



ISSUES IN CONTEMPORARY BUSINESS

EDITED BY
GOH GUAN GAN
LYE CHUN TECK
YEO SOOK FERN
MOHAMMAD TARIQUL ISLAM KHAN

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Preface

The business environment is one that is constantly evolving and in the face of the COVID-19 pandemic, the pressures faced by businesses and the global economy have been immense and the inability to predict the future further compounds the situation. Business practitioners are therefore faced with numerous challenges as they navigate the business environment that is characterised by volatility, uncertainty, complexity and ambiguity or VUCA in short.

This book is a double-blind peer reviewed refereed book devoted to the compilation of empirical research-based chapters in the field of business and management. This book serves as a useful platform for researchers and practitioners alike to exchange ideas and research findings in topics in the areas but not limited to international business, economics and finance, human resource management, marketing management, and knowledge management. It is envisaged that this book will facilitate the application of empirical findings into praxis by practitioners in the field.

The diverse and rich collection of research chapters presented in this book will definitely be interesting and further enrich our collective understanding of the wide range of issues facing business today. We are certain that the book series will grow to become a key reference for researchers in business and management.

Gerald Goh Guan Gan, Lye Chun Teck, Yeo Sook Fern &
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Introduction

The business and management landscape has been faced with numerous challenges in the past few years, requiring businesses to operate with agility and in cognisance of the volatile, uncertain, complex and ambiguous (VUCA) environment that has been synonymous with our daily lives. As seen from the COVID-19 pandemic, business survival depended on agility, technology-focussed solutions and adaptability. Businesses that were able to embrace technology and the challenges posed by the external forces, in this case the pandemic were able to sustain their businesses, with some in fact thriving amidst adversity.

A multitude of factors influence consumer decisions to purchase products and services, which need to be adequately considered by businesses to ensure that their offerings remain relevant. Despite all the positives regarding technology use such as the Internet, not all businesses are completely sold on this, with many preferring brick and mortar set-ups. By offering contrasting perspectives of the adoption of technology and digitalisation, this book presents six interesting chapters that provide varied perspectives on the current business environment and the challenges faced that will benefit readers.

The classic idiom, clothes maketh the man underpins the importance society places on clothing to shape the perception of others on a person. From the glitzy catwalks in the fashion capitals of New York, Paris, Milan, London and others, fast fashion capitalises on the latest fashion trends and replicates them to be brought to the masses at more affordable prices. Chapter 1 examines the customer loyalty of consumers towards fashion brands, especially in an era that is dominated by fast fashion. The factors examined include brand awareness,

satisfaction, emotional attachment, product quality and sales promotion for clothing products.

Chapter 2 brings us to the hotel industry in the historic city of Melaka which relies heavily on tourism and hospitality for its economy. For an economically-sustainable tourism industry, it is exigent that visitors are satisfied with their stay in Melaka, and the hotel industry plays a key role in realising this for visitors. Customer satisfaction of hotel guests is therefore crucial and is examined in this chapter, with particular emphases on price, hotel image, service quality and promotion.

Whilst the tourism and services sector play a key role in the national economy, the manufacturing sector contributes over a third of Malaysia's GDP in 2020. A key challenge faced by the manufacturing sector is human capital-related as it is a challenge to recruit suitably qualified employees and at the same time retain them in the organisation. Chapter 3 provides an excellent snapshot of the human capital challenges faced by the manufacturing sector by examining turnover intention among manufacturing sector employees in Johor, Malaysia. More specifically, turnover intention is analysed in relation to job embeddedness, employee resilience, employee voice and employee silence.

Chapter 4 presents an interesting examination of a pertinent issue that is the highly debated issue of education loan repayment in Malaysia. The National Higher Education Fund Corporation or PTPTN in short was established under Act 566 that was gazetted pm 1 July 1997 and commenced its operations on 1 November 1997. Among the key roles entrusted to it are to manage higher education loans and the subsequent loan repayments. Whilst the corporation had played its role in providing loans to those who need them, the main obstacle that it faces now is the poor repayment of loans that

threaten its sustainability. To this end, this chapter aptly examines the factors affecting loan repayment intention among undergraduates in Malaysia which include student's attitude, media awareness, parental influence and perceived quality.

Chapter 5 brings us to look at the reasons why potential business owners are fearful of moving towards electronic commerce e.g. culture, website cost, computer literacy, target market and security issues. The lockdown and mobility restrictions enforced due to the COVID-19 pandemic have thrust Internet commerce transactions to the fore, and have made online transactions the preferred mode of retail transactions and the ability of potential online entrepreneurs to embrace these developments is crucial in ensuring their survival during these trying times.

Mobile advertising has redefined the practice of mobile communications between businesses and their consumers, hence requiring adequate attention and consideration by businesses. Chapter 6 analyses the determinants of university students' mobile advertising purchase intention. The determinants analysed are student's attitude, social norms, perceived behavioural control and perceived value. By understanding students' behavioural intention towards mobile advertising, industry practitioners will be able to develop and fine-tune their m-advertising and marketing campaigns to better target and appeal to this segment of the market.

Whatever your specific interest may be, we hope that this book will be the portal for you to begin your journey in appreciating and also challenging the existing business and management practices that we have today as it constantly evolves with the rapid developments in technology and its access to the masses. We live in interesting times and as we embrace technology in

our daily lives and business, we are certain that you will find opportunities and avenues in making the world a better place with these technologies.

1

Customer Loyalty in the Fashion Industry: Can Customers Stay Loyal in the Fast Fashion Era?

Muhammad Redzuan Syazni bin Shariff, Lim Ying San, Ng Tuan Hock

Abstract – Fast fashion trends make the consumers have more options to choose from when purchasing fashion products. This phenomenon created very intense competition in the fashion industry. Nowadays, the fashion industry's success depends a lot on consumer loyalty towards the fashion brand. Brand loyalty is the consumer's emotionally charged choice to purchase a specific brand repeatedly. This study looked into the factors affecting customer loyalty towards fashion brands. The factors included brand awareness, satisfaction, emotional attachment, product quality, and sales promotions. The study investigated 200 respondents in Malaysia by using an online questionnaire. The study results indicated that satisfaction, emotional attachment, and product quality are going to affect consumer loyalty. However, brand awareness and sales promotion will not. The explanation of the result is included in the study to justify the outcome of the study. The research's implication is included in the study to assist the managers in the fashion industry for their marketing planning.

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INTRODUCTION

According to Sellerberg and Patrik (2015), a fundamental sociological way of defining fashion is to become the first person who owns the latest trend. It shows that fashion is about improving a style to stand out among others (Sellerberg & Patrik, 2015).

Society now lives in this era where the consumers are more conscious about their image than the previous generations. At once, clothes and shoes are considered necessities, and the consumer will not mind paying higher to get quality products. However, times have changed, and people now buy clothes and dress up nicely to represent their identity. Since 2000, the fashion industry has been moving towards the fast fashion era. In the fast-fashion age, people would not hesitate to buy cheaper clothing and shoes of their preferred style continuously (Moye & Kincade, 2003; Orendorff, 2019; Sharma, 2020). As fashion is ever-changing, consumers will need to always keep up with the changes and the latest trends by continuing their purchase.

The buying behaviour in the fast fashion era had forced the fashion industry to have the ability to create and sell styles that are current and in demand. The worldwide fashion industry relies on the changing fashion trends that help drive customers to keep up with the latest styles. This would mean those fashion products have a much shorter shelf life and limited-time distribution (Chavan, 2014). For example, one of the largest fast-fashion companies, H&M, takes two weeks to release new fashion trends to consumers. Similarly, this buying pattern has put many fashion companies at risk of maintaining loyal customers (Orendorff, 2019).

On the other hand, the fast-fashion era had created some advantages to the fashion retailer as well. Fast fashion enables companies like Zara and H&M to have more repeat customers (Sharma, 2020) and improve the brand image (Bhardwaj & Fairhurst, 2010). Most interestingly, fast fashion makes the customer purchase the fashion products fast at total price rather than postpone their purchase to the next season for discounted off-season products (Joy et al., 2012).

The fashion industry needs to predict what consumers want and need. They spike such demands by launching different seasonal styles by offering better quality products to stand out against competitors. However, the latest fashion market has now been more specific, where consumers are chasing after fashion and trendy products rather than quality product. Companies now have to convince customers about the latest trends and fashion styles to make them stay with them (Christopher et al., 2004). The report by Erica Sweeney in February 2019 stated that 77% of brands would cease to disappear, and yet no one would care. The number is 3% higher in 2019 than in the 2017 report, and it has been the highest since 2008.

The intense competition in the Fashion Industry in the fast fashion era happened when there are more alternatives for consumers (Ahmad et al., 2020). The fashion industry faces challenges to attract younger consumers while retaining older customers, as the younger generation has a more specific style and preference than older customers. They draw more attention to fast fashion instead (Su & Chang, 2018). Many companies in the fashion industry are now trying hard to build brand loyalty. Brand loyalty is the consumer attitude towards brands that drive or create repurchasing behaviour (Hoyer & MacLannis, 2008).

Fashion Industry in Malaysia

Malaysia is a country where the fashion industry has been blooming and showed a very convincing and positive performance over the past few years. According to *Euromonitor*, the value of retail sales of apparel and accessories in Malaysia is forecast to grow by some 6% per annum between 2019 and 2022 to MYR53 billion (Ma, 2020). Like other countries, Malaysia's fast fashion industry is dominated by international players such as H&M, Uniqlo, Zara, and so on. Also, local brand Padini has played a significant role in the fast fashion industry in Malaysia.

Statistics have reported that in Malaysia, the revenue coming in from the fashion industry has already reached USD876 million in 2019, coming from apparel, footwear, bags, and accessories, with fashion apparel being the major contributors. The revenue is also projected to have an annual growth rate of up to 12% that will push the market volume up by USD1, 377 million by the year 2023. The study revealed that the fashion industry in Malaysia has been expanding. To capture the customers in the highly competitive fashion market, many fashion retailers in Malaysia are trying to build customer loyalty by introducing loyalty cards (Yee, 2019). This is because loyal consumers are more willing to pay more prices, as they see that their chosen brand is exclusive and not replaceable by other alternatives brands (Chaudhuri & Holbrook, 2001).

Much research carried out studies on the customers and brand loyalty within the fashion industry; however, mostly done in countries such as Taiwan, the UK, and the US. Therefore, this research is mainly to study brand loyalty in the fashion industry in this fast fashion era. This research will identify the relationships of the independent variables: brand

awareness, satisfaction, attachment, sales promotion, and product quality towards brand loyalty in Malaysia's context.

LITERATURE REVIEW

Brand Loyalty

Brand loyalty is defined as the customer's level of emotional attachment towards a brand (Aaker, 1992). It specifies that customers will repeat the purchases and praise the brand to other people (Gronholdt et al., 2000).

Brand loyalty is essential in business as it will help the company to grow with less effort. Previous research (Kotler & Armstrong, 2010; Aaker, 1992; Cailleux et al., 2009) mentioned that the business's profitability and sustainability would occur by creating strong bonds and generating brand loyalty among the customer in the current market.

According to Lazarevic (2012), loyal customers give businesses benefits since the company does not have to spend a lot of costs on maintaining and marketing to the customers. The study also suggests that companies can expand their market share by securing their loyal customers. Since these loyal customers are committed to the company brands and frequently buy the products, they are also resistant to competitors' marketing efforts (Su & Chang, 2018). Adding that, a brand that the customers are loyal towards will lead to a situation that customers are willing to spend 25% more on that brand rather than his or her would on a product from a competing brand (Kotler and Keller, 2011).

Brand Awareness

Brand awareness is defined by Liraz (2013) as customers' capability in recognising and identifying a brand. Brand awareness is built up by brand recall and brand recognition. Keller (2008) mentioned that brand awareness is when customers can remember or know a brand or recognise a brand. Adding that, studied by Spry et al. (2011) mentioned that brand awareness could also be defined as a brand's existence in the customers' minds. Brand awareness is where customers become well noticed and knowledgeable with a brand name, and the product or service can be recalled and recognised (Gursoy et al., 2014; Jakeli & Tchumburidze, 2012).

Keller (2005) indicates that brand awareness can provide earning benefits for the brand, and it encompasses both primary keys: recall and recognition. Providing that, the term brand recall can be expressed as the customers' capability to properly think and repossess the brand in his or her mind. Brand recognition can be explained when customers can differentiate a brand when there is also another competitive brand at the same time (Homburg et al., 2010). Previous research (Mohd et al., 2007) mentioned when the customer can recall and recognise a brand, it will increase a selected brand's possibility.

Based on previous research conducted by Hsu et al. (2012), brand awareness is an antecedent on customer loyalty to a brand. The same study conducted by Aaker (1992) and Keller (2005) explained that brand loyalty to customers could be promoted using a good image and high awareness. Brand awareness is an antecedent action toward customer loyalty to a brand and has constantly been found to be connected to their commitments (Cho et al., 2015). Customer awareness of a particular brand will increase the possibility that it will be

repurchased or recommended to others when making decisions. Hence, the hypothesis relates to this is:

H1: There is a significant relationship between brand awareness and loyalty towards fast fashion brands.

Satisfaction

Giese and Cote (2002) explain the definition of satisfaction as a summary effective response of variable passion with a determination, reason of reassurance, and limited period corresponding to main reasons of product consumption and achievement. Also, Anderson et al. (2004) stated that satisfaction is a general overall assessment of a brand's products or services over time. Customer satisfaction is a conceptual idea where satisfaction shifts from people and products relying upon various factors, such as customer expectations and service quality (Cengiz, 2010).

Previous research studied by Back and Parks (2003) stated that customer satisfaction arises when the customers' expectations on the subject of a purchased service exceed effectively and their pre-purchase expectations towards a purchased service are confirmed. Satisfaction is an essential key for long-term business success and has been a debatable topic infrequently in marketing (Jones & Suh, 2000; Pappu et al., 2005). Adding that, Tsai and Huang (2007) claim that it is also an important driving force in encouraging customer repurchase behaviour as satisfaction may impact the customers' decision-making to continue a relationship with the company (Ndubisi et al., 2009).

Numerous past research has highlighted a connection between customer loyalty and customer satisfaction (Anderson et al., 2004; Dick & Basu, 1994; Mittal & Kamakura., 2001;

Selnes & Hansen, 2001). Ha and Park (2012) indicate that satisfaction will increase loyalty when brand loyalty is measured in some continuous orders of the related brand. Satisfied customers will stay loyal to the brand and subsequently have higher price acceptance and repurchase intention.

Customer satisfaction arises when the customers' expectations of a purchased service exceed effectively, and their pre-purchase expectations towards a purchased service are confirmed (Back & Parks, 2003). Satisfaction is an important key for the long-term business's success and has been a debatable topic infrequent time in marketing (Jones & Suh, 2000; Pappu & Quester, 2006). Hence, the hypothesis related to this is:

H2: There is a significant relationship between satisfaction and loyalty towards fast fashion brands.

Emotional Attachment

Emotional attachment is the power of a bond between consumers and a brand. This connection eventually affects customers' behaviour and, in turn, affects their lifetime value and improves a company's profitability (Thomson et al., 2005). Emotional attachment is essential for companies to break the clutter by claiming unique connections in today's extremely saturated setting. Technological, causal, and benefit-based can differentiate and distinguish goods and services from each other. Previous research (Thompson et al., 2006) indicated the view of emotional attachment suggests that companies should focus on building robust and meaningful emotional ties that proactively improve the lives of customers, and become components of their memories and social networks.

Grisaffe and Nguyen (2011) mentioned that emotional attachment provides a unique promise as an emotional ground for repurchasing trustworthy brands. Emotional attachment is described by the previous research, Morrison, and Crane (2007), as customer involvement in an intense, long-term, private dynamic association with the brand that extends beyond benefit-based satisfaction and generates a unique trust-based relationship to develop a holistic emotional experience.

Emotional attachment is essential for companies to break the clutter by claiming unique connections in today's highly saturated setting where technological, causal, and benefit-based differentiates distinguish goods and services from each other. Previous researchers (Thompson, Rindfleisch et al., 2006) indicated the view of emotional attachment suggests that companies should focus on building powerful and meaningful emotional ties that proactively enrich the life of customers, becoming components of their memories and social networks. Attachment to the customer can detail a customer's value to lead to customer loyalty. The role of emotional attachments is demonstrated to directly influence customer loyalty development (Blasius et al., 2018). Hence, the hypothesis related to this is:

H3: There is a significant relationship between emotional attachment and loyalty towards fast fashion brands.

Product Quality

According to Kahn, Strong, and Wang (2002), product quality is defined as fitness for use or to what extent a product helps customers' commitments effectively. Another definition mentioned by Johnson and Ettlie (2001) asserted that as a consequence of results, product quality can be categorised as

the level of customisation and authority from faults or how reliably the product meets consumer demands. Product packaging, product design, product characteristics, warranties, etc., are all included when measuring product quality (Abdul-Muhmin, 2002).

Agarwal and Teas (2004) indicated that when judging product quality, product efficiency is used by customers and the degree to which the product imitates manufacturing standards and particular product characteristics. The quality of the product can be a helpful starting point for customer loyalty generation. The product's quality directly affected efficiency and was strongly related to customer loyalty (Eskildsen et al., 2004; Mittal & Lassar, 1998). Moreover, several studies provided powerful empirical assistance regarding product quality towards customer loyalty. These proposed that keeping excellent product quality would create further customer loyalty (Chumpitaz & Paparoidamis, 2004; Kotler & Armstrong, 2010). Hence, the hypothesis related to this is:

H4: There is a significant relationship between product quality and loyalty towards fast fashion brands.

Sales Promotion

Sales Promotions is a scheduled and implemented marketing activity that enhances each product or service appeal and favourably changes customer behaviour in return for an additional purchase or share profit. Shimp (2000) indicates that promotion is any company's incentive to cause business and customers to purchase a brand and encourage companies to sell it aggressively. Businesses also use promotional incentives to encourage customers' desired behaviour. The incentive goes

beyond the vital advantages of the brand and shifts its perceived price or value temporarily.

