006).

Richard B. Pollnac (2006) claimed that the sociocultural system could influence management strategies in external forces which, in turn influence human activities. Besides, the changes in activities impact the satisfaction of individuals and communities in which they live, as illustrated by the individual and social attributes. The most important factors in model for fisheries SIA are classified as Individual Attributes, Social Community Attributes, Social Problems and Economic Attributes.

2.2 Individual Attributes

Richard B. Pollnac (2006) point out that the factor indicative of individual attributes are participant characteristics, personality traits, resilience of individual and demographic factors. According to Hiscox (2006), Scheve and Slaughter emphasized the importance of respondents human capital or skills, the result acquired shows that the individuals with lower skills were more likely to support restrictions on imports than those with higher skills achieved from examining data from recent American National Election Studies (NES) surveys in the United States.

(Mayda, 2004) also highlighted that the researcher used questions on age, gender, parents' foreign citizenship, years of education, area of residence (rural vs urban), subjective social class, political affiliation with the right and trade union membership in order to control for each individual's socio-economic background.

2.3 Social Community Attributes

Social Community attributes describe about social factors such as their power structure, occupational, level of income and benefits they earned, level of engagement of place-based community, households and families on the activity and social stratification(Richard B. Pollnac, 2006).

(Hye-Shin Kim, 2008) indicated that Preece (2001) denotes the communities in which membership support is particularly important as they may have a higher need for sociability dimensions compared to educational communities where effective information exchange may have an important bearing on its success factor.

3. Methodology

This research adopted the quantitative approach through questionnaire as their means of collecting data. It is because the items can be easily constructed. This paper described about the pilot test result. The questionnaires distributed among 30 respondents which is bottom 40 household who live in the two district (Bachok and Tumpat). Answers are keeping confidential and data from closed ended items are easily tabulated. For collecting the required information, questionnaires' is including three section (respondents' background, the well-being of rural entrepreneurs and social impact assessment).

Then, social impact assessment section consist of two part which are social and economic impact. Four construct were measured in this research which are: individual attributes, social communities attributes, social problems and economic attributes. The measurement items were adopted from different sources to suit the study. All items were measured on a five-point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Finally the SPSS tool was used in analysing the data.

4. Result and Finding

Altogether, there were 7 (23.3%) males and 23 (76.7%) females involves in answering the distributed of questionnaires. The targeted group of 31-45 years old shows the highest respondent with total of 22 (76.7%), followed by age of below 31 about 7 respondents (23.3%) and 46-55 years old for 1 respondent about 3.33%. Meanwhile, in terms of status, majorities of them are married, which is 21 respondents (70%) , single respondents are 5 (16.7%) and percentage of single mother or single father almost 13.3% as the total number is only 4.

After collected, the data shows that the highest number of respondent chose business as their main whereas the total are 12 people approximately 40%. Then, 30% of them are not working. The other 4 respondent were labour which indicated 13.3%, the farmers is about 10% or 3 person only and another one was a fisherman that designated about 3.3%. Besides, in term of salaries, there are 11 respondent with percentage of 36.7% earned salary around RM500-RM1000. Meanwhile, for salary of RM500 and no salary gain, there are 9 respondent respond for it thus indicated each items with percentage of 30%. In addition, for educational level, most of targeted respondent only study until SPM level as the amount of them are 19 (63.3%) , then followed by PMR/SRP level of 6 respondent (20%), finished standard six 3 people around 20% and the rest of 2 persons or 6.7% respondent only finished Diploma level.

In specified the family status, most of them defined their family are moderately poor which regard the total were 24 respondents or 80% and the 3 respondents defined their status as poor and 3 respondent declared that they are rich that total percentage is 10% each.

Thus, in order to increase their family conditions, 16 respondents or 53.3% worked because they need money. 4 people worked due to interest and only 1 respondent or 3.3% worked because of having experience and knowledge. The other 9 respondent or 30% were not working.

For the selected district, most of them are experience in field of entrepreneur part time and full time which totalled all up to 21 respondents whereas, 1-3 years period is experienced by 13 respondent (43.3%), 4-5 years period for 4 respondents (6.7%) and

the other are 2 person each who trade for almost 6-10 years and above ten years with percentage of 6.7%. unfortunately the remaining of 9 respondents or 30% are jobless and inexperience with business.

Table 1: Background of respondents

Background	Information	Frequency	Percentage (%)
Gender	Male	7	23.3
	Female	23	76.7
Age	30 and below	7	23.3
	31-45	22	73.3
	46-55	1	3.4
	56 and above	0	0
Status	Single	5	16.7
	Married	21	70.0
	Single mother/ single father	4	13.3
Their main job	Labour	4	13.3
	Fishermen	1	3.3
	Businessman	12	40.0
	Farmer	3	10.0
	Not working	9	30.0
	Others	1	3.3
Salary	RM500	9	30.0
	RM500-RM1000	11	36.7
	RM1000- RM1500	1	3.3
	No salary	9	30.0
Educational level	Finish Standard six	3	10.0
	PMR/SRP	6	20.0
	SPM	19	63.3
	Diploma	2	6.7
Family status	Very poor	0	0
	Poor	3	10.0
	Moderately poor	24	80.0
	Rich	3	10.0
Factors of stay on current job	Need money	16	53.3
	Interest	4	13.3
	Have experienced/ knowledge	1	3.3
	Not applicable	9	30.0
Experience in Business	1-3 years	13	43.3
	4-5 years	4	13.3
	6-10 years	2	6.7
	Above 10 years	2	6.7
	Not applicable	9	30.0

5. Discussion and Conclusion

The result of shows that most of the interested respondent who were answered the questions are female as their jobs are require them a time to complete this questionnaire. Unfortunately, due to majority of them were only complete their study until SPM, so the interviewer need to detailed up when asking to ensure that the answer suits with the question.

In comprise, due to majorities of them are moderately poor, they decided to work in order to get money and lead a better family life. It shows that, entrepreneurship is one of the opportunity to them to gain income as most of them are inexperience in other field and only finished their study until SPM Level. Therefore, it could be said that, due to low level of education among the respondents and the low overall economic situation causing the level of income gain reduced.

6. Acknowledgement

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SMEs Innovation Model for SMEs Success in Malaysia

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Abstract - *The purpose of this research is to propose a model of innovation that provides a better scenario of SMEs success in the Malaysia. From that, the combination elements of organizational, financing, owner, product or process, performance and creative output has been used for the development of innovation model of this study. Data were collected through survey questionnaires which were distributed among 213 SME owners/managers from Dewan Muda Dewan Perniagaan Melayu (DMDPM) and SME Corp in Malaysia. For the result of the study, descriptive analysis has been tested. Finding from study hopefully will be used as a guide for the development of innovation among SMEs business in Malaysia.*

Keywords: Entrepreneurship, Innovation Capability, Innovation Competency, Innovation Output, SMEs.

1. Introduction

The issue of innovation has attract much attention from research and industry in recent years. However, much of the research has focused on the large enterprises with much resources, more equip infrastructure and capabilities and more established at managing innovation. Based on previous study, there are very few, if not none at all, focusing on the less established SMEs and micro businesses. Hence most of those researches have not greatly benefited SMEs due to the key differences in industry practice between large, medium and small enterprises. The resulting innovation index was also more geared towards measuring innovation practices among large business entities as against the SMEs and smaller business entities.

Although there are a number of studies on continuous improvement of SMEs performance, there is a lack of in-depth study of innovation in effecting towards SMEs innovation (Gibson, Gibson, Duncan, & Humphreys, 2013). It cannot be assumed that the principles of innovation in large organizations are directly transferable to SMEs, where SMEs are considered as a measure to large organizations. Hence, there is a need for studies on how innovation is implemented within the constraints and characteristics of SMEs. Certain scholar has concluded that there is a paucity of studies on the implementation of innovation in organisations, which is particularly noticeable in the area of SMEs and longitudinal studies. They stress the need for further innovation research in these areas, covering a broad approach to innovation (e.g.: Humphreys, McAdam, & Leckey, 2005; Pantano, 2014; Sahut & Peris-Ortiz, 2014). As study by Siddiquee et al (2015), the innovative dimensions can be measured and can be classified as capabilities and competencies of research and development (R&D), marketing, manufacturing, and organizational capability. Also, it is suggested that the elements of

organizational, financing, owner, product or process, performance and creative output should be study for development of innovation among SMEs. Thus the purpose of this study is to propose a model of innovation that provides a better scenario of SMEs success in the Malaysia.

2. Literature Review

For this section, the literature on innovation related to SMEs and the process of innovation for SMEs performance will be discussed.

Innovation and SMEs

According to Van Auken, Madrid-Guijarro, & Garcia-Pérez-de-Lema (2008), there are past few years has seen a growing interest in both the academic and business communities related to the relationship between innovation and SMEs performance. It is a fact that innovation drives the SMEs to a superior competitive level. In the long run, it is technological innovation capability that constitutes a major source of competitive advantage. Accordingly, the term of innovation has been described as the engine that drives revenue growth (Galvez, Camargo, Rodriguez, & Morel, 2013). At the same time, it also had been considered as the basis for business survival. So there is a need to understand the mechanisms driven the innovation process in order to manage it, and then support a constant growth of the business (Galvez et al., 2013). In addition, much emphasis has been placed on building innovative and the management of the innovation process, as it is the crucial elements of organisational survival. Hence, review studied by Humphreys et al. (2005) has found that small to medium-sized enterprises (SMEs) increasingly need to develop their innovation capabilities beyond technical innovation.

Innovation is a complex phenomenon that involves the production, diffusion and translation of knowledge in new or modified products and services. It is also can be refers to the development of new production or processing techniques for SMEs industry. Broadly, the innovation process can be understood as a complex activity in which current and new knowledge is applied for commercial ends (Bigliardi, 2013). Regardless its definition and classification, innovation is considered a firm's core value creation capacity and one of its most important competitive weapons not only for larger firms, but also for SMEs (Andries & Czarnitzki, 2012). Previous scholar like Schumpeter (1934) initially recommended that SMEs are likely to be the source of most innovation. Since then, SMEs industry hold a significant share in the field of innovation (Abereijo, Ilori, Taiwo, & Adegbite, 2007). Some authors argued that, in fact, that although SMEs typically face considerable resource constraints, they are efficient innovators (e.g.: Bigliardi, 2013).

The Process of Innovation and SMEs Performance

Process of innovation is a step up to the SME industry. According to Gibson et al. (2013), there is a lack of studies on the implementation of innovation among entrepreneurs, which is especially noticeable in the field of SMEs. Consequently, many researchers are of the opinion that there should be emphasis on the need for further innovation research in this area, which covers a broad approach to innovation to implement the guidance in achieving a satisfactory performance in the field of SMEs. Study by Galvez et al. (2013) also believes that the scale that measures the performance of large companies can be adapted in the SME business. It is because, the process of innovation require constant maintenance to ensure the ability to generate innovation achieved. The implementation of a process of innovation requires a supportive organisational structure, where it needed to design an organisation structure. This

structural issue is important for development of SMEs where an owner or manager may have an all-pervasive influence (Humphreys et al., 2005). Thus, there is suggested that that the most innovative organisations tend to be those that develop the most suitable fit between structure, operating contingencies and flexibility. Innovation is not only aiming to increase research in the departments in large organizations, but it's also important to small businesses in ensuring the sustainability of their business (Galvez et al., 2013).

There are four important elements that need to be considering by SME managers for the development of an effectiveness of innovation process, which are products, technology, processes, and also the culture of the organisation (which is refers to its norms, values and beliefs) (Humphreys et al., 2005). At the same time, there is a need to develop a climate that is conducive to the creation of creativity, with a strong external focus on multiple stakeholders. However, the creation of innovation also requires understanding based on customers or user needs. Meanwhile, the importance of culture is also considered as one of the consistent themes in previous literature (Abereijo et al., 2007). The attention of practitioners and academics has for many years been preoccupied with the quality movement in SMEs, focusing on product and process improvements through an evolutionary incremental process. Hence, more studies are needed based on the implementation of innovation implementation, much of it related to continuous improvement (Pantano, 2014).

Development of Framework

Based on the previous study related to innovation and SMEs, the framework and hypotheses for this study has been formed. Figure 2.1 shows a research framework which has been applied for this study.

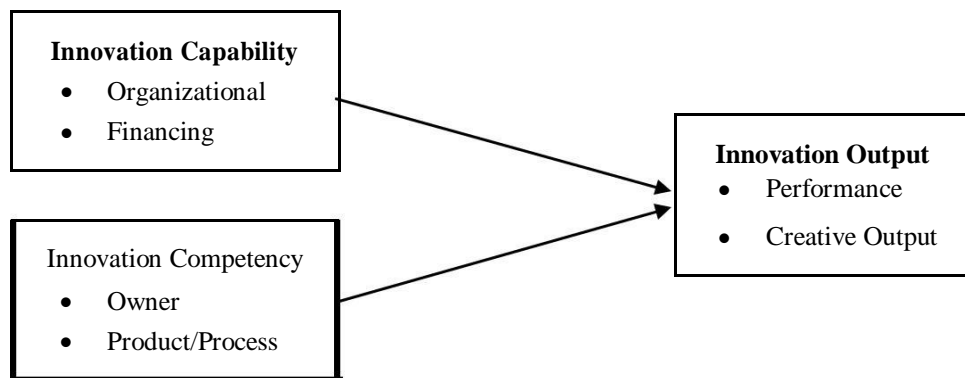


Figure 2.1: Research Framework

3. Methodology

This study used survey approach, which is referring to the quantitative study (Creswell, 2013). the cross-sectional surveys are assumed to be a suitable method to collect primary data to clarify the population that is too large to be observed directly (Choo, 1993). There are a total 213 entrepreneurs from SMEs industry in Malaysia has been chosen as respondents for this study. These entrepreneurs have been selected from a list provided by *Dewan Muda Dewan Perniagaan Melayu* (DMDPM) and SME Corp in Malaysia. A list of respondents involved in accordance with the list provided shown in Table 3.1 below:

Table 3.1: List of Respondents based on State in Malaysia

State	Total Respondent
Johor	16
Kedah	19
Kelantan	71
Kuala Lumpur	6
Melaka	1
Negeri Sembilan	4
Pahang	1
Penang	9
Perak	1
Perlis	2
Putrajaya	1
Sabah	26
Sarawak	24
Selangor	23
Terengganu	9
Total	213

4. Results

4.1 Descriptive Analysis

The statistical description of the constructs in this study was analysed descriptively, by determining the statistical values of mean, standard deviation, minimum and maximum values for all the constructs. The constructs of the variable of this study are; (1) organizational (structure, culture, people, system), (2) Financing (investment, budget), (3) owner (leadership, attributes, networking), (4) product or process (technology, marketing, research & development), (5) performance (profitability, growth), and (6) creative output (intellectual property (IP), new product or process development). Table 4.1 below show the result of the descriptive analysis of this study:

Table 4.1: Descriptive Analysis

Construct (N=213)		Minimum	Maximum	Mean	Std. Deviation
Innovation Capability					
Organizational	Structure	1.00	5.00	2.906	1.2526
	Culture	1.43	5.00	3.364	0.7365
	People	1.00	5.00	3.184	0.9014
	System	1.00	4.75	2.877	0.8947
Financing	Investment	1.00	5.00	3.268	1.0897
	Budget	1.00	5.00	3.524	0.9275
Innovation Competency					
Owner	Leadership	1.75	5.00	3.229	0.7018
	Attribute	1.25	5.00	3.432	0.9288
	Network	1.00	5.00	3.148	0.8491
Product/Process	Technology	1.17	5.00	3.156	0.8330
	Marketing	1.00	5.00	3.337	0.7732
	Research and Development	1.00	5.00	3.268	1.0144
Innovation Output					
Performance	Profitability	0.00	1.00	0.626	0.4125
	Growth	0.00	1.00	0.615	0.3758
Creative Output	Intellectual Property (IP)	0.00	1.00	0.298	0.2507
	New Product/Process Development	0.00	1.00	0.611	0.2613

The result of descriptive analysis of this study for the variable organizational reveal a mean value of 2.907, 3.364, 3.184 and 2.877 with standard deviation of 1.2525, 0.7365, 0.9014 and 0.8947 (for structure, culture, people and system). Financing has a mean score of 3.268 and 3.524 with standard deviation of 1.0897 and 0.9275 (for investment and budget). Based on that result, it is show that the respondents slightly to agree that innovation capability (organizational and financing) are important for their business performance. Meanwhile, the mean score of 3.229, 3.432 and 3.148 with standard deviation value of 0.7018, 0.9288 and 0.8491 (for leadership, attributes and network) and process has a mean value of 3.156, 3.337 and 3.268 with a standard value score of 0.8330, 0.7732 and 1.0144 (for product/process) reveal that the owner of the business agreed that innovation competency are an important aspect for business activity and growth.

Moreover, the descriptive analysis of performance (refers to profitability and growth) has a mean value of 0.6256 and 0.6150 with standard deviation of 0.4125 and 0.3758. For creative output (intellectual property and new product development), the value of mean score are 0.298 and 0.611 with standard deviation of 0.2507 and 0.2613. Based on that result, it is show that the study sample slightly agrees to innovation output as the outcome of innovation capability and competency. Overall, the result of descriptive analysis of this study is good where innovation capability and innovation competency will give a good impact toward innovation output of the company in Malaysia.

5. Conclusion

As a conclusion, innovation, which includes new knowledge acquisition and research, is of crucial importance for the competitiveness and sustainability of any business entity. However, most SME's did not put it at high priority on innovation because it needs expertise as well as extra costs, and often the impact can be long term and in some cases uncertain. How SMEs innovate will depend on how they acquire and utilize knowledge, how they invest in innovation and the challenges posed by the type of investment, in contrast to others. Hence, it is also vital for researchers to study the extent of SME's involvement with innovation in their activities as well as the impact of innovation on the SME's success. Finding from study hopefully will be used as a guide for the development of innovation among SMEs business in Malaysia.

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Kajian Awal: Sinergisme Wakaf Pendidikan Tinggi dan Konsep Keusahawanan Sosial

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Abstract - Aktikel ini membincangkan kajian awal untuk mensinergikan wakaf pendidikan tinggi dengan gagasan keusahawanan sosial. Kerajaan Malaysia dalam menuju negara maju 2020, berusaha menjadikan pendidikan sebagai agenda utama dalam pembangunan Negara. Bidang pendidikan merupakan pelaburan jangka masa panjang dalam melahirkan modal insan yang berkualiti dimasa akan datang. Justeru usaha untuk mempelbagaikan pengurusan dana wakaf dengan mensinergikan wakaf dan keusahawanan sosial ini boleh membantu pihak pengurusan universiti bagi mencari mekanisme yang ampuh lagi lestari bagi menampung kos pengoperasian institusi pendidikan tinggi yang semakin meningkat. Gagasan keusahawanan sosial pula adalah suatu bidang ilmu yang agak baharu di Malaysia tetapi telah pun berkembang pesat di negara Barat. Kedua-dua bidang ini mempunyai potensi besar yang amat signifikan untuk dikembangkan secara lebih kreatif dan inovatif dalam membangunkan wakaf pendidikan tinggi di Malaysia. Perbincangan tentang keusahawanan sosial dari perspektif Islam juga sudah mula diperbahaskan oleh ahli akademik dan ia dianggap suatu yang positif dalam kajian ini kerana gagasan ini akan cuba disinergikan dengan wakaf supaya ia selari dengan prinsip-prinsip Syariah. Kajian ini dijalankan secara kualitatif dengan menggunakan kaedah kajian perpustakaan dan juga kaedah temubual untuk mendapatkan data yang berkaitan.

Kata Kunci : Wakaf, Wakaf Pendidikan Tinggi, Keusahawanan Sosial.

1. Pengenalan

Kajian ini akan menfokuskan kepada kajian hubungan antara instrumen wakaf dan keusahawanan sosial dalam memperkasakan wakaf dalam institusi pendidikan tinggi. Sejarah telah membuktikan, sumbangan wakaf dalam ekonomi amatlah penting sebagai pemangkin kepada perkembangan ekonomi, meningkatkan taraf kualiti hidup masyarakat serta menjamin kesinambungan syiar Islam. Menurut (Nurdin, 2015) sekiranya wakaf tidak dibangunkan secara optimum, sudah pasti ia tidak dapat memberikan manfaat yang berkesan kepada masyarakat dan benefisiari. Oleh yang demikian, timbul ussha untuk mensinergikan instrument wakaf dengan konsep keusahawanan sosial bagi mencari mekanisme yang ampuh untuk kemandirian institusi pendidikan tinggi. Dapatan kajian ini diharapkan dapat membantu pihak-pihak Institusi pendidikan tinggi dalam menyahut cabaran kerajaan untuk memperkasakan ekonomi institusi pendidikan tinggi melalui wakaf dan sekiranya wujud hubungan diantara kedua-dua gagasan tersebut, pengkaji berharap agar sinergisme yang diwujudkan akan dapat membantu agenda mengukuhkan ekonomi institusi pendidikan tinggi melalui wakaf.

2. Konsep wakaf dan keusahawanan sosial

Konsep Wakaf

Klasik

Perkataan wakaf berasal dari perkataan Arab iaitu —*waqafa-yaqifu-waqfan*l.Ia merupakan kata terbitan dari kata kerja (وقف) yang membawa maksud menahan (Mustofa al-khin, Mustofa Bugho, Ali Al-Syarbaji, 2008), menegah dan berhenti (Al-Sharbini, t.t). Menurut (Ibnu Manzhur, 1990) dalam kitabnya *Lisanul arab* wakaf dari segi bahasa ditakrifkan sebagai berhenti (انسكه), menegah (مىع) nahanem nad (ناك سجدنا). fakaw nakisinifednem gnay (7891 ,qibaS) nagnadnap naged aguj utigeB . sebagai menahan harta benda dan membelanjakan manfaatnya pada jalan Allah.

Menurut syarak pula wakaf ialah menahan sesuatu harta yang boleh digunakan tanpa susut nilai fizikalnya dengan cara menyerahkan kepada penerima wakaf (Mustofa al-khin et.al, 2008). Menurut (Az-Zuhayli,1985), pengertian wakaf dari segi syara' boleh difahami berdasarkan tiga pendapat yang masyhur iaitu :

Pendapat Imam Abu Hanifah: Wakaf ialah menahan sesuatu aset atau harta yang sah milik pewakaf dan menyedekahkan manfaatnya pada jalan kebajikan.

Pendapat kedua iaitu pendapat Jumhur Ulama yang merupakan pendapat dua sahabat Abu Hanifah (Abu Yusuf dan Muhammad bin al-Hasan al-Syaibani) serta difatwakan di dalam mazhab Hanafi, Syafie dan Hanbali yang mentakrifkan wakaf sebagai —Menahan barangan serta harta yang boleh dimanfaatkan serta kekal asetnya dengan memutuskan hak meguruskan (tasarruf) ke atas aset itu dari pihak pewakaf atau lainnya dan menggunakan manfaatnya ke arah kebaikan dan kebajikan dengan niat mendekatkan diri kepada Allah.¶

Pendapat ketiga iaitu pendapat Mazhab Maliki telah mentakrifkan wakaf sebagai satu keadaan dimana pemilik harta wakaf (mauquf a'laih) menjadikan manfaat yang dimilikinya samada dimilikinya dengan menyewakan harta tersebut ataupun apa jua cara penghasilan manfaat kepada yang memerlukan dengan cara berlafaz untuk jangka masa yang ditetapkan oleh pewakaf. Dengan itu, wakaf di sisi mazhab Maliki ialah tidak memutuskan hak pemiliknya pada aset yang diwakafkan, hanya memutuskan hak mengguna pakai sahaja.

Menurut pandangan (Al-Syarbini, t.t) seorang ulama bermazhab Syafi'i, menjelaskan wakaf bermaksud menahan harta yang boleh memberi manfaat dengannya, serta kekal fizikal harta, dengan melupuskan hak pengurusan yang dimiliki oleh pewakaf untuk diberikan kepada pihak yang dibenarkan oleh syarak yang wujud ketika itu. Pendapat dalam Mazhab Syafi'i dalam mendefinisikan wakaf adalah menahan sesuatu benda (mauquf _alaihi) yang pada asalnya adalah milik pewakif, yang berstatus sebagai milik Allah SWT setelah diwakafkan, dengan menyedekahkan manfaatnya kepada suatu kebajikan(Al-Zuhayli, 1985).Pengertian dari sudut bahasa ini juga telah disepakati oleh jumbuh ulama dalam semua mazhab empat (Syafie, Hanafi, Hambali dan Maliki). Selain itu, apa yang dapat difahami daripada definisi-definisi diatas adalah harta wakaf adalah suatu harta yang bersifat kekal fizikalnya, tidak boleh dipindah milik , harta tersebut boleh dimanfaatkan untuk tujuan kebajikan.

Berdasarkan pengertian fuqaha terhadap wakaf, dapat disimpulkan bahawa wakaf membawa pengertian sebagai menahan atau berhenti atau mencegah iaitu menahan harta yang telah diwakafkan oleh orang yang berwakaf (wakif) dan membelanjakan

manfaat yang diperolehi daripada harta tersebut pada jalan kebajikan dan kebaikan (Jihhatil bir wal khoir) dengan niat mendekatkan diri kepada Allah (Qurbatan Ilallah). Walaubagaimanapun, pengertian wakaf tidak dapat lari dari dua aspek sebagaimana yang di sebutkan dalam hadith wakaf Umar dan dipersetujui oleh Syed Sabiq di dalam Fiqh Al Sunnah iaitu wakaf adalah menahan pokok atau asal sesuatu harta, dan menyebarkan manfaatnya kepada ummah.

Kontemporari

Bersesuaian dengan konteks masa kini, wujudnya definisi-definisi baru yang lebih kontemporari untuk memberi takrifan kepada wakaf. Walaubagaimanapun ia masih lagi tidak bercanggah dengan definisi yang telah diberikan oleh para fuqaha'. Berdasarkan manual pengurusan tanah wakaf (2006) yang diterbitkan oleh JAWHAR, wakaf boleh didefinisikan sebagai :

Apa-apa harta yang ditahan hak pewakaf terhadap harta tersebut daripada sebarang urusan jual beli, pewarisan, hibah dan wasiat disamping mengekalkan sumber fizikalnya (a" in) . Manfaat harta yang diwakafkan adalah untuk kebajikan umu atau khusus (yang ditetapkan) dengan niat untuk mendekatkan diri pewakaf kepada Allah S.W.T. Pendapatan, perolehan atau manfaat daripada harta wakaf itu perlu dibelanjakan untuk kebaikan dan kebajikan sebagai pendampingan diri pewakaf kepada Allah S.W.T. Dengan sebab itu, harta tersebut tidak lagi menjadi milik pewakaf , tidak boleh diambil kembali dan tidak boleh di miliki oleh sesiapa. (JAWHAR, 2006).

Definisi yang lebih ringkas tetapi komprehensif mengenai wakaf boleh diambil daripada Majlis Penasihat Syariah bagi Accounting dan Auditing Organization for Islamic Financial Institute (—AAOIFI) yang mendefinisikan wakaf seperti yang berikut:

“Membuat sesuatu harta yang bebas daripada apa-apa pelupusan yang boleh membawa kepada pemindahan pemilikan dan menderma manfaat harta wakaf tersebut kepada penerima manfaat wakaf”.

Kebanyakan negeri di Malaysia tidak mentakrifkan secara terperinci tentang wakaf didalam enakmen-enakmen wakaf negeri kecuali beberapa negeri sahaja, iaitu Wilayah Persekutuan, Melaka, Selangor, Johor dan Negeri Sembilan. Walaubagaimanapun, definisi yang diperuntukkan dalam beberapa enakmen hanyalah menyentuh tentang harta Wakaf Am dan Khas sahaja yang melibatkan semua jenis harta wakaf termasuk tanah yang dikategorikan sebagai harta tak alih. Menurut Enakmen Wakaf Negeri Selangor (1999), wakaf ertinya menyerahkan apa-apa harta yang boleh dinikmati manfaat dan faedahnya untuk apa-apa tujuan kebajikan sama ada sebagai Wakaf Am atau Wakaf Khas menurut hukum syarak, tetapi tidak termasuk amanah sebagaimana yang ditakrifkan di bawah Akta Pemegang Amanah (1949).

Takrifan —wakafl bagi negeri yang sudah mengemas kini enakmen masing-masing adalah seperti yang berikut: —Wakafl ertinya apa-apa harta yang boleh dinikmati manfaat atau faedahnya untuk apa-apa tujuan khairat sama ada sebagai wakaf am atau wakaf khas menurut hukum syarak tetapi tidak termasuk amanah sebagaimana yang ditakrifkan di bawah Akta Pemegang Amanah 1949 [Akta 208].(Sharifah, 2016).

Walaupun wakaf cuba didefinisikan dengan definisi yang baru, ternyata ia tidak dapat lari apa yang telah diperbahaskan oleh fuqaha' terdahulu iaitu wakaf adalah perbuatan atau amalan yang mana implikasinya adalah menjadikan sesuatu harta tersebut apabila di wakafkan ia akan bebas daripada pemilikan orang yang berwakaf (wakif), kerana

__ain harta yang diwakafkan kembali menjadi hak Allah S.W.T. Pewakaf tidak boleh menuntut kembali atau menjual, menghadiah, menghibah dan mewariskan harta yang telah diwakafkan. Walaubagaimanapun, pemegang amanah wakaf wajib menunaikan hasrat pewakaf iaitu menggunakan dan menyebarkan manfaat atau hasil daripada harta wakaf mengikut apa yang dilafazkan oleh pewakaf.

PENSYARIATAN WAKAF

Anjuran berwakaf datang dari Allah walaupun tidak terdapat ayat secara langsung di dalam al-Quran, walaubagaimanapun pensyariatkan wakaf dapat diambil melalui dalil-dalil yang menggesa umat islam untuk berlumba-lumba membuat kebaikan, menginfakkan harta kejalan Allah, anjuran bersedekah dengan diberikan ganjaran-ganjaran bukan sahaja di dunia malahan di akhirat. Kesemua anjuran ini tidak lain dan tidak bukan adalah untuk mendekatkan (taqarrub) diri kepada Allah.

Al-Quran

Wakaf tidak disebutkan secara jelas dalam al-Quran, akan tetapi wakaf termasuk dalam keumuman ayat-ayat yang memerintahkan umat Islam untuk berbuat baik, atau ayat-ayat yang memerintahkan umat Islam menderma untuk kebaikan. Penulisan di dalam kitab thurath yang mu‘tabar membicarakan satu ayat daripada Al-Quran yang dijadikan sebagai dalil pensyariatkan wakaf oleh kebanyakan ulama-ulama mufassirin dan fuqaha‘ dalam perbincangan mereka berkenaan wakaf (As-Syarbini, t.t),(Al-Zuhayli, 1985), (Mustofa Al-Khin, et.al, 2008). Firman Allah s.w.t dalam Surah Ali Imran, ayat 92 :

شَجْنَا النَّبِجَ هُنَّ نَفْسٌ هُمْ الْقَفِجَ بِمَوْنِيْ جَجَجَ بِمِ الْقَفِجَ لِح
مِهَع هَيْت

Yang bermaksud : Kamu tidak akan sekali-kali sampai kepada kebajikan (yang sempurna), sebelum kamu menafkahkan sebahagian harta yang kamu cintai. Dan apa sahaja yang kamu nafkahkan , maka sesungguhnya Allah s.w.t mengetahuinya.

Maksud keseluruhan ayat diatas adalah suruhan Allah S.W.T untuk menginfakkan harta yang di sayangi bagi mencapai darjat kebajikan. Maksud kebajikan yang diinginkan Allah adalah infaq dari sumber harta yang paling baik pada perkara-perkara kebaikan dan kebajikan bertujuan untuk mendekatkan diri kepada Allah s.w.t dan amat bersesuaian dengan falsafah wakaf dalam islam iaitu mendekatkan (qurbah) diri kepada Allah. Menurut (Mustofa Al-Khin, et.al, 2008), frasa __sampai kepada kebajikan‘ membawa maksud apa sahaja kebajikan atau kebaikan yang merujuk kepada wakaf.

Pendapat yang mengatakan bahawa ayat ini adalah yang paling hampir kepada dalil pensyariatkan wakaf diperkukuhkan dengan hadith Nabi s.a.w tentang amalan wakaf sahabat iaitu Abu Talhah yang merupakan hartawan dari kaum ansar di Madinah melalui dalil hadis dari Anas R.A. Dia berkata: Adalah Abu Talhah seorang Ansar yang paling banyak hartanya di Madinah dan harta yang paling disayanginya ialah kebun kurma Bayruha‘, Bayruha‘ terletak berhadapan masjid. Rasulullah S.A.W sering memasukinya dan meminum air yang segar di dalamnya. Maka ketika diturunkan ayat ini yang maksudnya: —Kamu sekali-kali tidak akan sampai kepada kebajikan yang sempurna sebelum kamu membelanjakan sebahagian harta yang kamu sayangi, maka pergilah Abu Talhah kepada Rasulullah S.A.W. kata dia: Sesungguhnya Allah S.W.T. berfirman di dalam kitabNya:

“Kamu sekali-kali tidak akan sampai kepada kebajikan yang sempurna sebelum kamu membelanjakan sebahagian harta yang kamu sayangi,” Sesungguhnya harta yang

paling aku sayangi adalah Bayruha", dan Bayruha" itu aku sedekahkan kepada Allah S.W.T. yang aku harapkan kebaikannya dan simpanannya di sisi Allah S.W.T. Maka tentukanlah sedekah itu sebagaimana engkau sukai wahai Rasulullah. Rasulullah

S.A.W. bersabda: "Sungguh elok, itulah harta yang menguntungkan. Aku telah mendengar apa yang engkau katakan mengenai Bayruha" itu. Sesungguhnya aku berpendapat agar engkau menjadikannya sebagai sedekah bagi kaum kerabat," Lalu Abu Thalhaf menjadikannya sebagai waqaf antara lain bagi kaum kerabatnya dan anak-anak saudaranya(Al-Nawawi), (Asmak 2009).

Penggunaan lafaz sedeqah lillah (sedekah kepada Allah) yang digunakan oleh Abu Talhaf di dalam hadith membawa maksud mewakafkan hartaku kerana Allah dan ia membezakan dengan amalan sedekah kepada fakir miskin dan juga pemberian hadiah kepada golongan kaya (Al-Nawawi, 2003).

Selain daripada itu, terdapat beberapa-beberapa ayat al-Quran yang turut digunakan sebagai dalil mengharuskan wakaf sebagaimana firman Allah SWT dalam beberapa ayat berkaitan:

اَنْزَلَ اَمْ سَاَ اَوْفِي قُلُوبِنَا اَمْ نَكْتُمُهَا طِيْرًا ۗ لِيُذَكِّرَ الَّذِيْنَ كَفَرَ ۗ اَمْ كَسْرُ الْجُنُودِ ۗ وَمِمَّا اَوْحٰٓى اَنْزَلْنَا لَكُمْ مِّنْ اٰلٰٓءِ سُبْحٰنَ

—Hai orang-orang yang beriman! Nafkahkanlah (di jalan Allah) sebahagian dari hasil usaha kamu yang baik-baik, dan sebahagian dari apa yang Kami keluarkan dari bumi untuk kamu. (al-Baqarah 2: 267).

اَنْزَلَ اَمْ سَاَ اَوْفِي قُلُوبِنَا اَمْ نَكْتُمُهَا طِيْرًا ۗ لِيُذَكِّرَ الَّذِيْنَ كَفَرَ ۗ اَمْ كَسْرُ الْجُنُودِ ۗ وَمِمَّا اَوْحٰٓى اَنْزَلْنَا لَكُمْ مِّنْ اٰلٰٓءِ سُبْحٰنَ

اَمْ كَسْرُ الْجُنُودِ ۗ وَمِمَّا اَوْحٰٓى اَنْزَلْنَا لَكُمْ مِّنْ اٰلٰٓءِ سُبْحٰنَ

—Bandangan (infak) orang-orang yang membelanjakan hartanya pada jalan Allah, ialah sama seperti sebiji benih yang tumbuh menerbitkan tujuh tangkai; tiap-tiap tangkai itu pula mengandungi seratus biji. Dan (ingatlah), Allah akan melipatgandakan pahala bagi sesiapa yang dikehendakiNya, dan Allah Maha Luas (rahmat) kurniaNya, lagi Meliputi ilmu pengetahuanNya. (Al-Baqarah: ayat 261).

اَنْزَلَ اَمْ سَاَ اَوْفِي قُلُوبِنَا اَمْ نَكْتُمُهَا طِيْرًا ۗ لِيُذَكِّرَ الَّذِيْنَ كَفَرَ ۗ اَمْ كَسْرُ الْجُنُودِ ۗ وَمِمَّا اَوْحٰٓى اَنْزَلْنَا لَكُمْ مِّنْ اٰلٰٓءِ سُبْحٰنَ

—Orang yang menafkahkan harta mereka pada waktu malam dan siang, dengan cara sulit atau terang-terangan, maka mereka boleh pahala di sisi Tuhan mereka dan tidak ada kebimbangan (daripada berlakunyak kejadian yang tidak baik) kepada mereka serta mereka pula tidak akan berdukacita. (al-Baqarah 2:274).

Ayat-ayat tersebut di atas menjelaskan tentang anjuran untuk menginfakkan harta yang diperoleh untuk mendapatkan pahala dan kebaikan. Di samping itu, ayat 261 surat al-Baqarah telah menyebutkan pahala yang berlipat ganda yang akan diperoleh orang yang menginfakkan hartanya di jalan Allah. Secara umumnya, semua firman Allah SWT dan juga sabda Rasulullah SAW di atas telah memberikan mesej tentang besarnya pahala yang dijanjikan Allah SWT bagi yang menghulurkan harta benda ke jalan kebajikan dan kebaikan.

Al-hadith

Dalil daripada hadith yang paling hampir membicarakan tentang pensyariatan wakaf adalah hadith berhubung tiga amalan yang dijanjikan Allah dengan ganjaran yang berpanjangan meskipun selepas kematian pemberi iaitu doa anak yang soleh, ilmu yang bermanfaat dan sedekah jariah iaitu sedekah yang berpanjangan . Hadis yang diceritakan oleh Imam Muslim yang bermaksud :

إِذَا مَاتَ الْوَسِيْنُ أَوْ قَطَعَ عَ رَمِّ هَهُ إِالِ مَهْ تَالِثَةٌ مَهْ صَدَقَةٌ جَبَسَ َوَّوَعُهُمْ َوَّوَنَحْفَعُ َيَهْ َوَّوَيَذُ صَيْنِ َوَّوَدَّعَى نَهْ

Dari Abu Hurairah. Nas hadis tersebut adalah; —Apabila seorang manusia itu meninggal dunia, maka terputuslah amal perbuatannya kecuali dari tiga perkara, iaitu sedekah jariah (wakaf), ilmu pengetahuan yang bermanfaat, dan anak soleh yang mendoakannya.‖ (An-Nawawi, 1994), (Sohih Muslim, Hadith 1631, bab pahala yang diterima manusia setelah mati).

Para Ulama mentafsirkan (sadaqah jariah) di dalam hadis di atas sebagai wakaf. (An-Nawawi, 1994). Imam Al-Rafi'i dalam kalangan Syafi'iyah juga menjelaskan perkataan sedekah jariah dalam hadith tersebut dengan maksud wakaf(Asy-Syarbini, t.t). Ini kerana pahala sedekah jariah wakaf terus menerus mengalir kepada orang yang melakukannya, sedangkan sedekah yang lain, pahalanya tidak berpanjangan mengalir sepertimana pahala orang yang berwakaf (Mohamad Akram et al. 2008).

Walaubagaimanapun, terdapat juga ulama-ulama fiqh yang berpendapat hadith wakaf Saidina Umar r.a merupakan dalil pensyariatan wakaf, akan tetapi kebanyakan ulama'salaf lebih cenderung untuk bersepekat bahawa amalan yang telah dilakukan oleh Saidina Umar r.a dalam mewakafkan tanah di Khaibar adalah merupakan amalan wakaf pertama yang berlaku dalam islam dan ia bertepatan dengan pandangan yang yang masyhur (Al-Asqolani, 1988).

Selain itu, amalan para sahabat Nabi SAW juga turut menjadi dasar dan dalil wakaf seperti hadith yang menceritakan tentang kisah Umar bin al-Khathab ketika memperoleh tanah di Khaibar dan beliau meminta petunjuk Nabi untuk menguruskan tanah tersebut, Nabi menganjurkan untuk menahan asal tanah dan menyedekahkan hasilnya yang mana ianya adalah wakaf. Salah satu contoh ialah tentang wakaf Saidina Umar di Khaibar seperti yang diterangkan oleh Ibnu hajar al-asqolani di dalam kitab fathul bari :

"حَدَّثَنَا مَسَدٌ حَدَّثَنَا صُدُّوْهُ صَسْعُ حَدَّثَنَا إِثَهْ عِنَ عَهْ وَيَفَعُ عَهْ إِثَهْ عَمَشُ سَضُّ هَلَلَا عَهْمِبُ قَيْلِ أَصْبَةَ عَمَشُ تَجِجَشُ أَضْبِبُ فَأَجِيْ
انْحَجَّ مَلَسُوْ هَيْلَعُ هَلَلَا لَبْصُ فِقْبَلِ أَصْبِحَتْ أَضْبِبُ نَمِ أَصَتْ مِبَالِ قَطْ أَوْفَسُ مِنْهُ فِكْفُ جَامَشُوْوْ تَهْ قَيْلِ إِنْ شَنْتَ حَجِسَتْ أَصْهَبُ وَجَصَدَقَتْ
تَهَبُ فَحَصَدَقَ عَمَشُ أَوْهْ أَلْ جَبِعُ أَصْهَبُ وَالْ تَهَتْ وَالْ نَسَخُ فَبِ انْفَقَشَاءُ وَانْقَشَى وَانْتَشَبَةَ وَفَبِ سَجْمِ هَلَلَا وَانْضَيْفُ وَائَهْ انْسَجْمِ أَلْ جَبِيْحِ
عَهِيْ مَهْ وَيَهَبُ أَنْ أَكْمِ مَهَبِ تَبْنَمَعَشُوْفُ أَوْ طَعْمِ صَدَّقِيْعَشِ مَحْمَلِ فِيْهِ"

Maksudnya : — Dilaporkan oleh Nafi` (r.a) dan Ibn Umar (r.a) berkata: Saidina Umar telah diberikan sebidang tanah di Khaibar, beliau kemudian datang kepada Nabi saw dan berkata: "Saya telah diberikan dengan sebidang tanah (di Khaibar) yang merupakan kekayaan yang paling berharga bagi saya. Apakah arahan kamu untuk saya? "Nabi menjawab," Sekiranya kamu mahu, peliharalah asalnya, dan sedekahlah dengan manfaatnya. "Beliau (Saidina Umar) akan mendermakan (wakaf) tanah itu dengan

syarat ia tidak boleh dijual, tidak boleh dihibah kepada orang lain dan tidak boleh diwarisi. Tanah itu akan digunakan oleh miskin, kaum kerabatnya, hamba-hamba, fi sabilillah, tetamu dan musafir. Ia sepatutnya tidak menjadi masalah bagi orang-orang yang mentadbir harta wakaf tersebut dan menguruskan tanah (aset wakaf) untuk mengambil gaji yang munasabah daripada aset wakaf. (Ibn Hajar Al-Asqalani (2001), Fath al-Bari Syarh Sahih al-Bukhari, jil. 5, Kitab al-Wasaya, Bab al-Waqf Kaifa Yaktub, hadith no. 2772, Kitab al-Syurut, Bab al-Syurut fi al-Waqf, no. Hadith 2737). Pendapat Ibnu Hajar di dalam Fathu al-Bari adalah hadis wakaf Umar adalah merupakan permulaan pensyariatan amalan wakaf.