According to Papatla and Krishnamurthi (1996), sales promotions could give both positive and negative lively outcomes. On the contrary, many studies have demonstrated a neutral or negative effect of sales promotion on brand loyalty (Blattberg et al., 2010; Bridges & Briesch, 2006; Gedenk et al., 2009; Yoo, Donthu & Lee, 2000). Bridges and Briesch (2006) argued that sales promotion decreases brand loyalty due to enhanced marketing mix activity awareness for all brands in the category; thus, it reduces the likelihood of customers buying earlier bought brands on promotions. Similarly, Gedenk and Neslin (2009) indicated that prior purchases' promotional status could affect brand alternatives differently. In a recent study, Fam et al. (2019) discovered the Long-Term Effect of Loyalty Programs on Customer Buying Behaviour and Loyalty. Using the longitudinal statistics, the research establishes that buyers who were considered heavy purchasers at the start of a loyalty program would most likely claim rewards. Hence, the hypothesis related to this is:

H5: There is a significant relationship between sales promotion and loyalty towards fast fashion brands.

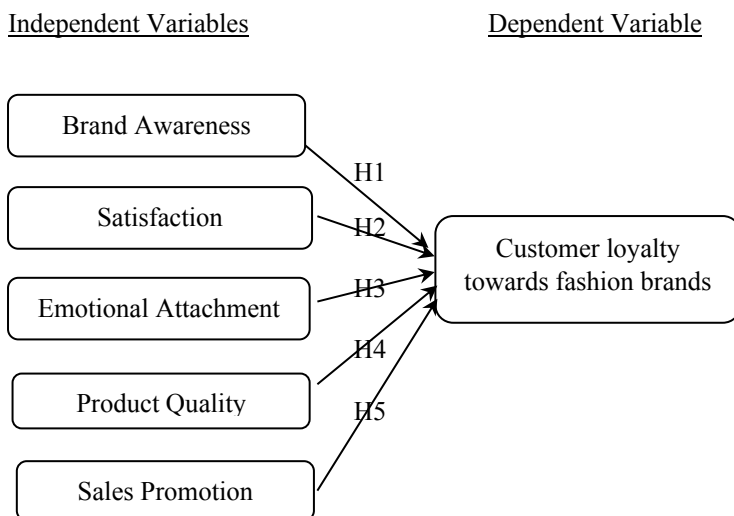
RESEARCH METHODOLOGY

Research Framework

The research hypotheses were drawn for the research and they are specified below:

Figure 1.1

Research Framework for Customer Loyalty Towards Fashion Brands



Five research hypotheses were formed in this study to answer the research objective. The hypotheses are:

H1: There is a significant relationship between brand awareness and loyalty towards fashion brands.

H2: There is a significant relationship between satisfaction and loyalty towards fast fashion brands.

H3: There is a significant relationship between emotional attachment and loyalty towards fast fashion brands.

H4: There is a significant relationship between product quality and loyalty towards fast fashion brands.

H5: There is a significant relationship between sales promotion and loyalty towards fast fashion brands.

Sampling Method

According to Babbie (2004), sampling is choosing a certain group from the entire population of interest for research. This is done to make it convenient and time-saving to complete the research. In this research, a total of 200 respondents is used for sampling, based on the G-power guideline and the respondents were from Malaysia. Convenience sampling is chosen in this study. This non-probability sampling is used because the respondents are chosen according to their willingness and also availability to participate (Ben-Shlomo et al., 2013). Also, convenience sampling is a frequent type of sample used in population studies. Convenience sampling is popular because it is less expensive and takes less time than other sampling methods (Stratton, 2021).

The questionnaire is used substantially to collect data on recent opinions, behaviours, and practices in a fast-paced and precise manner (Orodho, 2009). It is also the cheapest way of gathering information (Mugenda & Mugenda, 2003). The questionnaire contained an introduction, followed by an intermediate part, then the closing questions. All the items in the questionnaire are adopted from the previous studies to ensure the validity of the questions. Five items were adopted for customers loyalty (Fullerton, 2009), five items for brand

awareness (Dwivedi et al., 2018), eight items for satisfaction (Chinomona, 2013), five item for emotional attachment (Chinomona, 2013; Frasquet et al., 2017), five items for products quality (Saif et al., 2018; Ahmed et al., 2014), six items for sales promotion (Saif et al., 2018; Daosue & Wanarat, 2019). The questionnaires in the study were distributed in the shopping malls in Kuala Lumpur and Melaka by using mall intercept.

RESULT AND DISCUSSION

Demographic

Among the questionnaires collected in the study, 56.5 per cent of the respondents aged 18 to 22 years old, which is the largest group in the study. Next, the age range of 23 to 27 years old stands with 23.0% of total respondents, followed by 6.0% of respondents' age range from 28 to 32 years old and followed by 5.0% of respondent's age range from 33 to 37 years old. The last age range, 38 years old and above, had 9.5% of total respondents who participated in the survey.

The majority of respondents were female, with 144 respondents, which stand for 72% of the total respondents. On the other hand, 56 male respondents participated in the survey, which stands for 28% of the respondents.

Consumer Behaviour Related to Fashionable Products

The respondents' highest monthly spending on fashion brands is RM150, which is 114 (57.0%). The second highest is 62 (31.0%) respondents who spend RM300 on fashion brands.

Next, 15 (7.5%) respondents spend RM500 on fashion brands. Lastly, only 9 (4.5%) respondents spend more than RM500.

Reliability Analysis

Table 1.1

Reliability Test for Customer Loyalty in Fashion Industry Variables

Variable	Item	Reliability
Brand Loyalty	5	0.79
Brand Awareness	5	0.84
Satisfaction	8	0.908
Emotional Attachment	4	0.848
Product Quality	5	0.898
Sales Promotion	5	0.839

The variables consisted of brand loyalty (0.790), brand awareness (0.840), satisfaction (0.908), emotional attachment (0.848), product quality (0.898), and also sales promotion (0.839). The Cronbach's alpha showed all the variables are reliable.

Table 1.2

Correlation for Customer Loyalty in Fashion Industry Variables

		Brand Awareness	Satisfaction	Emotional Attachment	Product Quality	Sales Promotion
Brand Loyalty	Pearson Correlation	0.577**	0.672**	0.602**	0.580**	0.258**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200

Based on the results stated in Table 1.2, the significant level between brand awareness and brand loyalty is 0.000. It

means it is less than 0.05. Hence, it means that there is an association between brand awareness and brand loyalty. According to the Rule of Thumb correlation by Hinkle et al. (2003), Pearson's correlation coefficient for brand awareness is 0.577, indicating a moderate association between brand awareness and brand loyalty.

As for satisfaction, the significant level between this variable and brand loyalty is 0.000. It is less than 0.05, so there is an association between satisfaction and brand loyalty. Satisfaction is the independent variable with the highest correlation with brand loyalty. Pearson's correlation coefficient for satisfaction is 0.672 specifies a moderate association between satisfaction and brand loyalty. Next, the significant level for emotional attachment and brand loyalty is 0.000 shows that it is less than 0.05 means an association between emotional attachment and brand loyalty. Pearson's Correlation coefficient for emotional attachment is 0.602. Thus, the association between emotional attachment and brand loyalty is moderate.

Furthermore, the significant level for product quality and brand loyalty is 0.000, which then shows an association with the dependent variable: brand loyalty. Pearson's correlation coefficient for product quality is 0.508. Hence, there is a moderate association between product quality and brand loyalty. Last but not least, the significant value between sales promotion and brand loyalty is 0.000. It is less than 0.05, indicating that there is an association between sales promotion and brand loyalty. Meanwhile, Pearson's Correlation Coefficient value for sales promotion is 0.258, designates that there is little association between sales promotion and brand loyalty.

Multiple Linear Regressions

Table 1.3

Model Summary for Customer Loyalty in Fashion Industry

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.737	0.544	0.532	0.451	1.884

Note: Predictors: (Constant) Brand Awareness, Satisfaction, Emotional Attachment, Sales Promotion, Product Quality; Dependent Variable: Brand Loyalty.

Table 1.3 shows the outcome of the conducted multiple linear regression analysis. For this research, the dependent variable is brand loyalty and the independent variables are the factors affecting it: brand awareness, satisfaction, emotional attachment, product quality, and sales promotion. The R-value here is .737 and the value of the square is at 0.544. To define it differently, 54.4% of respondents can explain the factors affecting loyalty towards fashion brands. However, 45.6% are left unexplained.

Table 1.4

ANOVA for Customer Loyalty in Fashion Industry

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	46.904	5	9.381	46.251	0.000 ^{a,b}
Residual	39.348	194	0.203		
Total	86.253	199			

Note: Dependent Variable: Brand Loyalty; Predictors: (Constant) Brand Awareness, Satisfaction, Emotional Attachment, Sales Promotion, Product Quality.

Table 1.4 represents the ANOVA data, and it displays the F-value which is 46.251 while the p-value is at 0.000 which is less than 0.05 this shows that the reading is deemed significant proving that the model is fit.

Table 1.5

Coefficients Table for Customer Loyalty in Fashion Industry

Model	Unstandardized Coefficients		Standardised Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	0.686	0.227		3.022	0.003
Brand Awareness	0.082	0.075	0.086	1.093	0.276
Satisfaction	0.317	0.105	0.307	3.010	0.003
Emotional Attachment	0.225	0.044	0.313	5.110	0.000
Product Quality	0.152	0.073	0.156	2.075	0.039
Sales Promotion	0.026	0.042	0.033	0.628	0.531

Note: Dependent Variable: Brand Loyalty

Table 1.5 shows the coefficients, which focus on the significance. First, the significance value between brand awareness and brand loyalty is 0.276. It means that it is more than 0.005; hence, the H1 is rejected.

Next is another independent variable which is satisfaction. The significance value between satisfaction and brand loyalty is 0.003, which is less than 0.005. So H2 is accepted. As for emotional attachment, the significance value for emotional attachment and brand loyalty is 0.000, which is less than 0.005. Hence, it directs that the H3 is accepted. Furthermore, the significance value for product quality and

brand loyalty is 0.39. It is less than 0.005. Hence, the H4 is accepted. The last independent variable is sales promotion, the significance value between this variable and brand loyalty is 0.531. It is more than 0.005, hence the H5 is rejected. The beta value for satisfaction is 0.317, so it means that it has the strongest and the most influential factor among consumer brand loyalty in purchasing fashion brands. This variable is followed by emotional attachment, which has a beta value of 0.225. Hence, emotional attachment is the second most influential factor in brand loyalty among consumers in purchasing fashion brands. Last but not least, these are followed by product quality which has a beta value of 0.152. It indicates that product quality is one of the influential factors in consumer brand loyalty in purchasing fashion brands.

Discussion

Relationship between Brand Awareness and the Customer Loyalty

The study examined the relationship between brand awareness and customer loyalty towards fashion brands and the p-value is 0.276, which is higher than 0.05. This means there is no significant relationship between brand awareness and customer loyalty towards fashion brands.

Brand awareness describes the degree of consumer recognition of a product by its name. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition. It can be clarified as a tool where describing and creating, as well as being recognizable, are portrayed (Foroudi et al., 2016; Foroudi et al., 2014). The statements above are true, but they may not apply to the current situation since the world has evolved. In other words,

customers nowadays are not concerned about a brand because when they are loyal to them, they already know the brand's existence. Brand awareness is not a metric that shows intent to purchase, is hard to measure, and is deemed useless for the average business to define customer loyalty towards fashion brands.

Relationship between Satisfaction and the Customer

The results showed that the significant value of satisfaction is 0.003, which is less than 0.05. This means there is a relationship between satisfaction and customer loyalty towards fashion brands.

Satisfaction can influence customer loyalty towards fashion brands. This result is supported by Ha and Park (2012) where they indicate that satisfaction will raise loyalty to arise when the brand loyalty is measured in a number of continuous orders of the related brand. According to Anderson and Mittal (2000), Deng et al. (2008), satisfaction is a major key in a company. Many previous studies found that high customer satisfaction allows the business sector to improve the company's financial performance by reducing customers' price sensitivity and cross-sales will be increased when customers purchase a product they are more interested in the feeling of satisfaction. Notably, it has been proven in many studies that brand loyalty and customer satisfaction are significantly related (Bloemera & Kasper, 1995). Satisfaction is the core influence of loyalty and for that, consumers must be extremely satisfied (Kabu & Soniya, 2017). This proves that the finding is compatible with the study.

Relationship between Emotional Attachment and Customer Loyalty

The results show that the significant value of emotional attachment is 0.000, which is less than 0.05. This means there is a relationship between emotional attachment and customer loyalty towards fashion brands.

This result is supported by the previous study of Hapsari et al. (2017) stated that the high level of customer involvement in a product or service results in a high rate of customer loyalty to products. Attachment to the customer can detail the customer's value to lead to customer loyalty. According to Thomson et al. (2005), brand-customer relationships based on emotional connections are becoming progressively popular and important for researchers and academicians in the marketing sector. To achieve loyalty, functional advantages, and superior symbolic advantages will create a greater emotional attachment to customers. The role of emotional attachments is demonstrated to directly influence customer loyalty development (Blasius et al., 2018). The study by Levy and Hino (2016) stated that there is a direct relationship and significant positive between customers' loyalty and emotional attachment. A higher level of consumer emotional attachment would increase a customer's emotional dependency on the brand. This connection provides comfort, satisfaction, and protection when consumers are associated with the brand (Park et al., 2010). Thus, customers with higher levels of emotional attachment will have a long-term brand relationship. This shows the finding is in line with the study. Therefore, H3 is supported as there is a significant relationship between emotional attachment and customer loyalty towards fashion brands.

Relationship between Product Quality and Customer Loyalty

The results show that the significant value of product quality is 0.039, which is less than 0.05. This means there is a relationship between product quality and customer loyalty towards fashion brands.

According to Valenzuel et al. (2010), value is reflected in product quality. Customers perceive higher value when a product's advantages exceed the price of purchasing it. Salihu and Metin (2017) indicated customer satisfaction impacts the quality of the products after purchase by comparing expectations with what the purchase is. This research confirms the result of previous studies conducted by Jahanshahi et al. (2011) concluded that product quality has a significant effect on customer loyalty. Results from Sondoh (2007) indicated that product quality has a significant effect on consumer loyalty. Further research conducted by Luarn and Lin (2003) shows that consumer value, which has an aspect of product quality in it, significantly affects customer loyalty.

Relationship between Sales Promotion and Customer Loyalty

The results show that the significant value of sales promotion is 0.531, which is higher than 0.05. This means there is no significant relationship between sales promotion and customer loyalty towards fashion brands.

The results show that sales promotion does not influence customer loyalty towards fashion brands because the majority of customers who are attracted to promotional goods are those who are price sensitive. Adding on, sales promotions are unable to build loyalty for the brand and it is disputed that it could instead have negative effects on brand assessment where it is proven by previous research. According to Luk and

Yip (2008), less-engaged consumers' purchasing conduct is mainly driven by sales promotion. This group is made up of the so-called brand switchers: customers who use the sales promotion of the brand as knowledge to differentiate between appropriate brands and eventually develop the habit of buying on sales promotion (Luk & Yip, 2008). Jørgensen et al. (2003) also warn of many sales promotion drawbacks, for instance, reduced brand loyalty, enlarged brand switching, lessened expectations of quality, and improved price sensitivity. This designates the finding is reliable with the study.

CONCLUSION

Fast fashion is the current trend in the fashion industry. The fast-fashion era had created very intense competition in the fashion industry. This study intended to identify factors affecting consumer loyalty in the fast fashion era. The variables included brand awareness, satisfaction, emotional attachment, product quality, and sales promotion.

A questionnaire was used to collect data from 200 respondents, and these data were analysed using Statistical Package for the Social Sciences. The primary data collection was through surveys that were personally handled and distributed to the 200 respondents by using Google Form. The Google Form link was sent to the respondents through social media platforms such as WhatsApp, Twitter, Instagram, and Facebook.

Multiple regressions were used to analyse the data and the result concluded that satisfaction, emotional attachment, and product quality would influence customer loyalty towards fashion brands. However, two out of the five independent

variables were rejected, which include brand awareness and sales promotion.

Brand awareness was rejected as customers nowadays are no longer concerned about a brand because they already know the brand's existence when they are loyal to them. Sales promotion was also rejected as respondents perceived that promotions could affect brand evaluation and respondents are generally price-sensitive, and as such, they tend to assume that a brand is not performing when long durations or promotion is carried out. The entire research was then ended with suggestions and implications for future research to use in upcoming studies that can be used to improve the fashion industry.

Managerial Implication

Results show that the strongest and the most influential factor in affecting consumer brand loyalty in fast fashion is satisfaction. Hence, the managers, especially marketing managers of the companies in the fast fashion industry, need to focus more on customer satisfaction to develop customer loyalty among their existing pool of customers and potential customers. This study shows that the satisfaction of consumers can be achieved by providing first-rate customer service, fulfilling the needs of consumers by understanding what they want, and giving the best satisfying experience to consumers.

As for emotional attachment, it is the second most influential factor among consumer loyalty towards fast fashion brands, notably Malaysia. The fast fashion industry companies need to focus on this factor as it will significantly impact consumer loyalty. The respective company's marketing team should create a marketing campaign that is convenient and applicable to their target customers. This will reel in audiences

to voluntarily interact with the brand. With this, the companies can take a break from traditional marketing efforts and will more likely connect with audiences. The marketing team can use content to build audience affection for the respective fashion brand, pointing to an honest emotional connection, indicating passion and true brand loyalty.

Furthermore, the third factor that can influence customer loyalty towards fast fashion brands is product quality. The marketing managers need to strengthen this factor to sustain and develop customer loyalty towards their brands. Organisations will seek to build products based on value innovation principles to create value for consumers by improving the product quality aspects found by customers. This may include research and development for goods superior to the products offered by rivals to meet customer needs and future market needs.

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2

Customer Satisfaction Determinants towards Hotel Services in Melaka

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Abstract – Customer satisfaction has been identified as a dominant element in the performance of a corporate entity. This study is to give a clear understanding on the determinants of customer satisfaction towards hotel services in Melaka. Hospitality, a powerful market force, has a high-impact on the tourism industry, which contributes directly and indirectly to the maintenance of hotel services. Price, Hotel Image, Service Quality, and Promotion directly impact customer satisfaction towards hotel services. A total of 150 respondents who were hotel customers participated in this research. Convenience sampling was used to select the samples, and respondents completed the questionnaire using a Google form and paper and pencil interviewing method. The questionnaire's questions were created using a nominal scale and a five-point Likert scale. Descriptive analysis, reliability analysis, and multiple regression analysis were used to analyse the data in this study. The information and data gathered in this study will be extremely helpful to the tourism industry and policymakers, as we will be able to gauge and understand the factors that influence customer satisfaction, particularly among tourists who use hotel services in Melaka as profits are generated through the satisfaction of customer needs and wants.

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INTRODUCTION

Hotels as they are today only began to appear in the 18th century, even though the history of the hospitality industry dates back to ancient Greek and Roman times. According to Olga, Gallo, C. E. and Klaudia (2017), the hotel is an institution that offers lodging, meals, and other facilities to visitors and passengers. The hotel industry carries together all these types of economy, including the tourism sector, the transport industry, and the foodservice industry. In general, a hotel is a professionally managed structure or organisation that offers guests a place to stay for the night in exchange for a fee. The specific features and services offered to visitors can differ significantly from one hotel to the next, and hotel owners generally aim to appeal to a specific type of customer through their pricing model and business strategy. In 1792, the City Hotel, New York City's first hotel, opened its doors. In Boston, the Tremont House, the first hotel in the modern sense, opened in 1829. It was quite a magnificent place, having set many "milestones." for this industry. It was the very first indoor plumbing hotel, indoor toilets, and baths in particular. It was also the prime in terms of reception and at the favourite, free soap (Olga et al., 2017). However, the tourism and hotel industry has been hard hit by the recent COVID-19 pandemic (Hao et al., 2020). China has experienced sluggish tourism demand in 2020 and domestic tourism revenue declined to 20.6%. Furthermore, the total occupancy of hotel rooms in China fell 89% from early to mid-January, while the total yield per available room decreased by more than 85% year-over-year (Chan et al., 2021). The hoteliers' standards have been raised very high today, especially during this pandemic time. It gets harder and harder to please visitors. These often-unreasonable expectations lead to new types of hotels being built. New hotels are bigger, more advanced in technology, and more luxurious. In the sector, we will actually observe a duality. Both budget

and luxury hotels are becoming increasingly popular. It is the answer to the journey's group. While some want to save as much as they can, others like to use their holidays as an excuse to splurge on whatever they want.

Malaysia is a country that is located in South-East Asia, with its wonderful pot of cultures. Malaysia has a lot to offer to its tourists because of its vibrant diversity. According to the Ministry of Tourism Malaysia (2019), Malaysia invites nearly 25 million visitors every year, and in light of current circumstances –our brilliant, multi-social, and multi-religious country. Hence, a country that is rich in culture, it helps open up borders to the world. Out of the 14 states Malaysia has to offer, Melaka is one of the leading tourism states, with its declaration by UNESCO in 2008, the arrivals of tourists drastically increased- giving the opportunity to be one of Malaysia's tourist hubs. Furthermore, the Chief of Melaka had decided to introduce the campaign, 'Visit Melaka 2019'. According to Malay Mail (2019), the number of tourists to Melaka increased to 4.79 million in the first three months of the year 2019. An increase of 17.49 percent resulted in the target made for the campaign, which attracted 20 million tourists. Thus, this thrive the hotel industry to accept more travellers, giving the industry the ability to understand and acknowledge customers and their satisfaction by concentrating on offering high-quality service and luxurious amenities to distinguish themselves from alternative accommodation. Hence, the main objective of this study is to investigate the determinants of customer satisfaction towards hotel services in Melaka, especially during the early stage of Covid-19 pandemic.

LITERATURE REVIEW

Satisfaction as it may be characterized as features or attributes that are better than competitors can satisfy either a consumer's want or need (Khan & Afsheen, 2012). If a company offers goods or services according to their customer's criteria, that will lead to such consumer's satisfaction, a consumer's greater or less satisfaction depends on the strength of the product features a company offers (Gerpott, Rams & Schindler, 2001). Satisfied consumers are critical for customer retention (Guo, Xiao & Tang, 2009). It takes a company's unsatisfied customers little time to turn their brand (Lin & Wu, 2011). Services of low quality can contribute to dissatisfaction as well. A service of poor quality is an example of a service that does not meet the requirements (Zahorik & Rust, 1993). It was demonstrated that customer satisfaction is a crucial factor used to assess the company's internal and external results and to allocate funds to every operation (Bodet, 2008). It was discussed that there exist strong interactions between satisfaction and customer loyalty (Auh & Johnson, 2005).

According to Yung and Chan (2002), many researchers have studied the concept of customer satisfaction extensively, and the most widely used research methods. An increasing number of studies in recent years have tended to focus on customer satisfaction in the hotel service industry (Heung, 2000). Swan and Combs (1976) and Heung (2000) claim to be the first to claim that satisfaction is associated with performance that meets (or exceeds) expectations, whereas disappointment is associated with performance that falls short of expectations. The most common reason for researching customer satisfaction is the productivity that it is thought to provide (Barsky & Labagh, 1992; Gundersen, 1996; Lam, 1996). Even in those disciplines with a long tradition in satisfaction research, the definition of customer satisfaction has

defined exact specification, perhaps the most frequently asked question about how satisfaction is described was whether it is a cognitive process or an emotional state (Oh & Parks, 1996).

Looking for a place to stay for the night is a complicated process influenced by a number of factors, including pricing. It is critical to distinguish between the actual price, the reference price, and the projected price when investigating the influence of price on the decision-making process (Pelegrin-Borondo, Arias-Oliva, Olarte-Pascual, 2016). In the hotel sector, there are three types of pricing systems: The observed price is the total amount a customer pays for purchasing or using a service, the reference price is a price that a consumer wants to pay, the perceived price is the consumer's subjective measure of that cost, and the perceived price is determined by the difference between the actual and reference prices (Dickson & Sawyer, 1990; Gupta & Kim, 2010; Han & Hyun, 2015; Gupta et al, 2010 & Thaler, 1985). According to Palegrin-Borondo et al. (2010), substantial clarity is necessary when analysing the link between the surveyed price and the perceived price. There are two types of perceived pricing: perceived price increase and perceived price loss. Because loss and earnings projections have diametrically opposite effects on the likelihood of a purchase, this is the case. When the difference is negative, the consumer spends less than anticipated and considers the service to be low cost. If the difference is positive, clients spend more than expected, and the service is regarded as costly (Abe 1998; Han, Gupta, & Lehmann 2001; Kalyanaram & Little, 1994).

As stated by Yacouel and Fleischer (2012), the main idea for this is to provide a quantified indicator of the quality and amenities a hotel would like to provide potential customers. These assessment systems, however, represent mainly physical characteristics and not the notion of customers, they are not

necessarily accurate and countries might base its scaling on various standards. Reviewed the position of travel agencies as credible quality controllers in the hotel industry as they were directly linked to the industry, and discovered that the ranking of hotels by travel agencies were more accurately matched by prices than by the five-star national system (Giannakos, Pappas & Mikalef, 2014). While pricing methods relate to the basic blueprint used to decide a price and indicate many aspects of promotion and pricing policies which are correlated with actual prices. The key underlying objective of the studies above is to develop a more accurate match between quality requirements and pricing, thus soothe the knowledge asymmetry problem (Lowengart & Mizrahi, 2000). Therefore, the core factors of these studies is that, the price should be exploited in a way such that hotel customers are provided with an understanding of the quality attributes to be anticipated, because relative price as such is a measure that perceives price to service quality and allows customers to have used the product before, it is a measure that is found unfit to have an effect on the preferences of consumers in regard to the quality of service. (Giannakos et al., 2014). Differentiated pricing means giving consumers different prices, based on numerous parameters. In general, consumers lean to form expectations of higher quality and offer hotels a higher rating, when the room they paid for appears cheaper than it should be (Cunningham, Young & Lee, 2002). The idea is based on the relative price scale, because what is perceived as cheap and costly is subjective (Oh, 2003).

Because of its intrinsic distinctiveness, such as perishability, inseparability, tangibility, and heterogeneity, a hotel's name functions as the most potent factor in services (Dhillon, 2013; Lahap, Ramli, Said, Radzid & Zain 2015). According to Saleem and Raja (2014), a brand image is an image that a client remembers. It is also stated that brand image, in a nutshell, is what emerges in the thoughts of buyers when a

certain brand is presented to them. In other words, when we think of a brand name, we automatically think of its features; the brand image is a general impression of something that is implanted in the public's mind; additionally, service organisation identification is complex, and each individual has different types of intended perceptions, interactions, and connections with the company (Mohajerani & Miremadi 2012). According to hoteliers' current perspectives, strong brand recognition has the potential to improve corporate interest, financial outcomes, occupancy rate, average cost, sales, and profitability (Fung So, King, Sparks, & Wang, 2013; Lahap et al., 2015).

Heung, Mok, and Kwan (1996) found that the degree of hotel customer satisfaction in the market of travellers, their study concluded that the image of the hotel holds a significantly higher score among loyal customers, the findings further suggested that hotel image is crucial in the choice of hotels among customers. Mazanec (1995) found that image is linked positively to overall satisfaction and customer expectations, a favourable image contributes to customer satisfaction and customer interest, while an unwelcome image leads to customer dis-satisfactory. According to Kandampully (2000), the desirable impression (emotional effect) is translated by an attentiveness of the image of the hotel, in addition, several researchers found that strong hotel image affects customer loyalty in the hotel business.

The hotel image is also an important concern, which influences the hotel's own marketing strategies positively or negatively (Lahap, et al., 2015). Moreover, image is considered an important element for companies because it shapes consumer understanding of goods and services and impacts customer purchasing decisions and behaviour. When a client is dedicated to a brand or a product, the consumer is loyal to a

brand or a product, the customer will cooperate actively and disregard those rivals that support the company's profit (Minsung, Kwang-Ho, & Won-Moo, 2011). Superior quality of service will add value and contribute to customer retention and customer loyalty. Organization knows that the creation of good identity products or services contributes to customer loyalty (Schulz & Omweri 2012). Satisfaction is crucial, however, not enough to back customer satisfaction, implying that, irrespective of the chances that hotel customers will be pleased with the service, they will continue to neglect in the occasion that they accept it because they are aware they can get better value, amenities or quality elsewhere (Robinot & Giannellon 2010).

Quality of service is a belief or systemic opinion that service is superior. To be a globally superior service industry provider, quality service must be provided that meets the requirements of the customers. Quality of service dictates whether an enterprise succeeds or fails, companies and organisations in practically every sector utilises measurements of consumer satisfaction for the sole explanation that fulfilled customers are important for a fruitful business, administration quality is dictated by desire, process quality, and yield quality; in different terms, administration gauges are portrayed by customers who have experienced the administration and utilised their insight and emotions to make an evaluation (Abdullah & Rozario 2009).

Traditionally, quality of service has been originally conceived as the discrepancy between customer expectations of service to be provided and expectations of the service to be obtained (Grönroos, 2000; Parasuraman, Zeithaml & Berry, 1998). According to previous researchers Dotchin and Oakland (1998), service quality was referred to as the degree to which a service meets the needs or expectations of the customers,

furthermore, it is conceived as the general impression provided by the customer of the comparative inferiority or superiority of service. In recent years, it has been generally agreed that the quality of service is the result of customer evaluations. The general reasoning is apparent, as the customer's own assessment influences his / her future actions, such as coming back the next time (Zeithaml & Parasuraman 1990).

The customer's opinion of service quality can be thought of as a highly subjective overall assessment, comparable to but not identical to satisfaction, that occurs over time (Setó-Pamies, 2012). Quality is a multi-dimensional phenomenon. As a result, achieving service quality without recognising the fundamental qualitative components is difficult. Gronroos (2000) discusses three elements of service quality: technological production quality, service efficiency quality, and an organisation's mental image. Furthermore, the three elements of service quality were referred to as physical quality, interaction quality, and organisational quality. Despite the fact that these efforts have played a significant role in separating service quality into process and output quality, they still lack adequate depth (Rahim Mosahab, 2010).

Industries use fantastic promotional activities in order to attract customers due to internal and external factors, also claiming that promotional exercise is just all promotional practices stimulating the purchase of customers and the results of sellers (Kotler, 1991). Promotion activities are short-term marketing activities carried out by producers and retailers (Aaker, 1973). Promotion is marketing communication which informs, convinces and assures potential customers of a product to shape their decision (Lamb, Hair & McDaniel, 2011). According to Shah (2009) and Andret, Zhafira, Akmal & Kumar (2013), promotion is advertising and communication practices which can ultimately alter the price-value correlation

of the goods or services perceived by the customer. Media plays an important role in promoting a product in a number of areas, sometimes companies will offer discount packages to increase the sale of any given product (Khan, 2012). The promotion is described as suggesting the best product for the target group or other channels of marketing (Anderson, Fornell & Mazvancheryl, 2004). It can only be successful if it catches people's attention (Saeed, Hussain & Riaz, 2011).

Sales promotion has a major impact on consumer choice of brand, purchase time, and quantity purchased, it can be defined as offering some incentives that can raise consumer demand or enhance product quality (Khan, 2012). The promotion of sales can affect customer purchasing decisions, such as brand selection and product switching. Companies are using sales marketing as an instrument that can persuade customers to buy any product or service (Omotayo, Abolaji & Adewale, 2011). Sales promotions have a significant impact on the understanding of consumers regarding the cost of a service (Folkes & Wheat, 1999). People form views of the costs and prices of goods and use them in shaping their response to retail prices, this however, depends not only on the selling price but also on the assessment they make of the accommodation price (Thaler, 1985). Just about all people are using the cost they expect to pay for a particular brand on a particular purchase event as a guide when making price assumptions (Klein & Loebbecke, 2000).

The term “price promotion” refers to a type of promotional offer that typically includes discounts and coupons (Yang, Zhang & Mattila, 2015). Price and sales promotions are considered to have a favourable influence on product evaluations and purchasing inclinations (Chang, 2009; Yang et al., 2015). Short-term chances to improve purchase behaviour are common in these campaigns (Kotler, 2002). Despite the rise

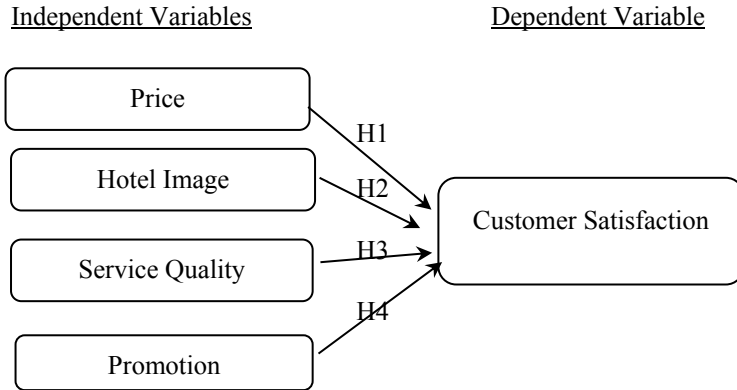
in popularity of non-monetary promotions such as free gifts and competitions, price promotions remain the most prevalent technique of hotel sales promotion (Montaner, De Chernatony & Buil, 2011). Furthermore, because of the alleged monetary savings, reduced purchasing attempts, and enhanced value judgments, customers may have a favourable attitude toward price promotions (Chandon, Wansink & Laurent, 2000). As a result, price promotions appear to have a favourable impact on sales volume (Christou 2011; Helsen & Schmittlein 1992; Morphis 1978; Susskind, Reynolds & Tsuchiya 2004).

RESEARCH METHODOLOGY

The most important component of the research process is the research framework, which is the structure that supports the research hypotheses. The link between the dependent and independent variables is depicted in Figure 2.1 by the dependent and independent variables. Customer satisfaction was chosen as the dependent variable, with price, hotel image, service quality, and promotion as the independent factors. The independent variables are utilised as intermediate variables to assess aspects that influence customer satisfaction with Melaka hotel services.

Figure 2.1

Research Framework for Customer Satisfaction Determinants towards Hotel Services



According to study, population is a determinable overall interest base. The participants in this study were a group of Melaka hotel guests. A total of 150 consumers took part in the survey between April 2020 and July 2020. Non-probability sampling was employed in this study, in which the researchers chose samples based on their subjective assessment. The study relied on convenience sampling. This sampling method was chosen because of its speed, cost effectiveness, and sample availability.

Questionnaires are used to collect all of the data. Customers will complete the questions in the questionnaire online or via paper pencil technique, and their replies will be gathered. Questionnaires were delivered face to face and in electronic form.

The Statistical Package for the Social Sciences (SPSS) is used in this study to analyse the demographic data, the ideas included in this study, and their relationships. SPSS can handle a large amount of data, allowing all of the analyses in this study to be completed. SPSS was utilised in this study since it is compatible with a variety of other data analysis software programmes. The data analysis approach utilised is depicted in the diagram above.

RESULT AND DISCUSSION

To offer a clear understanding, the findings are reported in the tables below.

Table 2.1 summarises the demographic data gathered for this study, which included 150 respondents who are hotel guests in Melaka.

Table 2.1

Demographic Information for Customer Satisfaction Determinants towards Hotel Services

Variables		Frequency	Percentage
Gender	Male	80	53.3
	Female	70	47.7
Age	20 and below	14	9.0
	21-30	59	39.0
	31-40	31	21.0
	41-50	23	15.0
	51-60	14	9.0
	61 and above	10	7.0
Income level	RM1000 and below	54	36.0
	RM1001-RM2000	17	12.0
	RM2001-RM3000	20	13.0
	RM3001-RM4000	43	29.0
	RM4001-RM5000	8	5.0
	RM5001 and above	8	5.0
Type of employment	Student	27	19.0
	Self-employment	29	19.0
	Full time employment	45	30.0
	Part time employment	13	9.0
	Retired	8	5.0
	Unemployed	29	19.0
Marital status	Single	83	56.0
	Married	53	35.0
	Widowed	5	3.0
	Separated	9	6.0
Nationality	Malaysian	145	97.0
	Foreigner	5	3.0

Table 2.2

Reliability Analysis for Customer Satisfaction Determinants towards Hotel Services

Variables	Number of Items	Cronbach's Alpha
Price (PC)	4	0.839
Hotel Image (HI)	3	0.856
Service Quality (SQ)	4	0.902
Promotion (PR)	4	0.875
Customer Satisfaction	4	0.910

The Cronbach's Alpha for each variable is shown in Table 2.2. All the independent variables have the same number of items, which is 4 items with exception to the hotel image with 3 items. Dependent variable in this research has only 4 items. The result of Cronbach's Alpha showed all above 0.7 and means all the variables are acceptable in this study. The highest Cronbach's Alpha of independent variables is service quality, which is 0.902, promotion is 0.875, hotel image is 0.856 and price is 0.839. At the same time, the dependent variable of customer satisfaction showed the value of Cronbach's Alpha is 0.914.