Amalan wakaf yang telah dilakukan oleh Saidina Umar R.A ini merupakan wakaf yang pertama dalam Islam. Amalan wakaf ini telah menjadi budaya dikalangan para sahabat baginda sehingga Jabir R.A pernah berkata : — Tidak ada seorang pun dikalangan sahabat yang berkemampuan tetapi tidak mawakafkan hartanya —(Al-Sharbini,t.t) dan Imam Syafie berkata: —Aku mendapat tahu bahawa lapan puluh sahabat di kalangan Ansar telah melakukan sedekah Muharramat. Imam As-Syafie menggunakan istilah sedekah muharramat untuk wakaf (Mostafa Al-khin et al, 2008),(Al-Sharbini, t.t).

Ijma' ulama'

Wakaf di sisi jumhur fuqaha hukumnya sunat yang digalakkan. Ianya termasuk amalan pemberian sedekah yang digalakkan berdasarkan firman Allah s.w.t .Tambahan lagi, para ulama' memberikan makna wakaf kepada perkataan sadaqah jariah menerusi hadis rasulullah SAW berkenaan dengan tiga amalan yang tidak akan terputus pahalanya walaupun sesudah mati.

Majoriti fuqaha telah bersepakat bahawa keharusan wakaf adalah diterima secara ijma'. Ini dirakamkan antaranya oleh Imam Ibnu Qudamah dan Ibnu Hajar Al-Asqalani di dalam karya mereka, seperti mana juga dirakam oleh para fuqaha' yang lain. Selain dasar dari al-Quran dan Hadis di atas, para ulama sepakat (ijma') menerima wakaf sebagai satu amal jariah yang disyariatkan dalam Islam.

Menurut Imam al-Qurthubi para sahabat sepakat dengan keharusan wakaf, bahkan ramai diantara mereka yang berwakaf. Menurut Imam al-Qurthubi, Abu Bakar, Umar,Uthmān, 'Ali, Aisyah, Fatimah, Amr Ibn al-Ash, Ibn al-Zubair dan Jābir mewakafkan harta mereka dan wakaf-wakaf mereka di Madinah sangat terkenal. Ibn Hazm menyatakan bahawa wakaf-wakaf para sahabat di Madinah sangat terkenal seperti matahari yang tidak ada seorang pun tidak mengetahuinya. (Maffuza et.al, 2014).

Secara jelasnya, amalan wakaf adalah amalan yang disunatkan kepada umat Islam kerana ianya disyariatkan oleh Allah SWT melalui al-Quran, menjadi amalan Rasulullah SAW semasa hayat baginda dan diteruskan oleh para sahabat Rasulullah SAW sehingga hari ini. Ulama-ulama juga telah bersepakat bahawa menerusi dalil-dalil al-Quran yang telah diturunkan oleh Allah taala tentang galakan menyedekahkan harta pada jalan kebaikan dan menyebarkan manfaatnya menunjukkan bahawa praktis wakaf harus dimanfaatkan oleh masyarakat Islam bukan sahaja untuk menyelesaikan masalah sosio ekonomi tetapi sebagai satu cara ubudiyah dan ketaatan kepada perintah Allah SWT.

RUKUN WAKAF

Pelaksanaan wakaf perlu mengikuti garis panduan yang telah ditetapkan syarak. Walaupun wakaf itu nampaknya mudah, tetapi ia perlu diatur dengan baik dan sempurna. Wakaf mempunyai 4 rukun asas iaitu: (i) orang yang memberi wakaf; (ii) orang yang menerima wakaf (mauquf alayh); (iii) barang yang diwakafkan (mauquf) dan (iv) sighth wakaf (Al-Syarbini, t.t)(Al-Zuhayli,1985),(MAIDAM, t.t).

Orang yang berwakaf itu hendaklah memenuhi syarat sebagai seorang yang sempurna milik. Ini bermakna tidak sah wakaf kanak-kanak, orang gila dan orang bodoh. Ia berhak untuk berbuat kebajikan dan ianya tidak dipaksa, tidak sah wakaf jika seseorang itu melakukannya secara paksa.

Benda atau harta yang diwakafkan itu hendaklah milik sempurna yang mewakafkannya sama ada yang boleh dipindah atau dialih. Seperti al-Quran, kitab hadis, buku, kerusi, meja, pakaian, binatang yang boleh kita ambil susunya atau senjata, alat-alat pertanian dan seterusnya, atau yang tidak boleh dipindahkan seperti tanah lading, perigi, masjid, surau, sekolah, pokok, tempat berteduh dan seterusnya. Oleh kerana di antara tujuan wakaf ialah untuk mendapatkan pahala yang berterusan maka benda atau harta yang diwakafkan tadi sama ada yang boleh dipindah atau tidak hendaklah kekal ain atau zatnya agar faedah atau manfaat yang didapati darinya akan berterusan. Tidak sah diwakafkan benda atau sesuatu yang habis diguna pakai seperti makanan, minuman, atau lilin dan seterusnya.

Pihak yang menerima wakaf hendaklah wujud. Jika sesuatu itu diwakafkan kepada orang atau kumpulan tertentu, ia disyaratkan —boleh memilikil . tidak sah wakaf kepada anak yang masih dalam kandungan ibunya, dan hamba sahaya kerana kedua-duanya tidak boleh memiliki. Tetapi jika diwakafkan kepada umumiaitu untuk kebajikan seperti fakir miskin, ulama, pelajar, ahli hadis, masjid dan seumpamanya, maka ianya adalah lebih baik.

Lafaz wakaf adalah diperlukan untuk menjelaskan orang yang melakukan wakaf itu benar-benar menyerahkan hartanya itu untuk dijadikan wakaf. Ini bererti apabila seseorang ingin mewakafkan hartanya kepada sesuatu pihak, dia hendaklah melafazkan —lafaz akadl seperti ia berkata: —Aku wakafkan tanahku ini untuk didirikan masjidl. Dengan lafaz itu bererti dia telah melakukan wakaf. Ulama telah membahagikan lafaz wakaf ini kepada dua bahagian:

- a) Dengan menggunakan lafaz yang jelas atau —sarihll seperti dia berkata: —Aku wakafkan bangunan itu untuk menjadi tempat tinggal pelajar-pelajar yang menuntut di sekolah agama inill.
- b) Dengan lafaz yang tidak jelas, tetapi ia boleh difahami sebagai wakaf, atau dengan lafaz —kinayahll, seperti dia berkata: —Aku kekalkan tanahku ini untuk orang-orang miskinll. Cara kinayah ini boleh diterima sebagai wakaf jika disertakan dengan —niatl. Ini bermakna tanpa niat, wakaf melalui kinayah ini tidaklah sah (Saedon, 1998).

SYARAT WAKAF

Wakaf mempunyai syarat-syarat yang tertentu untuk disempurnakan bagi memastikan wakaf yang dilakukan sah disisi syara'.

- 1) Pengekalan fizikal harta (Mustofa Al-Khin et.al, 2008). Harta yang diwakafkan itu bukan untuk masa yang singkat atau terhad tetapi hendaklah untuk selama-

lamanya. Oleh itu jika seseorang membataskan wakafnya untuk masa yang tertentu maka wakafnya itu tidak sah. Seperti dia berkata : ‘ Saya wakafkan tanah saya ini untuk fakir miskin selama setahun’ maka wakaf ini tidak sah kerana wakaf hendaklah bersifat berkekalan.

- 2) Wakaf mestilah dilakukan secara tunai iaitu tidak bertanggung. Wakaf juga tidak boleh bersyarat kerana wakaf adalah bertujuan untuk menghilangkan milik seseorang dan memindahkannya kepada Allah. Jika seseorang itu mewakafkan hartanya dengan syarat dia akan mengambil balik jika dia mengkehendaknya, maka wakaf seperti ini adalah terbatal kerana ia bersyarat dan tidak tunai. Sekiranya orang yang mewakafkan berkata : —Jika si polan iaitu tuan guru tertentu datang mengajar dikampung ini, saya wakafkan rumah saya ini kepadanya\Wakaf seperti ini tidak sah kerana ianya tidak berlaku secara tunai, dan tidak berlaku pindah milik di masa akad atau masa lafaz itu dilakukan (Saedon,1998).

Wakaf yang dilaksanakan mestilah memenuhi rukun dan syarat-syarat yang telah ditetapkan di dalam Islam. Jika amalan wakaf tidak mengikut panduan rukun dan syarat-syarat yang telah ditetapkan, wakaf tersebut adalah tidak sah. Majlis agama negeri negeri (MAIN) sebagai pemegang amanah tunggal (sole trustee) harta-harta yang telah diwakafkan mengambil berat akan rukun-rukun dan syarat tersebut supaya amalan wakaf ini sah dan tidak lari daripada landasan yang telah ditetapkan di dalam Islam. Menurut (Al-Zarqa’,1998), setiap perkara berkaitan wakaf adalah menjadi persoalan ijtihad dan ia terbuka kepada pandangan yang pelbagai dikalangan para ulama.

JENIS WAKAF

Berdasarkan kajian-kajian literatur yang telah dilakukan, wakaf boleh dibahagikan kepada dua jenis sebagaimana yang telah diperbahaskan iaitu wakaf kebajikan (wakaf khairi) dan juga wakaf keluarga (wakaf ahli atau wakaf zurri) (Saedon, 1988)(Siti Mashitoh,2001)(Muhammad Jawwad,1964)(Rosnia Masruki dan Zurina Shafii, 2013).

Wakaf Khairi dibahagikan kepada wakaf am dan wakaf khas(Siti Mashitoh,2001). Fasal 3(2)Enakmen Wakaf Selangor 1999 juga memperuntukkan bahawa wakaf boleh diwujudkan dalam dua bentuk iaitu sama ada wakaf am atau wakaf khas. Fasal 2 Enakmen Wakaf Selangor 1999 mendefinisikan wakaf am sebagai sesuatu wakaf yang diwujudkan bagi tujuan kebajikan umum menurut Hukum Syarak. Menurut Kahf (1998), terdapat tiga jenis wakaf iaitu wakaf agama, sebagai contoh, harta yang digunakan untuk ibadah seperti Masjid atau surau, kedua ialah wakaf kebajikan (filantropic waqf) seperti mewakafkansekolah atau hospital untuk tujuan kebajikan, dan ketiga adalah wakaf keluarga (wakaf ahli) atau wakaf keturunan (wakaf al-awlad).

Wakaf am merupakan mana-mana bentuk harta wakaf yang dibuat untuk tujuan-tujuan kebajikan atau khairat umum tanpa menentukan mana-mana benefisiari khusus (sama ada terdiri daripada individu ataupun mana-mana organisasi/institusi) ataupun tujuan-tujuan khusus yang tertentu. Wakaf dalam bentuk ini boleh diaplikasikan kepada perkara-perkara atau tujuan-tujuan kebajikan umum yang dapat meningkatkan lagi imej Islam dan masyarakatnya. Sebagai contoh seorang mewakafkan tanahnya untuk tujuan kebajikan umat Islam secara umum tanpa menetapkan sebarang syarat kepada harta yang diwakafkan (Maffuza et.al,2014).

Wakaf khas pula bersifat khusus apabila pewakaf menentukan manfaat wakaf yang dibuat untuk tujuan-tujuan khusus ataupun benefisiari-benefisiari tertentu. Sebagai contoh, seseorang pewakaf akan menetapkan kepada siapakah wakafnya dibuat atau untuk tujuan apakah wakafnya mesti dilaksanakan. Contohnya pewakaf mewakafkan

tanah untuk perkuburan atau mewakafkan tanah hanya untuk orang miskin di sesuatu tempat yang dinyatakan (Siti Mashitoh, 2007)(Maffuza et.al, 2014).

Selain itu, ulama juga telah membincangkan jenis-jenis harta yang boleh diwakafkan dengan panjang lebar. Diantara jenis harta-harta tersebut ialah:

1. Wakaf Al – Iqar (Harta Tak Alih) adalah seperti mewakafkan kebun, tapak masjid, tapak bangunan, tapak sekolah. Bangunan-bangunan yang kekal dan tidak boleh dialihkan seperti masjid, madrasah dan sekolah juga termasuk dalam wakaf Al-Iqar.
2. Wakaf Al-Manqul (Wakaf Harta Alih) adalah wakaf harta yang boleh alih seperti alat-alat masjid contohnya tikar sembahyang, senjata serta pedang yang mana sifatnya boleh dialihkan.
3. Wakaf Al-Musya' menurut kebanyakan ulama', harus mewakafkan harta yang dikongsi dengan orang lain yang tidak boleh dibahagikan, seperti dua orang pemilik sebuah kereta , dengan salah seorang pemilik mewakafkan bahagiannya.
4. Wakaf Haq Al-Irtifaq ialah pewakaf mewakafkan satu tingkat daripada yang terdiri daripada beberapa tingkat, dan seperti seseorang mewakafkan tingkat dua dari bangunanya atau tingkat bawah. Golongan Syafi'i dan Hanbali mengharuskan wakaf haq-irtifaq dengan membolehkannya tanpa dikehendaki mewakafkan seluruh bangunan tadi.
5. Wakaf Al –Irsad ialah wakaf yang dilakukan oleh pemerintah dengan mewakafkan harta-harta milik baitulmal samada harta alih atau harta tak alih untuk kepentingan umum (Mustafa al-khin, 2008)(Abu Zuhrah, 2005)(Siti Mashitoh et.al, 2007). Contoh pemerintah mewakafkan sebidang tanah bagi tujuan pembinaan sekolah.

Menurut (Maffuza et.al, 2014), wakaf khas merupakan wakaf yang popular di Malaysia. Pada masa kini kewujudan wakaf seperti wakaf pendidikan, wakaf perubatan, wakaf tempat ibadat, wakaf untuk anak yatim dan fakir miskin adalah dalam kategori wakaf khas.

SEJARAH AWAL WAKAF

Praktis Wakaf pada dasarnya merupakan amalan yang diinterpertasi melalui amalan Rasulullah SAW yang telah mewakafkan Masjid Quba' pada tahun 622M. Hal ini juga dibuktikan sebagaimana hadis yang diriwayatkan oleh _Umar bin Shaybah dari _Amr bin Sa'ad bin Mu'adh yang bermaksud: —Kami bertanya tentang wakaf yang terawal dalam Islam?— Orang-orang Ansar mengatakan adalah wakaf Rasulullah SAW... (Al-Shawkani, 2000).

Para fuqaha berselisih pendapat tentang wakaf yang pertama dalam Islam pada Zaman Rasulullah SAW. Sebahagian pendapat daripada kaum muhajirin mengatakan bahawa wakaf pertama adalah wakaf Sahabat Nabi SAW iaitu Saidina Umar Al-Khattab, dan pendapat kaum ansar menyatakan bahawa wakaf yang di lakukan oleh nabi Muhamand SAW iaitu kebun yang dimiliki oleh Mukhairik yang telah diwasiatkan kepada nabi dan kemudiannya di wakafkan oleh baginda nabi Muhammad SAW. (Ubayd, t.t).

Dalam sejarah awal Islam iaitu pada zaman Rasulullah SAW, amalan wakaf kebanyakannya dilakukan oleh para sahabat baginda SAW dalam bentuk harta tak alih seperti kebun, telaga dan tanah. Contoh wakaf dalam bentuk kebun, seperti yang telah dilakukan oleh sahabat yang bernama Abu Talhah di Bairuha dan Bani An-Najjar yang kemudiannya kebun milik Bani An-Najjar itu digunakan untuk membangunkan masjid.

Contoh wakaf yang berupa telaga pula, ia pernah dilakukan oleh Saidina Uthman Bin Affan iaitu beliau telah mewakafkan telaga Rummah yang dibelinya daripada seseorang dari Bani Ghifar (Nik Mohd Azim Bin Nik Ab Malik Muhammad & Hakimi Mohd Shafiai, 2014).

Wakaf agama (dini) yang pertama dalam Islam adalah wakaf masjid Quba' yang telah diasaskan oleh nabi Muhamamd Saw setibanya baginda di Madinah. Selain itu wakaf (khairi) yang berlaku pada zaman Nabi ialah peristiwa Nabi mewakafkan tujuh kebun di Madinah yang pada asalnya milik lelaki yahudi yang bernama Mukhairiq. Nabi Saw sangat menyayangi beliau dan beliau akhirnya mati bersama-sama orang islam dalam peperangan Uhud . Beliau sempat mewasiatkan harta-hartanya kepada Rasullullah dan Rasulallah kemudiannya mewakafkan tanah kebun tersebut untuk masalah orang Islam pada ketika itu. (Al-Zarqa', 1998).

Menurut Rohayu dan Razali (2009) yang memetik di dalam artikel Stilman (2000) sebahagian besar daripada kebajikan dan perkhidmatan sosial dalam dunia Islam disumbangkan melalui wakaf. Di mana institusi wakaf telah memainkan peranan penting dalam menyediakan banyak perkhidmatan sosial seperti pembinaan infrastruktur (contoh: jalan raya, jambatan dan sistem pengairan), perkhidmatan kemasyarakatan (contoh: hospital dan menjaga kebajikan orang-orang miskin dan mereka yang memerlukan bantuan), perkhidmatan pendidikan (contoh: pembinaan sekolah, perpustakaan, universiti dan menyediakan geran kepada pelajar serta membiayai gaji para pendidik) dan perkhidmatan keagamaan (contoh: pembinaan masjid dan membayar gaji mereka yang menguruskannya).

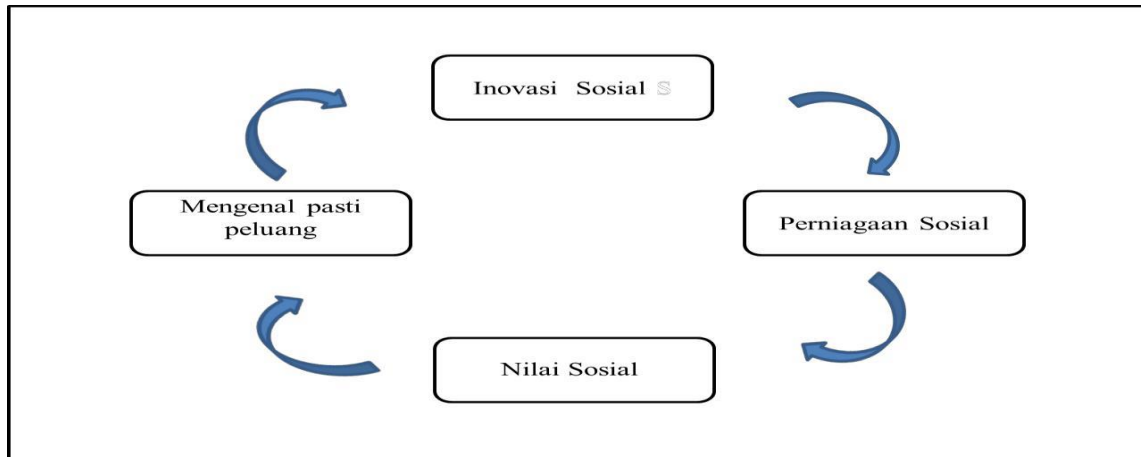
Daripada sejarah wakaf tersebut, ia jelas menunjukkan kepada kita tentang keberkesanan fungsi wakaf sebagai pemangkin kepada pembangunan sosio-ekonomi ummah pada ketika itu. Di mana pada zaman tersebut sebahagian besar daripada kebajikan dan perkhidmatan sosial dalam dunia Islam telah disumbangkan melalui wakaf (Nik Mohd Azim Bin Nik Ab Malik Muhammad & Hakimi Mohd Shafiai, 2014).

2.1 Konsep keusahawanan sosial

Menurut Dees (2001), keusahawanan sosial menggabungkan semangat misi sosial dengan imej perniagaan seperti disiplin, inovasi dan penentuan. Dalam erti kata lain, keusahawanan sosial menggunakan pendekatan keusahawanan untuk membongkar masalah sosial dan menanganinya dengan cara yang mendatangkan kemenangan kepada kedua-dua pihak. Keusahawanan Sosial (Social Entrepreneurship) akhir-akhir ini semakin popular terutama selepas Dr. Muhammad Yunus, pengasas Grameen Bank di Bangladesh dianugerahi Nobel untuk perdamaian tahun 2006. Di Malaysia sendiri kegiatan ini masih belum mendapat perhatian yang menyeluruh daripada kerajaan dan para tokoh masyarakat kerana belum ada kejayaan yang menonjol secara nasional. Walaubagaimanapun, pelbagai usaha telah mula dijalankan bagi menerapkan konsep keusahawanan sosial dalam membantu megurangkan masalah sosial di negara kita.

Konsep keusahawanan sosial terdiri daripada empat domain utama iaitu mengenalpasti peluang, inovasi sosial, perniagaan sosial dan nilai sosial. Domain pertama iaitu mengenalpasti peluang bermaksud kemampuan seseorang usahawan untuk melihat masalah yang berlaku dalam masyarakat sebagai satu peluang untuk diselesaikan dengan cara yang lebih baik. Inovasi sosial pula adalah suatu aktiviti yang baharu, baharu, berinovatif efektif dan efisien yang didorong untuk memenuhi keperluan sosial Marwan Ismail (2014).

Perniagaan sosial bermaksud sebuah entiti yang tidak berobjektifkan untuk memaksimumkan keuntungan kewangan tetapi berobjektifkan *socialdriven*.. Manakala nilai sosial ialah suatu usaha untuk membawa penambahbaikan kepada keperluan asas manusia (pembasmian kemiskinan, penyediaan peluang pendidikan, rawatan kesihatan, bekalan air bersih, peluang pekerjaan dan keadilan sosial).



Jadual 1 : Domain dalam keusahawanan sosial

3. Metodologi Kajian

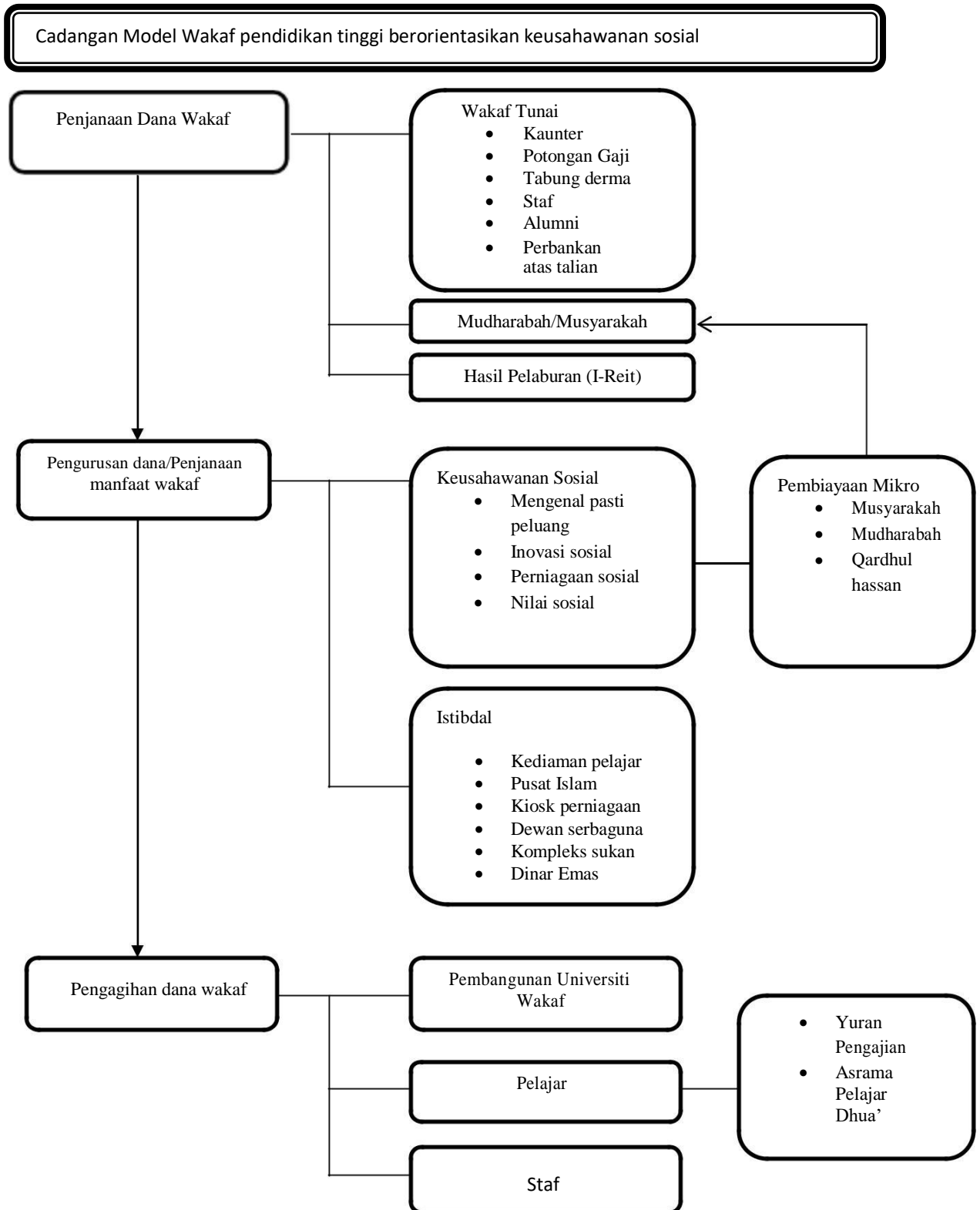
Kajian ini merupakan kajian kualitatif dimana dua kaedah utama akan digunakan untuk mengumpul data iaitu kajian perpustakaan dan kaedah temubual. Kajian Perpustakaan akan digunakan untuk mengumpulkan data yang didapati daripada buku-buku, jurnal, artikel, penulisan tesis dan disertasi yang berkaitan. Rujukan berkaitan wakaf daripada sumber-sumber tradisional dan kontemporari akan dilakukan untuk menyingkap semula falsafah wakaf dalam islam dan perlaksanaan wakaf pendidikan tinggi diperingkat dunia dan di Malaysia. Selain itu, bagi tujuan memahami gagasan keusahawanan sosial, kaedah ini juga digunapakai dan pengkaji akan merujuk penulisan-penulisan buku, artikel, jurnal yang bagi menjelaskan konsep keusahawanan sosial ini.

Dalam kajian ini, data primer diperoleh secara langsung oleh penyelidik daripada kajian lapangan melalui kaedah temubual yang merupakan kaedah kedua yang digunakan oleh pengkaji. Sumber data primer melalui sesi temubual mendalam (*in -depth interview*) mengenai wakaf pendidikan tinggi dan keusahawanan sosial. Seramai 6 orang informan yang terdiri daripada ahli akademik yang pakar dalam bidang wakaf dan keusahawanan sosial telah pun dikenalpasti dan soalan-soalan temubual yang bersifat separa berstruktur (*semi-structured*) akan dibina dalam kaedah ini.

4. Dapatan awal kajian

Berdasarkan kajian literatur yang dijalankan, model-model wakaf IPT yang telah mula melaksanakan mekanisme pengurusan wakaf dalam pengoperasian universiti mengadaptasikan model wakaf tunai, model bisnes, penggunaan instrumen perbankan islam dan keusahawanan sosial dalam model wakaf mereka.

Model cadangan ini merupakan dapatan awal kajian sinergi wakaf pendidikan tinggi dan keusahawanan sosial. Dapatan awal kajian menunjukkan wakaf dan keusahawanan sosial mempunyai keupayaan tersendiri untuk disinergikan, memandangkan kedua-duanya mempunyai beberapa elemen yang sama dalam memberikan manfaat kepada umat Islam secara khususnya.



5. Perbincangan

Wakaf pendidikan merupakan sesuatu dana dalam bentuk kewangan dan bukan kewangan yang digunakan untuk pembangunan pendidikan. Wakaf pendidikan tinggi telah mula berkembang di Malaysia selaras dengan hasrat kerajaan Malaysia yang ingin mengurangkan kebergantungan pendidikan dengan menggunakan dana kerajaan. Universiti Islam Antarabangsa Malaysia (UIAM) merupakan Institusi Pengajian Tinggi (IPT) pertama di Malaysia yang menubuhkan tabung wakaf pendidikan melalui IIUM Endowment Fund pada tahun 1999. Perkembangan ini diikuti oleh beberapa buah IPT lain dari tahun ke tahun. (Roslina, Rahisam, Farhana, Yuhonis & Shahrina, 2015). Agenda wakaf pendidikan

tinggi akhir-akhir ini mendapat perhatian pelbagai pihak, terutama pihak kementerian pendidikan tinggi (KPT) sebagaimana dinyatakan di dalam buku ungu (purple book). Ia dapat dilihat melalui usaha-usaha KPT menggesa IPT-IPT untuk menjana dana kewangan sendiri melalui kaedah-kaedah tertentu supaya dapat meneruskan pengurusan IPT dengan lebih baik.

Walaubagaimanapun instrumen wakaf dalam pendidikan di Malaysia masih belum dioptimalkan sebaik mungkin khususnya diperingkat pendidikan tinggi. Oleh itu, kajian ini akan memberikan gambaran sebenar konsep pendidikan tinggi berdasarkan praktis dan amalan wakaf pendidikan yang telah sedia ada di dunia dan di Malaysia khususnya. Penghuraian konsep asal wakaf dalam Islam akan cuba diketengahkan supaya pembangunan wakaf pendidikan tinggi tidak akan lari daripada prinsip dan falsafah asal wakaf. Apabila kefahaman tentang konsep asal wakaf itu jelas, maka disitu akan lahir idea-idea yang mantap dalam menginovasikan wakaf supaya manfaatnya bukan sahaja dapat dikekalkan dan memenuhi tujuan, malahan dapat dimaksimumkan. Justeru, pengurusan dan pembangunan harta wakaf dinegara ini mestilah bersifat inovatif, kreatif dan proaktif berpaksikan kepada hukum syarak (Che Zuina, 2012).

Dalam mendepani masalah ekonomi global, konsep wakaf pendidikan tinggi perlu diterokai dan diinovasikan agar lebih relevan dengan konteks masa hari ini dan dalam masa yang sama mampu mencapai objektif untuk memberikan manfaat semaksima mungkin kepada bidang sosial dan ekonomi. Antara gagasan yang dilihat berpotensi untuk disinergikan dengan wakaf pendidikan tinggi adalah keusahawanan sosial kerana gagasan ini dilihat telah banyak membantu menyelesaikan banyak permasalahan sosial. Oleh yang demikian itu, kajian ini cuba untuk meneroka titik-titik hubungan yang wujud di antara wakaf dan keusahawanan sosial. Sekiranya wujud hubungan di antara dua gagasan ini, kekuatannya dijangka mampu menghasilkan model wakaf pendidikan tinggi yang baharu, yang lebih inovatif, kreatif dan produktif. Model inilah yang dijangka akan melestarikan sistem wakaf dalam pendidikan tinggi dalam mendepani krisis peningkatan dana yang mana diketahui bahawa sistem pembiayaan pendidikan tinggi menggunakan dana kerajaan tidak lagi lestari pada masa kini (Ridhwan et al, 2014). Perkara yang paling membimbangkan di dalam Bajet 2017 ini adalah potongan besar bajet operasi Universiti-Universiti awam Malaysia, secara keseluruhannya, peruntukan keseluruhan bagi 20 universiti awam pada tahun 2017 jatuh sebanyak 19.23%, iaitu daripada RM7.57 bilion kepada RM6.12 bilion. (<http://www.sinarharian.com.my/kolumnis/nik-nazmi/sekali-lagi-pendidikan-jadi-mangsa-1.578171>)

6. Kesimpulan

Dalam mencari mekanisme untuk melestarikan institusi pendidikan tinggi menerusi wakaf, pelbagai inovasi harus dilakukan sesuai dengan konteks masa hari ini. Walaubagaimanapun, inovasi tersebut mestilah tidak bercanggah dengan prinsip wakaf dalam Islam. Wakaf institusi pendidikan tinggi yang berorientasikan keusahawanan sosial ini akan cuba menggabungkan dua gagasan atau konsep yang hebat dalam mekanisme pengurusan wakaf IPT. Ia tidak lain dan tidak bukan adalah untuk kelestarian institusi pendidikan tinggi tersebut untuk lebih mandiri dari aspek kewangan pada masa akan datang dan dalam masa yang sama dapat menyelesaikan masalah sosial yang wujud dalam kalangan masyarakat hari ini. Cadangan model wakaf IPT berorientasikan keusahawanan sosial ini diharapkan dapat memberikan gambaran awal untuk mensinergikan dua gagasan yang hebat ini untuk memantapkan institusi wakaf dalam pembangunan IPT berasaskan instrument wakaf yang lebih lestari sebagaimana yang berlaku kepada Universiti Al-Azhar di Mesir.

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Factors Influencing Youth Engagement toward Agriculture Sector: A Case of Higher Learning Institution in Kelantan

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Abstract - *The study attempts to study whether there are factors that give an influence to the youth engagement towards agriculture sector. In Malaysia, agriculture still considered as secondary sector compared to other sector such as manufacturing, commercial, industrial and service. Malaysia is faced with a shortage of young farming-based talent and skills and educated farming-based on the workers in a company. From statistic in Kelantan, youth engagement in agriculture sector still low compared to other sectors. The poor involvement of youth in agribusiness in Malaysia has been an issue to plant growth specialist, administrators and agrarian analysts because of the present circumstance of agribusiness production. Therefore, the research done to identify what are the main factors that influence this issue. There are objectives were specified for this research as follows: 1) To determine the factors that influences the youth engagement towards agriculture sector and 2) To identify the relationship between the youth engagement and agriculture sector. To select the results of this investigation we have using probability stratified sampling method and distributed the questionnaire to 210 students as respondents from Agro-based Faculty in UMK Campus Jeli. The finding from this research are the factors that influence the involvement of youth which are lack of knowledge, access to land, perception and access to market. The result of this study are useful for government and other parties to find out the solution to attract youth engagement in agriculture sector.*

Keywords: Agriculture, Factors, Youth Engagement

1. Introduction

Nowadays, Malaysian's agriculture sector has record an encourage growth and Malaysian's agriculture also provide raw materials demanded by domestic agro-based industry (F. A. Abdullah, Samah, & Othman, 2012). Moreover, Malaysia are considered as secondary in their agricultural sector compare to other more interested and popular sector, such as manufacturing, commercial, industrial and services sector (Abdul et al 2013). According to the Norsida & Azimi (2007), agricultural sector in Malaysia is still dominated by small farmers who are basically working on agricultural land on an uneconomic scale.

Furthermore, Malaysian government has encouraged people to involve in agriculture especially youth involvement but youths are not properly informed about the agriculture courses (Nor, Masdek, & Maidin, 2015). According to Norsida (2008), agriculture entrepreneurship is commonly associated with unstable profits, and youth see the agriculture entrepreneurship as high risk ventures and risk of failure.

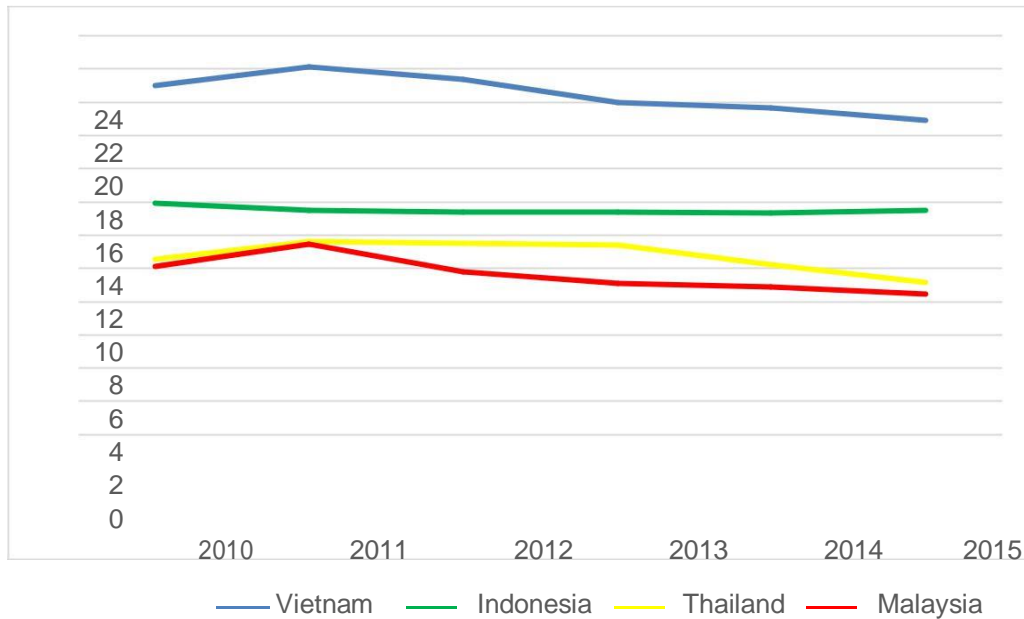


Figure 1.1: Agriculture, value added (% of GDP) of ASEAN countries
 Source: (The World Bank, 2016)

The figure above shows the percentage of Gross Domestic Product (GDP) value of agriculture of ASEAN countries from 2010 until 2015. According to the data, the researcher can see the trend which shows that Malaysia is the country with the lowest value of GDP compared to other countries. Based on statistics, agriculture industry generates just about 12 percent to the national gross domestic product (GDP) and its reducing unemployment rate in Malaysia (Istikoma & Rahman, 2015). This statistic supported by F. Hussin and Ching (2013) reveal that after the transformation from agricultural economy into industrial economy, Malaysia is now poised to embrace into the knowledge economy. According to Sue-Ann, (2012) the international agriculture is expected to expand speedily with growing population and growing affluence, and there are still many riches of resources that are not utilized in the agriculture sector in Malaysia.

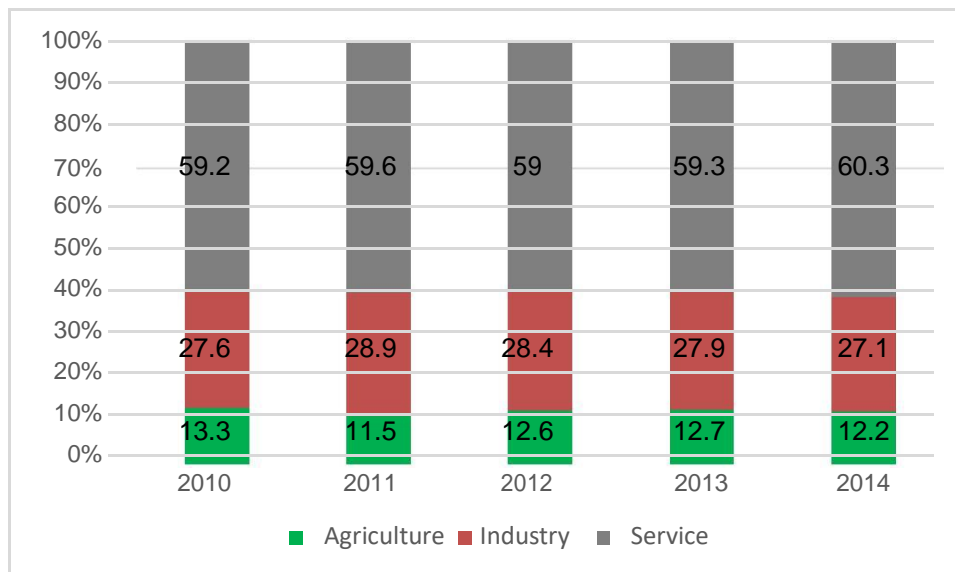


Figure 1.2: Distribution of Employment by Economic Sector in Malaysia
 Source: (The Statistics Portal, 2014)

Based on the figure above, it shows the distribution of employment by economic sector in Malaysia by 2010 until 2014. During these year, the researcher can see clearly majority of employment in Malaysia involved in service. For agriculture sector, it shows that the sector was the lowest distribution of employment in Malaysia. Dardak (2015) mentioned that local labor shortage, increase of production cost and attributed to low productivity and quality for agriculture are the factors contribute to low employment in that sector.

From the data, it indicates that growth in some industries and stagnation or decline in the agriculture sector are not well balanced in terms of its contribution to the overall economy. Due to the increasing interaction among sectors, agriculture reduced its weight in the economy in terms of share of employment, value added, and exports (Syrquin 1988; Syrquin & Chenery 1989; Panchamukhi, Nambiar & Mehia, 1989).

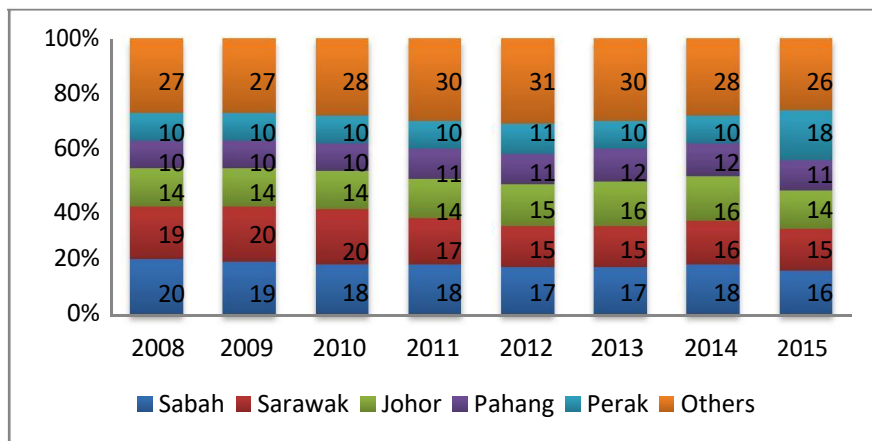


Figure 1.3: Percentage of Agriculture Sector by State in Malaysia,
 Source: (Department of Statistic Malaysia, DOSM, 2008 – 2015)

Based on the figure above, it shows that trends of agriculture sector from 2008 until 2015 by state in Malaysia. According to Department of Statistic Malaysia (2008 – 2015), it clearly showed that most contributing states in agriculture sector was Sabah and Sarawak. The percentage contribution of Sarawak in agriculture sector was 20% higher than other states in 2009 and 2010. According to Department of Statistics Malaysia (2009) stated that, agriculture sector were important as economic force for Sabah and Sarawak by producing oil palm and forestry as their economic activities. Despite, the statistics showed that Kelantan was not included in states that has most contribution in agriculture sector. This reason was due to Kelantan as a major contributor in services sector with 73.8 percent in 2010 (Department of statistic Malaysia, 2010).

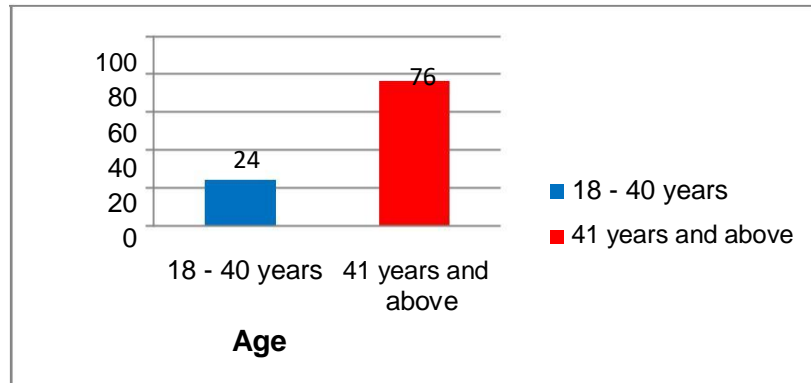


Figure 1.4: Percentage Involves in Agriculture by Age.
Source: Md. Salleh and Hayrol Azril (2009)

The figure above shows that the percentage of people involves in the agriculture sector by ages. Studies done by Hassan and Shaffril (2009) proved that the average age of farmers that involves in agriculture is more than 46 years old. Then, the percentage of individual involves in agriculture by the group age 41 years and above is 76 %. While, the percentage of individuals from the age group 18 to 40 years old is involved in agriculture is 24 % less than 41 years old and above. The statistic shows that youth by age 18 to 40 years were less interested in participating in agriculture sector. Productivity in agriculture sector were still low and majority farmer in Malaysia above 45 years old by (Ismail, 1998). According to A. A. Abdullah and Sulaiman (2013) said youth are less to work in agriculture sector because of conventional perception that work in agriculture is rough and the salaries paid are low and not promised for better future.

According to Man (2007), youth in Malaysia has a negative acceptance towards agriculture sector. However, a further review by Man (2008) pointing out that the young in Malaysia trusted that agribusiness is a profitable industry if it is coming out with hard work and relentless efforts.

1.1 Problem Statement

Referring to the Report of Sources Selected Agriculture Indicators Malaysia year 2016, Agriculture sector continued to expand in 2015 with a contribution of 8.9 per cent to the Gross Domestic Product (GDP). The Ninth Malaysia Plan has proven that the agriculture sector is planned to be the third income generator in Malaysia as Malaysia is a developing country and focuses on agriculture sector to boost its economy (DOSM, 2015).

According to Abdul et al (2013), the agriculture sector is still considered secondary as compared to other popular sectors such as service, commercial, industrial and manufacturing sector in Malaysia. The statistics on the age of farmers showed that only 25.3% in the age group range between 15 to 40 years and 43.8% of farmers in Malaysia are aged 55 years and above. Malaysian youths would prefer to look for other jobs in other sectors that promise them a better income, although the agriculture sector offers a lot of captivating activities and business opportunities. However, the perception and acceptance of the society and the public towards agribusiness can be changed due to the transformation of the agricultural sector enables the money making entity for the people (Silva et al., 2009). Former Agriculture and Agro-Based Industry Minister Datuk Seri Tajuddin Abdul Rahman stated that only 15% of the 800,000 members of the Farmers

Organization Authority are aged below 40 years old and Malaysia could be facing a food shortage problem if the youth do not involve in the agriculture and agro-based industry. (Lack of Youth in Agriculture May Cause Food Crisis, 2016).

Despite the importance of agriculture knowledge and agriculture sector, Malaysia is faced with a shortage of young farming-based talent and skills and educated farming-based on the workers in a company. If this continues, there are no improvement and skilled labor in agriculture sector. Agribusiness seldom listed in the youth's wanted wish list of careers. The involvement of youth in agriculture activities is still discouraging where youth in this country (aged 18 to 40 years) accounts for only 26 per cent (Abdullah, F.A., 2012). Additionally, studies on agro-based education and business is given less consideration in the literature hence the majority of the research has mainly focus on general enterprises (Engle, R.L., et al., 2010; Iakovleva, T., 2011). Given the vitality that the youth convey to the country's economic development, youth involvement in agribusiness is still an under-examined area described by a shortage of observational information (Schlaegel, C. and M. Koenig, 2014; Solesvik, M.Z., 2013).

According to Sharp and Smith (2003), their research stated that there is a significant and negative relationship between youth's attitude towards agriculture activities. The poor involvement of youth in agribusiness in Malaysia has been an issue to plant growth specialist, administrators and agrarian analysts because of the present circumstance of agribusiness production. Hence, it is worthwhile to conduct a research that focus on exploring the significant factors influencing the youth engagement towards agriculture sector.

1.2 Research Objective

The purpose of the study is to determine the factors that influencing youth engagement towards agriculture sector.

Specifically research objectives are as follows:

- i. To determine the factors that influences the youth engagement towards agriculture sector.
- ii. To identify the relationship between the youth engagement and agriculture sector.

1.3 Research Question

The study attempts to address the following questions:

- i. What are the factors that influence the youth engagement towards agriculture sector?
- ii. What is the relationship between youth engagement and agriculture sector?
- iii. How do the lack of knowledge factors that influence the youth engagement in agriculture sector?
- iv. How do the access to land factors that influence the youth engagement in agriculture sector?
- v. How do the perception factors that influence the youth engagement in agriculture sector?
- vi. How do the access to market factors that influence the youth engagement in agriculture sector?

2. Literature Review

2.1 Youth Engagement in Agriculture Sector

The youth have some kind of capacities such as dynamism, quality, experience, desire and these are resources for farming (Nnadi and Akwiwu 2008). Youths represent the most dynamic portion of the population and the motor that does the most profitable work of the general public (Adesope, 2007). The youth have likewise been recognized as constituting the real asset base for any nation which cares to set out on any important farming and country improvement ventures (Onuekwusi 2005). Accordingly the adolescent, present an open door for a supported push to take an interest in Malaysia improvement procedure since they have a more prominent vitality, workforce and potential and has the ability to drive positive change. Fortifying development of work in the agricultural sector stays fundamental in nations with a vast agrarian division, and upgrades in rural profitability can produce increasingly and better occupations in the developing countries (World Bank, 2008).

Youth participation is a necessity for some advancement intercessions, the significance of which relies on upon the growing age gathering of 18 to 25year olds in Kelantan, Malaysia. They are regularly drive societal change, including behavioural change (Beyuo et al 2013). Youth involvement is the inclusion of young people groups in matters that effect and an endeavour to incorporate them in the decision making, designing and planning (FAO, 2012). Youth bring vitality, imperativeness, and advancement into the work compels, and when their ability to contribute is coordinated with circumstance; they can transformative affect monetary development and social improvement. Youth are very innovative and should be at the forefront of revitalizing agriculture. Although agriculture has good employment promises, youth tend to shy away from this sector which is considered by many as dirty and rigorous. The capability of agribusiness to offer work for the adolescent is perceived broadly and globally.

With an ageing population of farmers, it is clear that agriculture needs to attract more youth. Youth play an important role in raising awareness on different subjects (Ijere, 1992). Activating the young for national advancement is a typical phenomenon amongst the developing countries. This is because the decline in active engagement of youth, a most population, in agriculture spells doom on Kelantan's hope of being food secure yet youth are the future of the country. For a nation to achieve monetary security the youth must be dynamic and the young empowered soaking up cultivating as a respectable calling (Ojediran, 1997). The low youth engagement in the agricultural segment are a noteworthy misfortune, ascribed to the failure of the government to coordinate youth into the standard of the various rural improvements actualized throughout the years (Bertow & Schultheis, 2007). Youth can possibly defeat a portion of the real limitations to extending creature generation in developing nations, for example, bug control, encouraging, hereditary change and assurance against predators since they are frequently more open to new thoughts and practices than grown-up ranchers.

Activating the young for national advancement is a typical phenomenon amongst the developing countries. The Malaysian government has continuously supported the association of young people in enterprise, as it is in accordance with the national motivation. The Youthful Agropreneur Unit was built up by the Ministry of Agriculture and Agro-based Industry (MOA) in September 2013. The primary goal of this unit is to teach enthusiasm among youthful era towards farming division and build up a high return in running an agribusiness business. This program is made especially for youths under 40 years of age. The purpose of the program is to facilitate and promote the participation of the youth in agricultural entrepreneurship and the activities including all

actions within the agricultural industry value chain encompasses the agricultural sector as well as particular projects such as agro-tourism and agro-based manufacture. It helps to spread out the association of the youth in agriculture activities and change their worldview towards agricultural sector. At the same time, the government is focusing on changing the negative perception of youth towards agriculture and encourage their involvement. The participant of the youth in the agriculture industry is vital to reduce the nation's reliance on imports, as well as to grow more incentive and apply modern agribusiness eras.

Youth face many push back factors, including inadequate rural credit facilities, low returns to agricultural investments, poor perceptions of farmers, lack of modern farming technics and lack of access to tractors and other farming inputs (Adekunle et al., 2009). Literature reveals there is decline of youth interest in farming, even though they are most productive and are in the prime of their lives both mentally and physically (Mangal, 2009). Youth involvement in agriculture is declining in Malaysia. This is because agriculture is not attractive to the youth due to risks, intensive nature and low profitability (FAO, 2012). Literatures have critically examined the possible problems facing by the youth involve in agricultural activities. According to Nnadi and Akwizu (2008), social demographic factors such as ages, marital status, youth dependence status, parents' income and household size are the determinants of youth participation in agriculture sector. Their study recommended that youth agricultural activities should be guided in some intervention strategies and agriculture institutional support services should be extended. However, there is still a long way towards increasing youth participation in agricultural activities.

2.2 Lack of Knowledge

According to the Wilson (2002), knowledge involves the mental processes of understanding, learning and comprehension that go in the mind and only in the mind, however much they involve interaction with the world outside the mind and interaction with others. Then, individual with limited or less information or understanding about business sometimes cannot achieve what they want in their mind. Moreover, limited with insufficient skills acquisition and knowledge would affect productivity in agriculture activities (Sanginga 2014). For instances, when individual want to involve in agriculture sector business, they have lack of knowledge and experiences about agriculture business. From the previous study by Kimaro, Towo, and Benson (2015) mentioned that youth were encourage to participate in agricultural activities when have a knowledge about agriculture but some youth were not encouraged in agriculture when they had poor and lack of knowledge or information in this sector.

Besides that, inadequate and poor education or knowledge will affected youth engagement in agriculture and limit the productivity or skills in entrepreneurial activities. (FAO, 2014). Then, agricultural education and training was needed to develop the knowledge for people and meet the graduate's skill in the markets. Moreover, others past studies by Amegnaglo, Soglo, Akpa, and d'Oliveira (2000) mentioned that lack of knowledge or experience was one of the factor that affected the motivation of young people to engage practice in agriculture. It is because percentage of most of the respondents though that lack of knowledge (experience) in agriculture was a trouble to embrace in agricultural careers. Despite that, lack of knowledge such as in the management knowledge likelihood can cause the people to involve in some concern. From other studies, the analysis showed that management knowledge, experiences and skills in farming were the key elements for farmer to participate or involves in agriculture business (M. R. M. Hussin, Asaari, Karia, & Ali, 2012). Then, knowledge

on management is crucial to ensuring success in business that can be undertaken. According to (Ahaibwe, Mbowe, & Lwanga, 2013) said male youth with low secondary education in households with more adults were less probability to engage in agriculture.

2.3 Access to Land

Land is one of the importance sources in any country for basic of shelter, food and economic activities. It is the key asset for forming large proportion of poor people's asset portfolios (Deininger, 2004). Islam and Siwar (2012) revealed that access to land is the option for youth in determining who are involved in agriculture in urban areas. In Malaysia, World Bank (2016) showed the agriculture land in the country was measured at 23.9 (% of the land) in 2014. For that record, Malaymail Online reported on 15 June 2014, there are 120,000 hectares of idle land have been identified in the country by The Agriculture and Agro-based Ministry as the biggest potential for agriculture projects. Njeru and Gichimu (2014) mentioned that youth gets no or little income from cultivated the family land. This is due to youth needs to wait many years before inheriting the land from their family. Report by FAO (2010) highlighted the inheritance still was the common law or a system that has been identified to obtain land in most developing countries. Bird (2011) mentioned land commonly obtained through inheritance from one generation to another generation. Land inherited to daughter usually transferred by marriage while the son inherits the land after the death of their parents. However, subdivision of land by inheritance has resulted in fragmented and unviable land parcels and more youth become landless (Bennell, 2007). Herbel, Crowley, Ourabah Haddad, and Lee (2012) mentioned in some area in Pakistan, the elderly decide to not give the land as they afraid the land will not suffice for everyone. According to Andriamanalina, Burnod, Rakotomalala, and Deschênes (2014), small area of land was belonged to young household due to respect to senior. Despite that, seniors explained the parents will get the benefit from the land until they die and the youth will continue family obligation and will not sell the land to protect family patrimony.

2.4 Perception

The perception is one of the factors that give impact on young people's learning and knowledge in the agriculture sector. Parent and families can influence their motivation because according to the past study, Sarah et al (2010) among the considerable factors that impinge youth involvement in agriculture is family traditions. Because in family, they have their own lifestyle and method how to choose good jobs for their children's in future. According to Gidakou (1999) they still have a negative perception towards agriculture as according to them this sector is a second class job and just a temporary work while waiting for a better job.

Swaminathan (2001) stated that although agriculture becomes both mentally empowering monetarily fulfilling and economically rewarding, it's still very hard to attract and keep young generation's involvement in agribusiness activities. World development report (2007) proved that youths are not interested to join agriculture because they thought that this field is not an attractive area to work. According to Lenihan et al (2009) and Cellier (1999), only rural community has a positive attitude and acceptance towards agriculture activities because of the locations, economic base and uses of land in the agricultural activities. When the environment does not suitable with jobs people's perception will change to negative view because they think it's will give them hard time to face the problems. People living in the urban areas are more concerned with environmental issues than those living in the rural areas (Robertson and Burdge, 1998).

The youth today is familiar with the work that does not involve harsh environments such as working in restaurants, offices and so on. Therefore, their perception of agriculture is negative. Also, they thought agricultural sector only increase food supply so that perception gives impact to the youth engagement toward agriculture in this country. Their perception toward agriculture is the agriculture sector is not an attractive and professional level area at all because it is a hard job to manage as it needs certain skills to handle it. International studies (Gidarakou, 1999 and Wanene, 2011) who's claimed that the majority of rural have a negative perception towards agriculture.

2.5 Access to Market

The agricultural sector's future relies on youth (MIJARC et. al 2012) and thus their ability to get the markets are exceptionally vital for expanding production, boosting income and also managing hungry and poverty for the years to come.(FAO, 2014). Market accessibility by youth is characterized by their ability to purchase farm inputs and services, and in addition their capacity to supply agricultural yield purchasers (IFAD, 2010). Access to markets is pivotal for youthful everywhere throughout the world as markets give the chance to create salary and impact generation to react to consumer quantity and quality requests (Van Schalkwyk et al., 2012). The distance from the market decides the cost of transportation and furthermore the sorts of harvests developed and empower youth to embrace suitable agricultural activities (FAO, 2014).

The youth is facing a number of challenges as they attempt to access the markets, especially the smallholder agriculturists in developing countries experience (Giuliani and Valle, 2014). The challenges include strict store network gauges for the grocery stores and the international market, deficient learning and experience on market structures and systems, lack of abilities to deal with their entrepreneurial ventures and also information about costs. It caused the youth limits of getting to and pitching their produce at higher costs to other national, local and global markets and this situation leaves them with the choice of the near local markets (FAO, 2014). As market structures do not favour youths, market accessibility stays difficult for youth engagement towards agriculture sector. Youth are not composed to this strong market because they do not have the proper knowledge on how market function and lack of information on accessing the agriculture market.

A review of Njenga, et al (2012) revealed that 71.7% of the youth and women are engaged in farming were not content with their agribusiness profit because of lower return of profit. Lack of market, lack of market data, high rivalry, insufficient abilities of advertising the product, unavailability to potential growth markets, high abuse by the middlemen and low costs additionally influence youth access to markets (Gichuki, 2012). Further, the quick changes in the market, increasing quality standard, the rising requests for high esteem items and the growing of the new market are additionally influenced the youth participant in agricultural sector (Akpan, 2010).

2.6 Research Framework

A research framework in the following Figure 2.1 is constructed to investigate the relationship between the determinants factors and youth engagement based on the literature review. Lack of knowledge, access to land, perception and access to market were the independent variables, while youth engagement was the dependent variable.

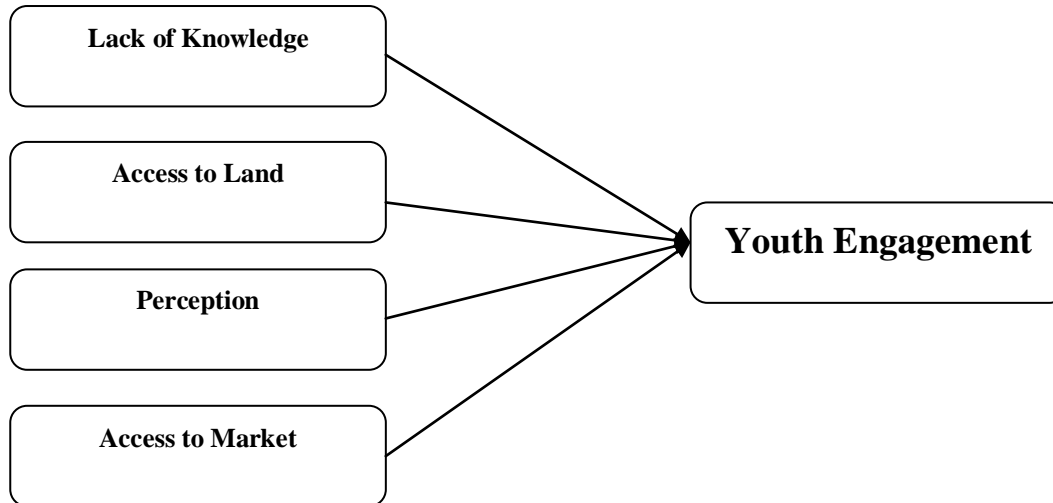


Figure 2.1: Research Framework

2.7 Conclusion

From the study, it can be concluded that youth generation in Malaysia can contribute to agriculture sector if their abilities and talents are fully utilized. Thus, Malaysia is the country with right track in promoting agriculture to engage youth participation. As the result show, lack of knowledge, access to land, perception and access to market are the factors influencing youth engagement towards agriculture sector. For the action, government should play role by introducing more agriculture course in schools, universities and colleges and cooperate with other agencies to attract more youth became entrepreneurs in agriculture and contribute to country's economy.

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Factors Influencing Perception on Nutrition Labelling: A Conceptual Framework

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Abstract - *The main objective of this study is to investigate the factors that influence the perceptions of students on nutrition labelling. Nowadays, students tend to skip reading nutrition labels before making a purchase decision. Besides, misleading labeling on food packages will affect consumer trust on nutrition labeling. Most of the operators tend to take advantage to avoid nutrition label on their food if the consumers are not well-knowledge. Based on the current literature, this paper postulates that awareness, knowledge and attitude would affect the student's perception on nutrition labelling.*

1. Introduction

The packaged foods sold in shops usually have colorful packaging designs, labeled with words, numbers and pictures. The information and design of food labels are to some extent governed by the Food Regulations to provide important and useful information to consumers so that they in turn can make informed choices. The following provides information on the labeling requirements of food sold in Malaysia gleaned from the Malaysian Food Regulations 1985 and Food Irradiation Regulations 2011 (as at March 2013).

Nutrition information on food labels could be a cost-effective method of communicating nutrition information to consumers because the information appears at the point of sale for most packaged foods (Campos, Doxey, & Hammond, 2011). Nutrition food labeling information especially for packaged is important source nutrition information but is typically underutilized by consumers. The nutrition food labeling help the consumer to focus on the salient information, understand information and make healthful decisions based on the information given. The consumer with the nutrition knowledge more alert and more likely to use label information effectively and the nutrition knowledge provides support for food label used.

Nutrition facts labels is the important element that people must aware to avoid some diseases like obesity. Based on Adm N Strat (2016), the nutrition food labels will help the consumer decisions easier to make better informed food choices. On May 20, 2016, the FDA (Food and Drug Administration) announced the new Nutrition Facts Label for packaged foods to reflect new scientific information,

including the link between diet and chronic diseases such as obesity and heart disease. The food labeling to ensure consumers have access to the information they need to make informed decisions about the foods.

According to González Vaqué (2016), the main purpose of the nutritional information on food labels is to enable the consumer to choose the healthiest products from those available, and is an important way for food producers to provide essential information about the nutritional value and composition of their products. Besides, nutrition labeling is an established way for providing information to consumers to support health conscious food choices. The nutrition labels can be strengthened as a means to support consumer ability to choose a balanced diet.

Nutrition food labeling also protect consumers from dishonest advertisement by providing exact nutrition information. In addition, previous studies show that nutrition labeling affects food intake with respect to total fat, carbohydrates, and saturated fat and that awareness of nutrition facts and may be helpful in managing certain chronic diseases like obesity, high cholesterol, and diabetes. Jong Yeob et al. (2016) recommend that health policymakers and medical professionals consider promoting nutrition labeling as an alternative method for managing certain chronic diseases by their study.

Nutrition labeling is a worthy health goal that should be considered an important strategy. Food labeling is one of the important public health tool aimed at providing information to consumer. As a consumer they know about the ingredients, how to cook and stored it and nutritional properties (Bazhan, Mirghotbi, & Amiri, 2015).

In this modern era, people are busy with their daily schedule. They do not have time to manage themselves consistently and they started to consume food without reading nutrition label (Annunziata & Vecchio, 2012). As everyone knows, reading nutrition labels is the important things when we purchase products. People still have lack awareness towards nutrition labels (Majid, Shariff, Majid, Aszahar, & Omar, 2015).

The students are often away from home. Since, they out of home they do not take meals on proper time. This is because some of them having shortage in financial and busy with their schedule. Due to this problem, they tend to skip their meals. By skipping the foods, students tend to skip reading nutrition labels. By skip reading nutrition labels, they avoid certain types of nutrition in their daily food. Student has replaced their meal by quick breaks of eating, and having their breakfast, lunch and dinner at improper time. The food consumption patterns were highly cultural and it is getting difficult to change (Mahdavi, Abdolahi, & Mahdavi, 2012).

Lack of awareness towards nutrition labelling would bring health problems and people are easily falling in sick. Skipping meals makes gain weight. Fasting causes belly fat. So, the person will face an obesity problem (Chien-Huang & Hung-Chou, 2010). The second national health and nutrition examination survey found that 26% of U.S. adults aged 20 to 75 years are overweight. The woman aged 25 and 55 years are overweight. Empty stomach can cause appendicitis (Walker, Cohen,

Loughlin, Rothman, & DeFonso, 1991). According to Sandy Crag (Benson, Zhai, & Wang, 1994), a normal appendicitis found in 15 to 40 % of patients who have an emergency appendectomy.

As a consumer, they have right to non-misleading information and informed choice, and the harmonization of national laws to ensure free circulation of goods and fair trade in the community. Ingredient listing is discussed with regards to the recent amendment concerning food allergens. Voluntary label information is also presented, including quality and origin labeling, and organic production (Petrovici, Fearn, Nayga Jr, & Drolas, 2012).

The misleading disclosure type follows packaging regulations that require that omitted information about fat, saturated fat, cholesterol, or sodium must be disclosed when any favorite nutrient claims are made on the package, if that omitted information occurs at a level that increase the risk of diet related disease (Mahdavi et al., 2012). By knowing misleading information on nutrition labels, they consumer did not refer it. Once they knowing about misleading, they believe nutrition label is not truth. So, they started to eat food without consider nutrition labels (Palma, Collart, & Chammoun, 2015). Misleading labeling also protects consumers from dishonest advertisement that served consumer with inaccurate information (Shank, 1992).

According to American College Health, all eating locations place have to put the nutrition fact label on all food. But most of the operators do not to take risk through decreased sales by altering their labeling practices to measure customer response. The student, prefer for budget food. Most probably they will consume food without reading nutrition label. This makes operators to take advantage to avoid nutrition label on their food (Guthrie, Fox, Cleveland, & Welsh, 1995). The operators concerned with accumulating profits. They do not care about the health of consumers. The students give important to the food rather than reading nutrition labels (Majid et al., 2015).

The main of objective of this paper is to examine the factors that influence the perception of university's students towards food nutrition labeling. To be more specific, factors such as awareness, knowledge and attitude will be investigated.

For this purpose, this paper continues with the discussion of previous literature with regards to awareness, knowledge and attitude that might influence the perception of food nutrition labeling. The article later presents a conceptual framework and finally comes to the conclusion parts.

2. Literature Review

2.1 Nutrition Labelling

Hieke and Taylor (2012) claimed labelling as involving all forms of information disclosure on a product, ranging from mere nutrition fact panels to daily reference values, recommendations, health claims and disclaimers.

In US, the Nutrition Facts label has been used on supermarket shelves for over 6 years ago. To see how far the Americans aware on the nutrition label, limited research has been conducted to determine the level of knowledge on the nutrition label. The knowledgeable consumer can see through the nutrition label as the best medium to stay on healthy eating habit. However, it is important to understand that each consumer has the different perception on nutrition labelling (Byrd-Bredbenner, Alfieri, & Kiefer, 2000).

In conjunction with this move, nutritional labelling has been used as the nutritional properties of processed foods that help consumers make a reasonable choice in purchasing food based on its nutritional values. Labelling also protects consumers from dishonest advertisement that served consumers with inaccurate information (Jong Yeob et al., 2016).

However, the previous study reported that current nutrition label format tends to confusing the consumer. Consumer disable to recognize the food items in a daily dietary plan due to specific confusion on the fact given and how to use the label to identify healthy food. Some consumers more likely to use summary information provided by some companies. But there also consumer who has trust issue on food companies. They assumed that the companies were not honest about the fact they provided as it is not provided the health value as the consumer expected and they would rather to have calories information only (Swartz, Dowray, Braxton, Mihas, & Viera, 2013).

2.2 Purpose of Nutrition Labelling

The main purpose of the nutritional information on food labels is to encourage consumer to choose the healthiest product. It is also important for food products producers to provide essential information about the nutritional value and composition of their products (González Vaqué, 2016).

There were three objectives of food labelling; provide consumers with new knowledge on nutritional information so that they will be clearly understand the nutrition labelling on a product. Next objective is encourages healthy lifestyle among consumer and consumer will no more confuse on nutrition labelling on a product (Souiden, Abdelaziz, & Fauconnier, 2013).

The Food and Drug Administration (FDA) enforces new regulation on food and nutrition labelling. With a new label design and updated nutrition information, FDA's Revision of the Nutrition and Supplement Facts Labels (Nutrition Label Rule) will encourage healthy dietary practices among consumers. Hence, consumers must be able to understand the nutrition information and its dietary significance (Grossman, 2017).

2.3 Awareness

According to Jong Yeob et al. (2016), approximately 70% of respondents were aware of nutrition labelling. However, most of them were not make food purchasing decisions based on nutrition labels. It about only 20% of these respondents made a purchasing decision based on nutrition labels. Furthermore,

the previous study said that the person who was more frequently in higher awareness level is females than males in nutritional labelling. In addition, healthy behaviours among people nowadays made the more frequent in higher awareness of nutrition labelling.

Previous study stated that there was some general consumer awareness about the nutritional benefits by a proactive campaigns from companies such as Quaker Oats and Kellogg which informed consumers about the benefits of the contents in their cereal product's nutrition labelling. Both consumer awareness towards health benefits and nutritional labelling content in the food they buy made these two health claims successful (Wansink & Cheney, 2005).

Referring to VerÇUni et al. (2016), it has been stated that the increased in consumer awareness about food safety concerns have triggered extended research on various issues including the role of nutrition labelling on the product. The different among one consumer behaviour to another may lead to different consumption pattern and dietary intake. Hence, it influences the level of awareness on nutrition labelling among consumer.

Vella, Stratton, Sheeshka, and Duncan (2014) said that the awareness and perception on nutrition labelling are related as the consumer will be aware of the label when they greatly gain benefits from the food into their diet. To be clear, the increase in awareness on nutrition labelling affected by what benefits the consumer gain into their diet. Therefore, based on the literature presented, this paper anticipates that awareness has a significant relationship with nutrition labelling.

2.4 Knowledge

According to Hieke and Taylor (2012), labels can help some people sometimes in some cases. If they have the knowledge on the nutrition fact, they will easily to understand what the nutrition fact trying to tell them. The information on nutrient contents increase consumer nutrition knowledge however did not influence actual purchases. Lack in consumer nutrition knowledge shown that the effects of trans-fat labels on consumer risk perception and product evaluation were highly moderated by knowledge on this nutrient. And it is next leading to misinterpretations of such products as having low-knowledge condition. Understanding is seen as an important factor when enduring ability (nutrition knowledge) to process nutrition information. Furthermore, the significant effects of increased consumer nutrition knowledge regarding blood pressure, heart disease, and cancer on both self-reported label use and recent situations in which subjects had changed their purchase decision after exposure to the nutritional label.

Previous studies reported that several variables such nutrition knowledge has a significant impact on how consumer reacts towards nutrition labelling. That result had been support by view through conducting a survey among French respondents. Based on the survey, 55% of the respondent with higher level of nutritional knowledge are tend to use nutrition labels as they have a better understanding on the benefits of eating well (Souiden et al., 2013).

Nutrition labels are more likely to be used by those who are well-educated especially those who has greater nutrition knowledge instead by the entire population (Roberto & Khandpur, 2014). Therefore, this paper proposes that knowledge has a significant relationship with nutrition labelling.

2.5 Attitude

Studies conducted by Kolodinsky, Green, Michahelles, and Harvey-Berino (2008), the findings that college-aged and adolescent women tend to read labels at least sometimes, or 79% and 78%, respectively. They also found that college-aged men were less likely to use food labels and that they tended to look at protein and macronutrients when they did, whereas college-age women were more concerned with total calories. The overall results, however, did not suggest that label reading translated into healthier eating choices.

Looking for the claims or labels was too times consuming because they perceived that to be hidden. However, a wider variety of claims were looked by the older age groups. Consumer's trust expressed by having to read all the labels and being 'anti-claims' were shown as lack of trust. Meanwhile consumer who was full of trust towards nutrition labels without reading the labels first were with a belief that claims have to be scientifically based and an assumption that claims are okay whichever manufacturer is making the claim without reading labels. For younger age groups, they further expressed the view that their purchasing decisions would be affected by claims, for example, products with low fat claims were expected to have less taste (Patterson, Sadler, & Cooper, 2012).

However, the previous study shows that consumer's behaviours and attitudes towards nutrition labels are varied. To compare with nutrition claims, nutrition fact panel are widely used but it should be improved. This because, respondents sometimes were unable to properly use or understand the quantitative information provided. As consumers who are differ greatly in their attitudes, understanding and use of nutrition labels (Souiden et al., 2013). Thus, this study hypothesizes that attitude has a significant relationship with nutrition labelling.

3. Conceptual Framework

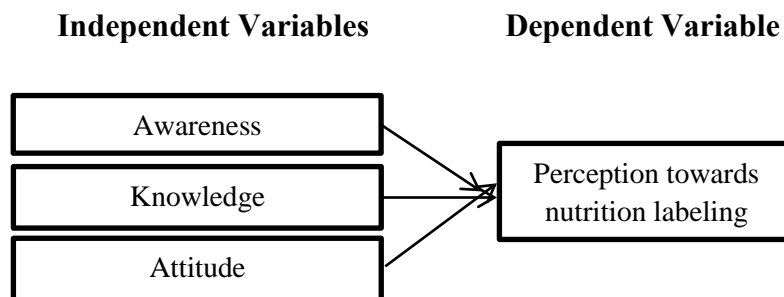


Figure 1.0: Framework (dependent and independent) for factors influencing students perception on nutrition labeling.

From the conceptual framework above, it shows that the dependent variable in this paper is the perception on nutrition labeling. Meanwhile, the independent variables are the factors that influencing students perception on nutrition labeling which are awareness, knowledge and attitude. To conclude, this study hypothesizes that there is a positive relationship between awareness, knowledge and attitude and perception on nutrition labeling among students.

4. Conclusion

The aim of this paper is to discuss the factors of awareness, knowledge, and attitude towards the perception on nutrition labeling. There are nutrition labels which contains of serving size, calories, fat, cholesterol, sodium, carbohydrate, protein, calcium and vitamin. From a producer perspective, lack of information in nutrition labels will result a problem in marketing their products successfully since the information is not complete or inadequate. Equally important, public need to realize the importance of reading nutrition labelling. Having knowledge with regards to this issue will reduce their risk in getting problem with their health and wellness.

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Exploring Factors of Immigrant Entrepreneur Start-Up Sme's: A Case in Wilayah Persekutuan Kuala Lumpur

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Abstract - *The study attempts to study what are the factors that influence the immigrant entrepreneurs to move over from one country to another. In Malaysia, the case of international migration is increasingly year by year. The term of international migration had been used for the publics and yet when peoples move from one country to another they will be considered as international migrant. Instead, when peoples move from one country to another, they will either seek for a job or join as an entrepreneur in the new environment. Yet, when peoples joined as an entrepreneur they will be called as an immigrant start-up their small-medium enterprise (SME's) in Wilayah Persekutuan Kuala Lumpur. The research methodology will be using the quantitative research approach and snowball sampling method will be used. There are objectives were specified for this research as follows: 1) To study the relationship between the demographic factors and immigrant entrepreneur start-up SME's. 2) To study the relationship between the living standard in the host country and immigrant entrepreneur start-up SME's. 3) To study the relationship between the business opportunity in the host country and immigrant entrepreneur start-up SME's. 4) To study the relationship between the strategic location in the host country and immigrant entrepreneur start-up SME's. The result of this study are useful for government and other parties to find out what are the attraction for the immigrant to move over Malaysia and start-up their business and policies maker could set up the suitable policies to cure it.*

Keywords: international migration, immigrant entrepreneur, term of migration

1. Introduction

The population of the international migrant are constantly increasing especially in Malaysia. According to Utusan Online (2015), it stated that Malaysia had an estimated 7 million foreign workers and among of them only 2.2 million were working legally. The term of migration could be classified as the move of the residence from one place to another for permanently or temporarily and there will be various types of factors that cause them to migrants such as socio-economic, demographic and cultural factors (Ishtiaque & Ullah, 2013). Instead, migration can be defined in two type of status which is international migration and internal migration.

In this paper, it will be focus on the international migration that occurred in Malaysia and those migrants will be entrepreneurs as well. Yet, according to Khosa & Kalitanyi (2015), international migration occurred when the individual switch to another country from their home country either it is short term or on a long term basis. Sometimes people move to new places may want to escape from poverty, conflict, pestilence, famine and hunger. In case, when peoples migrate from their home country to another, they will have to choose either to join a company for work or to start-up a business at the new environment.

Thi Thanh Thai & Turkina (2013) explained that the globalizing economy issues had forces to increase the entrepreneurial migration. Yet, when entrepreneurs migrate, they will bring along their business entity from one environment to another. Furthermore, migration provides opportunities for the migrants themselves to start a new life with the new environment. Nowadays, there are batches of migrants who had migrated and start their businesses to excavate a business opportunity and gain the profits from it (Alonso, 2011).

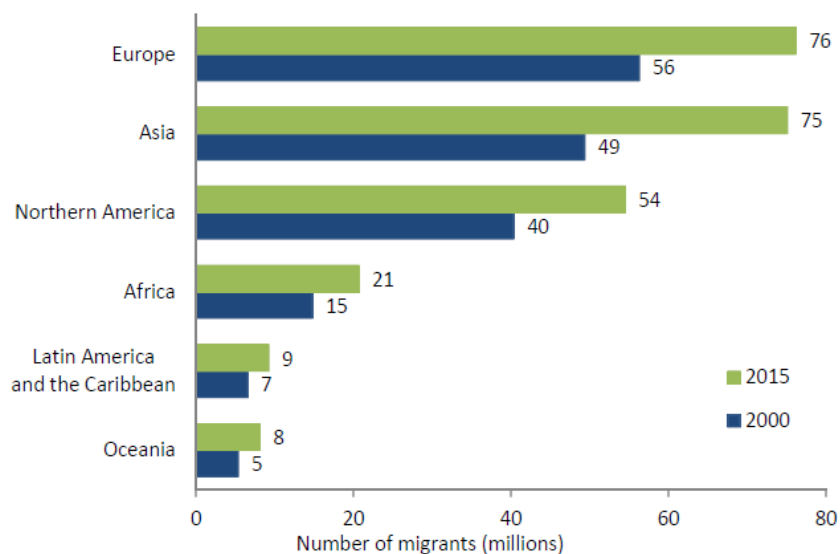


Figure 1.1: Number of international migrants by major area of destination, 2000 and 2015 (*Sources from: International Migration Report, 2015*)

Next, according to the statistic from International Migration Report (2015) it showed that Europe and Asia own the most numbers of international migrants. Instead, in 2000 Asia had most around 49 million of migrants worldwide. Yet, Asia had gained total 26 million international migrants among these 5 years period (2000-2015). It can be seen that Asia is one of the favourable country destination for the migrants to migrate.

As information, in this paper there will be focus on the immigrant entrepreneur that migrant to Kuala Lumpur, Malaysia from their home country. According to Malaysia Tourist Profile 2015, it explained that the capital of Malaysia which is Kuala Lumpur is a city that modern and full of colourful cultures. In this city, it consists of complete public transport and facilities such as ktm komuter, Light Rapid Transit (lrt), monorail and rapid bus. Furthermore, according to the report on Household Expenditure Survey 2014 it defined that the Monthly [Household Consumption Expenditure](#) in Wilayah Persekutuan Kuala Lumpur was RM5559 per month which means that the consumptions for the respondents on private consumption for goods and service are RM5559. With this support of statistic, it can prove that the purchasing power for the people in Wilayah Persekutuan Kuala Lumpur is higher. Yet, in the Migration Survey Report Malaysia 2015, Kuala Lumpur was 32.6% the highest compared to other state. Hence it can be explained that most of the migrants they choose Wilayah Persekutuan as their destination to migrate.

As there are many factors that cause the migrants migrate and build up their business hence in this paper it will be focus on the factors that cause the migrants to open their own business at Wilayah Persekutuan Kuala Lumpur.

1.1 Problem Statement

Most economic collapse at that time and it lead to serious poverty issues. So many international organizations give support like financial assistant and advice on how to develop the economics. Labour migration will provide a great benefit to economics at the particular area (Stark & Bloom, 1985). The benefit can be in form of flowing of idea, money and welfare to the state (Freeman, 1986). As information, now, Kuala Lumpur has been colonised. first is called as Mini Jakarta, Kuala Lumpur now proceed to developed into Mini Dhaka (Bangladesh), Yangon (Myanmar), Karachi (Pakistan), while additionally alluded to as the Second Abuja (Nigeria) by My Metro (2014). These situation is because foreign traders there. They clearly colonized the main business at the capital city. Almost 80 per cent of the area in Kuala Lumpur is dominates by foreigners. This situation makes citizen worried and it can be spread widely if there are no actions taken by government.

However, the immigrant also will create a negative effect to the host country for example increasing in population can put pressure on public service. Public service is includes of health care, environment protection, public security and social services likes food. By rising of population, it will impact the global environmental issues (Holdren & Ehrlich, 1974). Other than that, securing good health care to the whole population also will be the challenges to government (Wanless, 2004). When, population rise will cause many diseases. International migration also will cause increasing the number of disease for example tuberculosis disease which is infectious bacterial especially at lungs (Rieder, Zellweger et al., 1994). Furthermore, according to the Department of statistics Malaysia (2015), it showed that there are around 1.79 million people who live in Kuala Lumpur. So, government must think on how to fulfill need and wants by the increasing of population. That is why it will cause public sector in a pressure situation. There is no simple to solution to feeding the increasing population (Godfray, Beddington et al., 2010).

Next, unemployment may rise if there are unrestricted numbers of incomers that are not prefers to open the business. There will be two situations which is foreigner that are seeking for the job and creating the job. Migrants are not willing to take chance in opening the business and just hoping for a job (Miron, 1978). Other than that, they like to work in construction site which is our people did not want to do. Many migrants of a skilled worker in developing country facing the brain drain issue (Vertovec, 2002). They seem looks like did not want go back to their origin country because they have secure the job. Recruitment of international students as a skill worker will cause them feels want to stay at that host country (Ziguras & Law, 2006). This will cause unemployment to the skill workers at the host country who have the same skill at the particular job. Not all migrant will give negative impact. So, for those migrant that are open business will solve many host country problem such as unemployment issues (Wong, 1998).

The other problem that will occur at the new country is there may be integration difficulties and friction with local people. Especially, when foreign people start up or open their business. One of the important things is language. According to Kim & Mattila (2011), language is the mediator to allow people communicate and understand with each other. Adsera & Pytlikova (2012) explained that language also play a key role to transfer of existing human capital and boosting the immigrant's success at the new country. Without understand the new country language, they will faced a big problem. The immigrant also brings a different culture to the new country (Stern, Seifert, & Vitiello, 2008). If they open a business, they will hard to hired local people to work with them, because they will have to accept their different culture and believe. There are also people that Xenophobia to the immigrant (Gordon, 2010). Mean unwanted immigrant or anti-migrant. It will cause immigrant hard to get job and remain unemployment at the new country (Constant, 2014).

Next, large number of immigrant needs more security monitoring. Nowadays, many of crime issues that came caused by the immigrant. Immigrant that facing poor labour market are likely commit to property crime (Bell, 2014). Immigrant may increased the propensity to commit crimes for those who have a specific skill (Nunziata, 2014). With a specific skill, the crime that they do will go smoothly with unnoticed by the police. According to My Metro (2014), it shown that there are 9,496 crime issues record caused by immigrant which it had increasingly from 9.2% in 2014 increase to 11.2% level of crime. Because of this, the safety of citizen will affected due to increasing the numbers of crime that caused by immigrant. To prevent occurrence crime issues caused by the immigrant, government need to check their visas, background and identity verification before they can enter any country (Totten, 2008).

1.2 Research Objective

The aims of this study are:

1. To study the relationship between the demographic factors and immigrant entrepreneur start-up SME's.

2. To study the relationship between the living standard in the host country and immigrant entrepreneur start-up SME's.
3. To study the relationship between the business opportunity in the host country and immigrant entrepreneur start-up SME's.
4. To study the relationship between the strategic location in the host country and immigrant entrepreneur start-up SME's.

1.3 Research Question

This study is to address the following question:

1. Does demographic factors affect the immigrant entrepreneur start-up SME's.
2. Does living standard in the host country affect the immigrant entrepreneur start-up SME's.
3. Does business opportunity in the host country affect the immigrant entrepreneur start-up SME's.
4. Does strategic location in the host country affect the immigrant entrepreneur start-up SME's.

2. Literature Review

2.1 Immigrant Entrepreneur

Migration or the movement of people is one of the factors that influences changes in the population structure and affect the social and economic situation in a particular area during a specific period (Beerli, 2004). The international migration is people that are moving from country to another country. All kinds of people move international. It can be men and women, education people, and in business perspective like employee and employer. But some people are more likely to move and stay than others by following their own reason for migration for example is family perspective (Mincer, 1978). People will move to better place by following their own reason (Tey, 2014). According to migration survey report Malaysia 2015, there are 11.6% of people an international migration. So, there will be impact to the net state in-migration for variety of economic and non-economic factors. Migrant people will seek and create jobs when they want to stay at certain place. There is a linkage between employment/job growth and human migration (Cebula & Alexander, 2006)

Migrant people also try to create job which means self-employment that can have their own wages (Georgarakos & Tatsiramos, 2009). They might be opening the small and medium enterprise in manufacturing services and agriculture sector. Economics consensus 2011, profile of SMEs shows that there are 78448 SMEs that register in Wilayah Persekutuan Kuala Lumpur under the service sector. There will be foreigner migrants that are register and contribute to the numbers of SMEs register on this service sector. Food and beverage service is a second

famous service sector on 2011 and was recorded that 142721 SMEs register that is include micro, small and medium. So, the immigrant entrepreneur also is one of the factors that contribute to the number SMEs that are register in the particular area.

Entrepreneurial and international migration cannot be separate because people who live in certain area will try to seek and create own income in order to support family expenses (Irastorza & Peña, 2014). Migrant will choose to set up a small business in gaining income (Kloosterman & Rath, 2001). Instead, by putting an element of innovation to the product, it can attract more people to buy it and also lead to productivity growth (Kuratko, 2003) . That is why it can be seen that there were large number of SMEs were registered in Wilayah Persekutuan Kuala Lumpur under the service sector and it can be small portion of immigrant entrepreneur that exist there.

Other than that, foreigners that are working overseas will send financial support to their family that in their origin country (Osili, 2007). There are million household get financial aid when their spouse working overseas (Yang, 2005). Remittances that are made by immigrants to their origin country would affect the flow of foreign currency. That is why, international migration also importance to every country in the world.

2.2 Demographic Factor

IOM International Organization for Migration (2015) defined the concept of demographic as the characteristics of populations which included growth, density, distribution and also the vital statistics. In simple words, demographic is include an aspect of age, gender, marital status, education level, income level, birth rate, death rate, average size of a family and many more. Therefore, demographic become the factor that people migrate whether from rural to urban, urban to urban, urban to rural or rural to rural even it is international migration. Ishtiaque & Ullah (2013), explained that the dynamics of migration and they concluded that those migrant are selective in age, gender, occupation, household size.

In an aspect of migration, age plays an important character because the older the individual, the smaller the probability for them to move, hence it reflects there were smaller expected probability for the old peoples to move from one places to another (Zaiceva & Zimmermann, 2014).