Table 2.3

Coefficients Table for Customer Satisfaction Determinants towards Hotel Services

Model	Unstandardized Coefficients		Standardised Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.016	0.179		5.666	0.000
PC	-0.016	0.048	-0.200	-0.337	0.737
HI	0.096	0.081	0.106	1.187	0.237
SQ	0.312	0.074	0.366	4.229	0.000
PR	0.378	0.060	0.451	6.313	0.000

Promotion has the greatest beta value in the unstandardised coefficient of 0.378, as seen in Table 2.3. This indicates that marketing is the most powerful independent variable in determining customer satisfaction with Melaka hotel services. Price has the lowest beta value in the unstandardised coefficient, at 0.016. It also displays the results of the SPSS analysis of coefficients. The hypothesis is supported if the significant value (also known as p-value) does not exceed 0.05. Two independent factors are significant among four independent variables, according to the table above. In this study, service quality (0.000) and promotion (0.000) are important. Price (0.737) and hotel image (0.237) are unimportant in the study since they both surpass 0.05.

Table 2.4 displays the results of the SPSS analysis of coefficients. The hypothesis is supported if the significant value (also known as p-value) does not exceed 0.05. Two independent factors are significant among four independent variables, according to the table above. In this study, service quality (0.000) and promotion (0.000) are important. Price (0.737) and hotel image (0.237) are unimportant in the study since they surpass 0.05.

Table 2.4

Hypothesis Summary for Customer Satisfaction Determinants towards Hotel Services

Hypotheses	P-value	Findings
H1: There is a significant relationship between price and customer satisfaction towards hotel services in Melaka	0.737	Not Supported
H2: There is a significant relationship between hotel image and customer satisfaction towards hotel services in Melaka	0.237	Not supported
H3: There is a significant relationship between service quality and customer satisfaction towards hotel services in Melaka	0.000	Supported
H4: There is a significant relationship between promotion and customer satisfaction towards hotel services in Melaka	0.000	Supported

CONCLUSION

In the current day and age of extreme rivalry, pleasing customers may not be enough. Management can concentrate not only on improving consumer satisfaction but also on improving customer expectations of the image and overall perceived price. In addition, a primary promotion goal should be to persuade consumers that they are having a great value from the business. From a management point of view, price should be understood as a consideration leading to satisfaction. Customers are mindful of the costs of providing a service and the costs are related to satisfaction. However, this research shows that prices are not significant with customer satisfaction as when people travel to tourist destinations, they are not so mindful of the hotel price as they do receive value for the

money they pay. Furthermore, a beneficial mindset in the context of an image appraisal can encourage consumers to avoid aggressive offers. Image has been used as a means of strategic satisfaction. When companies have a relative appeal in their identity, the corporate image is substantially different from other companies in the same industry. Hotel image will not only allow the company to draw buyers but will also have a positive effect on the confidence of other interested groups.

This research was to investigate factors determining customer satisfaction towards hotel services in Melaka. This research will be the future studies for the tourism industry in Melaka. The findings of the research could contribute to the development of hotel services, especially in tourist populated states in Malaysia. This finding is useful to the policy makers, government agencies, business owners and, most importantly, for the hotel management team.

Second, the information cannot be acquired in a timely manner. This is due to the fact that the majority of responders are unwilling or unable to complete the questionnaire. Researchers will find it more difficult to acquire data as a result of this. Furthermore, many other factors such as customer service, meal quality, perceived value, and so on, are not included in this study.

It is suggested that more study be done to get a bigger sample size from hotel clients in other Malaysian states. Researchers can make a firmer conclusion regarding the link between the variables with larger sample size. To improve the accuracy of the data collected, the questionnaires should be delivered to many locations.

However, when conducting research, there are several constraints to be aware of. To begin with, the sample size in

this study was limited, with only 150 participants. As a result, the findings may not be able to offer a comprehensive picture of the tourism industry in Malaysia.

In conclusion, this study investigated the determinants of customer satisfaction towards hotel services in Melaka. A total of four independent variables were tested to investigate the relationship with customer satisfaction. The four independent variables are price, hotel image, service quality and promotion. A total of 150 questionnaires were collected and used for analysis of this study. Steps have been taken from current literature. After testing the variables using the statistical approach, the results obtained are all hypotheses supported except for the price and hotel image. Management implication has also been discussed in the study and some recommendations are made. In addition, there are also some drawbacks and some guidelines for better understanding for future researchers. Finally, the results are supposed to be of benefit to both researchers and hotel industry professionals.

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3

Job Embeddedness, Employee Resilience, Employee Voice, Employee Silence and Turnover Intention among Manufacturers' Employees in Malaysia

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Abstract – In a rapidly developing modern society, the issue of employee turnover has become the main concern for all employers. The turnover intention has proven to have a direct link to the actual turnover rate, and it causes various negative impacts on the industries. The objective of this study is to investigate the individual factors influencing turnover intention among employees in the manufacturing sector. Employee resilience, silence, voice, and job embeddedness are the proposed predictors to influence turnover intention in this research. A total of 130 respondents from manufacturing firms located in Johor Bahru have completed the online questionnaire using Google form link and the collected data was analysed using SPSS software. The results show employee silence and job embeddedness significantly influence turnover intention. The study is able to explore the personal factors of turnover intention among the employees in the manufacturing sector and the practical implications of these results are also discussed.

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INTRODUCTION

Employees are crucial characters and human capital to assist management fluently in every organisation (Heed & Ann, 2019). Besides that, they are also the most important assets to the organisation for growing and developing in the path of the businesses (Ali et al., 2019). Employee turnover happens when an employee decides to quit, and the organisation needs to seek other employees to take over their jobs inside the organisation (Abdul Latif & Saraih, 2016). According to Keni et al. (2013), the high demand for workforce and providing a better chance in the market is the main factors to accelerate the employee turnover rate since early 1991 in Malaysia.

Although the turnover issue is extremely serious in the service industry (Momanyi & Kaimenyi, 2015; Nasurudin et al., 2018), the manufacturing industry should not be neglected. The manufacturing industry suffered a high employee turnover rate compared to other sectors which increased 1.1 per cent from 13.2 per cent in the year 2014 to 14.3 per cent in the year 2015 in Malaysia (Mystarjob, 2015). Tower Watson (2013) reported that the manufacturing sector marked the highest recorded staff turnover which is 24.0%, followed by 14.0% in conglomerates and financial service sectors.

As a matter of fact, employee turnover intention becomes a crucial matter for an employer, as turnover intention could bring various negative consequences to the company (Gan & Yusof, 2019). The cost of the turnover burden by the organisation is predicted to be 150 percent of the annual wages for an employee who is the middle level and up to 400% for a top-level employee (Global Business Articles Website, 2010). Hussain and Xian (2019) reiterated that high turnover intention has a great impact on low productivity, efficiency, negative behaviour such as absenteeism, lateness, do other things that

are unrelated to the job and affirmative will bring a low profit to the organisation.

The previous studies of turnover intention and turnover issue investigated by researchers are more focused on organisational factors such as hygiene factors such as pay, benefit, working condition, co-worker, and supervision (Aburumman, et al., 2020; Connor, 2018; Kim et al., 2017; Mustafa & Ali, 2019). However, the turnover intention is highly related to individual factors as well. Therefore, this study will look into more details of individual factors that result in the raising of turnover intention trend by dissecting employee resilience, silence, voice, and job embeddedness factors.

LITERATURE REVIEW

Turnover Intention

Allen et al. (2014) defined turnover intention as someone intends to leave their current job or organisation and if an employee plans to quit their jobs or away from the organization willingly, that is called voluntary turnover (Saeed et al., 2014). Besides, when an organisation intends to dismiss or terminate the contract of service of an employee is defined as involuntary turnover that may relate to poor work performance, attitudes, behaviour during the workplace (Cao et al., 2013). Whether it is involuntary or voluntary turnover, both have a negative and positive impact on the organisation (Achoui & Mansour, 2007). For instance, Riley (2006) stated that dismissing an employee from the organisation will increase new talent employees through recruiting and they will contribute their innovative idea, analyse the conditions currently faced and provide realistic effective solutions to the organisation. However, most

organisations are concerned about the high cost to be imposed when voluntary turnover, as well as turnover intention, has been formed into a turnover by an employee. Paiement (2009) investigates that there are two types of cost incurred which is direct cost such as training expenses whereas increase workload to other employees and loss of morale has belonged to indirect cost shall burden by the employer due to vacancies. For example, Hinkin and Tracey (2000) discover that the expenses of employee turnover may incur around 40% of the total operational outlay towards the organisation.

The turnover intention issue has been examined by a lump sum of researchers rather than actual turnover. It is because the researcher may predict turnover intention behaviour among employees before it turns into an actual turnover. Recently, studies on turnover intention start to concentrate on individual factors such as employee engagement (Santhanam & Srinivas, 2019), employee positions (Lu et al., 2016), and psychological distress (Labrague, & De Los Santos, 2020). Thus, in this research, a few individual factors are included to predict turnover intention behaviour among employees i.e., employee resilience (Dai et al., 2019), silence (Elci et al., 2014), voice (Lam et al., 2016), job embeddedness (Shehawy et al., 2018).

Employee Resilience

Resiliency refers to the aspect of psychology and describes an employee who has the competence or ability to get well and stand firm during the hardship period (Higgins, 1994; Wolin & Wolin, 1993). Luthans (2002) defined resilience as a developed personal capacity to rebound back from disaster, dispute inside the workplace, maintain a positive emotion to overcome any difficulties, and increase responsibility and attitude towards the

job. In short, resilience is a positive response towards events changing (Guo et al., 2018). Two types of resilience have been identified by Linnenluecke (2017) i.e., organisation and individual. Nevertheless, this study will focus on employee resilience rather than organisational resilience, for instance, how fast an employee can adapt, recover, and be emotionally balanced to overcome the hard situation in the workplace (Linnenluecke, 2017). The employee who controls their emotion well is willing to support the organisational change (Shin et al., 2012).

Employee resilience is found negatively correlated with turnover intention (Hudgins, 2016). This is also explained by the less resilient employee with less tolerance. It is difficult to endure adversity in their workplace and simply turns into turnover intention behaviour. Similarly, Hodliffe (2014) mentioned that low turnover intention is correlated with high levels of employee resilience. This is also supported in Hidayah and Ardiansyah (2019)'s study among all the factors resilience is highly influencing the intention to leave among employees. Furthermore, results evidenced by the latest studies (Dai et al., 2019; Smith et al., 2020) showed the resilience has negatively associated with turnover intention. Thus, we propose the following hypothesis:

H1: Employee resilience is negatively associated with turnover intention.

Employee Silence

Employee silence refers to any related problem for their job or organisation had purpose by an employee to conceal ideas, opinions, or any suggestion useful for better improvement (Brinsfield, 2013; Dyne et al., 2003; Pinder & Harlos, 2001).

However, Van Dyne et al. (2003) pointed out that sometimes a person's mindlessness or nothing to express is not described as deliberate silence. There are three types of silence which are acquiescent silence, defensive silence, prosocial silence. Firstly, acquiescent silence describes an employee who is holding often on their dispensation, not active in contributing ideas, knowledge, suggestion regarding recent conditions (Dyne et al., 2003). Secondly, defensive silence is more active than acquiescent silence; an employee who is defensive silence always fears making changes after sharing opinion or providing suggestions towards the organisation (Acaray & Akturan, 2015). The last type of silence which is prosocial silence is an on purpose and proactive action of an employee who intends to protect other employees and the organisation's benefits (Adamska & Jurek, 2017). Thus, prosocial silence is the most positive kind of silence compared to acquiescent and defensive silence.

Employee silence is highly impacting the organisation and the employee itself. Morrison and Milliken (2000) stated that a high level of employee silence will affect the workplace such as low motivation and job dissatisfaction and low innovativeness among the employees. Silence among workers can contribute to unfavourable outcomes for the organisations, especially those without a feedback culture, decision-making will suffer (Durrach & Chaudhary, 2020). This is due to no one willing to stand out to share what they have found out the problem with providing meaningful suggestions after bringing harmful results such as corruption inside the organisation (Ashforth & Anand, 2003). Besides, there is various negative behaviour undertaken by an employee, such as absenteeism, turnover intention, and other undesired actions that appear when the silence issue highly exists (Carla, 1996). Employee stress and mental issues will also occur if employees restrain themselves from communicating (Dedahanov & Rhee, 2015).

Jain (2015) reported that there is a positive correlation between employee silence and turnover intention among employees. Nevertheless, Kim and Park (2019) found that acquiescent and prosocial silence had a positive and significant effect on turnover intention. Thus, we present the following hypothesis:

H2: Employee silence is positively associated with turnover intention.

Employee Voice

It cannot be denied that every organisation needs their employees actively to provide their personal view, opinion without fear of speaking up for response in any obstacles faced to achieve competitiveness with markets (Vakola & Bouradas, 2005). Morrison (2011) and Van Dyne and LePine (1998) describe voice as a proactive communication by an employee to express any issue and opinion with the suggestion of making changes inside the workplace. According to Kim et al. (2015), employee voice refers to an employee who speaks up about the deed and is willing to contribute their idea, thinking, view in any related problem towards an organisation. Morrison (2014) also added that voice is described as an employee required to speak up in any displeasure issue directly to their leaders or someone who is of high authority and willing to listen to their problems.

If a company possess a high rate of voice behaviour among employee, it will help to enhance innovation idea (Selvaraj & Joseph, 2020), improve workplace relationship (Morrison, 2014), increase long-term sustainability of a firm to compete in the market (Wilkinson & Barry, 2016) and strengthen consciousness and responsibility of employee on goal attainment (Varey & Lewis, 1999). Nevertheless, the

absence of employee voice or low voice behaviour will affect the morale and motivation of employees (Vakola & Bouradas, 2005). This has probably happened when employee's voice up their concern, but voices have been ignored by their leaders (Detert & Burris, 2007). Employee voice plays an important role in determining the levels of intention to leave among the staff (Withey & Cooper, 1989). For instance, Lam et al. (2016) reported that employee voice is negatively correlated with turnover intention. It is also supported by Avery et al. (2011) when greater voice chance given to employee it will influence lesser intention to leave by the employee. In sum, an employee has opportunities to voice up in the organisation, which will reduce the levels of turnover intention among the employee (Amah & Oyetuunde, 2020; Lee & Whitford, 2007; Van Gramberg et al., 2020). Therefore, the following hypothesis has made:

H3: Employee voice is negatively associated with turnover intention.

Job Embeddedness

Job embeddedness represents a broad range of employee retention factors (Mitchell et al. 2001). An employee will stay dependent on combined forces (Yao et al., 2004). This may include internal and external stimuli of job embeddedness (Murphy et al., 2013). Both stimuli are used to arouse employees to work with the best performance inside the workplace and encourage them to keep staying in the company. There are three dimensions of job embeddedness founded by Mitchell et al. (2001), namely fit, links and sacrifice. These three dimensions are related to on-the-job and off-the-job reasons among employees. Furthermore, Holtom et al. (2006) reiterated that links have a significant correlation to increase

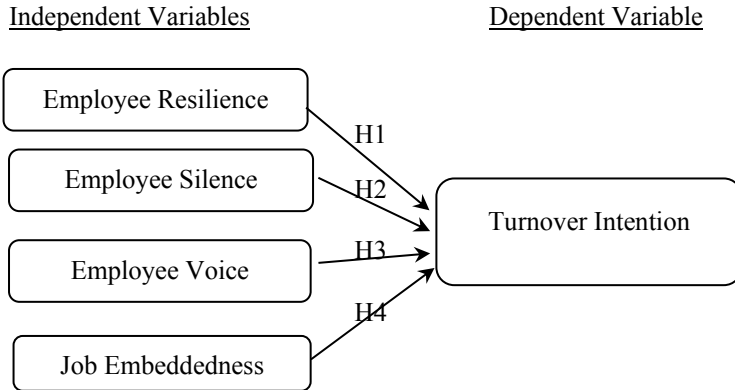
employee ties inside the organisation when there is a high number of links existing between a person and community. It is also evidenced by Zhang et al. (2012) where those high embedded employees are less willing to leave for their organisation and communities rather than less embedded staff. Similarly, an employee who is high job embeddedness will more consider staying a long period in their company

Several empirical studies have proven that job embeddedness is highly related to turnover intention among employees (Allen et al., 2016; Holtom et al., 2019; Wheeler et al., 2012). For instance, Mitchell et al. (2001) found a significant negative correlation between job embeddedness and turnover intention, where intent to leave tends to decrease among employees with high job embeddedness from retail and healthcare sectors. Similarly, Karatepe (2013) and Hwang and Han (2020) stated that there is a significant negative influence of job embeddedness towards turnover intention. Furthermore, Shehawy et al. (2018) found out the job embeddedness of airline sector employees was negatively correlated with their turnover intention. One thing that can be affirmed is to reduce the level of intention to leave among employees or less voluntary withdrawal can be connected with high embeddedness. Hence, we propose the following hypothesis:

H4: Job embeddedness negatively associated with turnover intention.

Figure 3.1

Research Framework for Turnover Intention Among Manufacturers' Employees



RESEARCH METHODOLOGY

Procedures

In this study, a quantitative approach has been used and a cross-sectional survey has been adopted to determine the influence of individual factors towards turnover intention among manufacturing workers. Besides that, the non-probability convenient sampling technique was employed in this study as time is constrained and it is also an affordable way to reach the available subjects. Firstly, the researcher starts to use email and Facebook approaches to reach the respondents in general manufacturing industries at the city Johor Bahru, Johor. Based on the list obtained from the website online, the manufacturing factory has been contacted to check on their willingness to participate in this study via email. Next, for those interested in participating, we have sent the survey link to their company

email and social media such as Facebook to collect data from 1 December 2019 to 15 January 2020.

Respondents

A total of 130 respondents from manufacturing firms have participated in this study. 56 percent of the respondents were male, 48 percent of them were married and currently at their age 40 and below (66%). The majority of respondents (42%) were Chinese, followed by the Indian respondents (32%) and 26 percent of Malay respondents, respectively. A clear majority of respondents (74%) were permanent experienced workers with more than 5 years of working experience in the related field. However, 54 percent of them have been attached to their current employer for less than 4 years. About 60 percent of respondents were holding executive positions and non-executive positions followed by middle management positions (28%) and therefore the majority of them (52%) earning a monthly income less than RM5000.