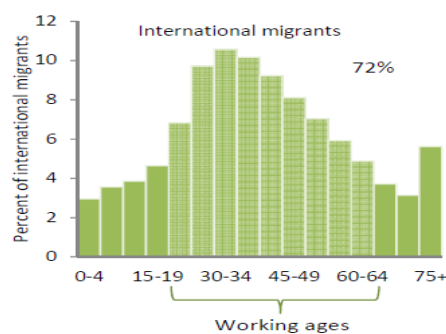


Figure 2.1: Age distributions of the total international migrants worldwide, 2015
(Sources from *International Migration Report, 2015*)

Based on the statistics from International Migration Report (2015), it showed that most of the migrants are in the range of working age. There were total 72% of the international migration occurred under aged 20 to 64 aged which is the working age. Hence, it can conclude that the most of the international migrants were among the aged of 20 to 64 aged. When a person migrants, they will have to choose either self-employment or just be a normal employee. Yet, when the migrants start-up business in the new country, the migrant will get their own income and achievement.

Next, in an aspect of gender, between male and female shows that migration rates are fairly closed for the two sexes. According to Richter & Taylor (2006), found that the probability for women that age up to 40 was more likely to migrate compared to men due to their children or family were at other country. Yet, this statement had been proof by Zaiceva & Zimmermann (2014), the researcher found that family consideration was one of the consideration for the women to migrate.

Marital status also being a factor that people migrates from one country to another country. Based on Migration Survey Report (2015), 6.2% people migrate because of marriage and divorce. Several researchers have concluded that the most distinguishing feature of female migration which makes it different from male migration is marriage. According to Migration Survey Report (2015), it shows that statistic marriage and divorced in 2013-2014 1.9% increase 0.1% in year 2014-2015 2.0%. Yet, Kulu & Milewski (2007) defined that the single person would move over longer distance compared to the marriage person but the marriage person was move over another places to follow their other half. Furthermore, in another research it defined that one of the reason that international migration occurred was due to the marriage status either they followed their other half that had already had own business there or to look for a spouse over there (Balk, Montgomery & Liu, 2011).

2.3 Living Standard in the Host Country

According to Khosa & Kalitanyi (2015), it defined that there are many factors that cause people to migrate, one of the most cases is the migration occurred due to people wanted to improve the current living standard and getting a better opportunities. Yet, from this point of view it can be seen that most of the people migrate due to the living standard issues. Next, as Wilayah Persekutuan Kuala Lumpur is a city that fulfil with complete facilities and public transports hence there will be one of the reason that those migrant choose this place as their destination to migrate. Instead, those migrant will make used of this opportunity and then build up their own business at there because the migrants believe that the resident in Wilayah Persekutuan will have the ability to buy and pampered themselves.

Furthermore, as shelter, food, education, environment is the basic need for everyone. When these kind of conditions in a place is not perfectly instead people will started to get a place to improve the situation. In the paper of Gaston & Nelson (2002), it mentioned that peoples migrate in search of better food, shelter and fortune so these will cause the international migration occurs as the peoples left the mother country due to this reason. Hence, international migration will occur at this stage but in order to survival in the new place so those migrant will have to choose to join the business entity or work under people.

Moreover, sometimes there are lack of availability of opportunities in the home country. Hamid (2010), showing that most of the migrant due to the non-availability of opportunities in the places hence it is hard to earn sufficient fund for livelihood. Based on this statement, it can be explained that when peoples face the problem of lack of sufficient fund for livelihood and it affect their living standard hence they will start to think how to improve it and it lead the international migration occurred. On these reason, when those migrants choose Wilayah Persekutuan Kuala Lumpur as their destination so as to maintain the livelihood they will seek for the availability of opportunities for open their business.

The living standard in each country was different due to the economy reason. According to Alonso (2011), the cause of international migration can be happened because of the differences in living standard among the countries. So when there is a place is better people will try to move from the original to the better one. Based on the report on Household Expenditure Survey 2014 it defined that the Monthly Household Consumption Expenditure in Wilayah Persekutuan Kuala Lumpur was RM5559 per month so those migrant will figure out that the living standard in this place was higher because the monthly expenditure for the residents was high enough. Besides, it will be one of the attraction for the migrant to build up their own business due to the purchasing power for the residents in Wilayah Persekutuan was higher hence they will willing to paid for quality products.

2.4 Business Opportunity in the Host Country

Business opportunity is define as an activity of entrepreneurship that makes use of the gap that exists in the market (Khosa & Kalitanyi, 2015). Therefore, business opportunity is one of the factors that influence entrepreneur to start-up Small-Medium Enterprise (SME) by migrating to Kota Bharu. Cities with the high ratio of industrial structure are more likely to have high population of people migrating as source of employment (Chen & Coulson, 2002). Normally, entrepreneurs have the intention to start-up a business in a place of high business opportunity. This influence those to move from origin state in order to look up for jobs. Thus, it makes a development city to receive a huge amount of people to living.

Entrepreneur who migrant commonly had a pleasant characteristics in order to start-up business. Through some studies, it was discover that migrant have a professional profile that enables them better access to start-up business with capital from financial institutions of the host country (Khosa & Kalitanyi, 2015). Moreover, they also highly educated and some hold degree from university in the host country. It is a necessities for entrepreneur to be proficient in English language

as it a medium of communication in running a business. Generally, local entrepreneur do not hire co-ethnic employees but the hire host-country employees as well by providing employments to locals.

Similarly, engagement in business venture may be a concrete reason to migrate from one place to another. Working in the overseas may enable migrants to acquire new skills and enhance knowledge while provide crucial input in starting up a business (McCormick & Wahba, 2003). Thus, migrants potentially carry entrepreneurship as a medium to migrate. This reflects, at a time being, migrants from host country tend to migrate in order to start a new business and gain new knowledge.

Migration not only an action of movement between places but also influence on the lives of individual and the growth of economic. Business opportunity in certain places able to create idea for those who interested in start-up a new business. According to Hossain (2001), poverty has been the main push factor for the migrants who were engaged in business sector. Furthermore, people migrate internationally due to attraction of the livelihood opportunities at the host country. However, a majority of them were found engaged in contractual or temporary employment in foreign countries, and usually after completion of the tenure they back home in most of the cases.

In countries with high level of migration, it may particularly play an important role in determining the economic outcomes (Woodruff & Zenteno, 2007). Migration may help overcome capital constraints to entrepreneur who searching for a business opportunity. It make migrant came up with an idea to start-up a new business in the place of migrated. It creates migrants to look up for a better financial institution in order to run the business. Thus, places with good business opportunity will be the benchmark to migrate from one place to another.

2.5 Strategic Location in the Host Country

One of the factors of migration among people is strategic location and the opportunities that have in the chosen area especially in start-up a new business. There are seven categories criteria in choosing site location which is performance measures, population structure, economic factors, competition, saturation level, magnet and store characteristics that can help business in reaching their sales volume, store profits, market share, retail patronage and price elasticity (Turhan, Akalin, & Zehir, 2013).

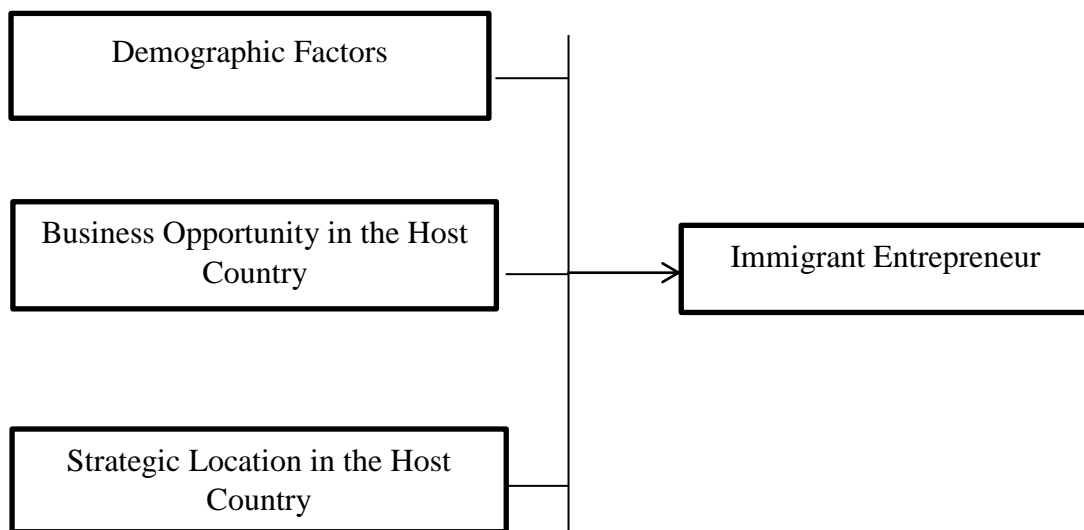
Good location will attract the migrants to start-up their business in the new environment. In the paper of Viet Cuong & Mont (2012), it defined that when there are some entrepreneurs had moved their business to other sectors or other places thus it will be a space for the new migrants yet in this situation the new migrant will found that this will be the strategic location for them to open up their business because the demand in the location is still open and not yet replaced by the local entrepreneur. Hence, it can be relate the strategic location is one of the important elements that cause the international migrants migrate from their country to a new country and start-up their business in the new place.

Next, when choosing a strategic location there are some criteria. For examples, raw materials availability, suitable land and the availability of utilities are one of the criteria in choosing the strategic location. Peoples will base on the criteria to seek a strategic location. According to Sharma, Phanden & Baser, (2012) the raw materials and utilities are needed in the operation of any production process for example water, fuel, electricity and all the facilities that will help in running up the business. As information, Malaysia is a place that full of resources and raw materials. Hence, those international migrants will try to get a location that easy to access raw materials, utilities so that it will be easy for them to start-up their business.

Furthermore, in Malaysia there are free industrial zone such as Mukim of Plentong- Johor Bharu, Pengkalan Kubor- Tumpat Kelantan, Bukit Kayu Hitam, Mukim of Kapar- Klang Senagor. According to Yeow & Ooi (2009), when the companies operating in a free industrial zone they could enjoy the duty-free imports of raw materials, which included packaging material, machinery and equipment yet the entrepreneurs will be also exempted from the payment of sales tax, excise duty and service tax. As free industrial zone is a strategic location which the entrepreneur can excluded from the payment of sales tax, excise duty and service tax thus it will be attract those international migrants migrate due to the free industrial zone.

2.6 Research Framework

A research framework in the following Figure 2.2 is constructed to investigate the relationship between the determinants factors and youth engagement based on the literature review. Demographic factors, living standard in the host country, business opportunity in the host country, strategic location in the host country was the independent variable and immigrant entrepreneur was the dependent variable.



2.7 Conclusion

From the study, it can be concluded that there are getting higher population of immigrant entrepreneur, yet the coming of them bring pros and cons to Malaysia. If the government didn't take action to control on these case there will be many issues that bring out either in side of economy or in general. Thus, it is important to know that what are the factors that influence those immigrant entrepreneur to move from their homes country to Malaysia. As the result show, demographic factors, living standard in the host country, business opportunity in the host country, strategic location in the host country were the factors that influencing on the case of immigrant entrepreneur to move from their country to Malaysia and start-up their SME's over here. For the action, government should play role by introduce some policies to control the amount of international migrant.

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Factors Influencing Recycling Behavior among Community: A Conceptual Framework

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1. Introduction

Recycling is one of the best ways to have a positive impact on the world in which we live. Recycling is important to both the natural environment and us. The people must act fast as the amount of waste we are creating is increasing all the time. According to Solid Waste Management and Public Cleansing Act 2007 (Act 672), recycling means collecting and sorting of solid waste for the purpose of producing output (Chiang, 2011).

Rapid development and increasing urbanization rate in Malaysia has an impact on society today. This situation requires the continued commitment of local authorities, especially in managing solid waste disposal system through recycling program (Radzuan, 2004). However, this commitment is not only responsible by the government but it requires the cooperation of the entire populations in Malaysia. Recycling program is one of the strategies to address the increased risk of rubbish in waste disposal sites in the country.

According to United States Environmental Protection Agency (2015), recycling is the process of collecting and processing items that work otherwise be thrown away and turning them into new product. The material that a community should collect in a recycle program from residents are newspapers, used motor oil, aluminum cans, plastic bottles, rechargeable batteries, steel cans and so on.

There are two main methods of collecting materials for recycling are unsorted and this is the easiest method of recycling. The mixed waste is collected by the waste contractor and taken to an MRF (Materials Recovery Facility) where the recoverable elements such as paper, cans and plastics are separated. The advantage of this system is, it is not normally required to separate the recyclables at source and store them separately prior to uplift by the contractor (John Tierney, 1996).

MRFs are still not familiar and normally restricted to urban areas, but more are being planned as an economical facility to help to meet recycling targets. The negative

aspect of this system is that the staff's and student's awareness of waste issues is not reinforced, as they do not have to make an effort to be careful with their use and disposal of resources.

Next, the method of collecting materials for recycling is segregate. Material for recycling is separated out by individuals throwing away their waste. This has the benefit of encouraging staff and students to be aware of how much they use and throw away, although careless segregation by individuals can lead to contamination problems. It is extremely useful in raising general environmental awareness as, in many case, it is the only visible difference that individuals can make. This system is also time efficient for caretaker or cleaning staff as they will not have to sort the waste manually. Types of materials suitable for sorting include office paper, toner cartridges, drinking cans and bottles, as well as cardboard and wood (John Tierney, 1996).

Many benefits can be gained by recycling, not only beneficial to humans, but also to animals and the environment. Recycling potentially addresses the shortage of landfill sites. It creates knowledge to Malaysians that our country is suffering from a shortage of landfill sites. This is because, every day the quantity of waste in Malaysia is increasing. Not impossible, someday residential areas also will be used as landfill.

Recycling would be able to reduce the amount of waste sent to landfill and conserve natural resources such as timber water and minerals. Recycling also will avoid pollution by reducing the need to collect new items. Moreover the benefits of recycling can reduce the greenhouse effect that will contribute to global climate change to help sustaining the environment.

In addition, recycling can be profitable. Most of the population of less income, can hone their talents to produce something new out of materials that do not want to use anymore. For example, newspapers can be innovated into a basket of beautiful and interesting material. Other various handicrafts can be produced from newspapers or even old tires. Next, crafts, handicrafts produced can be marketed at a reasonable price.

Other than that, the problem of the greenhouse effect can be reduced through recycling. According to the study, the production of new goods from raw materials to use more energy than producing new stuff from discarded items. Gases released from the factory, such as carbon monoxide, sulfur oxide and methane is the cause of the greenhouse effect, which will lead to global warming. This happens when a lot of energy used when producing materials (The star online 2 December 2015).

Next, the disadvantage of recycling is high upfront capital costs. Recycling is not generally cost-effective. Developing another waste recycling unit takes up a considerable measure of capital. The accompanying expenses includes purchasing various types of utility vehicles, upgrading the recycling unit, waste, and chemical disposal and tutoring local people by starting valuable projects and classes (Shanmugapriya S, 2015). Furthermore, recycling destinations are constantly unhygienic, risky and unattractive. Quite often discover unhygienic, undesirable and unattractive conditions. An area where each way of waste is heaped gives a decent

ground to the development of debris and spread of irresistible infections. The unsafe chemicals from these wastes can likewise be dangerous.

On top of creating enormous contamination, the entire recycling process postures wellbeing dangers for devoted people in charge of recycling these waste items (Kiruthika P, 2015). Recycling is not across the board on expansive scale. Even though recycling assumes a greater part in lessening the rate of contamination, the procedure has not been generally embraced and developed. Unfortunately, recycling still is only a little piece of long-term achievement. Recycling is for the most part basic in schools and homes and has not hit a greater point of reference, for instance, it has not been completely utilized at local industries or comprehensively at a worldwide stage. Preservation of trees at school is exceptional to the massive destruction of trees and oil slicks occurring at industrial levels (Shanmugapriya S, 2015).

Recycling huge amounts of rubbish will require separate factories. This could bring about more contamination and energy consumption for cleaning, sorting, storing and transporting waste materials. The requirement for additional bins for various types of junk will likewise be required. This can equate to more trucks to lift them up, expanding air contamination (Shanmugapriya S, 2015). In conclusion, recycling programs is important to environmental surrounding and community because there a lot of advantages of recycling compared to disadvantages of recycling.

The disposal of material is being increasing from day to day due to higher number of population, rapid growth of immigration and the urbanization development and other situation like lifestyle, for example food intake.

Malaysia has achieved high level of organic waste which are 45% compared to United States, 25%, Japan, 26% and Germany, 14% (Shahrom Md Zain, 2012). In Malaysia, on average, the recycling rate is measured at 10.5% of the level of organic waste. Malaysia Government through National Department of Solid Waste (JPSPN) wanted to achieve the national rate of 22% by 2020.

Malaysia citizens estimated throwing 7,986.47 tons of rubbish per day. That's the new data recorded from Solid Waste Management and Public Cleansing Corporations (SWCorp). SWCorp is the agency tasked with implementing the "Separation of Solid Waste at Source" programmed stated on 1st September 2015. Deputy Chief Executive Officer (Technical) SWCorp, Dr Mohd Pauze Mohamed Taha said that, the solid waste especially foods waste are the highest rate of waste disposal with 204,421.13 tons per month (Nurlela Zulkipli, 2016).

National Department of Solid Waste (JPSPN) found the solid waste formed by 45% of the total 29000 tons of solid waste it produced in a day in Malaysia. Deputy Minister of Urban Wellbeing Housing and Local Government Dato Halimah Mohamed Sadique said "that amount is the result of the study during the first 5 months of this year 2013". Moreover, in Food and Agriculture Organization of the United Nations (FAO) estimate 1.3 billion tone solid waste that produce every year at the same amount of food production in Sub-Sahara Africa (Shahieda, 2013).

Research composition waste household at 2015 from SWCorp showed that food wastes are the higher composition which is 40% from solid waste followed by plastic waste 14%. Moreover, he said that from the same research that have been done, about 15,000 ton per day foods which are wasted that can give to 11 billion people with three times serving per day and the weight average for one serving to each people are 0.45 (kg) (Nurlela Zulkipli, 2016).

In year 2015, capacity of solid waste domestic in Malaysia is about 38,000 tons per day. According to Dr Mohd Pauze, these scenarios are the big issue and have to manage solid waste systematically. Besides, at 2017, about 37000 tons per day of waste generated. This means about 13.5 million tons of waste produced each year. That amount as large as 30000 airplanes Airbus A380 parked in a wide area. The implementation of regulations that enforced segregation of solid waste by the government to prove that it's time we change the attitude towards the cleanliness of the environment (Amira, 2017). (SWCorp) shows that in last year more than 85,000 warning letters were issued to the owner of the premises inspected throughout the country due to the failure to implement the separation of solid waste (Amira, 2017). In other words, the total of solid waste in Malaysia had increased from 29000 tons of solid waste produced to 37000 tons per day from 2013 to 2017. This indicates that the solid waste had increased with the amount of 8000 tons over three years. Statistics relating to the management of solid waste in the country showed that it is increasing from day to day in line with economic growth.

This situation has created problems due to lack of understanding towards systematic management of solid waste. They propose a management model based on solid waste on the needs of local communities. This statement can be proved when SWCorp, Chief Executive Officer Datuk Ab. Rahim Md. Nor said, the current rate is only 10.5% compared to other developed country which have reached more than 40% (Zamani, 21 April 2015). Thus, it is fruitful to study the factor that influencing recycle program among community in order to overcome any pollution or uncontrolled waste material among the community.

The objective of this paper is to discuss factors such as environmental awareness, environmental knowledge and people's attitudes that influence recycling behavior among community. For this purpose, this paper continues with the discussion of previous literature with regards to environmental awareness, environmental knowledge and people's attitudes that influence recycling behavior. The article later presents a conceptual framework and finally comes to the conclusion parts.

2. Literature Review

2.1 Recycling Behavior

The theory of planned behavior considers that attitudes, subjective norms and perceived behavioral control that is, belief that one has full control over one's actions are the three direct antecedents of an intention to behave. Perceived behavioral control is also hypothesized to have an additional direct influence on behavior (Boldero, 1995).

Total waste problem comes when a growing number of people getting up next to a quote Variety of Products Marketed mostly using a variety of materials such as plastic and paper as wrapping medium to the material. The situation is exacerbated with lackadaisical attitude of society and is not concerned with the Environment. Most of solid waste generated in Malaysia is managed by Local Authorities (LAs). One of the steps taken by local authorities to reduce the amount of garbage next to save economy is recycling. Although various recycle program is run, but most of the programs are not expected to reach the goal of creation. Thus, this study to be carried out to see weakness arising next to try to find a way to increase public awareness behavior about the importance of recycling. Recycling is important because most of the waste collection Centre in Malaysia has been filled and there are some of them were closed.

This study is important to know the practice of recycling among residents in Kota Bharu. Although there are many problems that arise as a result of inefficient management of waste, but the local people do not seem to take care of this problem. Many people also take public apathy and just hand the problem of waste and its management to the local government to manage it. The next recycling program carried out in 2000 and an average result remains the same. In this case, the attitude of the public is a major factor recycling program failure. This is so because society does not make recycling as part of their lifestyle or habits (Mohd Hairy Ibrahim, 2006).

2.2 Environmental Awareness

Recycling is the best activity that Muslims can do to clear up the surrounding and they must participate in daily life. Recycling means the recovery of waste from items by reuse for other purposes (Shahrom Md Zain, 2012).

The level of recycling awareness is relevant to the environmental education (Hanan Mohamed Hassan Elsawahli, 2010), and the education plays an important role in the community recycling awareness (P. O. U. Adogu, 2015). The recycling principle was introduced to waste management to reduce the uncontrolled the waste disposal of items and materials (Mas Anom Abd Rashid, 2015).

An environmental awareness is a combination of motivation, knowledge and skills (Harju-Autti, 1999). A large number of community aware and have positive thinking about the recycling and they agreed that proper waste management may give them healthy environment and better health. The recycling rate is too low and did not gain waste management practiced (Mas Anom Abd Rashid, 2015).

Recycling awareness between community helps in cleaning up the environment and participating in the daily life cycle to save our nature and surrounding from disposal of waste material. Thus, it is predicted that environmental awareness has a relationship with recycling programs.

2.3 Environmental Knowledge

Studies in the literature focus heavily on the antecedents of individuals' participation in recycling and their environmental knowledge environmental knowledge (De Young, 1989; (Nyamwange, 1996); (Margai, 1997); (P. W. Schultz, 1999); (Do Valle, 2004); (Thøgersen, 2006); (Goldsmith, 2011); (Viscusi, 2011); (Fiorillo, 2013). Environmental knowledge refers to have a thought regarding the connection between person and the universe, a considered securing the earth, and an essential for executing it (Siti Nor Bayaah Ahmad, 2010). Jasmine Adela Muntaga (2012) recommended that recycling behavior relies upon individual and social standards and there is a positive connection between recycling knowledge and recycling tendency of people. Arbuthnot (1975) uncovered that recycling behavior is related with environmental sensitivity and personal characteristics. Their review contended that the natural attentions to American customers are lower than their French counterparts.

A ton of studies have likewise highlighted the significance of this component; some of these include (Oskamp, 1998), (Harland, 2007) who in separate studies explored the connection between observed recycling behavior and individuals' "belief in/knowledge of the benefits of recycling". The researchers concluded that, "residents who believed more strongly in the benefits of recycling were more likely to be participants in the recycling programs" (KD Brownell, 2009).

Based on a research conducted by Mamady (2016), it is stated that the logistic regression model showed that only sex, education attainment, and income made significant contributions to prediction. The odds of a woman being knowledgeable of the health effects related to waste mismanagement were 0.59 times lesser than the odds for man. At the same time, the respondents having no education, primary education and secondary education were respectively, more averse to know the implication of waste in infection causation (Mamady, 2016). Hence, it is anticipated that environmental knowledge has a relationship between recycling programs.

2.4 People's Attitude

In environmental psychology, there are several theories that explain the program of recycling as a behavior of pro-environment (PEB) included Schwartz's Norm Activation model, the theory of Reason Action, and the theory of Planned Behavior .The theory of Planned Behavior assumes that attitudes have a causal impact on behaviors through the mediation of behavioral intention (Mannetti, 2004).

Based on Shove (2004), they found that the consumption pattern in producing and fewer the consumption patterns should be altered to reduce the amount of waste produced. Mostly, disposal methods particularly on landfill and incineration that can be reduced by geographical location and demographic variable. Although, most participant had a responsibility to contribute to positive waste management activities but few participants were good at managing their waste in terms of door-to-door collection services. The idea that people can be persuaded to change their behavior supposed that behavior is something that can be adjusted at will.

Recently, researchers have examined the relationship between people's attitudes and behaviors conservation recycling. Most studies report a positive relationship

between attitude and behavior of recycling conservation. It is important to understand attitudes about recycling, because community will not involve in this program if they did not see the benefit that they will get (Mckenzie-Mohr, 1999). It may be consider for by the observation that, since recycling has reached the point, an individual attitudes are not as important as they perhaps once were (P. W. Schultz, Oskamp, S. & Mainieri, T., 1995). Therefore, it is anticipated that people's attitude has a relationship with recycling behavior.

3. Conceptual Framework

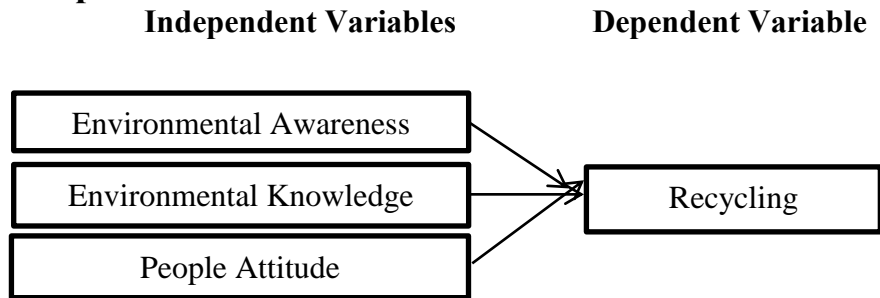


Figure 1.0: Framework (dependent and independent) for factors influencing recycling behavior among community.

The conceptual framework postulated in figure 1.1 shows the dependent variable and independent variables. The dependent variable of this study is the recycling behavior meanwhile independent variables in this study are environmental awareness, environmental knowledge and people's attitude.

To conclude, this study hypothesizes that there is a positive relationship between environmental awareness, environmental knowledge, people's attitude and recycling behavior among community.

4. Conclusion

This paper aims to discourse three independent variables, which are environmental awareness, environmental knowledge and people's attitude towards recycling behavior among community. Knowledge with regards to recycling can ensure the community to be more responsible about the recycling program that will finally save the environment. The benefits that they can achieve from recycling may avoid harmful environmental effects.

As disposal of waste materials is gradually increasing from time to time, community as well as local authority should give greater attention to solve the problem of waste materials. For instance, Kota Bharu Municipal Council (MPKB) as local authorities, which is responsible to handle this problem, should provide adequate facilities to the city. Consequently, it is important for the local authorities and community to know about the important of recycling that may save the environment.

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Pelaksanaan Pengajaran Mata Pelajaran Kurikulum Bersepadu Dini Dalam Kalangan Guru SABK Negeri Kelantan

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Abstract - *Kajian ini adalah berbentuk kuantitatif yang menggunakan borang kaji selidik. Ia bertujuan untuk melihat pelaksanaan Kurikulum Bersepadu Dini dalam kalangan guru KBD di SABK Negeri Kelantan dari aspek persepsi guru terhadap pelaksanaan KBD, kaedah-kaedah yang digunakan guru mata pelajaran KBD dalam proses pengajaran yang menggunakan bahasa kedua serta mengenalpasti masalah dan kekangan yang dihadapi para guru dalam melaksanakan KBD di SABK Negeri Kelantan. Diharap maklumat yang diperolehi daripada hasil kajian ini dapat membantu guru KBD dan pihak berkenaan untuk menyelesaikan permasalahan yang timbul dalam pelaksanaan KBD bagi memperkasakan sistem Pendidikan Islam di Malaysia.*

Keywords: Pengajaran, Kurikulum Bersepadu Dini, SABK Negeri Kelantan

1. Pendahuluan

Kurikulum Bersepadu Dini (KBD) merupakan antara kurikulum terbaru diperkenalkan dalam sistem pendidikan Menengah di Malaysia. KBD dilaksanakan di semua 180 buah Sekolah Agama Bantuan Kerajaan (SABK) dan SMKA yang terpilih di seluruh Malaysia. KBD dilaksanakan bermula pada 2015 secara berperingkat-peringkat. Di SABK Negeri Kelantan, KBD dilaksanakan pada tahun 2106.

KBD dilaksanakan bagi menggantikan Kurikulum yang sedia ada iaitu Kurikulum Azhari seterusnya menyelaraskan sistem Pendidikan Islam di SABK seluruh Malaysia. Kurikulum yang ditubuhkan berasaskan Kurikulum Azhari ini menggunakan medium bahasa kedua iaitu Bahasa Arab sebagai bahasa penghantar.

Isu pengajaran dan pembelajaran komponen Pendidikan Islam menggunakan Bahasa Arab sudah tidak asing lagi dalam perkembangan Pendidikan Islam di Malaysia. Ini kerana penggunaan medium Bahasa Arab dalam penyebaran ilmu

agama sudah lama bertapak di Malaysia. Isu ini bermula sejak awal kedatangan pedagang-pedagang Arab yang datang berdagang di Malaysia dan pada masa yang sama berlakunya penyebaran Agama Islam.

Bagi Sekolah Agama Rakyat (SAR), sekolah yang bernaung di bawah Majlis Agama Negeri dan Sekolah Agama Bantuan Kerajaan (SABK) kesemua mata pelajaran agama telah lama diajar menggunakan Bahasa Arab sebelum bermulanya era PPSMI, iaitu pengajaran Matematik dan Sains dalam Bahasa Inggeris pada tahun 2003. (Kamarulzaman Abd Ghani, Irma Martiny Md Yasim, Zaid Arafat, 2014).

Justeru, Kajian yang dijalankan adalah bertujuan bagi melihat persepsi guru terhadap pelaksanaan KBD, mengenal pasti kaedah-kaedah yang digunakan guru mata pelajaran dini dalam proses pengajaran yang menggunakan bahasa kedua serta mengenalpasti masalah dan kekangan yang dihadapi para guru dalam melaksanakan KBD di SABK Negeri Kelantan.

1. Latar Belakang

Kurikulum Bersepadu Dini (KBD) merupakan kurikulum Agama Islam yang direka khas oleh Kementerian Pendidikan Malaysia (KPM), Jabatan Agama Islam Malaysia (JAKIM), dan Lembaga Penasihat Pelajaran dan Pendidikan Agama Islam (LEPAI). Kurikulum ini direka berasaskan Kurikulum Azhari/ al-Azhar bagi mengganti dan menambahbaik Kurikulum Azhari yang sedia ada dan diguna pakai di sekolah-sekolah agama di Malaysia termasuklah Sekolah Agama Bantuan Kerajaan (SABK), Sekolah Agama Negeri dan Sekolah Agama Rakyat Ianya juga telah diiktiraf sebagai kurikulum kebangsaan pada tahun 2012 (Bahagian Pendidikan Islam KPM, 2015).

Matlamat utama pelaksanaan KBD adalah untuk menyediakan pelajar yang seimbang dan cemerlang melalui KBD berasaskan naqli dan 'aqli bagi menyediakan bakal ulama' dan agamawan muthaqqaf. Ianya juga merupakan usaha bagi memartabat dan memperkasakan sistem pendidikan Islam di Sekolah Menengah Agama. Objektifnya bagi memantapkan proses pengajaran dan pembelajaran KBD di sekolah, menggilap potensi dan keupayaan pelajar serta menyelaraskan sistem pengurusan KBD antara KPM dengan kurikulum kebangsaan (Bahagian Pendidikan Islam KPM, 2015).

Dengan adanya kurikulum ini, ianya mampu meningkatkan kualiti komunikasi dan bahasa pelajar yang mampu menguasai asas-asas ilmu pengetahuan dalam kitab-kitab muktabar. Di samping itu, ia juga mendapat kesatuan dalam menghayati manhaj ahli sunnah wal jamaah yang menjadi norma rujukan serta model sahsiah yang unggul. Malah, dengan ini murid yang dilahirkan berpotensi dapat memenuhi keperluan modal insan yang memberi sumbangan kepada kemajuan ekonomi negara dalam pelbagai bidang.

3. Tinjauan Literatur

3.1 Kurikulum Bersepadu Dini (KBD)

Kurikulum Bersepadu Dini (KBD) merupakan kurikulum yang dibina berasaskan Kurikulum Azhari. Kurikulum Azhari merupakan kurikulum agama yang diambil terus silibusnya daripada Universiti al-Azhar. Memandangkan terdapat banyak masalah yang timbul daripada kurikulum ini berdasarkan penyelidikan yang telah dibuat oleh penyelidik-penyelidik terdahulu, KPM dengan kerjasama JAKIM, LEPAI dan MAIN mencari inisiatif baru dengan melaksanakan Kurikulum Bersepadu Dini (KBD) yang berasaskan Kurikulum Azhari bagi mengatasi masalah-masalah seperti ketidaksuaian keperluan pelajar di Malaysia terhadap silibus dan buku teks Kurikulum Azhari, penggunaan laras bahasa yang tinggi, ketiadaan modul pengajaran yang jelas, kesuntukan masa untuk mengajar subjek yang terlalu banyak dan padat serta kelemahan penguasaan bahasa dalam kalangan pelajar itu sendiri (Kamarulzaman et.al., 2015).

Kurikulum ini dilaksanakan secara berperingkat bermula daripada tingkatan satu sehinggalah tingkatan lima. Di Negeri Kelantan, pelaksanaannya sehingga kini di peringkat tingkatan dua dan akan memasuki tingkatan tiga pada tahun hadapan. Murid yang menduduki Pentaksiran tingkatan tiga (PT3) pada tahun hadapan di SABK Negeri Kelantan akan mengambil 3 mata pelajaran KBD sebagai ganti kepada mata pelajaran Pendidikan Islam. Natiyah pelaksanaannya, pelajar yang seimbang dan cemerlang melalui KBD berasaskan naqli dan 'aqli bagi menyediakan bakal ulama' dan agamawan muthaqqaf dapat dilahirkan. Malah, ia juga merupakan salah satu usaha bagi memartabat dan memperkasakan sistem pendidikan Islam di Sekolah Menengah Agama (Bahagian Pendidikan Islam KPM, 2015).

3.2 Mata Pelajaran KBD

Kurikulum Bersepadu Dini menggunakan Bahasa Arab sabagai bahasa penghantar bagi kesemua mata pelajarannya. Kurikulum ini mengandungi tiga mata pelajaran utama bagi peringkat awal perlaksanaannya iaitu mata pelajaran Al-Lughah al-Arabiyyah al-Mu'asirah, al-Syariah dan Usul al Din (Bahagian Pendidikan Islam KPM, 2016).

Jadual 1: Mata Pelajaran KBD

Bil	Mata Pelajaran	Bidang	Ting 1	Ting 2	Ting 3	Dini Tulen		Dini Sains/ Sastera	
						Ting 4	Ting 5	Ting 4	Ting 5
1	Usul Al Din	Al Tauhid	/	/	/				
		Al Tafsir	/	/	/				
		Al Hadis	/	/	/				

		Al Sirah Wa Al Tarikh Islam	/	/				
		Al Akhlak Wa Al Tasawwuf	/	/				
Jumlah			3	5	5			
2	Al Syariah	Al Quran Wa Al Hifz	/	/	/			
		Fiqh Al Ibadah	/	/	/			
		Fiqh Al Munakahat			/			
		Fiqh Al Muamalat			/			
		Fiqh Al Jinayat			/			
Jumlah			2	2	5			
3	Al Lughah Al'arabiah Al Mu'asirah	Al Istima Wa Al Kalam	/	/	/			
		Al Qiraah	/	/	/			
		Al Kitabah	/	/	/			
		Al Mutalah Wa Al	/	/	/			

		Tabir							
		Al Nahu Wa Al Sarf	/	/	/				
Jumlah			5	5	5				
4	Man ahij Al Ulu m Al Islam iyah	Al Mantiq							
		Al Usul Al Fiqh							
Jumlah									
5	Al Adab Wa Al Balaghah	Al Adab Wa Al Nusus							
		Al Balaghah							
Jumlah									

(Bahagian Pendidikan Islam KPM, 2016)

3.3 Sekolah Agama Bantuan Kerajaan (SABK)

SABK merupakan sekolah menengah agama yang dahulunya ditadbir urus oleh kerajaan-kerajaan negeri di bawah Jabatan Agama Islam masing-masing. Masalah-masalah yang timbul dari aspek infrastruktur, sumber manusia dan latihan yang berterusan di sekolah-sekolah tersebut membawa kepada cadangan pengambil alihan oleh kerajaan pusat. Melalui perjanjian persefahaman (MoU) di antara Kementerian Pelajaran Malaysia (KPM) dan kerajaan-kerajaan negeri yang ditandatangani pada 2008 (Ali bin Muda, 2012). Sehingga kini SABK di seluruh negara mencecah bilangan 180 buah. Bilangan ini jauh lebih besar berbanding Sekolah Menengah Kebangsaan Agama (SMKA) yang berjumlah 58 buah semuanya (Bahagian Pendidikan Islam, 2017)

Manakala bilangan Sekolah Agama Bantuan kerajaan (SABK) di Negeri Kelantan adalah sebanyak 22 buah sekolah.

Jadual 2: Sekolah-sekolah Agama Bantuan Kerajaan (SABK) Negeri Kelantan

BIL	SABK NEGERI KELANTAN
1	Sekolah Menengah Ugama (Arab) Al Muhammadiyah, Kota Bharu
2	Sekolah Menengah Ugama (Arab) Darul Iman, Jelawat
3	Sekolah Menengah Agama Tengku Amalin A'ishah Putri, Panji
4	Sekolah Menengah Ugama (Arab) Al Yunusiah, Banggu
5	Sekolah Menengah Ugama (Arab) Al Kauthar, Banggu
6	Sekolah Menengah Ugama (Arab) Darus Salam, Kuala Krai
7	Sekolah Menengah Ugama (Arab) Saadatul Qura, Kuala Krai
8	Sekolah Menengah Ugama (Arab) Al Falah Siram, Alor Pasir
9	Sekolah Menengah Ugama (Arab) Al Ulum, Tendong
10	Sekolah Menengah Ugama (Arab) Al Balaghul Mubin, Chetok
11	Sekolah Menengah Ugama (Arab) Diniyah, Pasir Mas
12	Sekolah Menengah Ugama (Arab) Mardziah Jabo, Pasir Mas
13	Sekolah Menengah Ugama (Arab) Nurul Ittifak, Pasir Puteh
14	Sekolah Menengah Ugama (Arab) Tarbiah Islamiah, Selising
15	Sekolah Menengah Ugama (Arab) Ittifakiah, Pasir Puteh
16	Sekolah Menengah Ugama (Arab) Tarbiah Islamiah, Lalang Pepuyu
17	Sekolah Menengah Ugama (Arab) Arabiah, Gual Ipoh
18	Sekolah Menengah Ugama (Arab) Mardziah, Wakaf Bharu
19	Sekolah Menengah Ugama (Arab) Darul Ulum, Tanah Merah
20	Sekolah Menengah Ugama (Arab) Al Fitrah, Tanah Merah
21	Sekolah Menengah Ugama (Arab) Nurul Huda Kajang Sebidang, Tumpat

(Bahagian Pendidikan Islam, 2016)

3.4 Pelaksanaan Pengajaran

Pengajaran mata pelajaran KBD dilaksanakan di SABK seluruh Malaysia dengan menggunakan medium Bahasa Arab sebagai bahasa penghantar dan pengajaran di sekolah. Namun, sejauh manakah penggunaan Bahasa Arab dalam proses Pengajaran dan Pemudah Cara di sekolah diaplikasikan sepenuhnya oleh guru KBD dan pelajar. Resolusi daripada Seminar Pemantapan Kurikulum Sekolah Agama Bantuan Kerajaan Peringkat Kebangsaan 2008 antaranya mengusulkan Bahasa Arab sebagai bahasa

penghantar dan pengajaran bagi mata pelajaran agama di SABK adalah diwajibkan (Kamarulzaman et al., 2015).

Terdapat banyak modul pengajaran yang menggunakan bahasa kedua seperti subjek sains dan matematik yang diajar menggunakan Bahasa Inggeris iaitu modul PSSMI. Konsep yang digunakan ini hampir sama dengan pelaksanaan pembelajaran KBD. Malah, penggunaan Bahasa Arab di dalam pengajaran komponen Pendidikan Islam juga sudah lama bertapak di sekolah-sekolah agama di Malaysia. Namun dalam konteks pengajian komponen Pendidikan Islam yang menggunakan Bahasa Arab sebagai bahasa penghantar ini masih belum terdapat kajian khusus (Kamarulzaman et. al, 2016).

Menurut kajian yang telah dijalankan oleh Kamarulzaman Abd Gani et al. (2014), tahap penggunaan ciri-ciri metodologi CLIL dalam pengajaran dan pembelajaran mata pelajaran Fiqh Kurikulum al Azhar keseluruhannya berada pada tahap sederhana tinggi. Keadaan ini memberi gambaran sebenar pelaksanaan pengajaran dan pembelajaran mata pelajaran Fiqh Kurikulum al Azhar yang menjadikan Bahasa Arab sebagai medium pengajaran kepada murid. Hal ini menunjukkan bahawa ciri-ciri metodologi CLIL ini memang diamalkan oleh guru-guru mata pelajaran Fiqh Kurikulum al Azhar walaupun tidak diterapkan dan dilaksanakan secara rasmi dalam pengajaran dan pembelajaran.

Kajian yang telah dijalankan oleh Kamarulzaman Abdul Ghani et al. (2104) juga menggambarkan bahawa guru-guru menerapkan amalan ciri-ciri CLIL "Content and Language Integrated Learning" yang bermaksud integrasi kandungan dan bahasa dalam pengajaran dan pembelajaran. Pendidikan Dwi - fokus ini menggalakkan perkongsian, mewujudkan pembelajaran aktif dan menggalakkan pembelajaran berpusatkan aktiviti dan murid. Kaedah ini juga membantu murid meningkatkan penguasaan mereka dalam Bahasa Arab terutama bagi bukan penutur Arab.

Anwar Zainal Abidin (1993) menyatakan Pengajian Bahasa Arab merupakan nyawa kepada pengajian Islam. Ini kerana pengajian Islam memerlukan kemahiran dan penguasaan bahasa yang tinggi kerana kebanyakan ilmu-ilmu pengajian islam bersumberkan rujukan yang ditulis dan diolah menggunakan Bahasa Arab. Sekiranya Bahasa Arab dapat dikuasai dengan baik, corak pengajian dalam membentuk pemikiran dan perkembangan pengetahuan pelajar dapat dilalui dengan mudah. Malah, proses pembudayaan Ilmu dapat diadaptasi dengan pantas (Kamarul Shukri Mat Teh et al., 2008).

Memandangkan pelaksanaan KBD berada di peringkat awal, sehingga kini ianya masih belum mendapat perhatian dan kajian khusus berkenaan dengannya. Ketiadaan modul pengajaran yang jelas dikemukakan kepada guru KBD sebagai panduan dan rujukan dalam proses Pengajaran dan Pemudah Cara (PdPC) mengikut kajian Kamarulzaman et al., (2016) menjadi tanda tanya kepada penyelidik bagaimanakah guru KBD melaksanakan kurikulum ini tanpa modul dan panduan yang jelas serta latihan perguruan yang belum disediakan kepada kebanyakan guru KBD. Rentetan daripada permasalahan ini mengakibatkan guru KBD terpaksa melalui pelbagai cabaran dan kekangan dalam melaksanakan proses pengajaran di sekolah.

Peranan guru dalam melaksanakan pengajaran mata pelajaran Kurikulum Dini amat penting bagi menjayakan objektif asal pelaksanaannya. Ianya turut disokong oleh

pandangan Kamarulzaman et al. (2015), kemahiran guru melaksanakan pengajaran kurikulum ini merupakan perkara asas dalam menentukan kejayaan pelaksanaannya. Ianya disebabkan oleh kurikulum yang baharu dan belum pernah diperkenalkan oleh KPM tanpa modul pengajaran yang jelas diberikan. Menurutnya, menjadi satu keperluan asas bagi membina konsep dan pendekatan yang berasaskan acuan Malaysia melalui penghasilan ilmu baru dan seterusnya modul tersebut menjadi panduan dan rujukan yang jelas kepada KPM dan para guru khususnya.

Menurut Ali b Muda (2012), Proses Pengajaran dan Pemudah Cara (PdPC) bahasa Arab untuk para pelajar Malaysia memerlukan guru yang cekap dan terlatih dalam pedagogi PdPC bahasa untuk bukan penutur. Di antara mengajar bahasa ibunda dan bahasa kedua atau bahasa asing ada perbezaan yang besar. Untuk mengajar bahasa kedua kepada bukan penutur memerlukan kemahiran tentang kaedah, teknik, pendekatan dan strategi yang khusus dan berbeza dengan mengajar ilmu agama.

Kajian-kajian berkaitan Kurikulum Bersepadu Dini masih belum mendapat perhatian ramai kerana pelaksanaannya yang masih baru. Justeru, kajian ini amat wajar dilaksanakan bagi meningkatkan lagi kualiti dan prestasi pelaksanaannya. Secara tidak langsung, kajian ini mampu mengatasi masalah yang terdapat pada Kurikulum Azhari iaitu kelemahan dan kekurangan kurikulum lama seperti tiada panduan mengajar, latar belakang guru yang tidak terlatih, buku teks yang menggunakan aras Bahasa Arab yang tinggi serta kelemahan Bahasa Arab pelajar (Mohamad Mansor & C. Kamarudin 2003)

Berdasarkan kajian yang lepas, terdapat kekurangan dan kelemahan yang dihadapi oleh guru-guru dan para pelajar yang menggunakan kurikulum Azhari. Kurikulum Azhari didapati kurang sesuai dengan tahap pelajar Malaysia khususnya Pelajar SABK di Negeri Kelantan kerana isi kandungan, laras bahasa yang digunakan terlalu tinggi dan ketiadaan modul pengajaran yang jelas, kesuntukan masa untuk mengajar subjek yang terlalu banyak dan padat serta kelemahan penguasaan bahasa dalam kalangan pelajar itu sendiri (Kamarulzaman et al., 2015).

Berikutan daripada hasil kajian Kamarulzaman, Ab Halim, Rahimi & Mohd Amin (2011) menyatakan bahawa penyediaan dan pelaksanaan pengajaran dan pembelajaran berasaskan buku teks Kurikulum al-Azhar yang digunakan di SABK Negeri Selangor harus dikaji semula berikutan daripada laporan kajiannya didapati bahawa penilain guru terhadap buku teks kurikulum tersebut adalah di tahap lemah kerana para pelajar tidak dapat memahami dan menguasai isi kandungannya tanpa bantuan sepenuhnya daripada guru. Penggunaan laras dan gaya bahasa yang tinggi tidak bersesuaian dengan keupayaan bahasa pelajar.

Mengikut Kamarulzaman et al., (2011) sukatan pelajaran Kurikulum Al-Azhar dibina menggunakan bahasa pertama iaitu Bahasa Arab untuk pelajarnya yang menggunakan bahasa itu sendiri dan bersesuaian dengan keperluan mereka. Namun, pelajar-pelajar SABK yang menggunakan bahasa kedua yang berbeza aspek kemahiran berbahasa dan laras bahasa dikatakan tidak bersesuaian dengan keperluan mereka.

Oleh yang demikian, tindakan daripada permasalahan tersebut, KPM dengan kerjasama LEPAI dan JAKIM mengambil inisiatif menubuhkan kurikulum baru iaitu Kurikulum Bersepadu Dini bagi menggantikan Kurikulum Azhari bersesuaian dengan keperluan

pelajar di SABK Malaysia seterusnya menyelaraskan kurikulum agama yang diguna pakai di SABK seluruh Malaysia. KBD ini telah diiktiraf sebagai kurikulum kebangsaan pada tahun 2012 dan mula dilaksanakan di SABK pada tahun 2015 manakala dilaksanakan di SABK Negeri Kelantan pada tahun 2016 (Bahagian Pendidikan Islam KPM, 2015)

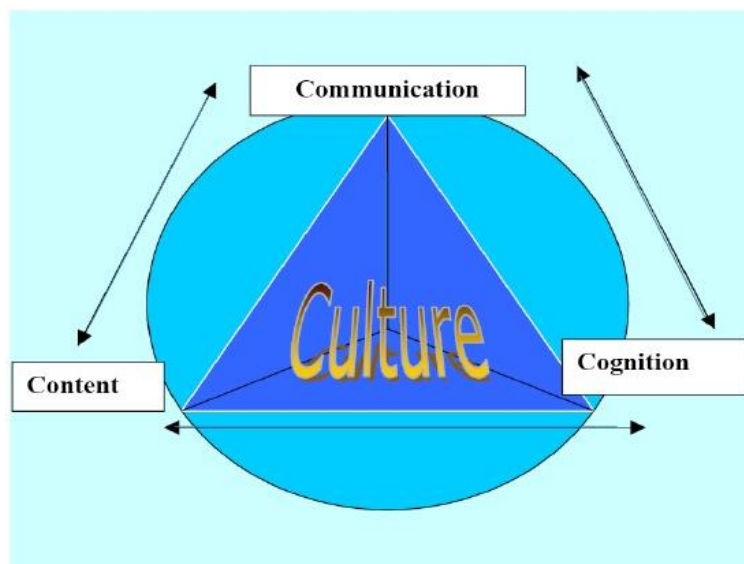
4. Persoalan kajian

Memandangkan KBD ini masih diperingkat awal pelaksanaannya, kajian berkaitan masih kurang dilaksanakan. Oleh yang demikian, penyelidik menjalankan kajian bagi mengkaji persepsi guru terhadap pelaksanaan KBD, mengenal pasti kaedah-kaedah yang digunakan guru mata pelajaran dini dalam proses pengajaran yang menggunakan bahasa kedua serta mengenalpasti masalah dan kekangan yang dihadapi para guru dalam melaksanakan KBD di SABK Negeri Kelantan.

5. Kerangka Konseptual

Kajian ini menggunakan konsep 4Cs Coyle (1999, 2005) sebagai kerangka konseptual kajian. Kerangka konseptual ini dibina berteraskan kepada empat konsep yang perlu diterapkan dalam pengajaran dan pembelajaran dengan pendekatan CLIL. Empat konsep tersebut ialah budaya, kandungan, kesedaran dan komunikasi. Keempat-empat konsep ini saling berkait untuk mewujudkan pendekatan CLIL yang cemerlang dan mencapai objektif sebenar CLIL. Konsep ini dilihat pada aspek kaedah-kaedah yang digunakan guru mata pelajaran dini dalam proses pengajaran yang menggunakan bahasa kedua. Apakah guru-guru KBD menerapkan konsep ini dalam PdPC di sekolah.

The 4Cs conceptual framework for CLIL



Coyle (1999, 2005)

6. Metodologi Kajian

Kajian ini adalah bersifat kuantitatif dengan menggunakan borang soal selidik yang diadaptasi daripada kajian lepas akan diedarkan kepada guru mata pelajaran dini bagi mengkaji persepsi guru terhadap pelaksanaan KBD, mengenal pasti kaedah-kaedah yang digunakan guru mata pelajaran dini dalam proses pengajaran yang menggunakan bahasa kedua serta mengenalpasti masalah dan kekangan yang dihadapi para guru dalam melaksanakan KBD di SABK Negeri Kelantan. Manakala satu set borang soal selidik yang juga diadaptasi daripada kajian lepas akan diedarkan kepada pelajar-pelajar tingkatan dua SABK yang melaksanakan KBD bagi mengenal pasti kaedah-kaedah yang digunakan guru mata pelajaran dini dalam proses pengajaran yang menggunakan bahasa kedua.

7. Kesimpulan

Oleh kerana KBD dilaksanakan dengan harapan untuk melahirkan pelajar yang cemerlang berasaskan naqli dan 'aqli dan menjadikan mereka bakal ulama serta ugamawan muthaqqaf, peranan guru amat penting dalam pelaksanaannya kerana guru merupakan tolgak utama dalam mengemudi kefahaman pelajar. Andai berkesan kaedah pengajaran guru, maka berkesanlah perkembangan ilmu dan penguasaan bahasa pelajar. Oleh yang demikian, Kajian terhadap pelaksanaan pengajaran mata pelajaran Kurikulum Dini dalam kalangan guru di SABK Negeri Kelantan ini amat tepat untuk dikaji memandangkan ia masih baru dan belum ada kajian dijalankan sehingga kini. Hasil kajian ini secara tidak langsung dapat memberi input dalam mengemas kini dan meningkatkan kualiliti pelaksanaan KBD.

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The Effect of ICT on Business Performance In The Rural Small-Scale Aquaculture Industry

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Abstract - *This paper aims to examine the factor influencing business performance in the context of small and medium enterprise (SME) in aquaculture industry in Malaysia. It is trusted that this work would add to the development of research in the range of business performance in the area of aquaculture.*

Design/methodology/approach - *The data for this quantitative study were gathered from 141 participants Report of Fisheries Official (Fisheries, 2014). Smart PLS version 3.0 was used to analyse the relationship of each construct using the structural equation modelling approach.*

Findings – *ICT and Business Performance seems to have negative relationship. While, the relationship between ICT and competitive advantage and relationship between competitive advantage and business performance was found to have positive relationship. The role of competitive advantage as mediator are found to be full mediate in enhance the relationship between ICT and business performance.*

Keywords: *ICT, competitive advantage, Small-medium Enterprise(SMEs), aquaculture, performance.*

1. Introduction

Small and Medium Enterprises (SMEs) accept a fundamental part and shape a broad bit of the private zone in numerous economies around the globe, particularly in developing countries. SMEs are considered as the foundation of financial headway in all nations since they add to 80 percent of general fiscal change (Jutla et al., 2002). According to Naqvi (2011) communicated that the world started to change the point of view of sight when there is certain region included Korea, Japan and Taiwan productive with proposal some part of SMEs in money related change. The dedication of SMEs to the country around the world can be seen by contributing broad scale in the country's Gross Domestic Product (GDP) and monetary change activity. For example, 50 percent in Tanzania and 46 percent in Africa (Akram, 2015). In like manner, SMEs make up more than 90% of affiliations worldwide and record for some place around half and 60% of business. In Latin America, 95% of firms are SMEs, and record for something like 40% and

60% of occupations, ward upon the nation, and contribute 30-half of GDP. In the European Union, it is surveyed that, starting 2003, more than 20 million SMEs (with up to 250 representatives) addressed more than 80 million organizations. In the United States (where little firms are portrayed as those having under 500 authorities), 99.7% of all affiliations fall into the 'exclusive business' class, address a broad section of the country's occupations and contribute most of non-homestead GDP (Vives, 2006).

According to Datuk Yunus Rahmat, Chairman of the Standing Committee on Agriculture and Agro-based Industry, Entrepreneur Development and Cooperative Affairs, (Utusan 16 November 2012) communicated there are typical that more SMEs progression with another kind of industry which has the extensive potential to create in the accompanying coming years. SME is one of the organizations that expect a significant part in the money related change of an isolated country. As demonstrated by the Abdullah and Mustapha, (2009), the piece of the SMEs in the progression of the national economy is adequately tremendous. The essentialness of SMEs is to upgrade the close-by economy which joins urban and nation tenants. In addition, the nearness of SMEs not solely can improve the economy and, honestly, can help the administration to contribute towards destitution destruction. The noteworthiness of SMEs can be seen through the course of action of work openings, progress financial advancement and help create additional capital for greater scale operations. Along these lines, the progression of SMEs is seen as the best approach to overall money related execution and budgetary targets fusing destitution destruction in creating countries (Singh and Belwal, 2008). Unmistakably SMEs won't simply have the ability to open up work open entryways for the inhabitants moreover to help the country lessen unemployment.

Aquaculture, when all is said in done, found to have impacts affected ordinary employments. The fish and fisheries division acknowledge an urgent part in the nation's economy and socio-social life, giving sustenance, work and remote trade (Rahman, 1994). Aquaculture is creating fish and other sea living things. As demonstrated by Kruska et al. (2003) depict aquaculture as "the advancement of seagoing structures including fish, molluscs, scroungers and sea plants with intercession in the raising procedure to make yield rate, for example, conventional stocking, supporting, security from predators, and so on." Aquaculture has experienced real changes running from little scale home level exercises to enormous scale business creating over the most recent two decades (Pillay, 2001). As shown by Edward (1999a) communicated that land and water can be the aquaculture storm basement. Arrive base can incorporate the lake while water base incorporates the stream, sea, lakes and so on that using the limit as the structure.

In Malaysia, for the most part, the piece of aquaculture in the monetary improvement country seen as a disconnected and only a strong segment. From the western experience, progression of a country must be proficient through changes in

the structure of the farming range to present day, complex administration and industry section. At present, the financial change organizers of the country are beginning to comprehend that the provincial range and natural economy should be a dynamic and dynamic part to pass on general headway to most society in the whole country. Aquaculture segment progression should expect a basic part or be a quick impact on the attempts to kill neediness. The Government has recognized aquaculture as an essential hotspot for growing fish creation to deal with family unit request and develop convey potential. In 2014 aquaculture association in the country has realized the generation of around 520.514 tons with an estimation of generally RM3.47 billion. The generation has spoken to 26% of total fish creation. National aquaculture change has exhibited quick progression with a typical yearly advancement rate of 8% for each annum in the midst of the past 10 years. The administration continues focusing on propelling the change of aquaculture through progression programs under the Tenth Malaysia Plan and recorded among endeavors under the National Key Economic Areas (National Key Economic Area - NKEA) Agricultural Sector until 2020 (DoF).

It is recommended that more review ought to be directed around there and aquaculture setting. There is a need to see better the critical of calculated and promoting in impacting the development of aquaculture industry in Malaysia. The aquaculture business end up noticeably basic for the future to bolster the need of human protein. Also, it is up to the aquaculture business and in addition academician to give economical finding and arrangement.

2. Literature Review

To comprehend the business execution, this segment talks about the exact review and a few speculations that are utilized as a part of business execution. According to Lin, Peng and Kao (2008), business execution is the consequence of operations, including the achievement of the firm whether inside or outside objectives. Swanson (1999) portrayed execution as "the regarded gainful yield of a system as stock or organizations". He included execution is an accomplishment what's more, fulfillment. Measures of execution can be quantitative or subjective or both. Most the affiliations get quantitative estimation to evaluate their firm execution. Basically, firm execution can be measured by fiscal and nonfinancial strategy (Bagorogoza and Waal, 2010; Bakar and Ahmad, 2010; Ahmad, Ramayah, Wilson, and Kummerow, 2010; Darroch, 2005).

By and large, the audit coordinated by Gibrat's (1931) made "Law of Proportionate Effect" that clears up that the traverse of a firm and its advancement rate are independent (Luttmer, 2011). Gibrat's law associated with city size and advancement rate, where proportionate improvement process may offer rising to a scattering of city sizes (Luttmer, 2011). Neo-conventional Growth Theory (Trau, 1996) communicated that associations will create until they reach to a base ordinary cost.

In 1959, the speculation of organization's improvement which is known as Penrose's Theory appeared. Considering Penrose's Theory, firm advancement is a technique of organization coordinating with resources and firms must get the chance to, enact and send resources before they can make resources for firm improvement (Garnsey, 1988). The headway of Penrose's Theory develops to the introduction of Resource-Based View (RBV) thought. RBV communicated that business execution is refined when the firm has imperative resources and limits available as a wellspring of reasonable high grounds (Mahoney, 1995; Peteraf, 1993; Garnsey, 1988; Barney, 1986; Wernerfelt, 1984).

Any factor that identified with the setting will be utilized as a part of the review. Hypothetically, this review adds to the composition of business execution as Resource Based View (RBV) Theory which communicated that business execution will be proficient when the firm has huge resources and capacities open as a wellspring of supportable upper hand.

Business Performance

Business Performance can be definition as a mix of administration and explanatory procedures that permits the top management of an association to accomplish pre-decided objectives. Though, in business performance does not have a strong assemblage of information and lacking body of knowledge (Marr and Schiuma, 2003). The research in management in the field of business performance as different as strategic management, operations management, human resources, organizational behaviour, information system, marketing, and accounting and control are underwritten to the field of business performance measurement (Neely, 2002; Marr and Schiuma, 2003; Franco-Santos and Bourne, 2005).

External investor ordinarily measure a company capability based on performance (Bonn, 2000). Business performance is the output and effect of operations, including the accomplishment of the company whether internal or external goal (Lin et al., 2008). Company business performance can be measured by finance related and nonfinancial scheme (Bagorogoza & Waal, 2010; Bakar & Ahmad, 2010; Ahmad, Ramayah, Wilson, & Kummerow, 2010; Darroch, 2005). In explaining business performance, there are many conceptual frameworks that have been build and attempted in previous study. In multi perspective, it has several perspectives such as endurance, achievement, competitiveness and development (Dobbs and Hamilton, 2006; Wolff and Pett, 2006) and as industrial and marketing (Sohn et al., 2007). Simon (1955) stated firm performance is also related with city size and income.

Internet and Communication Technology (ICT)

Information and communications technologies (ICTs) refers to technologies that facilitate communication and the processing and transmission of information by electronic. In the current years, ICT has been viewed as an apparatus that give a

major effect on the world. It has been certain that ICT will improve the world advancement and reshape most piece of the world in the coming decades. Late headways in ICT offer a magnificent opportunity to support the surge of information and advancement headings movement to agriculturists (Vimala et al., 2009). Mugwisi et al., (2015) Past review has shown that any ICT mediation that upgrades poor people families is most likely going to have a critical impact which is immediate or aberrant on enhancing aquaculture creation, showcasing, and performance. The fishermen community do not have proper access to connect directly with market due to lack of proper usage of computer and mobile phones (Odada et al. 2004). Omar et al. (2011) indicated that fishermen are facing many problems and hindrances in ICT. Fish farmers face many financial and economic problems in use of ICT. Similarly, many fishermen do not take interest to use ICT (Hosseini et al., 2009). The fishermen community do not have proper access to connect directly with market due to lack of proper usage of computer and mobile phones (Odada et al. 2004). Fowler & Etchegary (2001) revealed that mobile phones were still relatively expensive for the poor farmers and fishermen. In addition to the cost of the phone itself, maintenance factors such as cost of recharging the phones are also important considerations in developing countries regions (Fowler & Etchegary. 2001).

Competitive Advantage

Competitive advantage as a rule alludes to the strategy. The system to contend with different rivals in a similar market and same zone or field of industry. Technique can allude to change in association in many side and put the association to the correct line and point. Methodology additionally can portray as an activity. Activity can be resolved as a demonstration. Act from the top administration to make some modification in term of technique to ensure the association can accomplish the predefined objective, accordingly prompting the manageable of the organization. Moreover, some scholar said that technique is rising the outside and interior association. The connection about both of the outside and interior when strategized in the association react and assume a part with the outer encompassing and condition. The explanation behind aggressive system is to achieve a maintainable upper hand and along these lines increment hierarchical business performance (Bharadwaj, 1993).

In the present universal rivalry, associations need to increment forceful and upper hand with a specific end goal to upgrade advertise control and maintainable in the market. Generally, the upper hand of the associations, especially creating associations, depend on upon the generation's execution method. As per study directed by Porter (1996), he characterizes in the article about "what is system". He expressed that the system is a device that is huge contraption for associations to separate from contenders and make a sensible favored point of view for the

association. Notwithstanding, doorman say that there is separation between adequacy of the operation and procedure. In term of system, the organization ought to make the separation so that the organization have the genuine preferred standpoint keeping in mind the end goal to contend in the piece of the overall industry. The past review directed by Mintzberg (1987) expressed that the arrangement to the future and the information from the past in portrayed the methodology. Scholar all the more frequently have a comparable estimation that procedure implies is not just as a part of a piece of an association however it alludes to the long haul destiny of the whole association. In addition, it is furthermore ordinarily recognized that technique is about finishing an "uncommon arranging of an association in the market" (Gonzalez et al., 2012).

3. Research Method

Table 1 Profile of the respondents

Characteristics	Frequency (Mean)	Percentage %
Gender		
Male	134	95.0
Female	7	5.0
Marital status		
Single	21	14.9
Married	114	80.9
Mother/father single	6	4.3
Number of household		
1-5	68	48.2
6-10	66	46.8
11-15	7	5.0
Level education		
UPSR	27	191.1
LCE/SRP/PMR	34	24.1
MCE/SPM/SPAM/SPMV	53	37.6
HSC/STP/STPM/STAM/MA	10	7.1
TRIKULASI/ASASI	-	-
DILPOMA	9	6.4
IJAZAH SARJANA MUDA	5	3.5
LAIN-LAIN	3	2.1
Age		
<30	24	17.0
31-35	8	5.7
36-40	16	11.3
41-45	13	9.2
46-50	22	15.6
51-55	22	15.6
56-60	13	9.2
61.65	23	16.3
Business experience		
1-10 Year	107	75.9
11-20 Year	30	21.3
21-30 Year	4	2.8
Head household income		

<RM 2000	81	57.4
RM 2001- RM 4000	56	39.7
RM 4001- RM 6000	2	1.4
RM 6001- RM 8000	1	7
RM 10000>	1	7
Household income		
<RM 2000	67	47.5
RM 2001- RM 4000	68	48.2
RM 4001- RM 6000	3	2.1
RM 6001- RM 8000	1	7
RM 10000>	2	1.4

Table 2 Profile of the company

Characteristics	Frequency (Mean)	Percentage %
Types of business		
Retail	51	36.2
The Entire Stock	86	61.0
Husbandry	117	83.0
Seed	11	7.8
Broodstock Supplier	5	3.5
Manufacturing-Based	2	1.4
Aquaculture		
Company status		
Full time	100	70.9
Part time	41	29.1
Full time job		
Self-employed	36	25.5
Empire	4	2.8
Private	2	1.4
Retirees	1	7.0
No	98	69.5
Age company		
3-10 Year	109	77.3
11-20 Year	29	20.6
21-30 Year	2	1.4
4 Year	1	7.0
Number of employees		
Full time worker	37	
Part time worker		
Name of village		
Bachok	70	49.6
Tumpat	71	50.4
Initial capital		
<RM1000	13	9.2
RM 1000-RM5000	60	42.6
RM6000-RM10000	39	27.7
RM11000-RM15000	11	7.8
RM16000-RM20000	4	2.8
RM21000-RM25000	5	3.5
RM25>	9	6.4

Types of company ownership		
Unregistered	28	19.9
Sole ownership	36	25.5
Sdn.Bhd	11	7.8
Others	66	46.8
Types fish in business		
Tilapia	17	12.1
Other fish	124	87.9
Total tilapia		
More than 50%	5	3.5
Less than or equal to 50%	16	11.3
Others	120	85.1

Table 3 Assessment result of the measurement model

Construct	Item	Loading	CR	AVE
Internet and Communication Technology			0.937	0.748
	ICT2 Fax machine	0.923		
	ICT3 Computer	0.899		
	ICT4 Walkie Talkie	0.817		
	ICT5 Email	0.894		
	ICT10 E-commerce	0.841		
Competitive Advantage			0.920	0.743
	DF2 Product uniqueness	0.851		
	DF3 Product imitated	0.912		
	DF4 Technology Advance	0.777		
	DF5 Product Quality	0.902		
Business performance			0.897	0.685
	BP1 Product sales	0.801		
	BP2 Capacity product market	0.853		
	BP3 Customer satisfaction with the product	0.816		
	BP4 Level of product quality	0.841		

Table 4 Discriminant validity

Constructs	ICT	Competitive Advantage	Business performance
ICT	0.865		
Competitive advantage	0.353	0.862	
Business performance	-0.067	0.243	0.828

Note: The square root of AVEs shown diagonally in bold.

4. Result and Discussion

Table 5 Result of hypothesis testing

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CA	0.393	0.392	0.066	5.995	0
-> BP_					
ICT	-0.162	-0.167	1.112	1.448	0.148
-> BP_					
ICT	0.243	0.242	0.092	2.655	0.008

->
CA_

Table 6 Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Business Performance	0.847	0.850	0.897	0.685
Competitive Advantage	0.884	0.909	0.920	0.743
Internet and Communication Technology	0.915	0.924	0.937	0.748

Table 7 Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Business Performance	0.847	0.850	0.897	0.685
Competitive Advantage	0.884	0.909	0.920	0.743
Internet and Communication Technology	0.915	0.924	0.937	0.748

Table 8 F2

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CA -> BP_	0.171	0.181	0.070	2.452	0.015
ICT -> BP_	0.029	0.046	0.051	0.564	0.573
ICT -> CA_	0.063	0.074	0.055	1.134	0.257

Table 9 Effect size

Construct	R ²	F ²	Decision	Q ²	q ²	Decision
Full model	0.150			0.091		
Construct excluded						
ICT	0.128	0.026	Small	0.078	0.014	Small
Competitive Advantage	0.012	0.162	Medium	-0.004	0.105	Small

Notes: f²: 0.02, small; 0.15, medium; 0.35, large

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An Overview of Innovation Practices on SME Innovation Performance: A Conceptual Paper

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Abstract- *Innovation practices can be defined as underlying characteristic of innovator in conducting business operations to achieve business goal. Such characteristics are included tangible and intangible sources that driven innovation in business operation. This paper is focuses on analysis of innovation among small and medium enterprises in Malaysia toward innovation performance. Concentration on six elements of innovation practices included strategy, structure, culture, technological capability, supplier and customer relationship will explore on innovator itself to obtain the information of innovation performance. After that, data will collect and analyse using SPSS and PLS. Therefore, to gain information of data, Resource Based View Theory and Theoretical Framework of Dynamic Capability will be adaptive to get the key constructs of innovation performance. Expectation at the end of this study where innovation practices among small medium enterprises will improve. Consequences, the objective of researcher to enhance innovation culture among small medium enterprises will be accomplished.*

Keywords: Innovation Practices, Innovation Performance, Resource Based View and Theoretical Framework of Dynamic Capability

1. Introduction

1.1 Background of Study

Small and medium enterprises (SMEs) are considered as backbone of an economy in any countries around the world (Khalique, Isa, Shaari, Abdul, & Ageel, 2011). Its provide flexibility in industrialized country, essential source for economic growth and dynamic process in management. The performance of national economy will be influence by quality services and competitive products produce by this industry because SMEs have a direct effect on GDP growth (Kushnir, Mirmulstein, & Ramalho, 2010). Malaysia SMEs also provide important contribution toward economic growth and its play significant effect toward employment. This type of industry becomes priority of government to develop and always get fund in Malaysia Budget every year.

Nowadays, SMEs are facing global economic slowdown that will become new challenge to firm toward further development (Yoshino & Taghizadeh Hesary, 2016). Four majors reason that slowed the SME growth in Asia which are lack of

finance, low level of research and development (R&D) expenditures, lack of comprehensive data and insufficient use of information technology. Consequently, the increase number of challenge requires SMEs to manipulate the problems and use opportunity to create competitiveness for the long term survives. Ahmad and Seet (2009) reported that more than 50% of SMEs are perished after first five years of operation and situation in Malaysia, roughly 60% of failure rate in business among SMEs in Malaysia. The result showed a serious issue that need to solve because SMEs give huge contribution to economic development. From the major reasons, realize that current economy had been changed. Globalization, digitalization, information technology were changing current economy environment around the world (Kamasak, 2015). This value creation has been shifted from tangible into intangible resources such as creativity, innovation, brand, design, corporate reputation, knowledge and unique organizational culture (Kamasak, 2015).

Many evidences show that innovation can create new dimension in business. Innovation is vital component that drive firm success and survival, and firm should not separate with innovation practices (Faherty & Stephens, 2016). Moreover, implement process of innovating to match with customer's needs is necessary (Bakan & Yildiz, 2009). Other than that, innovation may reduce the product life cycle and contribute to short term earning to firm (Syed, Riaz, & Waheed, 2016). Based on the benefit will get by implement innovation, many firms take action to innovate new products and services to retain their credibility and market share (Syed et al., 2016).

Over the last decade, innovation becomes critical practices in order to achieve success in developed economies. Firm should have better understanding about the antecedent of innovation to increase innovation performance. Butlin and Carnegie (2001) expressed the antecedent of innovation performance as ambitious business agenda, clear purpose, attacking rule-based bureaucracy, customer intimacy, leadership, organizational culture, infrastructure, skills and people. Whilst, innovation practices is categorize as competition mechanism that align with innovative vision to develop business strategy and apply strategy to all organizational levels, technologies, markets entry and competitors (Sánchez, Lago, Ferràs, & Ribera, 2011). Due to the contribution of innovation in firm success and competitiveness, (Lopez-Fernandez, Serrano-Bedia, & Gómez-López, 2016) suggest it is interest to explore the factor influence innovative activities in firms.

According to (Laforet, 2016), in order to measure innovation performance, service sector commonly use two types of measures: new process innovation (NPI) and new organizational practices (NOP). Meanwhile manufacturing, engineering and construction industries tend to use all these three measures: NPD, NPI and NOP. This study focuses on the SMEs across all business sectors, so all three types of innovation performance by view of (Laforet, 2016): NPD, NPI, and NOP.

1.2 Definition of SMEs in Malaysia

At the rear of this research, small and medium enterprise (SME) has different term and definition over countries. Commonly size, full time employee and sales turnover are main criteria to classified SME worldwide. New definition of SMEs was undertaken in 2013 at the 14th National SME Development Council (NSDC) meeting because it measures by economic situation since 2005. The issue was taken such as price inflation, change in business trends and structural changes. The new definition was simplified as follows in Table 1.

Category	Microenterprises	Small	Medium
Manufacturing	Sales turnover of less than RM 300,000 OR less than 5 full-time employees.	Sales turnover from RM 300,000 to less than RM 15 million OR full-time employees from 5 to less than 75.	Sales turnover from RM 15 million to not exceeding RM 50 million OR full-time employees from 75 to not exceeding 200.
Services & other sectors	Sales turnover of less than RM 300,000 OR less than 5 full-time employees.	Sales turnover from RM 300,000 to less than RM 3 million OR full-time employees from 5 to less than 30.	Sales turnover from RM 3 million to not exceeding RM 20 million OR full-time employees from 30 to not exceeding 75.

Table 1: New Definition of SMEs in Malaysia by size of operation

Source: National SME Development Council (NSDC) (SME Corp. Malaysia, 2013).

According to Census done by SMEs showed that SMEs in Malaysia represent 97.3% from total business establishment and the remaining 2.7% is large firms. From total of 645,136 SMEs, 77% of that represent for micro firms, 20% in small firms and only 3.0% for medium firms. The majority of SMEs involve in three sectors, which are service, manufacturing and construction. Few of that involves in agriculture and mining & quarrying sector. The statistic showed 90% in service sector, 5.9% in the manufacturing sector, 3.0% in construction sector, 1.0% in agriculture and only 0.05% in mining & quarrying sector. Table 2 show the distribution of SMEs establishment by size in sectors

Sector	Micro		Small		Medium		Total SMEs		Large Firms	Total Establishments
	Number	%	Number	%	Number	%	Number	%		
Manufacturing	21,619	57.1	18,934	36.8	2,308	6.1	37,861	5.9	1,808	39,669
Services	462,420	79.6	106,061	18.3	12,504	2.1	580,985	90.1	10,898	591,883
Agriculture	3,775	56.3	1,941	28.9	992	14.8	6,708	1.0	2,121	8,829
Construction	8,587	44.5	6,725	34.9	3,971	20.6	19,283	3.0	2,857	22,140
Mining & quarrying	57	19.1	126	42.1	116	38.8	299	0.05	119	418
Total SMEs	496,458		128,787		19,891		645,136		17,803	662,939

Table 2: Distribution of SMEs establishment by size in sectors

Source: SMEs Census 2011 by Department of Statistics, Malaysia.

The census result showed most of SMEs were concentrated in Selangor, WP Kuala Lumpur, Johor and Perak which these combinations representing more than 50%. Meanwhile SMEs in Sabah and Sarawak represent 13.1% of total SMEs in Malaysia.

2. Problem Statement

Several empirical researches have been made and conclude that innovation contribute greatly in enhancing firm performance and survival (Inmyxai & Takahashi, 2010; Schumpeter, 1934; Terziovski, 2010), financial performance (Syed et al., 2016), riskiness (Syed et al., 2016), innovation performance (Chen & Huang, 2009) firm revenue growth (Oke, Walumbwa, & Myers, 2012) innovation outcome (Ur Rehman, 2016) as well as SMEs competitiveness (Khalique et al., 2011). However Lopez-Fernandez et al. (2016) stated that studies the relationship between innovation practices toward innovation performance is still lacking. Due to the contribution of innovation in firm success and competitiveness, (Lopez-Fernandez et al., 2016) suggest it is interest to explore the factor influence innovative activities in firms.

SMEs in Malaysia were characterized as lack of innovation activity compared with SMEs in other countries even some evidences show positive movement in innovation among SMEs in Malaysia (Sin, 2010). Ishak et al. (2015) investigated the innovative behaviours of Malaysia's small halal food enterprises and the result show the innovation activity under early stage with slow momentum. The low ability to innovate gives difficulty to penetrate market. However, in different way, small enterprises have ability to develop their own innovation behaviours that different with large firms (Ishak et al., 2015). Micro enterprises also take part with wide range of innovation enclose product, process, people and marketing (Faherty & Stephens, 2016). These empirical studies show the result that implementation of innovation activities among SMEs in Malaysia are different based on capabilities and size of firms. There should be interest to explore what type of innovation should be considered to implement among SMEs in Malaysia even several barriers need to face.

According to survey done by the Asian Development Bank (ADB) on economies at selected country in 2012, Indonesia at first ranked in Asian region which SMEs contributed more in GDP. Despite Malaysia SMEs show a good improvement to rise up GDP until 31.7%, but it still lacking progress compares neighbour countries like Thailand and Indonesia. SMEs in Indonesia contributed 59.1% of GDP meanwhile SMEs in Thailand contributed 37.0% toward their country GDP.

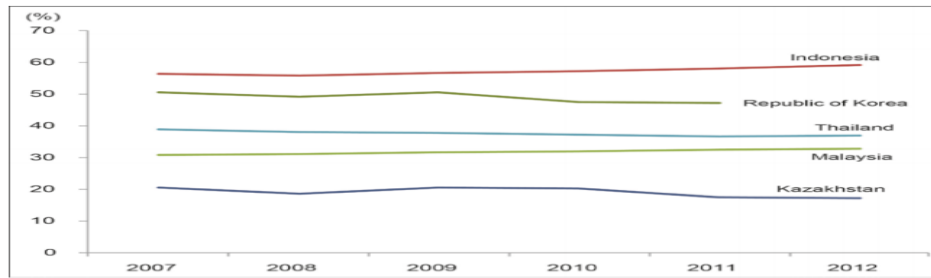


Figure 1: Small and Medium-sized Enterprises Contribution to Gross Domestic Product

Source: Asian Development Bank (2014).

The consequence of investigation of innovation practices is especially relevant for small-business enterprise, as it is these populations have big potential to generate higher business performance. Researchers stimulates the higher level of innovation will produce better business performance. However, lacking of knowledge about innovation, low motivation to success, missing of accessibility of network, low interact with customer to gain the feedback, weakness to seek opportunity become factor that driven business performance become slow.

3. Research Questions

This research seeks to answer these questions:

- 1) Do innovation practices in Small and Medium Enterprises have significant and positive relationship with innovation performance?
- 2) Which of innovation practices have the largest influence on innovation performance of Small and Medium Enterprises?

4. Research Objectives

The objectives of this study are:

- 1) To identify the relationship innovation practices towards innovation performance among Small and Medium Enterprises.
- 2) To evaluate innovation practices which have the largest influence on innovation performance of Small and Medium Enterprises.

5. Literature Review

Every scholar has their own perspective about definition of innovation. Drucker (1985) described innovation is the special tool of entrepreneur, and they respond with environment change and exploit that situation as opportunity for a different business or service. Damanpour (1991) Innovation refers to change and

reformation effected by creative and dare to take risk as a response with internal or external change, and change that influence the environment. It tends to cover all aspect that are new for certain organization.

Jacobs and Snijders (2008) provided more comprehensive definition of innovation by value added toward existing product and service to look new. The general meaning proposed by *service), or process, a new marketing method, or a new organizational method in business practice, workplace organization, and external relations*".

In other word, innovation refer to creative behaviours and risk taken by firm to create several changes, in term of product, process, organizational structure and working attitude, to increase performance and organizational effectiveness (Ishak & Omar, 2013).

Therefore, sort of entrepreneurship there are so many theories build by analysts to remain important in management field. In this study, researcher leak out few theories to support the constructs while include of

5.1 Resource Based Theory

The first dominant theories in strategic management are theory of resource based view (Barney, 1991). This theory insists that competitive advantage of firm will obtain by using certain resource with the right characteristic. RBV describes internal and firm-level factor will influence the performance among firm (Wernerfelt, 1984). A number of researchers stated resource is heterogeneous in nature, categorized resource into two categories which are tangible and intangible (Penrose, 1959). Obtain a unique resources compare to the competitor's resource will sustain competitive advantage of firm. Other view is firm's resource categorize into organizational capital resources, human capital resources and physical capital resources. Organization capital resources consist of money, land and equipment. Human capital resources like labour and knowledge and meanwhile physical capital resources consist of firm capabilities, culture, routines, policies, firm reputation and others (Barney, 1991). These types of resources have significant to improve firm innovation output. for a number of reason. Several findings show inconsistent about the impact of resource. Inmyxai and Takahashi (2010) pointed out tangible resources give huge impact on firm performance than intangible resources. Similarly with the finding of Othman, Arshad, Aris, and Arif (2015) who In contrast with finding of Battor, Zairi, and Francis (2008) who founds intangible resources contribute more to firm value added according to current economy. For this study, several roles of firm's resources (tangible and intangible) that expected to have an impact on innovation performance of firms will be employing. Other than that, this study will select the expected antecedent of innovation depending on the industrial sector (Vega-Jurado, Gutiérrez-Gracia, Fernández-de-Lucio, & Manjarrés-Henríquez, 2008).

5.2 Theoretical Framework of Dynamic Capability

In order to overcome the limitation of RBV, Teece, Pisano, and Shuen (1997) published a paper “Dynamic Capabilities and Strategic Management” on Strategic Management Journal to represent dynamic capabilities theories of competitive advantages and probably the first contribution advance in dynamic capability. Teece et al. (1997) described that dynamic capabilities are the capabilities with which a firm integrate, construct and rebuild capabilities internally and externally to meet the demand in changing environment. Dynamic of firm means continuous regenerate it capability to remain in market change. Meanwhile the term of capabilities are defined as ability to renew capabilities by integrate, construct and rebuild skill sets and resources within or without an organization with strategic management to meet the demand effect by changing in environment.

However, the term of “capabilities” and “dynamic capabilities” need to understand because are sometimes people interpreted differently. The dynamic capabilities are a process that has an effect on resources and dynamic capabilities not categorizes as resource. Capability in RBV scope is different with dynamic capability. Dynamic capabilities are future oriented and capabilities just static if no dynamic capabilities change them (Ambrosini & Bowman, 2009). Barney (1991) defined the term of capabilities are a type of resource such as valuable resource base, substantive capabilities, operating capabilities or zero-level capabilities. Capabilities are either processes by which resources are utilized (Amit & Schoemaker, 1993)

As highlighted by Ambrosini and Bowman (2009), dynamic capabilities create value through impact to resource base that will produce sustain or temporary competitive of firm, but the performance is moderated by several of internal and external factor. Figure 2 simplified the framework of dynamic capabilities by Ambrosini and Bowman (2009).

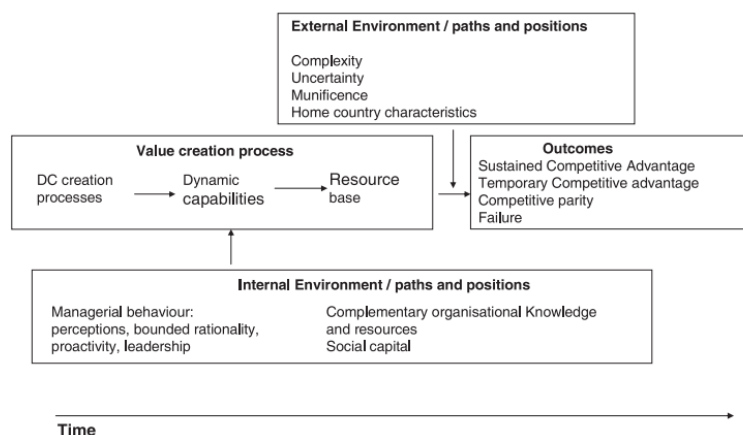


Figure 2: The Framework of Dynamic Capabilities

Source: Ambrosini and Bowman (2009)

When the literature about innovation practices are determining, only five determinants of innovation practices are commonly used (Kalay & Lynn, 2015; Kamasak, 2015; Terziovski, 2010) which are innovation strategy, firm structure, innovation culture, technological capabilities and customer & supplier relationship. However, several scholars had been explored the innovation practices in different context: strategic and operative real option (Verdu, Tamayo, & Ruiz-Moreno, 2012), human resource policy (Oke et al., 2012), and organizational culture (Lafort, 2016). Apart from justification, several determinants are close to the performance and its potentials are yet to be optimized. This study tends to do six antecedents of innovation practices because of their importance in improving innovation performance.

5.2.1 Innovation Strategy

Strategy is key element that will influence performance of firm. Basically large firms have clear and establish strategy in their operation compared with ordinary firms that focusing on daily work without well strategy (Wu, 2009). Innovation strategy will create a competitive action to fight with competitors, effectively use available resource, well management in research and development (R&D), and able to obtain customer market intelligence (Oke et al., 2012).

5.2.2 Firm structure

The ability to innovate not only based upon an ability, but it come out with several abilities. According to (Nielsen & Momeni, 2016), structural capability can be a determinant to enhance innovation capability. The structural capability become more effective if firm catch up how to utilize their internal organization situation, restructure the existing capabilities and generate new capabilities that can provide advantage to firms (O'Connor & DeMartino, 2006). Nevertheless, firms operating in dynamism environment require informal and complex structure than formal structure. Formal structure will destruct creativity and flexibility in organizations. In order to survive in a dynamic environment, the firm who has ability to become more flexible and organic has chance to develop innovation to firm (Kalay & Lynn, 2015)

5.2.3 Innovation culture

Organization culture refers to the behaviour of people that become a part of organization and the meanings that they reach to their actions. Culture affects the communication between employees, customers, competitor, supplies and even enterprises too. This affects are significant to interrupt the innovation process in organization if the management difficult to handle. Dobni (2008) defined innovation culture as intention to be innovative, the infrastructure to support innovation, the environment to practice innovation, operational level behaviours to influence market and value orientation. On other hand, some scholar show the

empirical result that innovation have direct impact toward performance of innovation. The firms who give freedom for their employee in term to do more research and development (R&D), fund support and dare to take a risk will create an environment of innovation (Kalay & Lynn, 2015)

5.2.4 Technological capability

Further, technology play important role to practice innovation in business. Teece et al. (1997) define technological capability it the ability of firm to handle technical issue in firm and develop new process and product or related activities efficiency. Technological capabilities mention that the ability of firm to develop and employ substantial technological resources (Moorman & Slotegraaf, 1999). Technology capability regarding to activity in industry like technology development, manufacturing processes, new product development, and forecasting technological change (Song, Di Benedetto, & Nason, 2007). The combination of technology and capability become an essential to compete with company based technology to remain in market. The research, technology development and continuous to explore new thing is important part in innovation diffusion (Nordin, Noor, & bin Md Saad, 2014).

5.2.5 Supplier Relationship

The presence of environment uncertainty in current market realize that supplier involve in innovation process is unlimited (Chien & Chen, 2010). Before this supplier just involve in early stage of innovation development, Many firms realize that supplier's capacity can reduce cost and time in development process, and give beneficial to the quality. Petersen, Handfield, and Ragatz (2003) noted that the bunch of products in market with tough competition to penetrate it, the firm should find solution to reduce cost, shorten the development process and improve quality. Supplier with a good knowledge can drive beneficial in firm process by sharing technology and cost information. This is effective business deal with supplier capability (Petersen et al., 2003). According to the resource based view perspective, firm can get huge competitive advantage when they combine their available resources with supplier resources. Supplier resources and support the non-existing resource at firm.