Measures

Total 36 validated measurement items were adopted from previous research and all were based on a 5-point Likert scale with answer options beginning from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. *Employee resilience* was assessed using Block and Kremen (1996) scale of 14 items. Some items are "I enjoy dealing with new and unusual situations" and "I usually think carefully about something before acting." *Employee silence* was measured using Lam et al. (2016) scale of 5 items. A sample item is as follows: "Although I had ideas for improving my work, I did not speak up". *Employee voice* was evaluated using

Van Dyne and LePine (1998) scale of 6 items. Some items are “I develop and make recommendations concerning issues that affect this working group” and “I speak up with ideas for new projects or changes in procedures”. We evaluated *Job embeddedness* using the 7-item scale that Shehawy et al. (2018) designed. One example item is as follows: “It would be difficult for me to leave this company”. Finally, we assessed *Turnover intention* using the scale that Bluedorn (1982) developed. This scale consists of 4 items about the intention to quit from the organisation, for example, “It is likely that I will actively look for a new job next year”.

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive statistics and correlation coefficients for all of the variables are presented in Table 3.1. The bolded figure at the diagonal line reflects the reliability (α) for the items used in this study. According to Nunnally and Bernstein (1978), all the items within the construct will be considered as high consistency when the Cronbach’s Alpha is above 0.70. Findings in Table 3.1 indicated all the constructs are strongly reliable, where all the Cronbach’s alpha is more than 0.90. According to Hair et al. (2003), the correlation coefficient which is ± 0.91 to ± 1.00 is considered a very strong correlation between the variables. Therefore, the findings reflect that employee silence has a strong positive correlation at 0.939 with turnover intention, and the rest of the variables are strongly negatively correlated with turnover intention.

Table 3.1

Means, Standard Deviation and Correlations for Turnover Intention Among Manufacturers' Employees

	Mean	SD	ER	ES	EV	JE	TI
ER	2.985	1.127	(0.981)				
ES	2.914	1.365	-0.901**	(0.976)			
EV	3.101	1.273	0.925**	-0.947**	(0.972)		
JE	2.965	1.292	0.924**	-0.942**	0.957**	(0.981)	
TI	3.056	1.440	-0.881**	0.939**	-0.929**	-0.964**	(0.973)

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

Hypotheses Analysis

The multiple linear regression is used to test the developed hypotheses and assess the relationship among independent variables (employee resilience, employee silence, employee voice, and job embeddedness) towards the dependent variable (turnover intention). There are two predictors out of four are significantly influencing the turnover intention among manufacturing employees, as shown in Table 3.2 which are employee silence and job embeddedness. The findings reveal that job embeddedness as the most dominant predictor for turnover intention ($\beta = -0.91$, $p < 0.01$), followed by employee silence ($\beta = 0.373$, $p < 0.01$). Furthermore, the result of the regression analysis has indicated 94.5% of the variance in turnover intention among employees can be explained by the model (employee resilience, employee silence, employee voice, and job embeddedness).

Table 3.2

Multiple Linear Regression Analysis for Turnover Intention Among Manufacturers' Employees

Independent Variables	Turnover Intention (Unstandardized Coefficients, B)
Employee Resilience	0.056
Employee Silence	0.373**
Employee Voice	-0.102
Job Embeddedness	-0.912**
F Statistic Value	454.601
R Square	0.945
Adjusted R Square	0.943

** p value < 0.01

The finding provides empirical support for H2 and H4 but insufficient support for H1 and H3. Employee silence is positively associated with turnover intention and it is also consistent with previous studies (Jain, 2015; Kim & Park, 2019) where greater silence will cause high turnover intention among employees in the workplace. Nevertheless, job embeddedness, as expected is negatively associated with turnover intention. Several empirical studies have also proven that job embeddedness is negatively related to turnover intention among employees (Karatepe, 2013; Mitchell et al., 2001; Shehawy et al., 2018). The unexpected result for employee resilience and employee voice associated with turnover intention among employees in manufacturing industries are contrary to the previous studies. This fact might be explained by the short work tenure among the respondents (less than 4 years) and the majority holding executive and non-executive positions in the organisation. In this case, the employee may not have the opportunity and authority to share their ideas and recommendations towards the organisation thus not impacting the intention to leave the employee.

CONCLUSION

Most of the studies on turnover intention issues concentrate on the service industry, such as healthcare among nurses and caregivers (Momanyi & Kaimenyi, 2015; Nasurdin et al., 2018). The present study is able to explore the determinants of turnover intention among the employees in the manufacturing sector. Few applied implications are proposed based on the findings. First and foremost, the organisation should provide a communicative culture to help relieve fears among employees. A workplace justice whereby all employees have qualified to provide a suggestion, share their ideas freely regardless of the level of position inside the organisation. For instance, an organisation may attempt to obtain feedback by distributing the questionnaire to all departments of employees, they may list out what kind of problems or any improvement should be a concern, so that company may prioritise the issue most seriously and implement it instantly. At the same time, the employee will feel they are valued and respected deserved from their company and it can lead to more motivated turnover intention reduced due to employees may share their opinion and suggestion towards the organisation to help achieve the objective and goals of the organisation. Moreover, career planning may be offered by an organisation to improve the job embeddedness among employees to reduce turnover intention in the workplace. This is because the employee will be more motivated and satisfied from the current work if they provide clear and accurate information towards employees. The same goes to they will put more effort into doing their job to increase the work performance and not simply to leave the job as well. Also, training is one of the methods to improve the job embeddedness among employees to minimise the intent to quit away from employees. For example, training will be provided to the employee who is low job embedded based on the employee performance report to enhance their communication

skills, competency level in a deal with challenges work, teamwork and prepare for current and future assignment works through the training program. Overall, employee silence issue and job embeddedness should be an additional focus by companies due to it being highly related to affect turnover intention among employees in the manufacturing industry.

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4

Education Loan Repayment Intention among Undergraduates in Malaysia

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Abstract – An educational loan is a loan to help students pay for higher education costs such as tuition fees, books and living expenses. Educational loans are given in order to let the students enter an academic institution and obtain an academic degree. The Malaysian government has adopted measures to provide educational loans which are PTPTN that can reduce the financial burden of those who have financial difficulties. However, the education loan repayment has become a serious issue among the loan borrowers due to several reasons. Hence, the main objective of this study is to examine the factors affecting loan repayment intention among undergraduates in Malaysia. The four independent variables which include in this study are students' attitude, media awareness, parental influence, and perceived quality. A total of 202 respondents have answered a set of self-administered questionnaires and data collected are used to examine the hypothesis testing of this study. Based on the findings of this research, there are 3 of predicted factors students' attitude, perceived quality and parental influence were significantly affecting the undergraduates' intention to repay an educational loan in Malaysia while the media awareness were not significant affect the undergraduates' intention to repay an educational loan in Malaysia. In general, overall results showed that all of the Malaysian who are undergraduates which were targeted in this research had the different perception towards the factor that will affect their intention to repay educational loan.

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INTRODUCTION

Malaysia has established some new federal and private universities, creating more chances for students to achieve higher degrees at tertiary levels. Formerly, students enrolling the local universities relied heavily on the finite financial resources of federal and private institutions. Students who have achieved outstanding results in the college preparatory public examinations can receive scholarships from private companies. However, the increase in university enrolment has led to a huge interval between the number of students and the number of scholarships offered. At the same time, financial institutions' educational loans paid an expensive cost (over 4% interest) for chasing even higher levels of education. It is important to understand the types of loans that students are offered. Generally, there are two types of educational loans which are federal educational loans and private educational loans. Lower interest rates usually offered by federal educational loans and some also offer subsidised interest. Private educational loans generally follow more of a traditional loan application process and typically have higher interest rates than federal educational loans. So as to solve this problem, the Malaysia government has adopted measures to provide educational loans which are PTPTN that can reduce the financial burden of those who have difficulties. With the number of students receiving PTPTN loans increasing year after year, it is important that PTPTN funds are replenished and adequately funded for future generations. However, as repayments are not obvious among students, it will directly affect the use of PTPTN funds for future students (Edward et al., 2017). According to The Star news, Abdul Ghaffar Yusof, senior general manager of PTPTN's public relations and management committee, said that supposedly the agency should receive repayment of RM300 million per month, but they just received between RM150 million and RM180 million (The Star Online, 2019).

So far, the status of payments is still below the actual level. This circumstance makes known a worrying trend in the higher education environment where students graduate not just with diplomas or degrees of their major and still bear the educational debts (Zainal & Ismail, 2012). Despite the fact, PTPTN is a publicly funded education loan provider, but it does not mean that students who are loaned from the PTPTN will expect full funding from the government. The borrowers must remember and know that the fund needs to be replenished, otherwise there will be a lot of burdens and bad consequences in the future. According to the data, Malaysia is one of the countries with high loan default rates (Ismail et al., 2011). Although the trend in 2011 indicated an increase in reimbursement, it is still insufficient to provide for the future funding needs. The PTPTN chairman explained that the problem at hand is at a huge magnitude with over one half of the loan recipients defaulting on their repayments (Syed Jaafar 2019). The current loan payment repayment ratio of 49:51, with the majority not actively repaying their debt, leading to the gap between the cumulative amount of loans disbursed and repayments received by PTPTN to grow wider annually. Furthermore, it has been revealed that of the loan defaulters, 19% have not remitted a single cent to PTPTN for the loan that they have received (Syed Jaafar 2019). The prognosis for the does not augur well with the projected number of students requiring PTPT N loans are expected to increase by 38% from 180,000 recipients in 2019 to 250,000 by 2040 (Syed Jaafar 2019). Although the trends in 2011 indicated an increase in reimbursement, it is still insufficient to provide for the future funding needs. The insufficient reimbursements could lead to tighter rules and regulations and could lead to major changes to minimise and resolve the loan defaulters.

By achieving the understanding of undergraduates on the repayment of the educational loans, it can help PTPTN to

supplement their funds for future generations. PTPTN has acted in concert with many efforts to achieve this goal. Among the measures taken includes reaching out to the public or students, as well as giving graduates incentives to keep repaying. This also includes the proposed to include loan defaulters in the blacklist of the Central Bank's Central Credit Reference Information System (CCRIS) (Edward et al., 2017). CCRIS is a computerised database system that collects credit messages on borrowers (who have been given loans) and supplies the information back to the financial institutions (which give loans) for reference to help them review and evaluate the borrowers' credit history (repayment). If defaulters were blacklisted, the defaulting party would not be eligible to apply for any loans or financing in the future. The occurrence of this scenario indicated that PTPTN was working in the effort of loan recovery from the previous borrowers, so that the future borrowers may be benefited as well from the loan facility (Zolkeplee et al., 2018).

Many studies have shown that students defaulting on repaying the educational loan is often related to a student's background, academic experience, unemployment, institutional characteristics, and income uncertainty. Few studies have investigated borrowers' attitudes to education loan repayment (Livingstone & Lunt, 1992; Christman, 2000; Abu Bakar et al., 2006). Despite the importance of borrower attitudes, the publication on borrower attitudes is limited. Therefore, people's attitudes and measures on educational loans are poorly understood. In addition, there is no empirical study on the relationship between repayment attitude of students and education loan repayment intention, parents' influence and education loan repayment intention, as well as perceived quality and education loan repayment intention. Importantly, people don't know much about the media awareness in this area, but the relationship between these factors and education

loan repayment intention needs further study. Therefore, the above issues provide an opportunity for the researchers to determine the factors that affect the repayment intention of educational loans among undergraduates in Malaysia. In view of this, this study intends to consider the relationship between the above factors in a model. In addition, there is a lack of understanding of the theoretical basis of these factors in the educational loan literature. So, this research will help Malaysia to determine the impact influencing the education loan repayment intention among undergraduates in Malaysia and help the PTPTN to gain an understanding of borrowers' perceptions on the repayment of loans owed. After this, the policymakers in Malaysia can develop better strategies to ensure the repayment conditions would not become a burden to both government and the public.

LITERATURE REVIEW

Education Loan Repayment Intention

The tertiary education sector in Malaysia has expanded rapidly over the past decade, with more and more students entering both federal and private colleges and universities. The driving force behind this spread was believed to be massive educational loans. Educational loans are the main source of financing for college students. A study by Hira et al. (2000) found that more than half of respondents said that educational loans help them lead a better life. In the same study, students who were unable to appraise their total debt were more concerned about their debt repayments. They also believe that the size of the loan will affect their decision to buy a new car, marry and have children. Some studies in the United States have also found that students know little about certain aspects of lending (Hira et al., 2000). Ajzen (1991) argued that intention can be one of the factors in

order to predict actual behaviour. For example, students have a positive assessment of loan repayments and will have a greater willingness to repay their loans.

The research conducted by Abu Bakar et al. (2006) showed that the intention of borrowers to repay educational loans is still an interesting topic worthy for further study due to the willingness of borrowers is more important than their abilities to make repayment. This statement was also supported by Volkwein and Szelest (1995). If policy makers overestimate or make overly optimistic assumptions about the borrowers' repayment willingness, the whole educational loan scheme may be misaligned and unable to achieve the goal (Ismail et al., 2012). Therefore, it is necessary to study the intention of undergraduates to repay the educational loans (Hanafi et al., 2018).

Students' Attitude

Attitude is defined in the publication as "representing his evaluation of the problem entity" (Ajzen & Fishbein, 1977). Attitude is the way that a person looks at things or tends to take action, usually in an evaluative way. In the literature, attitude refers to the attitude of the borrower to educational loans that may influence his or her tendency to default (Volkwein & Szelest, 1995). Writing on attitudes and behaviours initially originated from psychology (Pedalino, 1992; Beanblossom & Rodriguez, 1991). Notably, few researches have studied the relationship between undergraduates' attitudes towards the educational loan and the tendency to default (Livingstone & Lunt, 1992; Volkwein & Szelest, 1995; Baum & O'Malley, 2003; Abu Bakar et al., 2006). Thus, attitudes of undergraduates towards educational loan defaults remain a major area for further systematic examination (Abu Bakar et

al., 2006). The "repayment willingness" is more important than "repayment ability" (Orr, 1987; Monteverde, 2000).

A recent study by Zainal and Ismail (2012) showed that students seem to have a negative attitude towards repaying educational loans. Students were found not to be prioritising their education loan repayments when educational loans ranked at fifth behind other expenses. In other studies, they aimed to explore current UK and Irish students' attitudes and behaviours related to consumer credit and debt-related students (O'Loughlin & Szmigin, 2006). It is found that students living in a credit environment can lead to an impact on students' perceptions and behaviour with consumer credit and debt. In addition, Baum and O'Malley (2003) noted that student borrowers reveal that their educational debt burden is still manageable for most people, yet there are signs that negative attitudes toward educational debt are increasing over time. In another study, it was reported that students did not know the total amount of their educational debt and their obligation to repay the loan, in other words, students' debt payments were too high and too low. In addition, student loans are intended to support a better student lifestyle and it is reported that they cannot predict their ability to repay the loans (Hira et al., 2000).

The weak linkage between attitude and behaviour has often been noted in previous studies in Western societies (Volkwein & Szelest, 1995). A study by Abu Bakar et al. (2006) found that students had some understanding of loan agreements, but most held a negative attitude towards loans and repayment. They also see loans as a burden that limits their life choices after graduation. This unearthing is identical with Livingstone's preceding research, in which the attitude factor was found to be a significant predictor of debt repayment (Livingstone & Lunt, 1992). Wong et al. (2015) and Vaicondam and Wen (2020) also concluded that a graduate's

attitude and perception towards the education loan affected the intention to repay.

H1: There is a significant relationship between students' attitude and education loan repayment intention among undergraduates in Malaysia.

Media Awareness

Awareness is defined as “knowledge of something that currently exists, or understanding of a current situation or subject, based on information or experience”. In the literature, media awareness of loan repayment problems referred to the information that students spread and receive through “various media channels” (Dynarski, 1994). This research focused on the information received through the electronic and print media such as television, newspapers, websites, and radio are the second most important social factor influencing college students' consumption attitude. This structure is known as media awareness. Research on the effectiveness of student media is related to students' awareness of the repayment of student loans. Abu Bakar et al. (2006) have shown that students' knowledge of financial skills is essential to ensure that the money they earn or lend is properly managed.

Nevertheless, both students and families agreed that education is a necessary goal; it is not an optional purchase or debt (Ismail et al., 2010, Wong et al., 2015). A research conducted by Baum and Schwartz (1998) found that about 30% of respondents thought they were having trouble repaying their loans. On the contrary, about half of the respondents did not feel the difficulty. Similarly, a study by Hira et al. (2000) indicated that students in the same subject have different concerns about repaying the debt they owe. Ismail et al. (2011)

explained that students manage their awareness of loan problems to ensure that they use loans effectively during their studies and after graduation. The problems created by the media have a positive relationship with education loan repayment.

H2: There is a significant relationship between media awareness and education loan repayment intention among undergraduates in Malaysia.

Parental Influence

Generally, we know that parents play an important role as guardians of students. In the literature, the influence of parents on children is determined to be direct or indirect (Davis-Kean, 2005). Direct influence means that parents are participation in their children's decision-making, while indirect influence means that children's behaviour is affected by the parents' approval. In this case, influence referred to the power that affects someone or something. Direct is determined as "going in a straight line to somewhere or someone", while indirect is determined as "happening outside the expected outcome, usually in a complex or non-obvious way". In the literature, it is found that parents' income and education level are one of the reasons for the default and repayment of educational loans.

Empirical studies showed that parents' income level is positively correlated with student loan repayment (Dynarski, 1994). In addition, students whose parents earned more have a lower default rate than those whose parents earn less (Volkwein et al., 1998; Baum & O'Malley, 2003). The study also found that students whose parents earn more do better at school. This is due to the fact that parents who have a high-income level are

afforded and paid for their children's learning-related expenses. But other studies have shown that parental income has no effect on education loan repayment. Consequently, the results of such topics in the literature are mixed (Volkwein & Szelest, 1995).

Parental education refers to the level of education of parents, which is related to the educational level of mothers and fathers (Steiner & Teszler, 2003). Compared with the parents who have lower levels of formal education, students whose parents have high formal education were less likely to be considered to be in breach of contract (Volkwein et al., 1998). This may be because parents with a degree have a better understanding of educational loan requirements and repayment. For instance, one research showed that educated parents have a better understanding of educational loans, which has a subsequent impact on their children's repayment plans (Eccles, 1992). According to Vandell and Pierce (2002), parents have a positive influence on their children's personalities' development including perceptions either through discussion or training with them. While O'Loughlin and Szmigin (2006) found that parents seem to play an important role in shaping students' behaviour in their analysis of student interviews. Specifically, students stated that parents directly influenced financial decision-making of students and determined the overall financial lifestyle of students during their higher-level education.