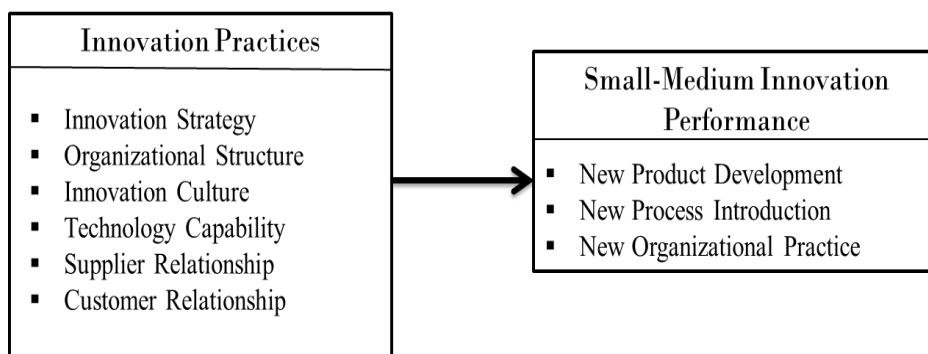
5.2.6 Customer Relationship

One of the business strategy by give opportunity to customer keeps in touch with firm process develop through their experiences (Ramani & Kumar, 2008). Customer involvement is the degree of customer take part in the development of new product or services (Cheng, Chen, & Tai Tsou, 2012). Firm should communicate with customer to recognize their feedback and satisfaction that can lead to loyalty. In addition, function to make relationship with customer can reduce risk, prevent from failure, and the product or service's characteristics meet

the market need (Cheng et al., 2012). Furthermore, customer that involve in innovation process can reducing uncertainty, boost the valuable information demand and lead to better understanding about future demands (Chien & Chen, 2010). The successful innovation diffusion in a firm will happen if customer can share their experiences back to research and development (Nordin et al., 2014). Some scholar define that customer has direct impact toward innovation performance (Nordin et al., 2014).

6.0 Theoretical Framework

Below illustrates the conceptual framework for this research. This conceptual framework contains a total two main constructs with nine sub-dimensions.



6. Methodology

6.1 Research Design

The research design is a layout of research and explains the method used in study like measurement, analysis and collection of data. This research apply cross-sectional study whereby require feedback from selected individual or respondent using a set of standardized and structured questions (Hair, Ringle, & Sarstedt, 2011). This type of study gives a view about a phenomenon or situation at a particular time (Saunders, Lewis, & Thornhill, 2009). This research was an exploratory research to have better understanding for this study which focused on the determinants of innovation practices and other related determinants affecting innovation performance, at small and medium enterprises in Malaysia. Exploratory research was used to find idea and insight (Saunders et al., 2009). This study also want to generate better understanding of moderator effect of environment uncertainty and it presence will alter the strength between innovation practices and innovation performance. According to Creswell (2013), three types of research design in analysing data are quantitative, qualitative and mixed methods. For purpose in study, this research adopted quantitative research method which quantified and generalized results from the sample population. Collection of data will conduct by using questionnaires and it designed specifically to address research question.

6.2 Population and Sample

For further analysis for this study, several criteria of respondents will be scrutinized before been selected as sample respondents. It is included SMEs from five sectors which are manufacturing, services, agriculture, construction and mining and quarrying sector who running innovation in their business. The 108 SMEs who embedded with innovation were obtained from the official website of SME Corp. Malaysia. These companies were categorized as 1-InnoCERT Companies that verifies as innovative companies. SME Corp. Malaysia introduces 1-innoCert certification to promote and develop innovative companies in Malaysia. This research will employ judgement sampling under purposive sampling technique to collect data. This technique is appropriate if researcher want to select sample based on certain criterions (S.schindler, 2006)

6.3 Data Collection

Survey data will be conducting for this research. Before that, researcher will call first to get permission to run this survey, explaining the purpose of the research and the data will treat as confidentially and use for academic purpose only. The respondents such as from top management or middle management that involve directly with innovation process in their operation. This research apply self-administered questionnaire in collecting the data. Dillman (2011) argued that this type of approach will obtain in-depth information and honest answer compare to the interview session. Then, self-administered survey will use to reduce the tendency of bias during answer sensitive questions (Dillman, 2011). Drop-off/pick-up method will apply to allow respondent complete the questionnaire according to their time and researcher will follow up later. This method increases the response rate and provide cost effectiveness (Allred & Ross-Davis, 2011).

6.4 Data Analysis

After all the questionnaires were collected, they were coded for data entry into statistical application. Prior to entering the data, all the questionnaires returned by the respondents were strictly checked and filtered. This was to ensure that the respondents met the research criteria which are being a innovator firms. Two main statistical applications will be using by using to analyse data which are SPSS 19.0 and Partial Least Squares Structural Equation Modelling (PLS-SEM). SPSS will use to explore the initial data analysis like descriptive analyses of respondent profile and normality test. The research construct will using Smart-PLS software through the approach of Structural Equation Modelling Partial Least Squares (PLS). The partial least square (PLS) statistic will perform to develop a path model to evaluate the structural parameters and measurement in structural equation model (SEM).

6. Discussion and Conclusion

According to literature review, too many evidences show that innovation effect can boost the performance of organization. There is no doubt that small medium enterprises are classifying important components to enhance economy in this country and provide strong foundation to create new industry in the future development. Even this study doesn't provide empirical analysis but it gives a view about innovation in Malaysia. Expected from this research, the exploration of innovation practices among SMEs will shows an impact on their innovation performance. Whereas higher of innovation practices will better the innovation performance while lower of innovation practices will worsen the innovation performance.

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Pembentukan Akhlak Dan Integriti Dikalangan Anggota PDRM melalui Penerapan Nilai-Nilai Moral Dan Program Kerohanian Oleh Bahagian Agama Dan Kaunseling IPD Kota Bharu

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***Abstrak** - Di antara prinsip utama dalam Syariat Allah S.W.T. adalah menyuruh kepada kebaikan dan mencegah daripada kemungkaran., Allah S.W.T. telah mewajibkan kepada Umat Islam untuk melaksanakan amanah ini kepada orang-orang yang beriman bagi mendapatkan kejayaan. "Dan hendaklah ada di antara kamu satu puak Yang menyeru (berdakwah) kepada kebajikan (mengembangkan Islam), dan menyuruh berbuat Segala perkara Yang baik, serta melarang daripada Segala Yang salah (buruk dan keji). dan mereka Yang bersifat demikian ialah orang-orang Yang berjaya.". Atas dasar ini, maka tertubuhnya Pasukan Polis Diraja Malaysia yang telah berusia 204 tahun pada 25 Mac 1897. Keselamatan adalah merupakan perkara yang menjadi keperluan asas bagi setiap insan untuk hidup bahagia di dunia ini. Islam merupakan sesuatu agama yang memandang berat terhadap aspek keselamatan umatnya dan alam seluruhnya. Ini sesuai dengan pengertian yang terangkum di dalam istilah "الاسلام" itu sendiri yang bermaksud "selamat dan sejahtera". Islam menganggap tugas menjaga keamanan dan ketenteraman awam sebagai tugas yang amat mulia. Walau seadil mana pun undang-undang yang diperuntukkan namun tidak mungkin dapat dilaksanakan tanpa adanya penguatkuasaan oleh anggota keselamatan. Atas dasar inilah kerajaan mengistiharkan 25hb. Mac sebagai Hari Polis. Sebagai seorang anggota keselamatan yang beragama Islam, kita mempunyai tanggungjawab yang amat besar terhadap agama, bangsa dan negara. Di samping menjaga keselamatan negara, keselamatan dari sudut agama juga tidak harus kita lupakan. Islam telah menetapkan senarai keutamaan dalam menjaga keselamatan. Keselamatan yang menjadi keutamaan yang tertinggi adalah keselamatan agama itu sendiri. Keselamatan agama bukan sahaja perlu dijaga oleh anggota keselamatan sahaja tetapi mesti dijaga oleh setiap muslim. Penekanan terhadap penjagaan aqidah mesti menjadi keutamaan setiap kita. Sebarang pencemaran dan penjejasan terhadap aqidah umat perlu disekat dan dicegah. Anggota keselamatan yang beragama Islam perlu membantu pihak berkuasa agama dalam menjaga keselamatan aqidah di kalangan umat Islam (<http://abu-izzah-attualanji.blogspot.com>: 2011).*

Tugas sebagai anggota keselamatan adalah satu tugas yang cukup penting bagi negara. Islam

Kata kunci : Pendekatan agama, jatidiri, polis, IDD Kota Bharu

1. Pendahuluan

Kajian yang bertajuk: "Peranan BAKA Terhadap Anggota Polis Di IPD Kota Bharu" adalah berkenaan dengan peranan yang telah dimainkan oleh BAKA iaitu sebuah organisasi yang bertanggungjawab memberi bantuan pendidikan kerohanian berdasarkan ciri-ciri Islam di kalangan anggota PDRM dan lebih khusus lagi adalah di IPD Kota Bharu. Kajian ini sangat penting untuk melihat peranan dan menilai keberkesanan aktiviti dan program yang dijalankan oleh BAKA seterusnya menambah baik dan memperbanyakkan lagi di kalangan anggotanya. Sesungguhnya, tugas menyeru manusia ke arah kebaikan dan kebenaran adalah tugas yang berat dan wajib dilaksanakan selaku umat yang dipilih sebagai umat yang terbaik oleh Allah S.W.T. S.W.T.

1.1 Pendekatan Agama Sebagai Pembentuk akhlak dan Integriti

Tugas menjaga keselamatan negara berkait rapat dengan tuangggungjawab mencegah kemungkaran daripada berlaku dalam masyarakat secara berleluasa. Tugas ini walaupun merupakan tanggungjawab semua umat Islam, namun ianya adalah tugas asasi bagi pihak pemerintah dan kerajaan yang berkuasa. Rasulullah saw bersabda dalam hadis riwayat Imam Muslim : "*Barangsiapa yang melihat kemungkaran maka hendaklah dia menghalangnya dengan tangan (kuasa) yang ada padanya. Jika dia tidak mempunyai kemampuan maka hendaklah dia menghalangnya dengan lidahnya. Dan jika dia tidak mempunyai kemampuan maka hendaklah dia menghalangnya dengan hati (membencinya). Yang demikian itu adalah selemah-lemah iman.*"

Hadis di atas menjelaskan kepada umat Islam agar mencegah apa sahaja perbuatan yang membawa kepada kemungkaran samada dari segi menasihati, hukuman atau niat membenci perkara mungkar itu. Mencegah dengan menjatuhkan hukuman adalah amat bersesuaian dengan undang-undang polis. Dengan menjatuhkan hukuman, kemungkaran akan dapat dicegah. Islam juga meletakkan nilai tertinggi bagi mereka yang berjihad menentang musuh-musuh Islam. Adapun begitu pandangan dan tindakan Islam berbeza bagi dua bahagian musuh Islam yang dinyatakan, seperti *kafir zimmi* dan *kafir harbi*. Dalam konteks perang, Islam tidak mengharuskan perang ke atas *kafir zimmi* sebaliknya meletakkan hukum fardhu Ain ke atas memerangi *kafir Harbi*.

Menurut Mohd Shauki Abd Majid (2004) dalam artikalnya yang bertajuk *Wacana Hadhari Dalam Islam*, perang mengandungi rahmat bagi manusia dan kebaikan bagi mereka dalam mempertahankan maruah diri, agama dan bangsa. Islam yang *hanif* menganggap perang adalah suatu tindakan wajar yang harus dilakukan oleh sesebuah negara Islam bagi tujuan mewujudkan keadilan dan membersihkan daripada kezaliman. Oleh itu perang disyariatkan demi mempertahankan diri,

kehormatan, harta, tanah air serta menghindarkan daripada kesulitan dan keseksaan.

1.2 Kajian Pendekatan Agama Sebagai Kekuatan Jatidiri

Kajian konseptual dan juga empirikal yang telah dijalankan mendapati dimensi pendekatan agama sebagai kekuatan jatidiri adalah pada dasarnya ajaran Islam adalah penyembuh penyakit akhlak dan membentuk keimanan yang tinggi. Di dalam akhbar berita Utusan Malaysia, terdapat seramai Lapan anggota polis dikenakan tindakan buang kerja atas kesalahan tata tertib sepanjang tahun ini. Ketua Polis Pulau Pinang, Datuk Abdul Rahim Hanafi (2014) menyatakan bahawa ia membabitkan seorang inspektor dan tujuh anggota pangkat rendah daripada 6,200 anggota yang bertugas di negeri ini. Beliau yang memberi perhatian serius isu tata tertib dan integriti anggota tidak akan berkompromi jika ada yang melakukan kesalahan. Tambahan beliau lagi, pihak PDRM mementingkan integriti termasuk nilai-nilai murni seperti jujur, amanah, telus, adil dan saksama. Mereka tidak boleh mementingkan diri sendiri sebaliknya mengutamakan orang ramai (www.utusan.com.my: 2015).

Menurut sumber daripada akhbar Borneo Post Online (2015), Polis Kontinjen Sabah mencatatkan seramai 68 individu termasuk pegawai, anggota dan kakitangan awam telah dikenakan tindakan tata tertib pada tahun ini. Pesuruhjaya Polis Sabah, Datuk Hamza Taib mengatakan bahawa daripada jumlah berkeenaan, tiga orang telah dibuang kerja sementara selebihnya dikenakan tindakan denda, pelucutan hak emolimen gaji dan amaran keras setelah didapati melanggar peraturan serta tidak berdisiplin. Antara kesalahan yang dilakukan adalah mengingkari perintah, cuai ketika bertugas dan tidak berdisiplin. Mereka dikenakan tindakan berkeenaan mengikut Peraturan 36 dan 37 Peraturan-Peraturan Pegawai Awam (Kelakuan dan Tata tertib) 1993 selepas disiasat oleh Cawangan Tata tertib, Ibu Pejabat Polis Kontinjen (IPK) Sabah (www.theborneopost.com: 2015).

Atas dasar inilah BAKA bertanggungjawab memainkan peranannya untuk memupuk nilai-nilai murni di dalam diri anggota polis supaya mereka tidak sesekali cuba melakukan sesuatu tindakan yang bertentangan dengan tata tertib.

Pada hakikatnya ramai kalangan anggota polis khususnya dan masyarakat amnya tidak menyedari dan mengetahui tentang peranan Bahagian Agama dan Kaunseling (BAKA) PDRM dan peranannya kepada mereka. Malah ada di kalangan mereka tidak tahu tentang kewujudan bahagian tersebut. Sedangkan peranan BAKA dalam pembangunan kerohanian amat diperlukan dalam usaha untuk melahirkan warga PDRM yang berakhlak, profesional.

Beberapa aspek yang berkaitan dengan BAKA diketengahkan dalam kajian ini terutamanya dalam pelaksanaan aktiviti-aktiviti keagamaan. Ia merupakan persoalan-persoalan yang berkaitan dengan ibadat, ilmu pengetahuan, akhlak,

motivasi dan maklum balas terhadap aktiviti keagamaan bagi mengenalpasti peranan BAKA dalam pelaksanaan aktiviti keagamaan terhadap warga PDRM khususnya di Ibu Pejabat Polis ota Bharu (Ipd Kota Bharu).

2. Metodologi Kajian

Metodologi kajian ini adalah merupakan satu kajian ilmiah yang berbentuk analisis dokumen dan kajian lapangan . Perkara-perkara utama yang diuraikan melalui bab ini ialah mengenai jenis kajian, reka bentuk kajian, populasi dan persampelan, alat (instrumen) kajian, kaedah pengumpulan data dan kaedah penganalisan data. Penulisan ini adalah kajian berbentuk kualitatif berdasarkan kepada objektif dan persoalan kajian yang akan dikemukakan. Melalui kajian lapangan, penulis akan mendapatkan maklumat daripada pemerhatian penulis sendiri dan melalui temubual dengan warga IPD Kota Bharu dan pegawai-pegawai dan anggota PDRM yang akan terlibat secara langsung. Manakala melalui analisis dokumen.

Kajian ini juga merupakan kajian tinjauan, di mana ia merupakan teknik pengumpulan data yang paling popular digunakan dalam pelbagai bidang terutamanya di bidang sosiologi dan bidang-bidang yang lain. Dalam kajian ini penulis akan menyelidik dan meninjau sejauhmana pendekatan agama kekuatan jati diri di Jabatan Integriti dan Pematuhan Standard (JIPS) Ibu Pejabat Polis IPD Kota Bharu Kelantan.

Reka bentuk kajian memberikan gambaran tentang kerangka, perancangan atau strategi yang menentukan prosedur kajian. Ianya termasuklah aspek –aspek reka bentuk yang merangkumi pendekatan kajian, kaedah persampelan, cara pengumpulan data, teknik memproses dan menganalisis data sehinggalah penulisan laporan, dalam sumber Fakulti Pengajian Pendidikan, Universiti Putra Malaysia (2012).

Dalam kajian ini, penyelidik menggunakan kajian berbentuk kualitatif iaitu jenis deskriptif. Kajian digunakan dalam menentukan peranan BAKA terhadap anggota polis di IPK Johor melalui soal selidik. Menurut Muhammad Najib Abd. Ghaffar (2003) dari segi kuantitatif perbandingan antara min adalah cara paling senang. Penyelidik telah memilih Ibu Pejabat Polis Kontinjen Negeri Johor (IPD kota Bharu) sahaja sebagai pilihan tempat kajian utama kerana sasarannya ialah anggota dan pegawai polis yang bertugas di sana. Seramai 170 orang daripada 350 orang anggota dan pegawai polis yang akan dipilih untuk menjawab soal selidik berhubung peranan BAKA di IPD Kota Bharu.

3. **Dapatan dan Perbincangan**

3.1 **Profil Informan**

Di antara prinsip utama dalam Syariat Allah adalah menyuruh kepada kebaikan dan mencegah daripada kemungkarannya. Allah telah mewajibkan kepada Umat Islam untuk melaksanakan amanah ini kepada orang-orang yang beriman bagi mendapatkan kejayaan. Hal ini telah diberitahu oleh Allah di dalam Surah Ali Imran ayat 104:

"Dan hendaklah ada di antara kamu satu puak Yang menyeru (berdakwah) kepada kebajikan (mengembangkan Islam), dan menyuruh berbuat Segala perkara Yang baik, serta melarang daripada Segala Yang salah (buruk dan keji). dan mereka Yang bersifat demikian ialah orang-orang Yang berjaya."¹ Atas dasar ini, maka tertubuhnya Pasukan Polis Diraja Malaysia yang telah berusia 204 tahun pada 25 Mac 1897.

Keselamatan adalah merupakan perkara yang menjadi keperluan asas bagi setiap insan untuk hidup bahagia di dunia ini. Islam merupakan sesuatu agama yang memandang berat terhadap aspek keselamatan umatnya dan alam seluruhnya. Ini sesuai dengan pengertian yang terangkum di dalam istilah "الاسلام" itu sendiri yang bermaksud "selamat dan sejahtera". Islam menganggap tugas menjaga keamanan dan ketenteraman awam sebagai tugas yang amat mulia. Walau seadil mana pun undang-undang yang diperuntukkan namun tidak mungkin dapat dilaksanakan tanpa adanya penguatkuasaan oleh anggota keselamatan. Atas dasar inilah kerajaan mengistiharkan 25hb. Mac sebagai Hari Polis. Sebagai seorang anggota keselamatan yang beragama Islam, kita mempunyai tanggungjawab yang amat besar terhadap agama, bangsa dan negara. Di samping menjaga keselamatan negara, keselamatan dari sudut agama juga tidak harus kita lupakan. Islam telah menetapkan senarai keutamaan dalam menjaga keselamatan. Keselamatan yang menjadi keutamaan yang tertinggi adalah keselamatan agama itu sendiri. Keselamatan agama bukan sahaja perlu dijaga oleh anggota keselamatan sahaja tetapi mesti dijaga oleh setiap muslim. Penekanan terhadap penjagaan aqidah mesti menjadi keutamaan setiap kita. Sebarang pencemaran dan penjejasan terhadap aqidah umat perlu disekat dan dicegah. Anggota keselamatan yang beragama Islam perlu membantu pihak berkuasa agama dalam menjaga keselamatan aqidah di kalangan umat Islam. Tugas sebagai anggota keselamatan adalah satu tugas yang cukup penting bagi negara. Islam juga memandang tinggi dan menganggapnya sebagai satu tugas yang amat mulia. Lebih jauh dari itu ianya boleh dianggap sebagai satu cabang jihad dan menjadi ibadat yang diberi pahala di sisi Allah. Walau bagaimanapun kemuliaan dan kepentingan tugas ini akan tercemar dan dipandang serong jika disalahgunakan. Atas dasar inilah menurut pandangan Islam tugas sebagai anggota keselamatan ini akan dianggap sebagai ibadah sekiranya

¹ Al-Quran Terjemahan Resam Uthmani Jabatan Kemajuan Islam Malaysia.

memenuhi beberapa syarat yang ditentukan syara' iaitu, yang pertama kita menjalankan tugas tersebut dengan hati yang tulus ikhlas semata-mata kerana Allah. Kedua, kita tidak meninggalkan perintah Allah dan kewajipan kita terhadap agama semasa menjalankan tugas tersebut seperti tidak meninggalkan solat, tidak mengabaikan tanggungjawab terhadap keluarga dan tanggungan. Ketiga, tidak melakukan maksiat atau perkara yang dilarang oleh Allah ketika melaksanakan tugas seperti tidak mengamalkan rasuah, tidak menganiayai atau menzalimi orang lain secara tidak sewajarnya, dan tidak pilih kasih dalam menguatkuasakan undang-undang. Keempat, bertimbang rasa dalam menjalankan tugas dengan meletakkan asas menjaga keamanan sebagai matlamat utama bukan dengan niat semata-mata mencari kesalahan dan kesilapan dalam masyarakat.²

Jika sekiranya syarat-syarat ini dapat kita hayati maka insyaAllah kita akan dapat melahirkan masyarakat yang aman dan sejahtera yang akan mengundang keberkatan Allah sebagaimana firman Allah dalam Surah Al-A'raf ayat 96 yang bermaksud, "*Dan (Tuhan berfirman lagi): sekiranya penduduk negeri itu, beriman serta bertaqwa, tentulah Kami akan membuka kepada mereka (pintu pengurniaan) Yang melimpah-limpah berkatnya, dari langit dan bumi. tetapi mereka mendustakan (Rasul kami), lalu Kami timpakan mereka Dengan azab seksa disebabkan apa Yang mereka telah usahakan.*"³ Justeru itu, kajian yang bertajuk: "Peranan Dan Sumbangan BAKA Terhadap Anggota PDRM Di IPD kota Bharu" adalah berkenaan dengan peranan serta sumbangan yang telah dimainkan oleh BAKA iaitu sebuah organisasi yang bertanggungjawab memberi bantuan pendidikan kerohanian berdasarkan ciri-ciri Islam di kalangan anggota PDRM dan lebih khusus lagi adalah di IPD Kota Bharu. Kajian ini sangat penting untuk melihat sumbangan dan menilai keberkesanan aktiviti dan program yang dijalankan oleh BAKA seterusnya menambah baik dan memperbanyakkan lagi di kalangan anggotanya. Sesungguhnya, tugas menyeru manusia ke arah kebaikan dan kebenaran adalah tugas yang berat dan wajib dilaksanakan selaku umat yang dipilih sebagai umat yang terbaik oleh Allah S.W.T. Tugas menjaga keselamatan negara berkait rapat dengan tanggungjawab mencegah kemungkaran daripada berlaku dalam masyarakat secara berleluasa. Tugas ini walaupun merupakan tanggungjawab semua umat Islam, namun ianya adalah tugas asasi bagi pihak pemerintah dan kerajaan yang berkuasa. Rasulullah saw bersabda dalam hadis riwayat Imam Muslim : "*Barangsiapa yang melihat kemungkaran maka hendaklah dia menghalangnya dengan tangan (kuasa) yang ada padanya. Jika dia tidak mempunyai kemampuan maka hendaklah dia menghalangnya dengan lidahnya. Dan jika dia tidak mempunyai kemampuan maka hendaklah dia menghalangnya dengan hati (membencinya). Yang demikian itu adalah selemah-lemah iman.*" Hadis di atas menjelaskan kepada umat Islam agar mencegah apa sahaja perbuatan yang membawa kepada kemungkaran samada dari segi menasihati, hukuman atau niat membenci perkara mungkar itu. Mencegah dengan menjatuhkan hukuman adalah amat bersesuaian dengan undang-undang polis.

² Khutbah Jumaat, *Keamanan Dan Keselamatan Negara Saru Jihad*, (2011),

³ Al-Quran Terjemahan Resam Uthmani Jabatan Kemajuan Islam Malaysia.

Dengan menjatuhkan hukuman, kemungkaran akan dapat dicegah. Islam juga meletakkan nilai tertinggi bagi mereka yang berjihad menentang musuh-musuh Islam. Adapun begitu pandangan dan tindakan Islam berbeza bagi dua bahagian musuh Islam yang dinyatakan, seperti *kafir zimmi* dan *kafir harbi*. Dalam konteks perang, Islam tidak mengharuskan perang ke atas *kafir zimmi* sebaliknya meletakkan hukum fardhu Ain ke atas memerangi *kafir Harbi*.⁴ Namun perang mengandungi rahmat bagi manusia dan kebaikan bagi mereka dalam mempertahankan maruah diri, agama dan bangsa. Islam yang *hanif* menganggap perang adalah suatu tindakan wajar yang harus dilakukan oleh sesebuah negara Islam bagi tujuan mewujudkan keadilan dan membersihkan daripada kezaliman. Oleh itu perang disyariatkan demi mempertahankan diri, kehormatan, harta, tanah air serta menghindarkan daripada kesulitan dan keseksaan.⁵

Allah s.w.t. berfirman: "*Diizinkan berperang bagi orang-orang (Islam) Yang diperangi (oleh golongan penceroboh), kerana Sesungguhnya mereka telah dianiaya; dan Sesungguhnya Allah amat berkuasa untuk menolong mereka (mencapai kemenangan). Iaitu mereka Yang diusir dari kampung halamannya Dengan tidak berdasarkan sebarang alasan Yang benar, (Mereka diusir) semata-mata kerana mereka berkata: "Tuhan Kami ialah Allah". dan kalaulah Allah tidak mendorong setengah manusia menentang pencerobohan setengahnya Yang lain, nescaya runtuhlah tempat-tempat pertapaan serta gereja-gereja (kaum Nasrani), dan tempat-tempat sembahyang (kaum Yahudi), dan juga masjid-masjid (orang Islam) Yang sentiasa disebut nama Allah banyak-banyak padanya dan Sesungguhnya Allah akan menolong sesiapa Yang menolong ugamanya (ugama Islam); Sesungguhnya Allah Maha Kuat, lagi Maha Kuasa. Iaitu mereka (umat Islam) Yang jika Kami berikan mereka kekuasaan memerintah di bumi nescaya mereka mendirikan sembahyang serta memberi zakat, dan mereka menyuruh berbuat kebaikan serta melarang dari melakukan kejahatan dan perkara Yang mungkar. dan (ingatlah) bagi Allah jualah kesudahan Segala urusan."*⁶

Surah al-Hajj (22: 39-41).

Namun begitu, terdapat juga segelintir kecil golongan yang masih mempertikai dan meragui akan sumbangan BAKA dalam PDRM. Golongan ini beranggapan bahawa BAKA tidak ubah seperti "melukut di tepi gantang", kehadirannya tidak membawa sebarang erti khususnya kepada warga POLIS di mana-mana Ibu Pejabat Polis Daerah, kewujudannya hanya dirasai ketika membaca doa dan majlis-majlis yang dianjurkan oleh pihak atasan. Golongan yang memandang rendah kepada sumbangan BAKA ini perlu disedarkan dengan hakikat kepentingan BAKA dalam organisasi PDRM. Ia menjadi elemen paling penting dalam melancarkan gerak kerja kepolisan negara. BAKA yang diamanahkan dengan tugas-tugas kerohanian

⁴ Mohd Liki Hamid, *Pengajian Tamadun Islam Edisi ke-2*, Pts Professional, h. 144.

⁵ Mohd Shauki Abd Majid (2004), *Wacana Hadhari Dalam Islam*, Yayasan Pembangunan Buku Negara, h. 500.

⁶ Al-Quran Mushaf Malaysia dan Terjemahan, Yayasan Restu, *al-Hajj*, h. 345.

Islam senantiasa melipatgandakan usahanya bagi memenuhi keperluan dan harapan sebagai “Pemangkin Kerohanian PDRM” melalui sepenuh tenaga dan meluas ke seluruh kepakaran.

Penulis ingin menjelaskan bahawa dalam menjalankan penyelidikan ilmiah ini, penulis telah memilih ‘BAKA’ sebagai subjek kajian, lantaran ia adalah sebuah organisasi yang bertanggungjawab memantapkan intergriti pasukan dengan nilai-nilai murni dalam melahirkan warga PDRM yang lebih berkualiti, yang merupakan visi penting. Ia telah ditubuhkan pada 3 April 2007 dan telah banyak memberi sumbangan dalam segenap aspek kepada masyarakat khususnya PDRM. dan ianya sering mendapat perhatian masyarakat mahupun kerajaan. Penglibatan penulis sebagai Ketua Cawangan Agama dalam Polis Diraja Malaysia memudahkan lagi penulis membuat kajian. Menerusi ini, penulis ingin memberi pendedahan publisiti BAKA kepada masyarakat umum.

Merujuk kepada tajuk ini juga, penulis merasakan amat penting untuk menggariskan latar belakang kajian yang dibuat. Pada hakikatnya ramai kalangan anggota polis khususnya dan masyarakat amnya tidak menyedari dan mengetahui tentang peranan Bahagian Agama dan Kaunseling (BAKA) PDRM dan peranannya kepada mereka. Malah ada di kalangan mereka tidak tahu tentang kewujudan bahagian tersebut. Sedangkan peranan dan sumbangan BAKA dalam pembangunan kerohanian amat diperlukan dalam usaha untuk melahirkan warga PDRM yang berakhlak, profesional.

Kajian ini adalah merupakan kajian yang tertumpu kepada Polis DiRaja Malaysia khususnya Bahagian Agama Dan Kaunseling atau sinonim dengan panggilan BAKA di kalangan PDRM mahupun masyarakat awam. Beberapa aspek yang berkaitan dengan BAKA diketengahkan dalam kajian ini terutamanya dalam pelaksanaan aktiviti-aktiviti keagamaan. Ia merupakan persoalan-persoalan yang berkaitan dengan ibadat, ilmu pengetahuan, akhlak, motivasi dan maklum balas terhadap aktiviti keagamaan bagi mengenalpasti sumbangan BAKA dalam pelaksanaan aktiviti keagamaan terhadap warga PDRM khususnya di Ibu Pejabat Polis Daerah Kota Bharu.

4. Kepentingan Kajian Ini Dalam Membentuk Jatidiri Anggota PDRM

Untuk memberi pendedahan tentang BAKA dengan lebih dekat terutamanya tentang sejarah penubuhan dan peranan BAKA dalam pelaksanaan aktiviti keagamaan ke arah penerapan nilai-nilai Islam dalam PDRM. Dapat memulihkan imej dan meluaskan publisiti serta penonjolan BAKA kepada masyarakat umum di samping membuktikan bahawa BAKA sememangnya memainkan peranan penting dalam pelaksanaan aktiviti keagamaan. Untuk menambah pengetahuan mahasiswa dan mahasiswi Universiti Malaysia Kelantan dan masyarakat umum mengenai

BAKA dengan lebih jelas apabila kajian ini siap dibukukan dan diletakkan di perpustakaan.

Dapatan kajian ini dapat membantu pegawai BAKA di seluruh Malaysia mendapatkan keperluan dan kemudahan dalam menguruskan hal ehwal Islam di institusi masing-masing. Diharap kajian ini dapat dijadikan rujukan dan dijadikan sebagai tanda ukur kepada IPK yang lain di seluruh Malaysia untuk memberi penambahbaikan lagi dalam pengurusan hal ehwal Islam di PDRM. Fokus utama kajian yang akan dibuat ialah untuk mengetengahkan peranan BAKA kepada anggota di IPD Kota Bharu. Responden terhad kepada 250 orang anggota dan pegawai polis yang bertugas di IPD Kota Bharu sahaja. Dapatan kajian bergantung kepada keupayaan responden menggunakan, pemahaman dan pengetahuan mereka tentang perkara yang dikaji dan ketepatan hasil kajian juga bergantung kepada kejujuran responden dalam menjawab soalan-soalan yang dikemukakan. Kajian ini tidak boleh dilakukan secara menyeluruh seperti mengkaji Ibu Pejabat Polis Daerah. Hal ini disebabkan tempoh masa yang terhad dan suasana kerja yang jauh berbeza mengikut institusi masing-masing. Tambahan pula, penyelidik perlu menggunakan sumber kewangan sendiri dalam menjalankan kajian ini. Begitu juga mengkaji di IPD Kota Bharu kerana responden di situ mempunyai jumlah yang sangat kecil dan dikhuatiri objektif kajian ini tidak tercapai. Sehubungan dengan itu, kajian hanya dapat dibuat untuk bilangan sampel yang tidak terlalu besar dan tidak terlalu kecil. Kajian berkenaan dengan peranan BAKA dalam aktiviti keagamaan adalah bertujuan untuk mengkaji sejauhmana perlaksanaannya samada ianya berjaya dilaksanakan atau sebaliknya. Begitu juga dengan aspek pelaksanaan pengajaran. Aspek pelaksanaan dilihat kepada aktiviti-aktiviti yang dijalankan di IPD Kota Bharu sepanjang tahun, selain itu juga, kajian juga melihat kepada pencapaian SKT pegawai pelaksana. Adakah ianya cemerlang atau sebaliknya.

4.1 Bahagian Agama Dan Kaunseling (BAKA)

Unit Agama adalah sebuah unit yang duduk di bawah Bahagian Agama Dan Kaunseling (BAKA). Ia merupakan satu gabungan diantara pihak Jabatan Kemajuan Islam Malaysia (JAKIM), Cawangan Psikologi dan Kaunseling Polis Diraja Malaysia (PDRM).

a) Anggota PDRM

Anggota PDRM bermaksud anggota polis yang berpangkat Pegawai Kanan Polis dan Pegawai Rendah Polis dan Konstabel. Pegawai Kanan Polis bermula pangkat Inspektor hingga Inspektor General Polis dan Pegawai Rendah Polis. Manakala Pegawai Rendah Polis dan Konstabel bermula pangkat konstabel hingga Sub-Inspektor.

b) Ibu Pejabat Polis Daerah

Ibu Pejabat Polis Daerah bermaksud organisasi yang menjaga dan mentadbir keselamatan di peringkat daerah. Polis DiRaja Malaysia (PDRM) mempunyai empat susun lapis struktur organisasi iaitu:

- a. Peringkat Persekutuan (Bukit Aman).
- b. Peringkat Negeri (Kontinjen).
- c. Peringkat Daerah (Ibu Pejabat Polis Daerah).
- d. Peringkat Balai

5. Kesimpulan

Kesimpulan bab ini telah membincangkan tentang latar belakang masalah, pernyataan masalah, objektif kajian, persoalan kajian, kepentingan kajian, skop dan batasan kajian, kerangka konseptual kajian, definisi dan pengurus. Perbincangan ini memberi gambaran awal aspek penting pra kajian ini selain memudahkan kefahaman terhadap penggunaan istilah yang terdapat dalam kajian ini.

6. Penutup

Untuk memberi pendedahan tentang BAKA PDRM dengan lebih dekat terutamanya tentang sejarah penubuhan dan sumbangan BAKA PDRM dalam pelaksanaan aktiviti keagamaan ke arah penerapan nilai-nilai Islam dalam PDRM. Dapat memulihkan imej dan meluaskan publisiti serta penonjolan BAKA kepada masyarakat umum di samping membuktikan bahawa BAKA PDRM memainkan peranan penting dalam pelaksanaan aktiviti keagamaan. Untuk menambah pengetahuan mahasiswa dan mahasiswi Universiti Malaysia Kelantan dan masyarakat umum mengenai BAKA PDRM dengan lebih jelas apabila kajian ini siap dibukukan dan diletakkan di perpustakaan. Dapatan kajian ini dapat membantu pegawai BAKA di seluruh Malaysia mendapatkan keperluan dan kemudahan dalam menguruskan hal ehwal Islam di IPD masing-masing. Diharap penulisan ini dapat dijadikan rujukan dan dijadikan sebagai tanda ukur kepada Ibu Pejabat Polis Daerah yang lain di seluruh Malaysia untuk memberi penambahbaikan lagi dalam pengurusan hal ehwal Islam di PDRM. Memberi tambah nilai mutu kerja bagi anggota yang bermasalah sekiranya telah diterap kanseling dan motivasi.

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Pakaian Tradisional Melayu Kelantan: Perspektif Sejarah Dan Realiti Semasa

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Abstrak - Pakaian tradisional merupakan salah satu warisan sejarah yang amat bernilai, unik dan menarik. Pakaian tradisional masyarakat Melayu Kelantan khususnya mempunyai sejarah dan keunikannya yang tersendiri. Keunikan pakaian tradisional masyarakat Melayu Kelantan boleh dibuktikan berdasarkan perspektif sejarah. Namun, nilai-nilai yang wujud di sebalik keunikan tersebut semakin pudar disebabkan faktor perubahan fesyen semasa. Penulisan ini bertujuan untuk meneliti perspektif sejarah pakaian tradisional masyarakat Melayu di Kelantan. Ia juga bertujuan untuk mengkaji realiti semasa dan faktor berkaitan yang menyebabkan berlakunya perubahan dalam cara pemakaian masyarakat Melayu masa kini. Kajian ini menggunakan kaedah kepustakaan melalui dokumen dan sumber sejarah berkaitan yang dianalisis menggunakan kaedah analisis dokumen. Dapatan menunjukkan pakaian masyarakat Melayu Kelantan seperti Pakaian Cik Siti Wan Kembang, Baju Kurung, Baju Kebaya dan Baju Kota Bharu mempunyai latar sejarah dan keunikannya yang tersendiri. Namun, masyarakat zaman kini kurang berminat dengan pakaian tradisional ini kerana faktor perkembangan fesyen zaman moden di mana industri tekstil lebih mengangkat serta mempopularkan fesyen semasa. Pihak-pihak bertanggungjawab seperti Kementerian Kesenian dan Warisan seharusnya menggerakkan inisiatif berkesan dalam meningkatkan kesedaran masyarakat terhadap sejarah dan keunikan pakaian tradisional masyarakat Melayu Kelantan agar ia tidak pupus ditelan zaman.

Keyword : Pakaian Tradisional; Melayu; Kelantan; Sejarah; Warisan

1. Pengenalan

Pakaian menjadi salah satu warisan yang istimewa dalam mencorak budaya masyarakat Melayu dan menjadi perhatian kepada perkembangan dunia fesyen. Perkembangan peradaban dan kemajuan yang semakin canggih dan cepat dapat menghasilkan pelbagai produk yang beraneka jenis yang boleh digunakan untuk memenuhi kehendak manusia. Salah satu produk yang semakin berkembang dan dapat mempengaruhi manusia ialah industri tekstil. Perkembangan industri tekstil telah menyebabkan terhasilnya pelbagai reka bentuk pakaian yang begitu menarik dan elegan yang sesuai dengan pengguna masa kini. Kepesatan industri tekstil di negara ini telah menyebabkan sedikit demi sedikit terakisnya ciri-ciri pakaian tradisional masyarakat Melayu di Kelantan. Pakaian pada dasarnya adalah keperluan asas manusia yang sangat penting dan perkembangannya cukup signifikan. Hal ini dapat dilihat dengan terhasilnya pelbagai pabrik-pabrik pakaian dengan berbagai bentuk dan corak yang sangat bervariasi di seluruh dunia. Dari sisi lain, pakaian juga dikaitkan dengan nilai keindahan budaya dan juga memberi dampak psikologi bagi pemakainya serta menunjukkan perkembangan masyarakat

Melayu dalam berfesyen. Begitu juga dengan pakaian masyarakat Melayu yang kaya dengan pelbagai jenis pakaian tradisional yang masih kekal hingga kini seperti Baju Kurung, Baju Kebaya dan Baju Melayu. Bagi masyarakat Melayu pakaian tradisional mereka mempunyai nilai estetika dan nilai kesopanan yang tinggi dalam masyarakat. Menurut masyarakat Melayu pakaian yang sopan adalah pakaian yang boleh menutup aurat sepenuhnya seperti yang ditetapkan oleh Islam dan memenuhi ciri-ciri kemelayuan. Hal ini kerana, Islam telah memerintahkan kepada setiap manusia khususnya umat Islam agar menutup aurat dengan mengamalkan pemakaian yang betul supaya elok dipandang mata bagi membezakan antara manusia dengan haiwan (Akmal Mohd Zain, 2006). Berdasarkan dalil Al-Quran dan Hadith Rasullullah S.A.W. Allah S.W.T berfirman:

Wahai anak Adam! Pakailah pakaian kamu yang indah berhias pada tiap-tiap kali kamu ke tempat ibadat (atau mengerjakan solat), dan makan serta minumlah dan jangan pula kamu melampau; sesungguhnya Allah tidak suka orang yang melampau batas.

(Surah Al-A'raaf
7:31)

Dalam ayat ini Allah S.W.T memerintahkan kepada manusia supaya menutup tubuh badan mereka dengan pakaian yang tidak melampau. Menutup aurat dengan sempurna merupakan cara berpakaian yang baik dan memberi kebaikan kepada manusia. Sebaliknya pakaian yang mendedahkan aurat boleh mengundang pelbagai masalah sosial. Oleh sebab itu, menutup aurat merupakan satu kewajiban umat Islam (Shofian Ahmad & Lotfiah Zainol Abidin, 2004).

Namun perkembangan negara yang semakin maju dalam pelbagai bidang seperti teknologi dan media massa telah menyebabkan berlakunya keruntuhan nilai sopan dalam amalan pemakaian dalam kalangan remaja masa kini (Wan Norina Wan Hamat, Zaharah Hussin, Ahmad Fkrudin mohamed Yusoff, & Ahmad Arifin Sapar, 2013). Hal ini kerana, remaja hari ini lebih suka menggayakan fesyen pakaian jeans, kemeja-T, kemeja atau baju kasual, *skirt* dan *blouse* yang dipadankan dengan topi, kasut dan barang-barang perhiasan seperti rantai, gelang, tali pinggang dan anting-anting pada sekitar tahun 1999 hingga 2000 (Rokiah Ismail, 2003). Tanpa masyarakat Melayu sedar masalah keruntuhan nilai kesopanan ini semakin berterusan dan ini boleh menyebabkan pakaian tradisional masyarakat Melayu semakin kurang diminati oleh golongan remaja. Keadaan ini boleh memberi kesan buruk kepada negara dan masyarakat Melayu khususnya kepada remaja itu sendiri. Usaha pemeliharaan pakaian warisan perlu diambil untuk memastikan kelestarian pakaian masyarakat Melayu supaya terus kekal dan diminati oleh golongan remaja apabila memilih cara berpakaian agar menepati ciri-ciri kemelayuan dan tuntutan agama Islam.

Diharapkan pelbagai usaha dapat dilakukan untuk memelihara pakaian tradisional Melayu supaya dapat mengekalkan khazanah warisan masyarakat Melayu yang unik ini. Selain itu juga boleh di manfaatkan oleh penyelidik dan generasi akan datang untuk membuat rujukan. Khazanah warisan Melayu mempunyai nilai estetikanya yang tersendiri dan mengandungi fakta sejarah yang sangat penting untuk generasi baru. Melalui khazanah warisanlah kita dapat mengetahui kebudayaan, kepercayaan, pegangan hidup dan asal usul yang berkaitan dengan generasi yang terdahulu. Oleh sebab itu pemeliharaan warisan budaya bangsa amat penting bagi setiap negara dalam usaha membina negara bangsa yang dikongsi bersama oleh masyarakat pelbagai kaum dan etnik (Saidatulakmal Mohd, Azlinda Azman, & Jamalludin Sulaiman, 2011).