The parents' views on children's financial socialisation, most parents believed that children aged 12-17 are ready to participate in family finance (Danes, 1994). This suggests that parents may indirectly influence the economic lives of their children through observation, participation (incidental learning), or intentional guidance. In addition, it is believed that parents will bring a set of values, concepts,

attitudes, standards, norms, and behaviours to the new family in the process of financial socialisation of the original family.

Often, the behaviour of young people was influenced by their parents' recognition and understanding of their parents towards the problem at hand. According to the studies of Grolnick and Slowiaczek (1994), young people who regularly talk to their parents about active habits are more likely to take positive action than young people whose parents don't talk to them often. Thus, it can be said that attitudes are learned from family at an early age and remain fairly stable throughout their lives. Largely, this is due to parents, who have started to get in touch with their children earlier and last longer. From childhood, human behaviour and attitudes are learnt from family and remain throughout their life.

H3: There is a significant relationship between parental influence and education loan repayment intention among undergraduates in Malaysia.

Perceived Quality

Perceived quality referred to the students' perception of education loan repayment will influence the perceived quality of students after graduation. Future decisions may be related to "job choices, when to buy a car, when to get married, when to have children, when to move out of your parents' house and when to buy a house" (Baum & O'Malley, 2003).

The effect of the educational loan on the student's graduation is also crucial. There are concerns about how educational debt can prevent student borrowers from buying a car, buying a house, having a baby, or moving out of their parents' house after graduation (Baum & Saunders, 1998). A

study by Baum and Schwartz (1988) found that when repayment liability postpones buying a car, buying a house, delaying marriage, and having children as well as separating from parents, a negative attitude arises. For example, 40% of students who have borrowed educational loans have delayed buying a house, 31% delayed buying a car and 22% delayed having children (Cofer & Somers, 2000). Similarly, the studies found that rising university education costs led student borrowers to delay starting a family, buying a new home, and making other life decisions (Zhou & Su, 2000, Vaicondam & Wen, 2020). Similarly, the previous NASLS survey conducted by Baum and O'Malley (2003) showed that debt level had no impact on the probability of owning a house. However, in 2002, opportunities for home ownership declined by a small but statistically significant amount, about 0.2%, per \$1,000 borrowed. In other words, an extra \$5,000 in student loans reduced the likelihood of home ownership by about 1%, all else being equal.

H4: There is a significant relationship between perceived quality and education loan repayment intention among undergraduates in Malaysia.

RESEARCH METHODOLOGY

Based on the G* power calculation, the minimum required sample size of this study is 138 respondents. The data collection process in this study is based on the convenience sampling method. A set of self-administered questionnaires has been distributed to 225 targeted respondents in three states of Malaysia, which includes Johor, Melaka, and Selangor from January – March 2019. The completed 202 sets of questionnaires are used for data analysis purposes in this study, and this contributes to a successful response rate of 89.78%.

There are three main sections in the set of self-administered questionnaires which cover demographic variables, the measurement items for independent and dependent variables. All of the measurement items of independent and dependent variables are adopted from Ismail et al. (2011). A six-point Likert scale (1 = strongly disagree to 6 = strongly agree) is applied in this study. Chomeya (2010) concluded that the six-point Likert scale tends to give a higher value of discrimination and reliability. Data are keyed into SPSS version 26 and followed by using Partial Least Square Structural Equation Modelling (PLS-SEM 3.3.2) to assess the hypothesis.

RESULTS AND DISCUSSION

The discussion of the result starts with the demographic variables. The female respondent consists of 116 respondents with a percentage of 57.4% while the male respondent consists of 86 respondents with the percentage of 42.6%. This result shows that most of the respondents is female. The majority of the respondents were made up of those who are between 20 to 22 years old, with a result of 175 (86.6%) of respondents out of the total sample. Followed by those whose age is above 22 years old (9.9%), as well as 3.5% for those respondents who are below 20 years old. 36.6% of the respondents' family annual income was between RM 60,000 to RM 69,999. Followed by respondents whose family annual income was RM 50,000 to RM 59,999 (26.7%), less than RM 50,000 (17.8%), RM 70,000 to RM 79,999 (11.4%), RM 80,000 to RM 89,999 (4.5%) and more than RM 100,000 (2.0%). Lastly, only 1.0% of the respondents' family annual income was between RM 90,000 to RM 99,999. The majority of the respondents' PTPTN loan amount was between RM 30,000 to RM 39,999 (54.0%). Followed by respondents whose borrowed PTPTN loan amount was RM 40,000 to RM 49,999 (28.7%), RM 50,000 to RM

59,999 (5.4%), less than RM 10,000 (5.0%), RM 20,000 to RM 29,999 (4.5%) and RM 10,000 to RM 19,999 (2.0%). Lastly, only a minority of respondents' PTPTN loan amount was more than RM 60,000 with the smallest proportion of 0.5% out of the total sample.

Table 4.1

Summary of Respondents' Profile for Education Loan Repayment Intention

Respondent's demographic	Frequency	Percentage (%)
Gender		
Female	116	57.4
Male	86	42.6
Age		
< 20 years old	7	3.5
20 – 22 years old	175	86.6
> 22 years old	20	9.9
Family annual income		
< RM 50,000	36	17.8
RM 50,000 – RM 59,999	54	26.7
RM 60,000 – RM 69,999	74	36.6
RM 70,000 – RM 79,999	23	11.4
RM 80,000 – RM 89,999	9	4.5
RM 90,000 – RM 99,999	2	1.0
> RM 100,000	4	2.0
PTPTN loan amount		
< RM 10,000	10	5.0
RM 10,000 – RM 19,999	4	2.0
RM 20,000 – RM 29,999	9	4.5
RM 30,000 – RM 39,999	109	54.0
RM 40,000 – RM 49,999	58	28.7
RM 50,000 – RM 59,999	11	5.4
> RN 60,000	1	0.5

Next, the convergent validity measures result of all the measurement items are summarised in Table 4.2. The reliability

tests and construct validity had to achieve an acceptable range before the Structural Equation Modelling is applying. Our results show that all the item loadings range from 0.542 to 0.859 and this indicates that all the item loadings are meeting the minimum requirement (Chin, 1998). Furthermore, the composite validity (CR), Rho_A, and average variance extracted (AVE) values for all the four variables were above 0.7 and 0.5 respectively. According to Hair et al. (2016), a strong valid model covered factor loading above 0.5, AVE values above 0.5, CR and Rho_A values above 0.7. Hence, our analysis results confirmed that the model constructs fulfilled the convergent validity and internal consistency. Furthermore, Table 4.3 illustrates that all the values of Heterotrait-Monotrait (HTMT) criteria were lower than the required threshold value of HTMT 0.90 by Gold et al. (2001). Hence, the discriminant validity was verified and proved, and this indicates that the proposed hypotheses were accepted.

Table 4.2

Convergent Validity Assessment for Education Loan Repayment Intention

Model construct	Items	Loadings	AVE	CR	CA	Rho_A
Students' attitude	AT1	0.583	0.506	0.824	0.734	0.752
	AT2	0.668				
	AT3	0.800				
	AT4	0.733				
	AT5	0.682				
Repayment intention	INT1	0.758	0.502	0.885	0.851	0.852
	INT2	0.569				
	INT3	0.697				
	INT4	0.712				
	INT5	0.658				
	INT6	0.787				
	INT7	0.702				
	INT8	0.708				
Media awareness	MA1	0.859	0.628	0.870	0.807	0.857
	MA2	0.812				
	MA3	0.845				
	MA4	0.635				
Parental influence	PI1	0.779	0.504	0.857	0.801	0.827
	PI2	0.774				
	PI3	0.542				
	PI4	0.666				
	PI5	0.795				
	PI6	0.673				
Perceived quality	PQ1	0.732	0.549	0.894	0.876	0.887
	PQ2	0.826				
	PQ3	0.796				
	PQ4	0.737				
	PQ5	0.750				
	PQ6	0.706				
	PQ7	0.622				

Table 4.3

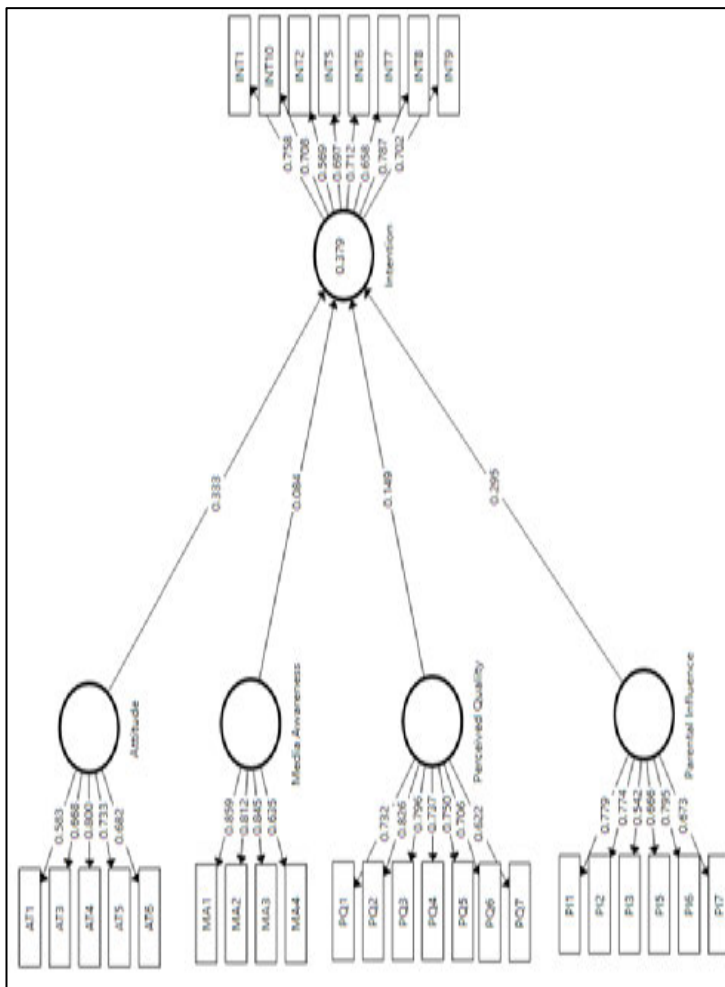
Heterotrait-Monotrait Ratio (HTMT) for Discriminant Validity for Education Loan Repayment Intention

	Students' attitude	Repayment intention	Media awareness	Parental influence	Perceived quality
Students' attitude					
Repayment intention	0.630				
Media awareness	0.313	0.297			
Parental influence	0.611	0.573	0.208		
Perceived quality	0.184	0.248	0.364	0.220	

Hair et al. (2016) mentioned that statistical significance can be accessed through the application of the bootstrapping technique. In this study, the minimum number of bootstrap samples is 5000 times. Figure 4.1 illustrates the values of R^2 and the structural model of this study. The R^2 value of the model is 0.379, which means that 37.9% of the variation in online purchase intention can be explained by the four independent variables which are students' attitude, media awareness, perceived quality, and parental influence.

Figure 4.1

Structural Model for Education Loan Repayment Intention



The summary of the hypothesis testing result is shown in Table 4.4. The hypothesis result indicates that all the three hypotheses were supported at a minimum of 5% significance level.

Table 4.4

Result of the Hypothesis Testing for Education Loan Repayment Intention

Relationship		Std beta	Std error	t-value	LL	UL	Decision
Students' attitude Repayment intention	->	0.330	0.080	4.178**	0.160	0.477	Supported
Media awareness Repayment intention	->	0.087	0.062	1.360	-0.036	0.206	Not supported
Parental influence Repayment intention	->	0.309	0.091	3.230**	0.156	0.518	Supported
Perceived quality Repayment intention	->	0.148	0.066	2.258*	0.015	0.265	Supported

**p<0.01, *p<0.05, Bootstrapping (n=5000)

Based on the hypothesis as mentioned above, students' attitude is significant to the intention to repay educational loans in Malaysia. The result is consistent with the previous study, as it had found out that the borrowers repay loans because they are more concerned with their self-directedness and personal achievement (Livingstone & Lunt, 1992). In addition, when students believe that loans can bring value to their lives, they have a positive attitude toward loans. Several studies have found that educational loans are good for them when they can get good things in life through loans (Baum & O'Malley, 2003). On the contrary, some studies have found that student loans have a negative impact, and borrowers feel burdened and are not very satisfied with the gain of borrowing. For instance, students from African-American students and lower level of income families agreed that their loan burden is heavy (Volkwein & Szelest, 1995). A study conducted by Abu Bakar

et al. (2006) on undergraduate students at a federal university in Malaysia found that students were negative about repaying education loans. In the same study, 51% of respondents thought it was not easy to repay the educational loan.

For the second hypothesis, media awareness showed no significant relationship towards the intention to repay educational loans in Malaysia. Nowadays, there are a few undergraduates who read newspapers and watch television in real life. Majority of the students accessed information through Internet sources. Even if they are online, they are all browsing on social media, online shopping and watching movies. They never use the internet to get the latest news about PTPTN loan. Many people are now addicted to online games, because games can give them a lot of fun, fill their free time compared to reading and make friends.

Moreover, the analysis results showed that parental influence has a significant relationship with intention to repay educational loans in Malaysia. This result is consistent with the previous research studies. Even though different age groups have different ideas and opinions, parents have different ways to educate their children.

Furthermore, the analysis result showed that perceived quality has a significant relationship towards the intention to repay educational loans in Malaysia. As predicted, there are several studies that have shown that the debt burdens of those students have led them to delay buying a house, buying a car, getting married and having children (Baum & Schwartz, 1988; Baum & O'Malley, 2003). There are also concerns about how educational debt can delay undergraduates from buying a car, buying a house, having children or moving out of their parents' home after graduation (Baum & O'Malley, 2003; Baum & Saunders, 1998). Similarly, undergraduates concerned about

higher levels of debt burdens can influence their lives after graduation. Nearly 70% of respondents said repaying the loan would delay their purchase of a car; 43.6% said it would delay their marriage; 36.1% said it would delay their childbearing. In addition, half of all men surveyed said paying off the loan would delay their marriage, compared with 39% of women. Repayment of educational loans may also affect the ability of respondents to save money for marriage; therefore, when a child is born, it will be affected (Abu Bakar et al., 2006). The rising cost of a university education is also causing student borrowers to delay starting a family, buying a new home and other major life decisions.

CONCLUSION

Malaysia is classified as a developing country, with about 80% of students borrowing from PTPTN for higher education. Education loans are one of the best ways to provide university education. When students borrow money, they take great risks and make serious promises, which will eventually affect their life after graduation. Unlike other types of loans, educational loans have special terms that fundamentally make them more affordable and have a more reasonable commitment to university students. However, lending organisations must continue to develop aggressive programs to improve loan repayment systems.

The challenges associated with developing positive student attitudes towards repayment have been found to be very important. The PTPTN is recommended to work together with the educational institutions in educating and hence instil the necessary values in the students. Students should be educated that the repayment of the education loan is their responsibility. Besides that, a more comprehensive policy that would benefit

both the PTPTN and the student can be developed in order to promote and increase repayment. With a default rate of 50%, the loss of revenue available for more productive users is clearly significant; therefore, it is highly hoped that the recommendations made in this paper will help the Malaysian government understand one of the key causes of loan defaults, which involves students' attitudes, perceived quality, and parental influence, thus take corrective action.

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5

Business Students' Perception of E-commerce Adoption Issues: The Fear to Conduct Business Online

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Abstract – E-commerce or electronic commerce is a growing trend. It has been growing rapidly in most of the developed countries and some developing countries are still trying to track the steps of the developed countries in doing online businesses. There are courses, programs, and activities to encourage SMEs to go online via social media, but some SMEs owners are still reluctant to go online. The obstacles that they faced could make them fear to move on. There could be several reasons such as cultural perspectives, cost of maintaining a website, literacy level on computer knowledge, different target market and security issues that impact the acceptance of e-commerce. This study intends to find out the reasons for business students who are potential online entrepreneurs rejecting or fear to move towards e-commerce. The research questions and research objectives are being constructed. This study uses a survey questionnaire via snowball sampling. A total of 200 respondents in Malaysia. Data is then analysed, and results are formed to prove the relationship between the dependent variable (fear of involvement in e-commerce) and independent variables (distrust, cost of e-business, target market, culture, and low literacy level). Data has been collected via a survey questionnaire and the respondents are mainly business students. The cost, culture, and literacy level are the main cause of potential business owners to move online and this study helps the new start-up to be prepared for e-commerce challenges.

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INTRODUCTION

Electronic commerce is a new mainstream commerce in today's market. According to Internet Users Survey by Malaysian Communications and Multimedia Commission (2017), there are 76.9% of Internet users in Malaysia, including individual aged 15 years and above and almost all household having internet access in their smartphones and computer in year 2016 and in January 2020, about 81% of the Malaysian population are active social media users. However, this survey also resulting that the participation of consumers in e-commerce is only 48.8% out of these 81% active users. This shows that many of the internet users are not involving in any business transaction via online in Malaysia but prefer cash of delivery, physical shopping, or direct sales. To add on, the world global pandemic has changed the trend of doing business. During the Covid19 pandemic, e-business has peaked dramatically. According to Aji et al. (2020), during the Covid-19 pandemic, many consumers committed in panic buying and hoarding the supply in Malaysia. Many consumers purchased the supply online, and it was reported that some delivery companies in Malaysia has recorded more than 30 percent increase of sales during the pandemic. Additionally, the Malaysian government has set several restrictions of movement control of people where many consumers have started to use mobile apps or online purchase to reduce physical contact and social distancing. However, there are still some businesses and startups that are reluctant to change to online. They are afraid or fear to take out a new challenge. Many businesses in developing countries such as Malaysia, have faced obstacles in building a successful e-commerce compared to developed countries like the United States (Almeida, 2007). The failure in e-commerce has caused them to lose hope in doing business online.

In this modern world, there are many firms that have changed their way of doing business by executing business transactions using the Internet. Consumers also can buy things online without the use of traditional business systems. They can purchase their products and check their order status around the clock with just a few clicks of the mouse without leaving their house. According to Mohmed, Azizan, and Jali (2013), e-commerce is the most growing technology and potential business industry. However, according to The Sun Newspaper dated 21st August 2020, only 24% of SMEs have switched to online and many are still reluctant to go into e-commerce. Malaysian businesses that did not grow will impact the sales and company turnover and worst scenario, business closure or bankruptcy. Hence, this study proposes to investigate the obstacles affecting potential business owners to go online in Malaysia.