2. Sejarah Pakaian Masyarakat Melayu

Pakaian awal masyarakat Melayu Kelantan tidak begitu jelas kerana kekurangan bahan bukti yang boleh dijadikan sebagai asas panduan (Zubaidah Shawal, 1994). Terdapat kajian-kajian telah dilakukan untuk mendokumentasikan sejarah pakaian ini. Penyelidikan telah dilakukan keatas hasil-hasil kesusasteraan lama daripada cerita hikayat-hikayat dan manuskrip-manuskrip lama. Sejarah pakaian boleh dilihat dengan jelas pada zaman kesultanan Melayu Melaka terutamanya selepas kedatangan Islam ke Tanah Melayu terutamanya Kelantan. Secara logiknya masyarakat Melayu sudah mengamalkan berpakaian sejak pembentukan tamadun di seluruh Nusantara (Asliza Aris, Norwani Md. Nawawi, & Saemah Yusof, 2015). Kewujudan kerajaan Melayu Melaka sejak abad ke-15 telah menjadikan Melaka sebagai pusat perdagangan yang penting dalam pelagai bidang termasuk politik, ekonomi dan kebudayaan Melayu. Antara barang dagangan yang popular ketika itu ialah bahan-bahan tekstil seperti kain sutera dari China, kain bersulam emas dan kain cindai atau patola dari India (Siti Zainon Ismail, 2006).

Kemasukan Islam ke Kelantan telah mempengaruhi cara pemakaian masyarakat Melayu Kelantan. Di samping itu, kemasukan pedagang asing juga telah menyebabkan berlakunya perubahan dalam reka bentuk pakaian Melayu. Dipercayai pakaian wanita Melayu telah mula berkembang setelah melalui perkembangan proses identiti iaitu kesan peradaban awal masyarakat Melayu itu sendiri dan penerimaan pengaruh luar seperti pengaruh masyarakat Arab, India dan Cina (Haziyah Hussin & Norwani Md. Nawawi @Eshah Haji Mohamed, 2013). Zaman kerajaan Melayu merupakan zaman kegemilangan tekstil dan pakaian Melayu sebelum mengalami perubahan sedikit demi sedikit selepas kedatangan pedagang asing dari barat. Perubahan ini semakin ketara selepas kedatangan barat dan selepas kemerdekaan. Pakaian memainkan peranan penting dalam masyarakat Melayu.

Siti Zainon (2006) pakaian mempunyai empat fungsi utama iaitu

- 1) Pakaian harian yang berperanan sebagai bahan perlindungan yang dapat memelihara anggota badan daripada cuaca, keselamatan, menutup aurat dan menjaga maruah diri.
- 2) Pakaian juga dikatakan sebagai simbol status untuk membezakan taraf kedudukan seseorang sama ada daripada golongan atasan, bangsawan, alim ulama ataupun rakyat biasa. Perbezaan ini dapat dilihat daripada reka bentuk pakaian tersebut,kelembutan fabrik, warna yang digunakan serta aksesori yang diperagakan.
- 3) Pakaian juga dijadikan sebagai hadiah atau pemberian yang dianugerahkan oleh sultan kepada rakyatnya yang banyak berbakti terhadap kerajaan atau istananya.
- 4) Pakaian juga sebagai peralatan adat contohnya kain digunakan dalam upacara-upacara tertentu seperti dijadikan pengeras dalam jampi mantera, melenggang perut, berkhatam dan sebagainya.

Pakaian Melayu Kelantan mempunyai sejarahnya yang tersendiri dan perkembangannya boleh dilihat daripada manuskrip dan persuratan lama yang banyak menceritakan tentang asal usul pakaian. Semasa zaman prasejarah, manusia pada waktu itu menggunakan sumber alam di sekeliling mereka untuk membuat pakaian dan menyesuaikan diri dengan alam sekeliling. Bahan-bahan yang telah digunakan ialah kulit kayu, daun, dan kulit binatang. Bahan-bahan asas ini mudah didapati dan sesuai untuk digunakan sebagai pelindung badan (Zubaidah Shawal, 1994). Pola pakaian Melayu adalah merupakan kesinambungan pola asas yang berkembang di istana kerajaan Melayu Melaka pada zaman keagungannya di kepulauan Melayu hampir 100 tahun sebelum Melaka jatuh ke tangan portugis pada tahun 1511. Sebagai unsur budaya tradisi agung, pemakaian cara Melayu diterima di wilayah budaya Melayu hingga menjadi pola dasar pakaian masyarakat Melayu (Siti Zainon Ismail, 2006). Pakaian masyarakat Melayu Kelantan Pattani adalah ringkas. Masyarakat Melayu Pattani suka memakai kain empat segi yang diperbuat daripada kapas dan dinamakan sebagai “Kain Lepas” yang dipakai di sekeliling pinggang dan labuhnya hingga ke lutut (Graham, 2010). Manakala pakaian perempuan masyarakat Melayu Kelantan Pattani ialah tiga helai kain iaitu kain pertama iaitu kain “sarong” yang di pakai di sekeliling pinggan dan labuhnya ke buku lali, kain kedua pula ialah “kembau” yang dipakai di bawah lengan dan di atas dada dan labunya hingga ke peha manakala pakaian yang ketiga ialah “kelumbong” yang diapakai seperti selendang longgar untuk melindungi kepala, muka dan bahu (Graham, 2010). Pakaian ini digunakan untuk melakukan kerja seharian dan menghadiri majlis keramaian.

3. Bentuk Pakaian Kelantan

3.1 Pakaian Cik Siti Wan Kembang

Pakaian Cik Siti Wan Kembang ialah pakaian raja perempuan yang memerintah negeri Kelantan pada abad ke-17 (Abbas Alias & Norwani Md. Nawawi, 2006). Pakaian ini di pakai oleh Raja Perempuan Kelantan maka kekallah nama Cik Siti Wan Kembang diabadikan sebagai mewarisi nama pakaian ini (Abbas Alias & Norwani Md. Nawawi, 2006). Pakaian ini merupakan pakaian kembangan yang

digayakan dengan ikatan yang kemas dan menarik. Pakaian kembangan merupakan pakaian awal orang Melayu sebelum wujudnya pakaian yang berjahit. Pola pakaian Negeri Kelantan pada zaman dahulu masih meneruskan ciri tradisi yang berkaitan dengan sejarah. Pakaian tradisi wanita Kelantan ketika itu meneruskan ciri pakaian Seriwijaya yang terkenal pada zaman kerajaan Cik Siti Wan Kembang yang pernah menjadi pemerintah kerajaan negeri Kelantan (Siti Zainon Ismail, 2006). Pola pakaian Kelantan waktu itu terdiri daripada tiga helai kain potong yang digunakan untuk menutup tubuh iaitu cindai atau limar yang dipakai cara ikat meribu (sarung), berkembangan (menutup dada) dan kain panjang melampaui menutup bahu dan dada. Berkembangan selalunya dikaitkan dengan pakaian Cik Siti Wan Kembang (Siti Zainon Ismail, 2006).

Pakaian Cik Siti Wan Kembang dikatakan cukup lengkap, sempurna dan indah yang terdiri daripada tiga jenis kain iaitu kain kembangan, kain sarung dan selendang panjang. Cara beliau berpakaian digelar sebagai berkembangan jantan iaitu memakai kain limar sutera hijau yang diikat lepas pada bahagian dada hadapan. Manakala kain sarungnya tenunan songket bunga penuh yang diikat secara ombak secara ombak mengalun di hadapan (Siti Zainon Ismail, 2006). Kain selendangnya pula diperbuat daripada kain songket penuh yang panjang dan menutupi bahu sepenuhnya hingga tidak menampakkan langsung bahagian dadanya. Cik Siti Wan Kembang akan memakai “pending” dan tali pinggang emas di atas kain kembangan. Pakaian ini sangat terkenal suatu ketika dulu dan setanding dengan pakaian seorang raja perempuan yang memerintah (Siti Zainon Ismail, 2006). Walaupun pakaian tersebut dinamakan sebagai pakaian berkembangan namun pakaian tersebut tidak menjolok mata dan kelihatan sopan apabila dipakai dengan selendang di bahu dan ada yang menampakkan lagi keindahan pakaian tersebut.

Di Kelantan tenunan cindai bersongket adalah ciri khas selendang Cik Siti Wan Kembang. Istilah pakaian ini terkenal sejak pemerintahan Cik Siti Wan Kembang pada tahun (1610-1677) iaitu pada abad ke-17. Pada ketika itu, Kelantan Terengganu dan Pahang sebagai wilayah yang pernah dikuasai oleh Majapahit dan Siam yang mewarisi ciri pakaian dengan penggunaan tiga helai kain yang merupakan pengaruh daripada unsur Hindu Budha atau ciri-ciri pakaian Jawa (Majapahit) (Abbas Alias & Norwani Md. Nawawi, 2006). Memang tidak terdapat dalam teks yang tepat mengenai pakaian Cik Siti Wan Kembang.

Istilah baju dapat diertikan sebagai lilitan kain panjang yang menutupi bahagian dada (badan). Berdasarkan bahan etnografi yang disimpan di muzium Kelantan dan muzium negara yang berupa kain panjang, kain punca potong adalah pakaian yang digunakan oleh Kelantan Pattani sebagai kain (lelaki dan perempuan) dan kelubung sebelum abad ke-20 (Siti Zainon Ismail, 2006). Pengekalan unsur Seriwijaya dalam pakaian Cik Siti Wan Kembang (CWSK) adalah kerana tokoh utama Cik Siti Wan Kembang ialah ratu yang memerintah dan mewariskan takhtanya kepada Puteri Saadong. Hal ini dapat dibuktikan melalui kelangsungan menenun songket yang

kekal hingga ke hari ini. Cik Siti Wan Kembang dipercayai menenun songketnya sendiri (Siti Zainon Ismail, 2006). Selain itu di Kelantan wujud pola pakaian lain iaitu kebaya pendek yang dipadankan dengan sarung hitam kain kapas, pakaian labuh yang digunakan dalam upacara perkahwinan.

3.2 Baju Bandung /Kota Bharu

Baju Kota Bharu juga dikenali sebagai Baju Bandung. Baju Kota Bharu ini dinamakan bersempena dengan nama sebuah bandar di Indonesia. Baju Bandung ini berasal dari Indonesia dan mempunyai “lidah baju” iaitu sekeping kain yang akan mencantumkan baju yang terbelah (Abbas Alias & Norwani Md. Nawawi, 2006). Baju Bandung ini mempunyai reka bentuk yang hampir sama dengan Baju Kebaya. Perbezaan kedua-dua baju ini ialah “lidah baju”. Baju Kebaya tidak mempunyai lidah baju dan bahagian hadapan baju yang terbelah akan ditutupi dengan tiga bentuk kerongsang manakala Baju Bandung mempunyai lidah baju dan tidak mempunyai kerongsang. Baju Bandung ini berasal dari Indonesia dan diminati oleh orang wanita di Jawa. Baju Bandung ini juga popular dalam kalangan wanita di Tanah Melayu semasa Baju Kebaya pendek menjadi ikutan ketika itu. Pada tahun 1950-an wanita Kelantan sangat gemar memakai Baju Bandung ini dan menamakan Baju Bandung sebagai Baju Kutu Bharu (Abbas Alias & Norwani Md. Nawawi, 2006).

Selepas berlaku peredaran zaman telah muncul pelbagai fesyen pakaian menyebabkan Baju Bandung ini semakin kurang diminati. Ketika itu juga wujudnya fesyen Baju Kebaya Moden yang lebih menarik hasil daripada pengaruh Baju Kebaya Bandung ini. Pereka fesyen telah mengubah Baju Kebaya Moden menjadi lebih menarik dan mengikut citarasa masyarakat ketika itu supaya kelihatan lebih bergaya lagi.

Baju Kota Bharu ini telah menjadi pakaian tradisional masyarakat Melayu terutamanya di Kelantan (Abbas Alias & Norwani Md. Nawawi, 2006). Kini masyarakat Melayu tidak lagi menjadikan Baju Kota Bharu ini sebagai pilihan apabila ingin bergaya. Baju Kota Bharu kini hanya tinggal sejarah sebagai pakaian tradisional masyarakat Melayu di Kelantan. Hasil peninggalan sejarah ini perlu dipelihara supaya boleh kekal untuk tatapan generasi muda atau penyelidik membuat kajian pada masa akan datang. Kini Baju Kota Bharu ini hanya dapat dilihat dan di pameran di Muzium untuk tatapan masyarakat sebagai salah satu hasil seni peninggalan sejarah.

3.3 Baju Melayu

Sejak abad ke-17, Para pengkaji sejarah, pekerja seni dan para budayawan Melayu telah mengenali Baju Melayu yang telah menjadi pakaian orang-orang Melayu. Bentuknya sangat sederhana, yang pada mulanya berbentuk ketat, lengan

hanya separuh tangan, demikian juga dengan celananya (seluar) yang juga ketat dan sebatas betis (Siti Zainon Ismail, 2006).

Pelengkapan lainnya di pinggang, dililitkan dengan selembar kain serta di kepala kain destar yang dibentuk seperti kerucut dan pada bahagian belakangnya diikatkan, adakalanya agak pendek dan ada pula panjang hingga ke atas bahu (Siti Zainon Ismail, 2006). Pakaian ini adalah pakaian kaum lelaki Melayu pada waktu itu. Pakaian ini menampakkan kesederhanaan dalam berpakaian dan sesuai dipakai untuk sehari-hari dan juga menghadiri pesta-pesta serta acara rasmi yang lain. Baju Melayu yang dibuat sedemikian rupa dan sesuai dipakai oleh sesiapa sahaja, samada untuk lelaki dan wanita kerana Baju Melayu ini tidak memerlukan teknik jahitan yang canggih. Selain itu Baju Melayu sesuai dipakai untuk semua jenis pekerjaan dan dapat dipakai di acara-acara yang bersifat rasmi mahupun tidak rasmi. Bagi masyarakat Melayu dahulu yang bekerja sebagai petani, Baju Melayu dapat memudahkan pergerakan mereka.

Perkembangan fesyen pakaian telah menyebabkan Baju Melayu hanya dipakai dalam majlis-majlis tertentu seperti hari raya, kenduri, majlis perkahwinan dan majlis rasmi. Baju Melayu juga telah diubahsuai fesyennya mengikut peredaran semasa. Baju Melayu akan kelihatan lebih segar dengan pemakaian sampung. Pemakaian sampung akan melengkapkan lagi gaya pemakaian Baju Melayu terutamanya apabila adanya majlis perkahwinan Baju Melayu akan dipakai dengan sampung dan tengkolok untuk menampakkan lagi gaya raja sehari. Sebagai salah satu khazanah Melayu yang unik Baju Melayu haruslah dipelihara identitinya supaya tidak hilang ciri-ciri kemelayuan dan terus kekal sepanjang zaman.

3.4 Baju Kurung

Baju Kurung selalunya dikaitkan dengan pakaian yang longgar, labuh, besar dan menutup aurat seluruh badan. Baju Kurung sentiasa menjadi pilihan wanita wanita untuk menghadiri majlis-majlis rasmi dan sebagai pakaian harian untuk bekerja atau belajar. Pakaian ini masih kekal sehingga hari ini dan tidak ditelan zaman. Baju Kurung merupakan salah satu pakaian Melayu yang masih mengekalkan nilai-nilai kemelayuan dan kesopanan kepada pemakainya. Baju Kurung tradisional berkeadaan longgar, bertangan panjang dan berpesak serta kembang dibawah. Baju ini bukan sahaja untuk kaum wanita malah untuk kaum lelaki dengan versi yang dinamakan Baju Melayu (Abbas Alias & Norwani Md. Nawawi, 2006). Pada zaman dahulu kaum wanita Melayu memakai Baju Kurung dengan kain sarung ikatan “ombak mengalun” manakala bagi lelaki Melayu Baju Melayu ini dipakai dengan seluar dan sampung. Cara untuk memakai Baju Kurung adalah dengan cara menyarung baju tersebut melalui kepala (Asliza Aris et al., 2015).

Baju Kurung merupakan pakaian wanita Melayu juga sangat sederhana dan mempunyai ciri-ciri yang tertentu iaitu panjang sedikit di atas lutut, memakai kain serta mengenakan selendang. Selendang yang dipakai hanya menutup sebahagian kepala dan bahagian sebelah kanan selendang tersebut dililitkan ke leher dan di hujungnya tergantung dibahagian belakang. Adakalanya selendang tersebut ditumbukkan di atas kepala para kaum perempuan yang disebut tengkolok. Fungsi pakaian pada waktu itu adalah untuk menahan panas matahari serta menutup rambut daripada debu (Abdul Latiff Abu Bakar & Mohd Nefi Imran, 2004)

Baju Kurung pada masa kini telah diubahsuai mengikut peredaran zaman dengan menambah labuci dan manik supaya lebih diminati oleh golongan masyarakat. Penggunaan Baju Kurung juga tidak terhad kepada majlis-majlis tertentu malah boleh diubahsuai dengan pelbagai majlis. Penggunaan Baju Kurung ini boleh menampilkan si pemakai lebih kelihatan sopan dan masih mengekalkan elemen kemelayuan yang melambangkan jati diri masyarakat Melayu.

3.5 Baju Kebaya

Baju Kebaya juga merupakan salah satu pakaian tradisi selain daripada Baju Kurung dan Baju Melayu. Baju Kebaya biasanya dipakai semasa berada di dalam rumah dan menjadi pilihan untuk bergaya ke tempat kerja. Seiring dengan perkembangan zaman Baju Kebaya juga telah diubahsuai mengikut peredaran semasa untuk bersaing dengan fesyen semasa. Baju Kebaya kebiasaannya ketat dan dijahit mengikut potongan badan dan untuk memakainya seseorang itu hanya perlu menyarungkannya sahaja (Abbas Alias & Norwani Md. Nawawi, 2006).

Penggunaan Baju Kebaya pada masa kini hanya boleh dilihat dalam majlis-majlis yang tertentu sahaja seperti hari raya, majlis perkahwinan, kuliah dan majlis-majlis rasmi. Masyarakat pada masa kini telah mempunyai banyak pilihan untuk bergaya dan berfesyen. Fesyen-fesyen terkini menjadi pilihan masyarakat kerana terpengaruh dengan artis atau idola kesayangan mereka. Keadaan ini menyebabkan Baju Kebaya bukan lagi sebagai pilihan utama masyarakat Melayu untuk berfesyen dan tidak mustahil pemakaian Baju Kebaya ini akan mengalami kepupusan sekiranya tidak di pelihara.

1. Realiti Semasa Fesyen Pakaian Masyarakat Melayu

Apabila berlakunya perubahan teknologi semasa dan perkembangan ilmu telah menyebabkan mereka mempunyai kemahiran dan ilmu untuk memintal benang daripada pokok kapas. Kapas-kapas ini telah dipintal menjadi benang dengan menggunakan *spinning whell* yang telah diperkenalkan oleh British pada tahun 1764 (Maziah Ab Rashid, 2005). Daripada benang tersebut telah ditunen menjadi kain dan seterusnya mencipta pakaian. Secara logiknya masyarakat Melayu sudah mengamalkan tradisi berpakaian sejak pada zaman awal pembentukan tamadun mereka di seluruh Nusantara. Perubahan gaya dan fesyen dikatakan dipengaruhi oleh unsur asing yang tidak dapat

dielakkan di wilayah budaya Melayu. Apabila wujudnya sistem perdagangan yang membawa pakaian untuk berdagang di Nusantara sejak abad ke-11 telah menyebabkan berlakunya perubahan nilai estetika dalam perkembangan gaya dan fesyen masyarakat Melayu. Hubungan ini dapat diwujudkan melalui hubungan politik yang berjalan lancar di Nusantara.

Sebelum merdeka atau zaman awal kerajaan Melayu Melaka di abad ke-13, wanita Melayu hanya memakai kain sarung dengan melilit tubuh atau berkemban dengan kain sarung atau kain panjang hingga paras dada dan berkelubung di bahagian dada ke atas dan tidak menggunakan sebarang tali. Amalan berkemban masih kekal sehingga ke hari ini dalam masyarakat kampung. Mereka selalunya suka berkemban ketika pergi mandi atau berehat di rumah. Berkemban boleh dianggap sebagai pakaian wanita Melayu yang tertua dan terawal (Zubaidah Shawal, 1994). Berkemban dikatakan telah diamalkan sejak berabad yang lalu malah lebih awal dari kurun ke-15.

Pada zaman pemerintahan Sultan Mansur yang memerintah Kelantan pada tahun 1890-1899 cara berpakaian berkemban masih lagi di amalkan dalam kawasan-kawasan pedalaman namun sultan tidak berkenan dengan amalan ini dan telah menitahkan supaya sesiapa yang keluar berkemban badannya akan di sapu dengan lumpur (Siti Zainon Ismail, 2006). Kini cara berpakaian berkemban dikaitkan dengan identiti pakaian Cik Siti Wan Kembang dan Kelantan juga dikenali sebagai negeri Cik Siti Wan Kembang. Manakala sehingga abad ke-19 lelaki Kelantan belum memakai baju hanya berseluar sahaja.

Selepas kedatangan Barat ke Tanah Melayu berlakunya perubahan sedikit demi sedikit dalam cara berpakaian orang Melayu. Pakaian cara moden atau barat telah diperkenalkan dan diterima oleh masyarakat Melayu dan mereka mula meniru cara berpakaian moden atau ala kebaratan dengan menggunakan bahan tekstil yang lebih baik dan praktikal.

Pada tahun 1930-1940 masyarakat muslim pada ketika ini sedang mengalami konflik untuk memilih pakaian yang sesuai dengan nilai islam atau memenuhi tuntutan fesyen untuk kelihatan maju (Nazirah Lee, 2014). Konflik ini boleh menyebabkan golongan masyarakat tersalah memilih fesyen dan terlalu mengikut fesyen semasa sehingga melupakan nilai-nilai ketimuran yang harus dipelihara apabila berfesyen.

Selepas merdeka (1957-1999), iaitu pada tahun 1960-an amalan berpakaian wanita Melayu mengalami perubahan dan dikenali dengan “zaman a-go-go” iaitu zaman gaya berpakaian moden seperti mini skirt dan baju gaun terutamanya di kawasan bandar (Abbas Alias & Norwani Md. Nawawi, 2006). Keadaan ini menyebabkan kurangnya permintaan terhadap Baju Kurung dan Baju Kurung ini hanya dipakai pada hari perayaan sahaja. Pada ketika inilah pakaian Melayu berubah daripada Baju Kurung tradisional kepada kurung moden. Pakaian Melayu

moden ini lebih mendedahkan aurat. Ciri pakaian kurung moden semasa itu adalah mendedahkan bahagian leher dan sebahagian dada dengan berzip di bahagian belakang (Haziyah Hussin & Norwani Md. Nawawi @Eshah Haji Mohamed, 2013). Gadis-gadis Melayu pada ketika itu suka mengamalkan pemakaian kebaya yang ketat. Kebaya ini akan dipakai dengan korset yang bewarna hitam yang menampakan bentuk tubuh mereka. Bagi golongan lelaki mereka gemar memakai baju tuksedo yang dipadankan dengan tali leher serta menggunakan kasut ala “The Beatles” iaitu meniru gaya artis popular pada ketika itu. Keadaan ini mula berubah setelah berlaku peristiwa 13 Mei 1969 iaitu apabila masyarakat Melayu mula menyedari tentang Islam dan mereka mula mendalami tentang Islam dan mendampingi masjid atau surau untuk menambah ilmu yang berkaitan dengan Islam. Amalan berpakaian juga mula menutup aurat dan meninggalkan tabiat berpakaian yang menjolok mata.

Pada sekitar zaman 70-an, masyarakat Melayu mula menampakan minat terhadap amalan pemakaian Baju Kurung. Pada ketika ini ramai gadis Melayu yang dapat melanjutkan pelajaran ke universiti akan memakai Baju Kurung untuk menghadiri kuliah. Seterusnya, masyarakat Melayu mula terdedah kepada fesyen mini kurung. Perubahan tradisonal kepada moden ini bermula dengan terciptanya Baju Kurung berpesak gantung (Abbas Alias & Norwani Md. Nawawi, 2006). Fesyen pakaian mini kurung ini masih mengekalkan bentuk tradisional tapi kelihatan lebih ramping dan kemas berbanding Baju Kurung. Baju mini kurung ini dipotong singkat ke paras peha dan dipakai dengan kain ketat berbelah dengan zip di tepi atau belakang kain. Manakala di bandar-bandar pemakaian pada ketika ini dipengaruhi oleh gaya “Hippi” dari barat iaitu lelaki dan perempuan mempunyai rambut yang panjang dan memakai pakaian yang bewarna-warni serta berbunga-bunga. Bagi perempuan mereka gemar memakai pakaian yang ketat dan mempunyai lengan ke paras siku. Manakala seluar mereka lebih kepada fesyen “ball-bottom”. Ada juga yang berfesyen ala rambut “afro” iaitu kembang seperti sarang lebah.

Pada zaman 1980-an, adalah tahun yang dikaitkan dengan kesedaran masyarakat Melayu tentang Islam. Baju Kurung mini kurung mendapatkan sambutan orang ramai dan masyarakat mula kembali memilih Baju Kurung labuh hingga ke paras lutut. Pada masa ini juga timbul satu gaya apabila gadis gemar memakai Baju Kurung begi (gelobor) iaitu kain yang berpotongan kepak kelawar (Abbas Alias & Norwani Md. Nawawi, 2006) . Ciri baju ini ialah berkeadaan besar di bahagian lengan atas dan kecil di hujung kaki baju menjadikan hujung kaki baju itu agak ketat, mempunyai leher yang pelbagai bentuk dan pada kaki baju di sebelah belakang dibuat belahan. Perkembangan ini telah mengubah bentuk asal Baju Kurung moden mengikut peredaran semasa. Fesyen pakaian dunia terus mempengaruhi gubahan pakaian moden Melayu. Amalan pemilihan pakaian pada masa itu lebih kepada pakaian tradisi yang menutup aurat kerana ciri pakaian yang bercirikan Islam dapat diterima oleh masyarakat Melayu yang beragama

Islam. Walaubagaimanapun, zaman ini juga merupakan transisi daripada pakaian ketat seperti kurung moden kepada pakaian yang longgar dan sopan. Fesyen pakaian semakin berkembang dan tidak kurang hebatnya berbanding dengan zaman-zaman sebelumnya. Pada zaman ini, golongan remaja memakai perhiasan bewarna warni yang agak besar dan pakaian yang tiada kombinasi warna. Warna pakaian ketika ini menggunakan warna yang terang dan garang seperti warna kuning, merah, hijau dan biru.

Pada zaman 90-an, masyarakat pada zaman ini memperagakan fesyen yang berkonsepkan “skaters”, “surfer”, “niggers”. Cara pemakaian ini timbul apabila remaja mula terpengaruh dengan fesyen remaja barat yang dilihat melalui televisyen. Remaja gemar memakai baju-baju yang longgar dan seluar yang berlebihan inci dari paras pinggang.

Pada zaman 2000, fesyen “era millinium” yang mana ciri-ciri dan gaya pemakaian bersifat futuristik. Warna pakaian mula berubah daripada warna garang kepada warna-warna lembut seperti kelabu, warna keemasan dan warna perak. Perkembangan ini semakin berubah setiap masa menyebabkan remaja bebas dalam pemakaian dan kelihatan lebih bergaya dan berani memperagakan pakaian kegemaran mereka untuk meningkatkan imej mereka di mata masyarakat dan lebih yakin. Masyarakat pada ketika ini suka memakai seluar jeans dan baju T-shirt ketat dan berseluar pendek yang menampakkan lutut yang tidak mengikut ciri-ciri pakaian yang telah digariskan oleh syariat islam.

2. Kesimpulan

Kesimpulannya, pakaian tradisional mempunyai keunikan dan konsepnya yang tersendiri. Pakaian tradisional ini masih lagi mempunyai kesinambungannya samaada dipakai dalam majlis perayaan atau acara rasmi terutamanya Baju Kurung dan Baju Kebaya. Kesenambungan pemakaian tradisional ini masih kekal disebabkan oleh wujudnya golongan yang masih cuba untuk mengekalkan imej dan norma tradisional, khususnya dari segi struktur dan reka bentuk pakaian. Golongan tersebut adalah tukang jahit, mak andam atau pereka fesyen yang akan berusaha untuk mengekalkan keaslian bahan pakaian dan perhiasan seperti kain songket, dokoh, gelang besar dan ada juga yang menggabungkan imej dan pola tradisi dalam fesyen pakaian sehingga mengubah gaya asal pakaian tradisional. Golongan ini mempunyai keinginan untuk mengekalkan imej tradisi pakaian tradisional tapi dilemahkan oleh kekurangan sumber, kesedaran dan kefahaman tentang sejarah pakaian tradisional. Keadaan ini terjadi kerana tuntutan semasa dan peredaran zaman yang semakin serba moden. Kini sudah tiba masanya untuk mengekalkan semula identiti budaya asal. Agensi pelaksana seperti Kementerian Kesenian Warisan haruslah mengkaji semula langkah yang terbaik untuk memartabatkan cara pemakaian masyarakat melayu dan mewujudkan satu industri yang khusus untuk menghasilkan pakaian yang menepati ciri-ciri kemelayuan. Pakaian Melayu perlu

dilestarikan supaya tidak terhakis dan dilupakan kerana pakaian Melayu merupakan warisan budaya yang melambangkan jati diri dan identiti bangsa Melayu. Generasi muda haruslah mengekalkan budaya pemakaian ini supaya dapat diwarisi oleh generasi yang seterusnya kerana kemasukan pelbagai fesyen baru tidak dapat menggambarkan jiwa orang Melayu yang lemah lembut dan sopan santun.

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Konsep Makanan Warisan Dalam Masyarakat Melayu : Satu Kajian Kes Etak Di Kelantan

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Abstrak – *Kertas kerja ini berkaitan kajian mengenai Etak Salai sebagai Makanan Warisan dalam Masyarakat Melayu di Kelantan. Kajian ini merupakan satu kajian berbentuk saintifik bertujuan untuk melihat dan meninjau sejauh mana tarikan Warisan makanan budaya tradisi masyarakat terhadap makanan Warisan di Kelantan yang mempengaruhi pelancong dalam negeri dan pelancong luar negeri untuk datang ke Kelantan dan menjadikannya satu modal utama untuk membangunkan industri pelancong selaras dengan hasrat kerajaan Negeri Kelantan untuk memajukan sektor ini dengan jayanya. Skop Kajian ini tertumpu pada setiap daerah-daerah seperti Bachok, Pasir Mas, Tumpat, Kota Bharu dan sebagainya yang terdapat di Kelantan. Hasil dari temu bual dengan para pembeli, penjual dan pengokok Etak Salai. Kajian ini menggunakan kaedah tragulasi, instrumen kajian ini menggunakan kaedah temu bual serta soal selidik dengan pihak-pihak pengurusan yang berkenaan.*

Keywords: Etak Salai, Makanan Warisan dan Masyarakat Melayu

1. Pengenalan

Setiap negeri di Malaysia mempunyai pelbagai jenis makanan tradisi yang mencerminkan identiti serta keunikan tersendiri. Negara-negara di Asia Tenggara termasuk di wilayah *Asian Association of Southeast Asian Nations* memiliki keunikan masing-masing. Justeru itu juga dalam hal kuliner, setiap negara memiliki makanan khas yang tersendiri. Walaupun di beberapa negara makanan khasnya mungkin sama atau terinspirasi dari negara lain tetapi tetap cita rasa khas dalam sebuah negara tidak dapat di samakan dengan negara lain. Seseorang pendapat telah mendefinisi budaya sebagai warisan sosial sesuatu masyarakat, sistem idea, nilai, kepercayaan, pengetahuan, norma dan ada yang dikongsi bersama oleh semua orang dalam masyarakat (Ahmad Fauzi dan Abdul Rahman, 1996). Ahli-ahli sosiologi pula mendefinisikan budaya sebagai satu sistem idea, nilai, kepercayaan, pengetahuan, norma, adat dan teknologi yang dikongsi oleh semua orang dalam sesebuah masyarakat (Eshleman & Cashion 1985). Perkara budaya di dalam Bahasa Inggeris disebut *culture* yang memberi maksud kebudayaan (Mansur Ahmad Saman, 1997).

Etak merupakan sejenis hidupan air atau haiwan kerang-kerangan yang mendiami kawasan pinggir sungai dan sering menjadi pilihan masyarakat Kelantan dari pelbagai peringkat usia untuk dijadikan hidangan ringan pada waktu lapang atau ketika petang. Etak atau nama saintifiknya *Corbicula Fluminca* adalah haiwan kerang-kerangan yang menetap di kawasan air bersempadan kawasan air tawar dan air masin, namun lebih kepada kawasan sungai rendah berbanding muara yang berhampiran laut. Ia merupakan haiwan bercengkerang yang cukup populur, malah boleh dikatakan begitu sebatian dengan masyarakat di negeri Kelantan.

1.1 Objektif Kajian

1. Mengenal pasti status Etak Salai sebagai Makanan Warisan di Kelantan
2. Mengenal pasti faktor-faktor Etak Salai sebagai Makanan Warisan di Kelantan
3. Mendokumentasi sejarah perkembangan Etak Salai sebagai Makanan Warisan Masyarakat Melayu di Kelantan

1.2 Persoalan Kajian

1. Apakah status Etak Salai sebagai Makanan Warisan di Kelantan ?
2. Apakah faktor-faktor Etak Salai sebagai Makanan Warisan di Kelantan ?
3. Bagaimanakah sejarah perkembangan Etak Salai sebagai Makanan di Kelantan ?

2.0 Sorotan Kajian

2.1 Elemen Budaya

Elemen budaya boleh dikelaskan kepada tiga iaitu budaya bukan material, budaya material dan 'cultural lag'. Unsur-unsur yang terdapat dalam budaya bukan material ialah simbol, bahasa, nilai dan norma (Noran Fauziah 1987, Eshleman & Cashion 1985). Simbol atau lambang iaitu kewujudan sesuatu budaya bergantung pada kebolehan manusia memahami simbol. Simbol penting untuk berkomunikasi kepada masyarakat. Pada zaman batu dahulu menggunakan simbol sebagai salah satu cara untuk berkomunikasi dan menyampaikan maklumat. Oleh itu, ahli antropologi budaya turut mengkaji simbol sebagai salah satu unsur budaya. Antara contoh simbol ialah huruf, nombor, lambing dan bendera. Cara atau bentuk pakaian juga simbol budaya. Ada kalanya sesetengah simbol sama dengan masyarakat yang berlainan tetapi mempunyai maksud yang berbeza (Hofstede, 1991).

Bahasa merupakan sebahagian daripada unsur simbol yang penting. Bahasa merupakan aplikasi yang sistematik dalam interaksi. Melalui bahasa yang terdapat semua idea, nilai dan norma boleh dikongsi dan disebar. Walaupun ada beberapa medium lain yang mewujudkan proses komunikasi namun bahasa juga merupakan kaedah komunikasi yang unik dan mudah difahami oleh khalayak. Ini kerana banyak perkara boleh diterangkan dan disampaikan maksudnya melalui bahasa seperti mimpi dan pengalaman. Setiap masyarakat mempunyai bahasa yang tersendiri. Bahasa merupakan asas kepada budaya dan penting kepada masyarakat.

Kebudayaan mempunyai ruang lingkup yang sangat luas, kebudayaan meliputi segala daya dan aktiviti manusia untuk mengolah dan mengubah alam. Sesuai dengan yang dinyatakan oleh Joko Tri Prasetya dalam bukunya yang berjudul “Ilmu Budaya Dasar”(2004), bahawa maksud kebudayaan sangat luas yang meliputi dan hasil kelakuan manusia, yang teratur oleh tata kelakuan yang harus didapatkan dengan belajar dan semuanya tersusun dalam kehidupan masyarakat. Prasetya (2004) dan Widagdo (1991) menyatakan bahawa telah banyak sarjana-sarjana ilmu sosial yang mencuba menerangkan atau setidak-tidaknya telah menyusun definisi kebudayaan. Terdapat dua sarjana antropologi iaitu A.L Kroeber dan C.Kluckhohn yang mengumpulkan definisi tentang kebudayaan yang termaktub dalam buku yang berasal dari pengarang dan sarjana. Terbukti ada 160 definisi tentang kebudayaan yang kemudian dianalisis dan dicari inti yang diklasifikasikan dalam berbagai golongan, kemudian hasil penyelidikan itu diterbitkan dalam suatu kitab bernama “Culture A Critical Review of Concept and Definitions” (1952). Menurutnya lagi bahawa “Pertemuan dengan bangsa-bangsa Eropah telah memperkenalkan kepada bangsa Indonesia unsur-unsur budaya seperti ilmu pengetahuan atau teknologi, sistem sosial, sistem ekonomi, peralatan, bahasa Eropah, kesenian iaitu Sastera, tari, muzik, bangunan dan agama Kristen. Di samping itu mereka juga memperkenalkan huruf dan tulisan latin yang merupakan unsur penting bagi terbuka lebarnya komunikasi budaya internasional. Seterusnya kebudayaan memiliki unsur –unsur pokok universal yang disebut sebagai isi pokok tiap kebudayaan di dunia ialah peralatan dan kelengkapan hidup manusia seharian contohnya pakaian, perumahan, alat rumah tangga, senjata dan sebagainya.

Menurut Raymond Williams (2005), pengamat dan kritikus kebudayaan terkemuka, kata kebudayaan(*culture*) merupakan salah satu dari dua atau tiga kata yang paling kompleks penggunaannya dalam bahasa Inggeris.

3. Metodologi Kajian

Kajian tentang makanan warisan dalam masyarakat Melayu: satu kajian kes etok di Kelantan ini menggunakan kaedah kualitatif dan kaedah kuantitatif melalui kaedah analisis kandungan (*content analysis*). Dalam reka bentuk kajian terdapat dua reka bentuk dalam melakukan penyelidikan iaitu dalam bentuk kualitatif dan kuantitatif. Namun, kajian yang dilakukan ialah kajian kualitatif dan kuantitatif. Kaedah kualitatif digunakan untuk

mendapatkan pemahaman yang lebih baik tentang sesuatu fenomena yang belum lagi diketahui. Kaedah kualitatif digunakan kerana kajian ini tidak melibatkan numerical serta memperoleh maklumat secara terus dan tidak terbatas seperti kaedah kuantitatif. Kajian kualitatif mempunyai kualiti yang 'tidak dapat dinafikan' kerana mempunyai perkataan konkrit lebih daripada satu dan lebih meyakinkan pembaca daripada halaman-halaman bernombor. Untuk mendapatkan data bagi kaedah kualitatif yang dijalankan ialah dengan menggunakan instrument penyelidikan seperti kaedah lapangan dan kaedah perpustakaan. Kaedah lapangan meliputi menemu bual responden dan pemerhatian. Manakala kaedah perpustakaan pula merangkumi pencarian data untuk dianalisis, membuat kajian literatur dan maklumat tambahan yang diperlukan.

4. Kesimpulan

Kajian yang dilakukan ini akan membantu memudahkan masyarakat khususnya masyarakat Kelantan selaku penggemar Etak Salai untuk mengetahui status Etak Salai kepada masyarakat Melayu di Kelantan melalui kajian yang dilakukan. Dalam pembangunan bidang pendidikan, kajian ini juga boleh menjadi salah satu sumbangan kepada pengetahuan seseorang untuk penyelidikan pada masa hadapan yang berkaitan teori. Dalam kajian ini juga penyelidik dapat mengetahui dengan lebih mendalam mengenai Etak Salai dan status Etak Salai di Kelantan melalui sejarah dan mendokumentasi tentang Etak Salai. Seterusnya dapat membantu meningkatkan pengetahuan penyelidik untuk membangunkan kajian ini.

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Aspek Leksikal dalam Lirik Lagu Dikir Barat

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Abstrak - Dikir barat merupakan satu warisan budaya yang terkenal di negeri Kelantan dan menjadi kebanggaan setiap rakyat negeri tersebut. Selain padat dengan elemen kebudayaan dan kesenian, dikir barat juga kaya dengan unsur-unsur bahasa. Kajian ini merupakan satu kajian dalam bidang linguistik yang mengkaji aspek leksikal dalam lirik-lirik dikir Barat. Menerusi kaedah kualitatif dengan cara pendokumentasian lirik. Sebanyak 20 lirik lagu-lagu dikir barat nyanyian Sulizi Che Awang atau Cikgu Sulizi akan dipilih sebagai bahan kajian ini. Teori Fonologi dan Teori Semantik merupakan teori yang akan diaplikasikan untuk memastikan hubungkait antara analisis kajian.

Keywords: Dikir barat, leksikal

1. Pendahuluan

Leksikal dapat didefinisikan sebagai perbendaharaan kata atau kosa kata yang terdapat dalam sesuatu bahasa. Makna leksikal pula bermaksud makna yang terdapat dalam kamus atau makna perkataan yang terlepas daripada hubungannya dengan perkataan lain dalam ayat. Contohnya, perkataan lari, selari, berlari, berlarian, melarikan, larian, pelari dan pelarian memiliki makna leksikal, kerana maknanya dapat dirujuk dalam kamus. Urutan huruf se+, ber+, ber+...+an, me+ (...+kan), +an, pe+, (pe+...) +an tidak memiliki makna leksikal melainkan memiliki makna gramatis.

Dikir barat adalah satu permainan tradisional yang paling digemari oleh masyarakat Melayu di Kelantan. Dikir barat ini wujud dalam kalangan masyarakat biasa di kampung dan di pinggir bandar. Dikir barat ini boleh dipersembahkan sebagai hiburan ataupun dipertandingkan. Perkataan dikir merujuk kepada persembahan lagu dan manakala barat membawa empat wilayah yang terdapat di selatan Thai iaitu Yala, Nirathiwat, Songkla dan Pattani (Hamidah Yaacob, 2010). Dikir Barat ialah hasil kombinasi seni, iaitu 'dikir' dan 'pantun' atau 'dikir' dan 'karut'. Perkataan dikir dan zikir biasanya diciptakan dalam bentuk prosa tetapi kadangkala ungkapan dipuitiskan. Mungkin dengan cara sedemikian dapatlah kita mengingati Allah dan mensyukuri nikmat Allah S.W.T. Zikir atau dikir menggunakan bentuk

syair ataupun nazam yang biasanya daripada Bahasa Arab (Majlis Peperiksaan Malaysia, 1996).

Manakala pengertian “karut” pula adalah dari istilah mengarut dalam bentuk pantun atau syair. Oleh itu, Dikir Barat, Dikir Karut, Dikir Pantun dan Dikir Syair adalah sama ertinya. Namun begitu, di Kelantan ia lebih terkenal sebagai Dikir Barat dan di Selatan Thai sebagai Dikir Karut.

Seterusnya, menurut Azmi Mohd Nasir (2011), dikir barat terhasil daripada kombinasi dua perkataan iaitu dikir dan barat. Struktur dan bentuk prosa rakyat ini masih lagi kekal sebagai karya seni kerana masih lagi mengikut struktur sebuah puisi Melayu, iaitu terikat kepada bentuk pantun yang mempunyai ungkapan sejajar dan puitis. Pemilihan diksi yang menarik, tepat, dan jelas merupakan salah satu aspek utama dalam sebuah penghasilan lagu dikir, Harun Mat Piah (1998).