LITERATURE REVIEW

Definition of E-Commerce

E-commerce can be defined as the usage of telecommunication networks for sharing business information, maintaining business relationships, and conducting business transactions (Zwass, 1996). This may refer to a business model which involves the transactions taking place on the internet including buy, sell and exchange products, service, or information via technology. The introduction of e-commerce was built by Micheal Aldrich in 1979 in which he connected a domestic television by telephone line to a computer and invested, which he called teleshopping. Today it is called e-commerce, which is a platform for consuming products and services online by using the Internet without going to a physical store (Burt & Sparks, 2003). Th e-commerce start-up has also gradually

increased every year when the entrepreneurs realise the importance of doing business transactions online. With the help of e-commerce, a business can get the opportunity to have the products or services available to customers all day, able to broaden the brand of products and able to reach many people (Khan, 2016).

E-commerce in Malaysia

The e-commerce market in Malaysia has expanded bigger and has significant growth in terms of contribution to the Malaysian economy (NSTP, 2018). E-commerce can help Malaysia to integrate them into many global markets and thus improve and strengthen the Malaysia economy. As Malaysia is a developing country, e-commerce has changed the way the country do businesses. There are many Internet users entering e-commerce platforms to buy products and services online without going to physical stores. This same goes for many entrepreneurs who have entered into the ecommerce market to start their business online (Ohidujjaman & Hasan, 2013).

The expansion of e-commerce markets in Malaysia has resulted in many e-commerce start-ups (Omar, 2014). However, Malaysia has faced some obstacles when growing their practice of e-commerce which may hold back their growth. Some entrepreneurs are making their online businesses successfully and some are facing obstacles as they do not plan and manage their online businesses properly. Besides that, the attitude of consumers has also become an obstacle for online businesses expansion. The doubt of privacy and security of consumers like their personal information and the electronic payment methods is a major stumbling block for doing business online as they put a heavy concern on the security aspects, so

this has cause some of the online business face difficulty to do their online business smoothly.

In addition, if the obstacles are not of any concern, it will directly affect the Malaysia market economy when the SMEs grow at a slow pace. There was almost 70% of internet penetration in Malaysia in 2005, but only 5% of business in an online mode. This makes Malaysia become a significant laggard in the e-commerce market compared to the United States and also China, which are the two largest ecommerce markets (The Edge Malaysia Weekly, 2016). The Edge Malaysia Weekly (2016) also stated that Malaysia has estimated the total online retail spend per capita of US\$37.60 in 2017, but this amount is just 3.5% of the United States and 8.5% of China. This shows that Malaysians are buying goods from overseas. This will significantly impact Malaysia's economy as the 'money is rolling out' from the country.

Thus, we can see that Malaysia as a developing country is really growing at a slower pace compared to the developed countries which are the United States and China, with Malaysia only achieving 2.5% of the online retail sales. This has acknowledged the physical stores in Malaysia about the importance of e-commerce, but then the e-commerce does not disrupt their offline businesses. In all, there are many obstacles faced by the entrepreneurs in Malaysia in order to build a successful e-commerce market compared to other developed countries. Entrepreneurs in Malaysia should step out from their obstacles and make corrections, so that they can help to strengthen the ecommerce market to grow better and then increase the Malaysia economy.

Distrust (Security Issue)

According to Lee et. al. (2015), distrust is the confidence expectation of an individual towards the motives, intention and behaviour of another individual. This often implies when someone has a sense of fear and discomfort. Distrust will therefore lead to the perception of insecurity. Lee, Ahn and Song (2018) emphasised that distrust can exist between seller, buyer and also intermediaries, such as the payment method, the information, the quality and others. From the definition and concept, distrust can be an obstacle facing e-commerce start-ups. According to News Release (2015), 85 % of consumers often prefer to go to a physical store to have a direct communication with the firms to assess the trustworthiness, as the body language and facilities content can be seen by eyes. Therefore, many of the consumers are doubtful about the intention of online firms (Arshad, Zafar, Fatima, Khan, 2015). Therefore, many SMEs and potential business owners are afraid to venture into e-business.

E-commerce start-ups businesses need to build the relationship between consumers, as the consumers do not really know the existence of the website. As consumers have a fixed online business page that they will visit usually, the newly entered ecommerce firms must build trust among them. Failure in building trust relationships with consumers can make them distrust the website and consider the company as an online fraud (Siau & Shen, 2003). Therefore, many potential business owners are still doubtful about these issues and feel that serving via brick and mortar models are more reliable. Therefore, distrust can become one of the obstacles of potential business owners to go online.

H1: Security issues is positively related to the fear to go online

Cost of E-Business

Cost is defined as the money spent in an organisation in order to generate revenue. The cost is usually incurred to develop a new product or process in business. Creating and launching a new digital e-commerce site required some costs. (GeoTrust, 2015). The cost can be categorised into many categories to develop a successful e-commerce site, such as website hosting, domain registration, online advertisement, and payment processing fees. Other than that, the additional cost such as theme development, marketing tools and hiring influencer cost also can be an inescapable cost for the e-commerce firms in order to maintain their business online and impact the purchase intention of consumers (Mohammed & Akkubise, 2012). The ecommerce start-up for SMEs must bear the costs in order to build a complete and successful e-commerce site. Mohammed and Alkubise (2012) mentioned that a successful e-commerce site can retain their consumers by providing an attractive advertisement, to make consumers feel interested to stay and explore the website. The marketing tools require some costs. The marketing tool, such as affiliate marketing is the most common way for driving the sales of online business. It works by giving the third-party commissions because of keeping referring customers. By adding affiliate marketing into e-commerce websites can bring in more customers. In addition, e-commerce sites collect and store a lot of data about their customers. Maintenance website costs can be part of costs to be spent by the newly ventured SMEs entrepreneurs. The data of online business such as personal information of the consumers need to be protected. This is to prevent instances of identity theft. There will be an associated cost to pay for the protection for the website. Without the protection, the online business can incur an even greater amount of costs in the form of civil, regulatory, and injunctive penalties (Murthy, 2018). Therefore,

the cost can affect the potential business owners to venture into online business.

H2: Cost of e-business is positively related to the fear to go online

Target Market

A target market is the end consumers that a company wishes to sell their products or services. Target market involves breaking down the market into different types of segments and planning marketing strategies for each segment accordingly (The Economic Times, 2016). In launching a successful e-commerce, a start-up entrepreneur needs to do market surveys about the needs of consumers. Many existing SMEs and potential business owners faced this challenge. For example, the food and beverages industry, furniture industry, and gardening and tools industry will have issues with online business. According to the United Nations Conference on Trade and Development 2020, online purchases for some industries gain dramatically, but there are also some industry falls during the global pandemic. This is mainly due to different target markets. Many customers with different behaviour segments or psychological segments may prefer physical visit or brick and mortar stores. There are customers that visit physical stores due to the warm relationship and loitering around the shops. Some customers prefer to touch, to ask, to compare certain products. Therefore, targeting the wrong market can be a serious challenge for a SMEs start-up in e-commerce. The wrong target market can be meant by the targeted consumers not interested in buying the products or services or they cannot afford to buy the products or services offered (Wacek, 2017). The consumer that is not interested in the products or services likely is because the e-commerce only

focuses on the need and lack of focusing on the wants of the consumers. Moreover, Larsen (2010) emphasised that the overly large target on large segments is also a problem for online start-up. Therefore, this study is to prove that the target market is very important in ecommerce, and it can cause a big failure when the entrepreneurs target the wrong market.

H3: Online target market is positively related to the fear to go online

Culture

According to Baldwin et al. (2006), culture is defined as the characteristics and knowledge of a particular group of people, surrounded by their language, religion, cuisine, social habits, arts, and music. Culture also can be the shared patterns of behaviours and interactions between people around the world (Baldwin et al. 2006). Culture can also mean cultivation and nurture to actively foster growth among people. According to Mohamed, Azizan and Jali (2013), cultural differences in different countries can specify how the countries accept new technologies. There are many developing countries, such as Malaysia, which cannot accept e-commerce because they are lacking confidence to manage the online business (Efendioglu, 2004). Many SMEs still want to cultivate the brick-and-mortar culture. They believe that brick and mortar physical stores can provide greater relationships with customers. The shoppers are able to experience more fun and more engaging services. According to The Star Newspaper dated 15th August 2019, Malaysians, Kuala Lumpur emerged as the second friendliest city in the world. Therefore, Malaysians love the feeling of chatting, greeting, and meeting people. This culture has become embedded in Malaysia and therefore, many businesses are still reluctant to change their stores to online. Businesses

feel that customers will have better shopping experience offline. Therefore, the culture in Malaysia may be one of the obstacles for start-up entrepreneurs to build a successful e-commerce business.

H4: Culture is positively related to the fear to go online

Literacy Level

According to Edwards and Potts (2008), literacy is defined as the technical skills of reading and writing with the school and academic progression. It is more related to the cognitive skills of writing and reading. Literacy rate can also be categorised in three groups which are basic literacy, comprehension literacy and practical literacy (Miller, 1973). Miller (1973) defined basic literacy as using the visual shapes and spoken sounds to decode in written and verbal materials, comprehension literacy is the ability to understand the meaning of verbal materials and practical literacy is the ability to read any decoding materials. Literacy skill is important in accessing the Internet. Many people in developing countries are still illiterate and also lack computer skills (Kshetri, 2001). Many SMEs in Malaysia started in the early 1980s, where most of the business owners were mainly up to secondary education levels or lower. Figure 5.1 shows the literacy rate in the early 1980s was 69%. After 2016, the literacy rate of Malaysians increased to 94%.

Kshetri (2001) also stated that most of the interfaces and contents of Internet websites and ecommerce websites are using English language and required some technical skills and started to develop after the year 2000. Therefore, potential business owners may find it difficult to cope with the changes of technologies or limited technology knowledge. Computer skills are important for potential business owners to assess e-

commerce websites. This can build their awareness and knowledge towards the benefits of e-commerce. Computer literacy is the ability and knowledge of a user in using and operating a computer or other technology, computer application or program. This can range from the beginner to advanced skill (US Congress of Technology Assessment, 1984). Many potential business owners are also afraid of cyber law and online scamming issues, which also trigger than from moving towards online. The limited knowledge that they have may slow down their intention to grow the businesses. Therefore, many potential business owners are reluctant to go online mainly due to the literacy level and their knowledge on computer skills are relatively low.

H5: Low literacy level is positively related to the fear to go online

RESEARCH METHODOLOGY

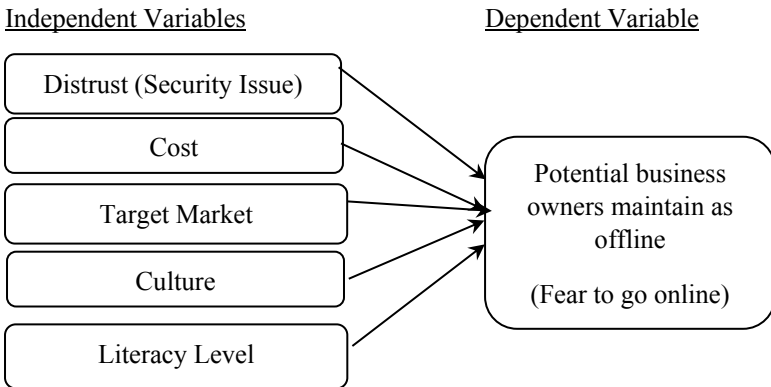
Research Framework

The main research instrument used in this study is questionnaire, as the quantitative research is being conducted in this study and survey will be common when using quantitative research. The answers of the questionnaire will be remaining anonymous to protect their privacy. This survey will be using interval scale, which allows to perform certain arithmetical operations on the data collected. Thus, Likert scale will be used as a rating scale. The questions in the questionnaire will be adapted from the studies of the past researchers, which are related to the variable in this study. The research sampling frame is the students within Malaysia, so the questionnaires will be distributed to them since the study is focusing on business student's perception. A total of 200 respondents will

be targeted as a sample size because according to Rules of Thumb, the number of sampling can be determined by the independent variable and dependent variable. The total of variables should be multiplied by 30, so is 180. Besides that, according to G-Power, the total of sampling is 138 based on the five predictors. Therefore, a total of 200 sets of questionnaires were distributed using snowball sampling. From the response of the surveys, it shows 100% response rate from all the respondents that had provided the questionnaires. All the questions set in the questionnaires are answered by all the respondents without any missing data (via google form).

Figure 5.1

Research Model for E-commerce Adoption Issues



FINDINGS AND ANALYSIS

The researchers used SPSS to analyse the results. To determine the reliability, the researchers used Cronbach's Alpha to check the reliability of the questions. According to Sekaran & Bougie (2010), the reliabilities less than 0.6 are considered to be poor, those in 0.7 range considered acceptable and those over 0.8 range considered good (Sekaran & Bougie, 2010). Hence, Cronbach's Alpha result was determined. The Cronbach's Alpha test has tested that the distrust (security issue) reliability is acceptable, which is with the alpha value of 0.760. The alpha value for Cronbach's Alpha test for cost is 0.804, which is also acceptable. Next, the Cronbach's Alpha test for the target market is acceptable since the alpha value for the test is 0.845. The result has shown that the culture is also reliable, with the alpha value of 0.860. The reliability test for literacy level has shown that the variable is reliable and acceptable since the Cronbach's Alpha test has shown the result of 0.825 alpha value. Lastly, the Cronbach's Alpha test for dependent variables has shown the acceptable value of 0.715.

From Table 5.1, the R value shows that is 0.620, so this means there is a massive amount of variance between all the independent variables being inspected. Besides that, R square value is 0.385, which means that 38.5% of total variance in the dependent variable can be explained by all the independent variables in this study. The remaining 61.5% needs to be justified by other variables. According to Santhi et al. (2001), R square below 0.2 is considered as weak, between 0.2 to 0.4 is considered moderate and above 0.4 is considered as strong.

Table 5.1

Model Summary for E-commerce Adoption Issues

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.620	0.385	0.369	0.2527	1.758

Note: Predictors: (Constant), LITER, COST, TAR, DIS, CUL; b. Dependent Variable: DV

Table 5.2

ANOVA for E-commerce Adoption Issues

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.745	5	1.549	24.261	0.000 ^{a,b}
Residual	12.386	194	0.064		
Total	20.131	199			

Note: Predictors: (Constant), LITER, COST, TAR, DIS, CUL; b. Dependent Variable: DV

The model coefficient is 0 since the significance value for the regression is 0. The F statistic shows a strong relationship as it has a big value of 24.261. To explain this, since the p-value is lower than 0.05, the F-statistic is large enough in order to decline all the hypotheses of the independent variables that are not able to describe the e-commerce obstacles variable.

Table 5.3*Coefficients Table for E-commerce Adoption Issues*

Model	Unstandardized Coefficients		Standardised Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.762	0.310		5.687	0.000		
DIS	-0.025	0.058	-0.029	-0.429	0.669	0.703	1.422
COST	0.136	0.048	0.176	2.289	0.005	0.822	1.217
TAR	0.007	0.063	0.008	0.111	0.912	0.665	1.504
CUL	0.149	0.043	0.243	3.447	0.001	0.636	1.571
LITER	0.307	0.050	0.422	6.153	0.000	0.675	1.481

From Table 5.3 shown above, it illustrates that distrust (security issue) and target market is not statistically significant. This is because the p-value is higher than 0.05, which are 0.669 for distrust (security issue) and 0.912 for the target market. So, both of the independent variables, distrust (security issue) and target market are not acceptable and not coefficient related to dependent variables. However, the three other independent variables which are cost, cultural, and literacy level are significantly related to the e-commerce obstacles since the p-value is lower than 0.05. The p-value of cost is 0.005, cultural is 0.001, literacy level is 0.000. Since cost, cultural, and literacy level are the potential business owners' obstacles to go online, the hypothesis constructed for three of them are accepted.

For H1, the security issue is positively related to potential business owners' fears to go online is not accepted in this study.

The students' perception considers that distrust (security issue) is not a main challenge or fear to go online mainly due to the Cybersecurity and cyber law protection in Malaysia. Lately, the Malaysian government has strongly

encouraged Malaysians to go online and even implement the practice of e-wallet and e-commerce. In support of the Government's Short Term National Economic Recovery Plan (PENJANA), MyGrosor, in partnership with Malaysia Digital Economy Corporation (MDEC), government initiates several programmes to educate entrepreneurs on security issues via e-commerce, SME E-commerce campaign, and safe payment system will help to reduce the problems of trust issues. Therefore, security issues are now not the main fear of potential business owners to go online.

Different target markets are also not the main challenges of potential business owners to go online. This is also due to the open market via the internet. SMEs are able to pay online marketers to boost their sales, selecting and filtering the right target market into their online businesses. Besides, the power influencers have peaked dramatically. Malaysians usually trust word-of-mouth recommendations. Also, people who use the internet have also grown with various backgrounds which range from the age of 12 to 70s. Many elderlies started to go online during the global pandemic. Therefore, the argument provided by Kostner (2015) and Larsen (2010) cannot be accepted in this study. The global pandemic has actually created a lot of new norms and changes in consumers' buying power. In this case, H3 is not supported as the target market is now not the main challenge for fear of potential business owners to go online.

In conclusion, cost, culture, and literary level of potential business owners are significantly affecting the potential business owners to move towards online in Malaysia-based on business students' perception.

CONCLUSION

After this research, it is able to identify several obstacles faced by the SMEs which trigger them to move from offline to online. The study shows that cost culture and literacy level, especially computer knowledge, are their main challenges and fear of going online. Many respondents are more concerned with the cost of setting up a proper e-commerce, cultural and literacy level issue in order to build an ecommerce successfully. the possible future online business entrepreneurs may find this beneficial which can be a guide to start up an online business. They can consider reducing the spending on offline marketing and invest on online or digital marketing once they decide to go digital. Malaysian banks or the government may find this research useful since they can know the reasons why the entrepreneurs fail to start up their e-commerce in Malaysia. The government may improve this field by providing training to the SMEs that intend to start up e-commerce, so that they can know what are the necessary things to prepare in order to be successful in the e-commerce industry.