Lirik merupakan salah satu aspek penting dalam sesebuah persembahan dikir barat. Lirik berfungsi menerangkan idea dan pemikiran dalam penyampaian sesebuah lagu dan kandungan yang terdapat dalam lirik kerana menyentuh aspek kehidupan masyarakat (Arba'ie Sujud, 1999). Lirik memainkan peranan penting dalam menyampaikan fungsi sastera. Hal ini kerana, peranan sesebuah karya sastera sebagai penganalisisan aspek kehidupan masyarakat yang dihasilkan oleh seorang anggota (pengarang) untuk masyarakat tidak ubah seperti bahan penganalisisan diri sendiri, diri masyarakat sendiri, kita dan masyarakat sebagai pembaca (Shahnon Ahmad, 1991). Sehubungan itu, setiap bait lirik tersebut terselit amanat yang dapat sesuai dijadikan pedoman kepada seluruh masyarakat untuk membentuk tingkah laku dan moral positif. Sifat lengkapnya dan penyerapan antara pengarang bersama karyanya dengan masyarakat adalah hubungan lebih bersifat ‘memberi-menerima’. Justeru itu, jelaslah berkenaan dengan pendefinisian istilah tentang leksikal dan dikir barat yang berkaitan dengan tajuk kajian iaitu, “Aspek Leksikal Dalam Lirik Lagu Dikir Barat”.

1.2 Latar Belakang Kajian

Latar belakang kajian yang dilakukan berdasarkan kajian terhadap “Aspek Leksikal Dalam Lirik Lagu Dikir Barat” adalah berkisar tentang beberapa lagu dikir barat yang berasal dari negeri Kelantan. Kebanyakan lirik lagu dikir barat yang dikemukakan dalam kajian ini adalah lagu yang dinyanyikan oleh Sulizi bin Che Awang yang merupakan seorang artis dikir barat yang cukup terkenal di Pantai Timur. Beliau yang lebih dikenali dengan nama Cikgu Sulizi kini sudah bergelar sebagai pensyarah. Walaupun sudah tidak lagi bergelar guru, namun penggunaan nama Cikgu Sulizi masih sebatu di kalangan peminat dikir barat.

Beliau juga terus bergiat aktif dalam memperjuangkan irama dikir barat dengan membuat “Kelas Terbuka” kepada masyarakat setempat yang berminat untuk berkecimpung dalam arena dikir barat. Cikgu Sulizi adalah antara tokoh yg disanjung dalam arena ini kerana beliau menjadi contoh pendikir yg berpelajaran

tinggi sekaligus memartabatkan kesenian dikir barat ini kerana dibangunkan oleh golongan intelektual seperti beliau.

Berdasarkan lirik lagu dikir Barat nyanyian Cikgu Sulizi ini, terdapat beberapa aspek yang diketengahkan dalam kajian linguistik seperti kajian terhadap unsur leksikalnya. Sehubungan dengan itu, diterangkan serba sedikit tentang latar belakang kajian yang berkaitan dengan dikir barat, tokoh lirik lagu yang dikaji dan juga serba sedikit tentang negeri Kelantan.

2. Permasalahan Kajian

Dalam kajian ini, beberapa persoalan telah dinyatakan untuk mencapai objektif yang bertepatan dengan tajuk kajian ini. Beberapa persoalan kajian telah dikenal pasti iaitu:

1. Apakah leksikal yang digunakan dalam lirik-lirik lagu dikir barat yang dikaji?
2. Apakah aspek-aspek yang akan dikaji di dalam lirik dikir barat?
3. Apakah terdapat kosa kata dialek Kelantan baru di dalam lirik dikir barat yang dikaji?

3. Objektif Kajian

- I. Mengenal pasti leksikal setiap perkataan yang digunakan di dalam lirik lagu barat yang dikaji.
- II. Menganalisis leksikal perkataan yang terdapat dalam lirik lagu dikir Barat yang dikaji ke dalam Bahasa Melayu standard melalui pendekatan aspek fonologi, morfologi dan semantik.
- III. Menyenaraikan kosa kata dialek Kelantan yang baru.

4. Kepentingan Kajian

Kajian ini dilakukan memandangkan masih kurang penyelidikan dan kajian ilmiah yang dibuat oleh para pengkaji tempatan dalam bidang leksikal khususnya mengenai kajian yang berkaitan dengan aspek leksikal dalam lirik lagu dikir barat. Selain itu, kajian leksikal seumpama ini amat berguna kepada pihak Dewan Bahasa dan Pustaka untuk menambah dan memperkayakan lagi kosa kata dialek Melayu telah sedia ada.

Sehubungan dengan itu juga, kajian ini amat berguna kepada para pensyarah, guru, pelajar dan pencinta ilmu sebagai bahan rujukan untuk mereka yang ingin menambah pengetahuan dan mendalami dialek Kelantan. Selain itu, kajian ini dapat dijadikan sebagai

kesinambungan budaya untuk memastikan dikir barat tidak akan pupus ditelan masa dan diwarisi oleh generasi muda.

5. Jangkaan Hasil Penyelidikan Yang Dihasilkan

- I. Menyenaraikan kosa kata dialek Kelantan yang baru
- II. Menyenaraikan makna kosa kata dialek Kelantan

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The Influence of Psychological Empowerment on Organisational Commitment among Nurses.

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Abstract - *This study examines the relationship between psychological empowerment (self-determination, meaningful, impact, and competence) on organisational commitment. The sample of this study consists of nurses in government hospital at Klang Valley and Putrajaya. In this study, 120 questionnaires had been distributed. Total numbers of questionnaire that had been collected were 86 copies, this yield a response rate of 84.2%. In this study, several analysis techniques had been used to test the hypotheses such as descriptive analysis, scale measurement, and inferential analysis. In inferential analysis, Pearson Correlation Analysis was used to test for the four hypotheses. The result showed that, positive correlations were found between meaningful, self-determination, and impact on organisational commitment.. Multiple regression result indicated that the independent variables significantly explain the variance of organisational commitment. Last but not least, the discussion and elaboration of the findings, limitations and recommendations for future researchers was stated in the last chapter of this research study.*

Keywords: Empowerment, Organizational Commitment.

1. Introduction

This study intends to study how organizational commitment is influenced by psychological empowerment. The current trend is that, many organizations aim to be the best employer, which translated to beat their competition by attracting, developing and retaining talented people that the business requires. It is believed that, a good working environment is able to produce a higher quality of products and services, involve in innovation, be able to attract talented people, have the flexibility to change and reduced turnover cost, which translated to a better bottom line. It is important to have a highly committed work force in order to achieve sustainable competitive advantage. Organizational commitment is all about a person feel towards an organization as a whole. It is a matter of psychological bond between employee and organization. The impact of organizational commitment on individual performance and organizational effectiveness has drawn much attention from researchers. To enhance the employee commitment, the manager should increase psychological empowerment. This study will also explore selected demographical variables and their influence on organizational commitment. The results of this study may

generate findings to address the issue of psychological empowerment and organizational commitment in health organization.

As the depth and speed in change of today's business environment is accelerating due to globalization, technological innovation, and the knowledge-based economy, jobs have become more complex, challenging, and empowering. Thus, it is psychological empowerment that can significantly influence employees' commitment to organizations. In the field of Human Resource Development, organizational commitment is one of the most frequently used variables for satisfaction, performance, change, and innovation. Although there are diverse studies exploring psychological empowerment and organizational commitment, respectively, no previous research has investigated the two topics simultaneously at nurses in health organization. Thus, this showed to be a serious research gap. This study intends to fill this research gap, focusing on the role of psychological empowerment as an antecedent of organizational commitment.

2. Method

Quantitative research method is used for present study. Quantitative research enables the generation of statistics as survey was performed by using questionnaire. Casual research is performed for this study as the purpose is to identify the relationship between the independent variables and dependent variable. (Sekaran and Bougie, 2010). The population of this study is nurses in health organization at Putrajaya. Sampling technique employed in this study is non-probability sampling because complete list of nurses from the contacted health organization were not available prior to the data collection. Regarding the type of non-probability sampling, convenient sampling is selected for this research. Research instrument that used in this study is self-administered questionnaire.

3. Result

From the demographic profile of 86 respondents, there are 26 respondents are male which consist of 30.2% while 60 respondents are female which consist of 69.8%. For the age group of respondents, most of the respondents' age is between 20 to 29 years old and 30 to 39 years old which consist of 54.7% and 27.9% respectively. While the least number of respondents' age is 50-59 years old and above which is only 4.7%. Besides, most of the respondents are Malay which consists of 65 respondents (75.6%) then followed by Chinese respondents which is 14 respondents (16.1%) while the Indian respondents are only respondents (8.1%). Next, most of the respondents' working experience is between below one years which consist of 62 respondents (33.9%) and the least respondents' teaching experience is less than 1 year with number of 36 respondents (41.9%).

For this study, Pearson Correlation Coefficient had been used to test H1 and H0 among the independent variables (Empowerment: self-determination, meaningful,

impact, and competence) with the dependent variable (Organisational commitment). This test is used to indicate the direction, strength, and significance of the bivariate relationship among all the variables. The standard of the alpha level usually set the value at 0.01 and 0.05, therefore, if the p-value is less than or equal to the alpha value ($p \leq 0.01$ and $p \leq 0.05$), the null hypotheses need to be rejected. In other words, when null hypotheses is rejected, while alternate hypotheses is accepted this exhibits that there is significant relationship between the variables.

There is a positive relationship between meaning cognition and organisational commitment because of the positive value for the correlation coefficient which is + 0.583. This means that there is a positive correlation between the two variables. Therefore, there is moderate correlation for meaning and organisational commitment. Meaning cognition variable has the value of $r = + 0.583$ correlation with the organisational commitment. The value is fall under the range of ± 0.41 to ± 0.70 which show that there is a moderate relationship between the dependent and independent variable. Thus, this can be concluded that the relationship between meaning and organizational commitment is moderate.

There is significant positive relationship between competence cognition and organisational commitment because of the positive value for the correlation coefficient which is + 0.594. This means that there is a positive correlation between the two variables. However, there is moderate relationship for competence and organisational commitment. Competence cognition variable has the value of $r = + 0.594$ correlation with the organisational commitment. The value is fall under the range of ± 0.00 to ± 0.20 which show that there is negligible relationship between the dependent and independent variable. Thus, this can determine that the relationship between meaning and organisational commitment is slightly or almost negligible. Hence, the relationship between cognition and organisational commitment is not significant. As the p - value for is 0.594 which is more than the alpha value 0.00. Therefore, H1 is rejected while H0 is accepted, this had shown that there is a no significant relationship between the meaning and organisational commitment in health organization.

There is positive relationship between self-determination and organisational commitment because of the positive value for the correlation coefficient which is +0.609. In other words, there is a positive correlation between the two variables. This means that there is moderate self-determination for the employee's commitment towards the organisation. Self-determination variable has the value of $r = + 0.609$ correlation with the organisational commitment. Therefore, this can be concluded that the relationship between self-determination and organisational commitment is moderate. Moreover, the relationship between self-determination and organisational commitment is significant. As the p - value for is less than 0.0001 which also less than the alpha value 0.01. Therefore, H1 is accepted and H0

is rejected since there is a significant relationship between the self-determination and organisational commitment in health organization.

There is positive relationship between impact cognition and organisational commitment because of the positive value for the correlation coefficient which is +0.599. This shows that there is a positive correlation between the two variables. Impact cognition variable has the value of $r = + 0.000$ correlation with the organisational commitment. This can determine that when impact cognition is moderate, the commitment of nurses towards the organisation is moderate. The value of 0.599 is fall under the range of ± 0.41 to ± 0.70 which show that there is a moderate relationship between the dependent and independent variable. Therefore this can be concluded that the relationship between impact and organisational commitment is moderate. Moreover, the relationship between self-determination and organisational commitment is significant. As the p - value is less than 0.0000 which also less than the alpha value 0.01. Therefore, H1 is accepted while H0 is rejected, this shows that there is a significant relationship between impact and organisational commitment in health organization.

4. Conclusion

In this study, the result indicated that psychological empowerment has significant relationship with organisational commitment among nurses in health organization. The outcome of study had added value to the psychological empowerment in Asian context since the sample used located in Asian country which is Malaysia. In other words, this research can help researchers have better understanding toward empowerment in Asian counties.

Moreover, it can bring positive attitudes, behaviours and emotions that will enhance nurses' performance and then give good expression about the quality of service in cure the patient. In practically, empowerment is essential for one organization especially for health organization because it dealing with different emergency situation and variables types of patient, thus to reform and meet the demand of this global world that do business. According to result in this study, it can be concluded that participation of nurses in decision-making can improve the organization performance.

Malaysia government had taken the serious step to enhance the nurse position by encourage all nurse to furthers study and also try to produce nurse that had degree. Nurses should be given more power to handle their immediate work in order to increase the efficiency of work. Otherwise, in dealing with safe one life immediate decision making is really important and cannot be tolerate.

Moreover, empowerment can also be enhanced by increase the flow of information in organization. Administrators should share information with everyone. By sharing information with everyone, nurses are able to gain a clear picture of the organization that is hospital and its current situation. This is because by allowing

all the nurses to share the information it helps to build trust between administrators and nurses. Thus, will thigh the bonding and build relationship. Past research has shown that, good relationship will create harmony work environment thus will decreased the turnover among employees

In addition, they can enhance the employee commitment and this will results in overall performance of the organisation and increased the productivity level. Furthermore, highly committed nurses would make a positive contribution to their respective hospitals and may lead to increase the effectiveness of the health institutions and also increased the demand in health tourism sector.

Hospital in serves sector and decentralized management practices enable managers to empower clinical staff through fewer hierarchical layers, thus enhancing involvement in decision-making, ownership of the vision and sharing of information. Hospital organizations must establish frameworks for the effective involvement of nurses, management team and doctor in strategic decision-making, for example, by nominating them for membership on senior committees.

Nurse Managers themselves must also seek to be included in organizational decision-making to ensure their voice is heard at an organizational level and to obtain information needed by staff for best patient healthcare. Nurse, especially at a senior level, need to realize and be competent in their vital role of influencing the organization to benefit healthcare outcomes for patients (Sieloff 2004). Making time for this activity also requires the appropriate delegation of operational management to frontline staff.

This, in turn, facilitates empowerment of frontline staff and retention of younger generations of nurses (Wilson et al. 2008). Within nursing and doctor, immediate line managers play a critical role in modifying work environments to increase all three dimensions of empowerment. From a critical social perspective, line managers must consult staff about changes that affect them, take their suggestions seriously and show that their decisions have been influenced by staff suggestions. They must skilfully communicate the organizational priorities to their staff and trust their staff with the authority and responsibility to translate these priorities into practice.

To provide structural empowerment, they can implement regular scheduled open forums to share vital information openly and honestly so as to empower nurses and doctor. Providing support and regular feedback to nurses and doctors by giving opportunities to discuss concerns is crucial. Professional supervision is one structured framework to provide support, learning and accountability. Implementing systematic systems to determine staffing levels and skill mix will help to empower staff by ensuring appropriate resources. This includes appropriate utilization of health care assistants and including time needed for new activities such as expanded roles, clinical audit, professional development, supervision and preceptor ship for nurses.

Then, this research had some limitation, which is the information to specific in one job scope sector. Government nurses as the respondents in this study have been determined. Therefore, all the data that gathered was only from government

hospital and not private as a key player in health tourism sector in Malaysia. Hence, the results may not so accurate to prove that psychological empowerment have a significant relationship towards organisational commitment in other sectors. Thus, research project in others sectors are also encourage to be carried out.

There are 86 questionnaires are distributed to the respondents in Klang and Putrajaya area only. For future researchers of a similar topic, researcher would like to recommend that they should cover larger sample size for larger population. Moreover, researchers are also encouraged to conduct longitudinal studies in the future research. Nasurdin and Ahmad (2001) stated that using cross-sectional data restricts the implications to causality, however by using longitudinal studies it would help to improve the capability to make causal statements. Future researchers can continually conduct the same research topic in a more detail manner hence it can enable more people understand the purpose of this study.

In addition, future researchers can use other types of sampling method to conduct this study. Apart from using non-probability sampling, researchers are also encouraged to use probability sampling in the research projects. This is because probability sampling is fair to the people who are or are not chosen. Other methods that can be used include simple random, stratified random, systematic random, cluster random, and multi-stage sampling.

5. Literature review

According to Webster's Dictionary (2015), Empowerment is divided into three components: that "em" at the first of the name means putting in, going to work, going in and "power" allows people to persuade others or change activities or discussions in the expected way and provides an opportunity for powerful to make others aware of the prior proceeding, or prevent the consequences. "Ment" is the status or condition arising from a particular action, such as starting, moulding, developing and empowering.

Empowerment concept was first introduced in 1980s but not really much had been discuss and ten year later on 1990s a great interest of this concept came into existence among researchers, academics and practitioners of management and organization. But from the 1990s onwards, scholars and researchers in organizational psychology know empowerment as a complex and multi-dimensional concept and they put differences between the features of situation that is the management actions and employees' perceptions.

Organizational commitment has an important place in the study of organizational behaviour. This is in part due to the many past research have found relationships between organizational commitment and attitudes and behaviours in the workplace (Porter et al., 1974, 1976; Koch and Steers, 1978; Angle and Perry, 1981). In addition, organizational commitment has been studied in the public, private, and non-profit sector, and more recently internationally. Early research focused on defining the concept and current research continues to examine organizational commitment through two popular approaches, commitment-related attitudes and commitment-related behaviours.

Based on the past research in the construction sector in Kota Kinabalu, the findings indicate that when the construction employees feel empowered by giving them autonomy, freedom and opportunity in determining how they do their job, they will be more committed to their organization and put the best effort to ensure the successful and achieve the desire goal of the organization. In addition, if the employees are directly involved in outcomes that affect the organization and the more the individuals are involved in decision making, the more committed they would be to their organization.

Psychological empowerment have been shown to be very good predictors of a range of important organizational outcomes, including turnover intention and job satisfaction but in this research we want to highlight on organizational commitment that seem no research on this had been done. Besides that, little attention was paid to the relationship between organizational commitment and psychological empowerment in the workplace. On the one hand, it was theorized that feelings of empowerment can enhance one's identification with his or her organization. According to this perspective, psychological empowerment may influence organizational commitment through a process of reciprocation: the more employees feel empowered, the more satisfied they are with their jobs and the more they are likely to reciprocate by being more identified with the organization.. Moreover, when employees are provided with greater responsibility, participation in the decision-making processes in the organization, opportunities for decision latitude, they tend to accept organizational goals and to perceive them as their own goals. This commonality of goals increases the degree to which an employee defines him/herself by the same characteristics attributed to the organization and will generates more commitment to work effectively.

Above all, the theory that will use in this research is from Conger and Kanungo (1988) were the first to develop the theory of psychological empowerment from the perspective of motivational theory. Thomas and Velthouse (1990) and Spreitzer (1995) independently identified four dimensions to psychological empowerment: meaning of the work, competence, self-determination and impact on the outcomes of work, which together reflect a proactive orientation to a work role. This is because, this theory had been used widely and seem consequence with the population sample.

6. References

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The Relationship of Employee Self-Leadership and Psychological Empowerment with Organizational Citizenship Behaviors (OCBs), and Commitment Among Nurses in Malaysia

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Abstract - *Many organizations aim to be the best employer, which translated to beat their competition by attracting, developing and retaining talented people that the business requires. This study intends to test how organizational commitment and organizational citizenship behaviours is influenced by psychological empowerment. Quantitative research method is used for present study. The sample size of this study is quite small, which is only 86 respondents. Government nurses as the respondents in this study has been determined. According to literature in this study, it can be concluded that participation of nurses in decision-making can improve the organization performance.*

1. Introduction

This study intends to test how organizational commitment and organizational citizenship behaviours is influenced by psychological empowerment. The current trend is that, many organizations aim to be the best employer, which translated to beat their competition by attracting, developing and retaining talented people that the business requires. It is believed that, a good working environment is able to produce a higher quality of products and services, involve in innovation, be able to attract talented people, have the flexibility to change and reduced turnover cost, which translated to a better bottom line. It is important to have a highly committed work force in order to achieve sustainable competitive advantage. Organizational commitment is all about a person feel towards an organization as a whole. It is a matter of psychological bond between employee and organization. The impact of organizational commitment on individual performance and organizational effectiveness has drawn much attention from researchers. To enhance the employee

commitment, the manager should increase psychological empowerment. This study will also explore selected demographical variables and their influence on organizational commitment. The results of this study may generate findings to address the issue of psychological empowerment and organizational commitment in health organization.

As the depth and speed in change of today's business environment is accelerating due to globalization, technological innovation, and the knowledge-based economy, jobs have become more complex, challenging, and empowering. Thus, it is psychological empowerment that can significantly influence employees' commitment to organizations. In the field of Human Resource Development, organizational commitment is one of the most frequently used variables for satisfaction, performance, change, and innovation. Although there are diverse studies exploring psychological empowerment and organizational commitment, respectively, no previous research has investigated the two topics simultaneously at nurses in health organization. Thus, this showed to be a serious research gap. This study intends to fill this research gap, focusing on the role of psychological empowerment as an antecedent of organizational commitment.

2. Literature Review

2.1 The development of psychological empowerment:

Empowerment concept was first introduced in 1980s but not really much had been discuss and ten year later on 1990s a great interest of this concept came into existence among researchers, academics and practitioners of management and organization. But from the 1990s onwards, scolars and researchers in organizational psychology know empowerment as a complex and multi dimensional concept and they put differences between the features of situation that is the management actions and employees' perceptions.

In the past research, a few studies have found that job satisfaction and psychological empowerment shows positive relationship (Wu & Short,1996; Koberg et al., 1999; Davis & Wilson, 2000; Liden et al. (2000); Laschinger et al., 2001, Savery & Luks, 2001; Laschinger et al.,2002; Holdsworth & Cartwright, 2003 and Dewettinck et al., 2003). These research revealed that empowered employees are more likely to be satisfied with their job compared with less empowered employees. Of the four empowerment dimensions, the strongest theoretical argument for positive relationship to job satisfaction was meaningfulness (Liden et al., 2000).

2.2 Organizational Commitment

Organizational commitment has an important place in the study of organizational behavior. This is in part due to the many past research have found relationships between organizational commitment and attitudes and behaviors in the workplace (Porter et al., 1974, 1976; Koch and Steers, 1978; Angle and Perry, 1981). In addition, organizational commitment has been studied in the public, private, and non-profit sector, and more recently internationally. Early research focused on defining the concept and current research continues to examine organizational

commitment through two popular approaches, commitment-related attitudes and commitment-related behaviors.

Table 1: Journal Analysis Table (JAT)

No	Author (Year)	Title	Purpose	Construct	Methodology	Findings	Remarks
1	Rouf A. Mir, Riyaz A. Rainayee 2015	Employee Empowerment and its Outcomes: A Mediation Model	examine the degree of direct and indirect relationship between employee empowerment (EMP), and job performance (JP) with job satisfaction (JS) as a mediator,	empowerment :5-item Hayes' (1994) Job satisfaction: Hackman and Oldham's (1975)	hypotheses were tested using SEM technique on a sample of 240 sales executives' of pharmaceutical organizations,	employee empowerment and job satisfaction is directly related with improvement in individual's job performance. The results of sobel test also demonstrate the significant mediating effect of job satisfaction on empowerment and job performance.	as no study has been reported in literature so far
2	Tersia Nel Marius W. Stander Juraida Latif 2015	Investigating positive leadership, psychological empowerment, work engagement and satisfaction with life in a chemical industry	to investigate whether perceived positive leadership behaviour could predict psychological empowerment, work engagement, and satisfaction with life of employees in a chemical organisation in South Africa and whether positive leadership behaviour has an indirect effect on employees work engagement and satisfaction with life by means of psychological empowerment.	Positive Leadership Measure (PLM; Arakawa & Greenberg, 2007) Measuring Empowerment Questionnaire (MEQ; Spreitzer, 1995) Work Engagement Scale (WES; Rothmann, 2010) Satisfaction with Life Scale (SWL; Diener, Emmons, Larsen, & Griffin, 1985)	A cross-sectional survey design was used with a convenience sample (n = 322). Structural equation modelling (SEM)	Statistically significant relationships were found between positive leadership behaviour, psychological empowerment, work engagement and satisfaction with life of employees. Positive leadership has an indirect effect on work engagement and satisfaction with life via psychological empowerment.	
3	Nurdan Jariego 2015	The Mediating Role of Psychological Empowerment Aspects on Transformational Leadership in ZTB Bank	was to evaluate the effect of psychological empowerment aspects of employees on their organizational commitment	Spreitzer's (1995) psychological empowerment Meyer and Allen's (1991) three components model of organizational commitment	questionnaires were distributed among the employees, 264 subjects formed the study sample size. Structural equation modeling was used to analyze data and test the hypotheses.	all dimensions of employees' empowerment are effective on their organizational commitment. The aspects of feeling of meaningfulness and feeling to have the selection right had the most and the least impact on employees' organizational commitment level, respectively.	
4	Nurshahira Ibrahim, Azman Ismail, Nurasilah Kithuru Mohamed, Siti Salwa Salim, and Munirah Hanim Yusuf 2015	Effect of Psychological Empowerment and Transformational Leadership on Organizational Commitment	to examine the influence of psychological empowerment in the relationship between transformational leadership and organizational commitment.	Multi-Factor Leadership Questionnaires (MLQ-Form 5X) psychological empowerment literature (Ashforth, 1989; Hackman & Oldham, 1980; Jones, 1986; Tynon, 1988)	survey method was employed .	Results of SmartPLS path model analysis confirm that psychological empowerment does act as an important mediating variable in the relationship between transformational leadership and organizational commitment in the studied organizations.	

				Steers and Porter's (1982) organizational commitment scale.			
5	Firoz Sargolzaei and Abdol Ali Keshtegar 2015	The effect of psychological empowerment to improve employees' organizational citizenship behavior (study of Maskan Bank branches management of Zahedan city)	was to investigate the relationship between psychological empowerment and organizational citizenship behavior.	Psychological empowerment questionnaire (PEQ) and organizational citizenship behavior (Padskaf)	applied in terms of purpose and descriptive-survey based on data collection method. SPSS software	that there is a significant relationship between the component of psychological empowerment and staffs' organizational citizenship behavior.	
6	Abeer Imam, Shazia Hassan 2015	Psychological empowerment and engagement resulting in job satisfaction of employees working in service industry of pakistan: a study of nursing staff	a cross-sectional study and investigates the impact of psychological empowerment and engagement on job satisfaction in the service industry of Pakistan.	psychological empowerment engagement job satisfaction	survey questionnaire adopted from empirical studies	there exists a psychological empowerment that help nurses to maintain their job satisfaction in a highly stressed environment where patients comes in a very sever conditions	
7	John H. Wilson 2011	Freedom at work: psychological empowerment And self-leadership	examined whether employee psychological empowerment perceptions are related to employee engagement in behavioral and natural rewards self-leadership strategies, and whether these relationships are strengthened for employees with an internal locus of control.	psychological empowerment self-leadership strategies	survey	significant positive relationship between psychological empowerment and both behavioral and natural rewards self-leadership strategies. Further, internal locus of control was found to moderate this relationship in regards to behavioral self-leadership strategies, but not natural rewards self-leadership.	
8	Daniel Moura Alejandro Orgambidez-Ramos Saul Neves de Jesus 2013	Psychological Empowerment and Work Engagement as predictors of Work Satisfaction: A sample of Hotel Employees	examines the role of psychological empowerment and work engagement as antecedents of job satisfaction.	JDR model (Schaufeli and Bakker, 2004)	cross sectional study using online questionnaires	job satisfaction was significantly predicted by psychological empowerment and work engagement	
9	Betül Balkar 2015	Defining an empowering school culture (ESC): Teacher perceptions	was to determine the profile of an empowering school culture (ESC) with respect to the perceptions of teachers.	empowering school culture (ESC)	Qualitative methods, a semistructured interview technique	finding that the dominant characteristics of ESC emphasise a sense of confidence, change, innovation and collaborative management.	

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No	Author (Year)	Title	Purpose	Construct	Methodology	Findings	Remarks
10	Firooz Amraei, Azizollah Najafi, Mahdi Omidzadeh 2015	The effect of quality of work life on empowerment and organizational citizenship behavior (Case Study: Refah kargaran Bank of Lorestan province)	to examine the impact of quality of work life on empowerment and organizational citizenship behavior among Refah bank employee of Lorestan province	Empowerment Questionnaire of Spritzer (1995), quality of work life questionnaire of Walton (1973) and organizational citizenship behavior questionnaire Organ.	descriptive study in the group of field studies and for the relationship between variables is a correlation study.	Amos18 structural equation modeling revealed at the level of confidence 95% QWL has a positive effect on empowerment and organizational citizenship behavior	
11	Taghrid S. Suifan 2015	The Effect of Human Resources Practices on Organizational Commitment: A Jordanian Study	The effect of human resources practices on organizational commitment was examined	organizational commitment: by Meyer and Allen (1997), training: by Yahya and Goh (2002), person-organization fit : by Netemeyer et al. (1997), rewards construct: adopted from Sejjaaka and Kaawaase (2014).	sample of 500 subjects	pointed out that all HR practices examined (training, person-organization fit, and rewards) were significantly and positively associated with organizational commitment.	
12	Xue Mei Lan* , Wei Ying Chong 2014	The Mediating Role of Psychological Empowerment between Transformational Leadership and Employee Work Attitudes	to investigate the relationship between transformational leadership with psychological empowerment and employee work attitudes.	transformational leadership psychological empowerment employee work attitudes	Paper and pencil questionnaires were mailed to the top management of companies located in China.	psychological empowerment only partially mediates the relationship between transformational leadership and employee work attitudes.	
13	Mahdi Najjari, Abbas Abbaspour, Ghader Vahed, Dovoud Saadatzaadeh 2015	Relationship between Employees Psychological Empowerment and Organizational Entrepreneurship in West Azerbaijan Province Education Department	to survey relationship between staff psychological empowerment and organizational entrepreneurship in west Azerbaijan	Two questionnaires has been used in the analysis of data: Spritzer psychological empowerment questionnaire (1995) and Samadagayi organizational entrepreneurship questionnaire (1999),	random sampling method. Pearson correlation, Spearman correlation tests and Friedman test has been used.	dimensions of psychological empowerment (competency feeling, feelings of meaningful, self - determination feeling, confidence feeling and selfimpact feeling) there is a positive and significant relationship with organizational entrepreneurship.	
14	Eman Kamel Hossny; Mohammad Hassan Qayed and Hala Ramzy Youssef 2015	Effect of Workplace Civility, Structural and Psychological Empowerment on Newly Graduated Nurses' Organizational Commitment at Hospitals in Assiut City	determine effect of workplace civility climate, structural and psychological empowerment on organizational commitment of newly graduated nurses		using a descriptive correlational design	a weak negative relationship between workplace civility climate and organizational commitment, and between structural empowerment and organizational commitment. Also, there was a moderate negative relationship between	

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						psychological empowerment and organizational commitment	
15	Sagnak, M., Kuruoz, M., Polat, B, & Soylyu, A. (2015).	Transformational Leadership and Innovative Climate: An Examination of the Mediating Effect of Psychological Empowerment	to examine the mediating effect of psychological empowerment on the relationship between transformational leadership and innovative climate.	Transformational leadership, empowerment, innovation, innovative climate	survey model. Mean, standard deviation, Pearson correlation and stepwise regression analysis techniques were used.	Therefore, it has been determined that psychological empowerment partially mediated the relationship between transformational leadership and innovative climate	
16	Panagiotis Gkorezis, Eugenia Petridou, 2008	Employees' psychological Empowerment via intrinsic And extrinsic rewards	to contribute to this gap by providing a review of the studies on the relationships between rewards and psychological empowerment and proposing a research agenda concerning	examination of the impact of four intrinsic (information, trust, skill variety, recognition) and four extrinsic rewards (financial rewards, job security, relationships with supervisor, relationships with co-workers) on employees' psychological empowerment.		The present paper endeavors to theoretically contribute to these gaps by laying the foundations for future empirical research in the specific scientific discipline.	
17	Brian T. Gregory M. David Albritton Talai Osmonbekov 2010	The Mediating Role of Psychological Empowerment on the Relationships between P-O Fit, Job Satisfaction, and In-role Performance	a complete picture of the psychology surrounding P-O fit is missing. This research aims to begin to fill this gap in the literature.	P-O fit, Psychological empowerment, Supervisor-rated in-role performance, Job satisfaction, Mediation model	A sample of university faculty and staff with supervisor-rated performance feedback is used	that psychological empowerment mediates the relationship between P-O fit and in-role performance, as well as between P-O fit and job satisfaction.	
18	Sylviz Nabila Azwa Ambad, Arsiyah Bahron 2012	Psychological Empowerment: The Influence on Organizational Commitment Among Employees in the Construction Sector	aims to investigate the relationship between psychological empowerment and organizational commitment among employees in the construction sector in Kota Kinabalu area.	psychological empowerment: Spreitzer (1995) and for organizational commitment :by Mowday, Steers and Porter (1979)	Questionnaires were distributed to 171 employees	that education level and length of service did not significantly moderate the relationship between psychological empowerment and organizational commitment.	
19	Fahad Malik, Salman Chughtai, Zain Iqbal, Dr. Muhammad Ramzan	Does Psychological Empowerment Bring About Employee Commitment? Evidence from Telecommunication Sector	to elucidate the role of psychological empowerment in committing employees with organization.		collected from employees working in telecom sector of Lahore (Pakistan)	significant relationship exists between all the four dimensions of psychological empowerment and employee commitment	

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	2013	of Pakistan					
20	Sumi Jha 2011	Influence of psychological empowerment on affective, normative and continuance commitment	to examine the linkages between psychological empowerment and factors of organizational commitment	Human resourcing, Empowerment, Job commitment, Employee empowerment, Organizational commitment, Service sector	Descriptive and inferential statistics like correlation, regression and canonical correlation were used to analyze the data.	psychological empowerment influences affective and normative commitment positively. However, no relationship was found between psychological empowerment and continuance commitment.	
21	Ayşe A. Okuyucu 2014	Perceived underemployment among the foreign-born: Its outcomes and the moderating role Of psychological empowerment and perceived Organizational support	the relationship between perceived underemployment and job attitudes such as job satisfaction, affective organizational commitment, and turnover intentions among foreign-born employees was examined	psychological empowerment and perceived organizational support (POS) were examined as potential moderators of the relationship between perceived underemployment and job attitudes		Organizational strategies to minimize the negative impact of perceived underemployment were suggested.	
22	Wang Jin-Liang and Wang Hai-Zhen 2012	The influences of psychological empowerment on work attitude and behavior in Chinese organizations	aims to investigate the relationships between psychological empowerment, job satisfaction and organizational citizenship behaviors (OCB) in Chinese organizations	organizational citizenship behaviors (OCB	350 valid questionnaires, Tested a series of linear regression analyses	psychological empowerment has a significant influence on both employees' job satisfaction and OCB. The predictive effect of psychological empowerment on OCB is mediated by job satisfaction	other factors, such as the tension between employees and supervisors,
23	Sajjad Najafi, Ali Noruzy, Hemin Khezri Azar, Sajad Nazari-Shirkouhi, and Mohammad Reza Dalvand 2011	Investigating the relationship between organizational justice, psychological empowerment, job satisfaction, organizational commitment and organizational citizenship behavior: An empirical model	aim of this study is to determine causal relations between organizational justice, psychological empowerment, organizational commitment, job satisfaction and OCB, by examining the mediating role of job satisfaction and organizational commitment.	An empirical model	by questioner and then analyzed by using path analysis model.	there exists mechanisms for organizational justice and psychological empowerment within an organization, employees' job satisfaction and organizational commitment will rise up and these will in turn improve organizational citizenship behavior	and whether job satisfaction mediate the relationship between psychological empowerment

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24	Mohammad Hassan Mottaghi Shahri, Shahram Abdi, Mostafa Yazdankhah, Farzaneh Heydari 2015	The relationship between empowerment and organizational citizenship behavior of staff in youth and sports general office of Khorasan Razavi	aim of this study was analysis of the relationship between empowerment and organizational citizenship behavior	empowerment, organizational citizenship behavior	method of the research is descriptive and correlation kind	concluded that if the employee is placed in a higher level of empowerment as they will be higher than OCB.	and work attitudes
25	Abbas Rafiee Jazi, Samereh Shojaee, Alireza Mazidi 2015	Evaluation of the Relationship between Psychological Empowerment dimensions with Perceived Organizational Support and Leader-Member Exchange	investigate the relationship between psychological empowerment dimensions with perceived organizational support and leader-member exchange among staff	psychological empowerment dimensions from Menon's model (2001) and Menon and Hartman's (2002), to measure the leader-member exchange from Green and M Al Bin's model (1995) and to measure perceived organizational support from model of Eisenberg et al. (1990).	standardized questionnaires	psychological aspects of empowerment had a direct positive impact on perceived organizational support and leader-member exchange	
26	Abdul Ghani Kanesan bin Abdullah, Tareq Ziad Almadhoun, Ying-Leh Ling 2015	Psychological empowerment, job satisfaction and commitment among Malaysian secondary school teachers	identify the influence of psychological empowerment on job satisfaction and organizational commitment among Malaysian secondary school teachers	Psychological empowerment, job satisfaction, commitment	questionnaire which was divided into three sections	job satisfaction and commitment is influenced mainly by psychological empowerment.	
27	Charlotte Holvoet 2015	The relationship between coaching leadership and job satisfaction and the mediating role of empowerment in residential care centers	examine the impact of coaching leadership on job satisfaction.		tested based on data collected	Psychological empowerment has a fully mediating effect in the relation between empowering leadership and job satisfaction	
28	Wustari L. Mangundjaya 2015	Predictors of Commitment to Change: Job Satisfaction, Organizational Trust and Psychological Empowerment	identify whether change leadership, psychological empowerment, organizational trust, and job satisfaction had positive impact on commitment to change.	change leadership inventory, commitment to change inventory; job satisfaction inventory, organizational trust inventory, and psychological	a quantitative study, using five (5) scales as data collection tools, namely:.	(job satisfaction, psychological empowerment, change leadership, and organizational trust) that had positive impact on affective commitment to change, change leadership had positive impact on continuance commitment to change;	

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				empowerment inventory		and psychological empowerment and organizational trust had positive impact on normative commitment to change.	
29	Dina M. Wiley 1999	Impact of locus of control and empowerment On organizational commitment	to investigate the relationship between empowerment, locus of control and organizational commitment	Work Locus of Control Scale, and Organizational Commitment Questionnaire	Psychological Empowerment Questionnaire. Organizational Empowerment Questionnaire,	is a relationship between empowerment and organizational commitment.	
30	John H. Wilson 2014	Empowering Excellence: The Relationship of Employee Self-Leadership and Psychological Empowerment With Performance and Job Satisfaction	Examined the relative fit of three potential models—(a) direct effect, (b) moderation, and (c) mediation—for the role of self-leadership in the relationship between PE and both job performance and job satisfaction.	Employee Self-Leadership and Psychological Empowerment With Performance and Job Satisfaction	—(a) direct effect, (b) moderation, and (c) mediation—	PE as a predictor of self-reported job performance and job satisfaction, self-leadership as a predictor of job satisfaction, and self-leadership as a moderator that strengthens the positive relationship between PE and self-reported job performance.	

3. Method

Quantitative research method is used for present study. Quantitative research enables the generation of statistics as survey was performed by using questionnaire. This questionnaire method concerned with numbers and data which are easily quantified. The reason to choose this method is because it able to collect information from a large sample of individuals. In addition, it also takes less time to complete by the respondent and this method is relatively inexpensive. (Zikmund, 2010).

For this study self-administered questionnaire has been used to obtain the response from the respondents. From the data collected through the questionnaire, statistical analyses can be performed in order to answer the research question and hypotheses that had been set in Chapter One. The use of questionnaire is mainly due to its convenient, and ability to cover a large number of populations. According to Sekaran and Bougie, (2010), questionnaire is a set of questions to respondents while record their answer. Usually it is the method that closely to get the result in this study.

Moreover, questionnaire is an efficient data collection method, since questionnaire can be administered personally, while select the most suited respondents for this study. Moreover, questionnaire is the low cost method in which also convenient for us to collect the primary data. In fact, in the process of distributing the questionnaire to respondents, members of this study are there to help them if any enquiry or face difficulty with the question.

4. Results

The sample size of this study is quite small, which is only 86 respondents. Due to the small sample size, it would affect the accuracy of the research and limit the generalisation of the results which able to reflect the whole population. This is due to the insufficient time, and limited cost. According to Ponnu and Chuah (2010), in order to cover the whole population, a larger sample of different age groups and employees located in several areas in Malaysia should be gathered to increase the accuracy of the research result.

Government nurses as the respondents in this study has been determined. Therefore, all the data that gathered was only from government hospital and not private as a key player in health tourism sector in Malaysia. Hence, the results may not so accurate to prove that psychological empowerment have a significant relationship towards organisational commitment in other sectors. Thus, research project in others sectors are also encourage to be carried out.

The outcome of study will be added value to the psychological empowerment in Asian context since the sample used located in Asian country which is Malaysia. In other words, this research can help researchers have better understanding toward empowerment in Asian countries.

Moreover, it can bring positive attitudes, behaviours and emotions that will enhance nurses's performance and then give good expression about the quality of service in cure the patient. In practically, empowerment is essential for one organization especially for health organization because it dealing with different emergency situation and variables

types of patient, thus to reform and meet the demand of this global world that do business. According to result in this study, it can be concluded that participation of nurses in decision-making can improve the organization performance.

Malaysia government had take the serious step to enhance the nurse position by encourage all nurse to futhers study and also try to produce nurse that had degree. Nurses should be given more power to handle their immediate work in order to increase the efficiency of work. Otherwise, in dealing with safe one life immediate decision making is really important and can not be tolerate.

Moreover, empowerment can also be enhanced by increase the flow of information in organization. Administrators should share information with everyone. By sharing information with everyone, nurses are able to gain a clear picture of the organization that is hospital and its current situation. This is because by allowing all the nurses to share the information it helps to build trust between administrators and nurses. Thus, will thight the bonding and uild relationship. Past research has show that, good relationship will creat harmony work enviroentment thus will decreased the turn over among employees.

In addition, they can enhance the employee commitment and this will results in overall performance of the organisation and increased the productivity level. Furthermore, highly committed nurses would make a positive contribution to their respective hospitals and may lead to increase the effectiveness of the health institutions and also increased the demand in health tourism sector.

Hospital in serves sector and decentralized management practices enable managers to empower clinical staff through fewer hierarchical layers, thus enhancing involvement in decision-making, ownership of the vision and sharing of information. Hospital organizations must establish frameworks for the effective involvement of nurses, management team and doctor in strategic decision-making, for example, by nominating them for membership on senior committees.

Nurse Managers themselves must also seek to be included in organizational decision-making to ensure their voice is heard at an organizational level and to obtain information needed by staff for best patient healthcare. Nurse, especially at a senior level, need to realize and be competent in their vital role of influencing the organization to benefit healthcare outcomes for patients (Sieloff 2004). Making time for this activity also requires the appropriate delegation of operational management to frontline staff.

5. Conclusion.

Nurses day theme for 2015 is "Nurses-A Force For Change, A Vital Resource For Health". In accordance with this year's theme of the hospital emphasis on emotion and commitment of nurses in performing everyday tasks. There is no doubt that the nurses who provide services to patients and the public are faced with much pressure that can discourage geared towards uncontrolled emotion. Thus, it can have an impact on indidvidu like missing considerations that could affect the image of nursing.

The people's health and quality of health care will be viewed more seriously by the government after the implementation of the 11th Malaysia Plan (RMK11). Prime

Minister Datuk Seri Najib Razak said the government is trying to improve the welfare of patients and the health of the patient to be more manageable (RMK11,2015). "One way the government will increase the number of beds in both public and private hospitals by 25 per cent to 73,000 beds by 2020 and the number of hospital staff to be more effective in providing treatment services to patients. In addition, the welfare of the people is everything.

Therefore, under RMK-11, the level of people's health and quality of health care will continue to be improved. In addition, to improve access to health care, particularly in rural areas, a total of 165 1Malaysia clinics will be built at a cost of 33 million ringgit (RMK 11,2015).

Commitment of every single nurse is of utmost important to ensure the organization works properly. Therefore, organization should formulate a better strategy that able to retain and increase the commitment of nurse. The purpose of this study is to examine the impact of psychological empowerment on organizational commitment in health organization. In other words, in this study it focused on empowerment whether have direct effect on the organizational commitment.

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