The limitation of this study is the sample size of 200, which is unable to cover the whole population. In future, other researchers can consider adding on the sample size to 300 or more as well focus on qualitative research. The future researchers can use both qualitative and quantitative approaches to make their research more accurate. By using both the qualitative approach such as interview and the quantitative approach with questionnaires can be more understood and clarify respondents' view towards the survey. Thus, this collection of data can be defining the respondents more accurately.

In a nutshell, this whole research is mainly to study the obstacles facing e-commerce start-ups. The whole process of

this research is conducted step by step to get the results. The ecommerce obstacles that have been accepted in this study include cost, cultural and literacy level. However, this study has listed out five independent variables from the beginning and lastly only three independent variables have been accepted. Therefore, it is believed that similar topic areas of study can be conducted again to gain more knowledge on the obstacles facing SMEs.

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6

Understanding Purchase Intention of University Students: A Case on Mobile Advertising

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Abstract – Mobile technology improvement is a worldwide phenomenon and the growth in use of mobile devices has positively contributed to the growth of m-advertising. The emerging trend has changed the traditional method of advertising. Mobile advertising has redefined the marketing communications between marketers and advertisers and consumers. This study aims to investigate the determinants of university students' mobile advertising purchase intention. A total of 296 respondents were recruited using convenience sampling. Data collected was analysed based on Structural Equation Modeling (SEM) using SmartPLS software. The attitude, social norms, perceived behavioural control and perceived value were examined whether these variables are responsible to explain the university students' purchase intention towards m-advertising. The findings reveal that three out of four sub-hypotheses, which are the variables of attitude, social norms, and perceived value, are supported with an R² value of 49.1%. This study adds to the understanding of behavioural intention towards mobile advertising and practical implications on m-advertising and marketing.

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INTRODUCTION

Business market is truly competitive as the consumers always desire the most cost-effective product with great quality. Many companies tend to promote their products through advertising (Shahzad et al., 2021) to remain competitive and maximise their sales volume (Noor et al., 2013). Due to technological development in the 21st century, mobile devices have created a new advertising channel in marketing. Traditional advertising is still popular and applied by many companies, but it occurs in a new way which provides a closer harmony with the consumers, and it is called mobile advertising or m-advertising (Noor et al., 2013).

The mobile devices started to become popular to consumers around the period of 1990 to 1995. It was an upward swerve in design and probability of mobile devices as the function of the mobile devices has been upgraded. Previously, mobile users were only able to make calls, but now, it has enabled people to perform internet access through their mobile devices. This creates high expectations for improved communication to the consumers and also business marketers through modern development of mobile devices (Izquierdo-Yusta et al., 2015).

In this modern and business competitive era, advertising has played the most important character to attract and persuade consumers as it provides information to consumers through creating awareness (Owhal, 2015). Advertising can be differentiated into two types, which are print media advertisement and electronic media advertisement. Given the major role of mobile devices as a daily use product, the m-advertising can be reached to consumers at the right time and place with a relatively low cost of investment (Izquierdo-

Yusta et al., 2015). Thus, it is a very efficient way to increase the awareness of the products.

Advertising through mobile devices does not only benefit the marketers but also the consumers. For example, consumers are able to gain any details of certain products that appear to be interesting to them without any time constraint and location barrier. The study shows Japan has the biggest m-advertising expenditures market in the world with a flow of USD 1 billion every year. In the US or in America, many companies have applied m- advertising to promote their products. In 2010, there were 49 million USA mobile phone subscribers engaged with m-advertising. Thus, the strong demand of this has encouraged global brands such as Nike, Adidas, Procter & Gamble, Coca-Cola, and other companies to actively engage in m-advertising (Noor et al., 2013).

Under the massive 21 century of development, the technology and human's intention to make purchase behaviour have been improved (Bakar & Bidin, 2014). Each consumer has a different personality and behaviour towards a product. To fully exploit the potentials of m-advertisement, marketers have a responsibility to fully understand the unique characteristics of the m-advertising and ways that consumers interact in mobile advertisement. (Friman, 2010). As discussed by Owhal (2015), consumer behaviour is the first thing that will influence the consumers' minds when they need to decide by finding the alternatives between the products. Friman (2010) viewed that the digitalisation of media enables the consumers to compare the product offerings and prices easily before making any purchase decision.

The rapid development of mobile devices in the past few years has contributed to the increase of mobile devices users. According to Izquierdo-Yusta et al. (2015), the mobile

users have reached 6.8 million with the penetration rate of 96%. The mobile device has become a new marketing channel to the marketers and it conveys the advertising message to the consumers in a much easier way as the act of access can be done anywhere and anytime (Cakir & Eru, 2013). According to Bart et al. (2014), the survey of brand marketer discloses 69% of respondents expect to increase the use of mobile advertisement in the future, which speaks for greater potentials of m-advertising.

Different types of advertising will lead to a different type of response to the consumer buying behaviour. Given the advancement of today's technology, owning cell phones and mobile devices has become a compulsory product to many. The m-advertising is a two-way treaty where it can lead to some benefits to the advertisers and also the consumers. From the advertiser perspective, m-advertising would help to increase the awareness from the public and therefore spread out the message of the advertising successfully. It is a very effective and efficient way to reach the message to a large number of consumers at any time. Meanwhile, for the consumers, they will be able to receive the latest information about the product. The received message, in turn, may induce consumers to create further interest towards the product they encounter. However, the consumers will display different degrees of attractiveness towards advertising. This question depends very much on how well the delivery of the advertisement. The consumer's preference and their perception towards the advertising are different due to several variables. Any advertising that does not concentrate on the preferences of the target audiences will result in failure communicating with the consumers. It is an interesting issue to identify how advertising can impact the consumer buying behaviour through mobile devices.

Understanding consumer buying behaviour is one of the factors to remain competitive in the market (Aday & Yener, 2014). When the organisation clearly understands the buying behaviour of the consumers, they are able to produce the products which are suitable to the consumers. Consumer buying behaviour is the concept that will explain when an individual makes a purchase by what, why, how, when and where so it is important to define as it will help the organisation to plan and implement the business strategies in the other way (Maheshwari et al., 2016). Owing to this, it is important to identify the factors influencing consumers' purchase intention towards m-advertising among university students in Malaysia.

Past study has applied different theories and models to investigate the consumer purchase intention and m-advertising such as Theory of Planned Behaviour (TPB) (Hashim et al., 2018), focusing on advertising values and attitude and social norm, Theory of Reasoned Action (TRA) (Ashari et al., 2021a), analysing social influence and personal relevance, Unified Theory of Acceptance and Use of Technology (UTAUT) (Marinković & Kalinić, 2020), examining the antecedent of continuance intentions with social influence and extended variables such as perceived trust and individual mobility, Technology Acceptance Model (TAM) (Ashari et al., 2021b), investigating the digital readiness and acceptance of mobile advertising. It can be said that the study focuses on perceived value within the TPB model is still lacking. Thus, this study aims to fill the gap by applying the theoretical framework TPB to examine its close relationship between the m-advertising and behavioural intention of the consumers. The variable perceived value was also integrated into the model to explain the purchase behavioural intention of university students towards m-advertising.

LITERATURE REVIEW

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) (Ajzen, 1985 & 1991) has been widely used to understand consumer purchase behaviour in literature. This theory is extended from the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980). The consideration of this theory is to address an individual's intention to engage behaviour is the main antecedent to performance (Ajzen, 1991). As illustrated in TPB, behavioural intention is determined by attitude toward behaviour, subjective norms, and perceived behavioural control. Attitude toward behaviour reflects the degree of evaluation from an individual, whether favourable or unfavourable of a given behaviour. Subjective norm is a perceived social pressure to perform or not to perform behaviour and perceived behaviour control indicates the sense of self-efficacy or ability of engaging the behaviour. Thus, this study has adopted this theory to predict young consumers' purchase behaviour in relation to m-advertising.

Attitude

Kotler et al. (2018) define attitude as a positive evaluation of one's tenderness and inclination toward an object or idea. Owhal (2015) regarded consumer attitude as a predisposition to something. It is the mental state of the individuals to guide the way for their response according to the perceived environment (Le & Nguyen, 2014). In simple words, consumer attitude is defined as one's preference portraying their likes or dislikes on something. People will have a positive attitude towards certain behaviour when there is a positive outcome associated with that behaviour. Conversely, people will display

a negative attitude if the outcome is negative (Jiang et al., 2016).

Previous studies have revealed two important attitudes of consumers dealing with m-advertising. The attitude of the consumers can be positive or negative. Many studies indicate that attitude has a positive impact on the behavioural intention. According to Xu et al. (2008), 78% of the people were happy if they felt interested in receiving advertisements and in fact, 64% of them would be willing to provide some personal details in order to improve the information in regard to the mobile advertisement. In contrast, the consumers will feel impatient towards the advertisement that they are not interested and therefore treat the advertisement as a spam message (Tsang et al., 2004). This negative emotion by consumers will hinder the growth of wireless marketing and deteriorate the value of mobile marketing (Park et al., 2008). Many studies have revealed that attitude has a significant influence on purchase intention (Brahim, 2016; Izquierdo-Yusta et al., 2015).

Subjective Norms

Esposito et al. (2016) define subjective norms as the element of social influence to the individual's perception of what significant they ought to do, and it is referred to as injunctive norms in the social influence literature. Meanwhile, Srisawatsakul and Papisatorn (2013) explained subjective norms as an interacting behaviour with perceived social pressure. It combines the expectations from the reference groups such as family, relatives, friends, or co-workers. People would like to perform certain behaviour according to the referral they believed and they are also encouraged to perform it to satisfy their referral (Jiang et al., 2016). The previous study of eWOM has indicated that the subjective norm was the

expectations of reference groups in the consumer's networks about the brand messages and willingness to share the brand message to the others if the brand message is approved by the society (Shan & King, 2015).

The subjective norm plays an important role in influencing people when making decisions. Demangeot and Broderick (2016) in their study found that the subjective norm is closely related in influencing the consumer intention in using the e-coupons. In the context of eWOM, the stronger the presence of subjective norm, the stronger the behavioural intention. Shi et al. (2017) accentuate the stronger expectations and behaviours by significant reference groups, the more likely one to engage in certain behaviour. Asghar et al. (2016) stated that subjective norm is a weak predictor but high internal locus of control to investigate the result. Thus, the subjective norm can be investigated by observing the close relationship and influences between people.

Perceived Behavioural Control

Perceived behavioural control evaluates how well the person can control certain determinants to perform in a particular situation. Perceived behavioural control depends on one individual experience of internal constraints and thus reflects their self-efficacy (Kim et al., 2016). The concept covers the range of behaviour from rational control to non-rational control. Different views reflected in definition from White Baker et al. (2007), they defined the perceived behavioural control as the degree of actual behavioural control that directly impacts consumer's intentions to perform a behaviour.

Studies have shown that the presence of control factors will facilitate or hinder the performance of consumer behaviour

(Izquierdo-Yusta et al., 2015). Ajzen (1991) had addressed that if individuals believe that there are more resources and opportunities available, there will be less difficulty for them to perform the behaviour. When an individual is able to control more factors, the more likely the behaviour will occur. Thus, the perceived behavioural control will vary based on different situations.

Many studies have proved perceived behavioural control as an important determinant to the consumer's intention (Ru et al., 2018). Perceived behavioural control has become more important in predicting one's behaviour especially the behaviour is perceived as a challenge and barrier to performance (Reza & Samiei, 2012). Izquierdo-Yusta et al. (2015) study has shown that consumer's intention to receive mobile marketing communication is associated with perceived behavioural control.

Perceived Value

As evidenced in literature, many studies show perceived value is one of the key determinants of consumer behaviour (Cole et al., 2018). According to Sinkovics et al. (2012), perceived value is unique as it reflects each consumer's perception on the advantages and disadvantages from purchasing a product. Patterson and Spreng (1997) link the value of a customer's perspective to cognitive elements of perceived quality, perceived monetary sacrifice, and behavioural intention. Value has multidimensional characters such as price and quality perception, brand loyalty, familiarity, and perceived risk (Caruana & Fenech, 2005; Harcar et al., 2006) which can be tangible and intangible (Snoj et al., 2004). Perceived value of a product is a predictor of a customer's decision to purchase or not to purchase (Groth, 2001). Consumers' perceived value of

a product is tied to perceived relative price, which subsequently determines consumers' purchase intention (Sun et al., 2013).

Perceived value implies the relationship between product and consumers (Payne & Holt, 2001). The higher the perceived value, the higher the purchase intention (Chang & Wildt, 1994). Consumers evaluate products and make decisions (Lin & Lin, 2007); thus, it shows a positive effect between purchase intention and perceived value (Chang & Wildt, 1994). In reference to mobile technology adoption, the variable has a prominent role in understanding the behaviour of consumers in the network (Teo & Pok, 2003). About 37.50% of the variation in purchase intention was explained by perceived value as shown in the study conducted by Oosthuizen et al. (2015). Younus et al. (2015) in their study has revealed that perceived value is related to purchase intention. Other studies have also confirmed that perceived value is a predictor to purchase intention (Haroon et al., 2017; Srisawatsakul & Papasratom, 2013).

In this research, four hypotheses have been established based on the above discussion. The proposed hypotheses:

H1: Attitude has positive influence on purchase intention towards mobile advertising

H2: Subjective norms has positive influence on purchase intention towards mobile advertising

H3: Perceived behavioural control has positive influence on purchase intention towards mobile advertising

H4: Perceived value has positive influence on purchase intention towards mobile advertising

RESEARCH METHODOLOGY

According to Müller (2021), more than half of the smartphone users in Malaysia are the young generation, especially those aged 20 and below. With regard to this, a total of 296 students from a local private university was recruited in this study which intends to look into their purchase intention towards m-advertising. Convenience sampling approach was used in this study due to the unavailability of the sampling frame for probability sampling (Hulland et al., 2017). Data was collected from November 2018 to January 2019 using a self-administered questionnaire which consists of three sections. In the first section, general information of respondents, such as gender, age, and race were collected. In the second and third section, questions on the research model were constructed. Attitude (9 items), subjective norms (6 items), perceived behavioural control (8 items) and perceived value (6 items) based on a five-point Likert scale with 1 = strongly disagree to 5 = strongly agree. Purchase intention (6 items) based on a seven-point Likert scale with 1 = strongly disagree to 7 = strongly agree. The purpose of different scales used is to minimise the impact of common method variance (Podsakoff et al., 2003; Tehseen et al., 2017). The measurements of items in this study are adapted mainly from past studies (Mort & Drennan, 2002; Figge, 2004; Jayawardhena et al., 2009; Persaud & Azhar, 2012; Yousif, 2012; Noor et al., 2013; Srisawatsakul & Papasratorn, 2013).

Structural Equation Modelling (SEM) approach was used to investigate the four hypotheses established in this study. The significant results of the Mardia's multivariate skewness and kurtosis have shown that the normality assumption of the data is violated. Thus, the data estimation was performed using Smart-PLS with measurement model being the first stage and structural model analysis as the second stage. Two validity

tests, the convergent validity and the discriminant validity tests were performed as evaluation to the reflective measurement model. This assessment is important to examine the validity and reliability of constructs used in the model. Next, at the second stage, the model will be verified on the association between the constructs in the model.

DATA ANALYSIS

From the 296 respondents, 48.3% were male and 51.7% were female. Mostly, respondents are from the age group of 18 – 21 (90.9%), followed by 22 – 25 (8.4%) and 7 % for above 25 with 82.1 % being Chinese, 7.1% Indian, 9.5% Malay and 1.4 % for other races.

Measurement Model

Convergent validity is verified by a minimum value of 0.7 of the factor loadings, average variance extracted (AVE) of 0.5, and composite reliability (CR) of 0.7 (Hair et al., 2017). Table 6.1 shows that the factor loadings of the constructs are from 0.618 to 0.848. Two items, PBC 7 and PBC 8 were deleted due to factor loadings lower than 0.5. Factors loading for all the items were greater than 0.7 except ATT1, PBC5, PBC6 and PV1. These items were not deleted as all the AVE were greater than 0.5 (Byrne, 2016), which ranged from 0.519 to 0.637. The CR of all the constructs are from 0.865 to 0.917. Thus, the constructs of the model meet acceptable criteria of convergent validity.

Table 6.1*Measurement Model for Mobile Advertising Purchase Intention*

Construct		Loadings	CR	AVE
Attitude	ATT1	0.671	0.917	0.552
	ATT2	0.788		
	ATT3	0.706		
	ATT4	0.754		
	ATT5	0.718		
	ATT6	0.765		
	ATT7	0.806		
	ATT8	0.721		
	ATT9	0.748		
Subjective Norms	SN1	0.801	0.899	0.598
	SN2	0.768		
	SN3	0.744		
	SN4	0.770		
	SN5	0.801		
	SN6	0.752		
Perceived Behavioural Control	PBC1	0.756	0.865	0.519
	PBC2	0.811		
	PBC3	0.747		
	PBC4	0.741		
	PBC5	0.629		
	PBC6	0.618		
Perceived Value	PV1	0.672	0.902	0.605
	PV2	0.790		
	PV3	0.793		
	PV4	0.804		
	PV5	0.832		
	PV6	0.768		
Intention	INT1	0.785	0.913	0.637
	INT2	0.820		
	INT3	0.828		
	INT4	0.848		
	INT5	0.786		
	INT6	0.713		

Heterotrait-monotrait (HTMT) (Henseler et al., 2015) was used to assess the discriminant validity of the constructs. HTMT criterion is assessed by comparing the HTMT values

obtained to the threshold value of HTMT.85 (Franke & Sarsterd, 2019). The presentation of the results is shown in Table 6.2. All HTMT values are larger than HTMT.85. Thus, the discriminant validity is sufficient.

Table 6.2

Discriminant Validity using HTMT Criterion for Mobile Advertising Purchase Intention

	1	2	3	4	5
1. Att	0.704				
2. Int	(0.626, 0.774)	0.611			
3. PBC	(0.522, 0.697)	0.534	0.645		
4. PV	(0.520, 0.717)	0.611	(0.552, 0.733)	0.547	
5. SN	(0.495, 0.674)	0.593	0.498	(0.438, 0.649)	0.616

Note: Att = Attitude, Int = Intention, PBC = Perceived Behavioural Control, PV Perceived Value, SN = Subjective Norm. Numbers in brackets represent 95% bias-corrected and accelerated confidence intervals.

Structural Model

Bootstrapping procedures with a resample of 5000 were used to perform the structural model (Hair et al., 2017). The R² obtained for this study as presented in TABLE 6.3 was 0.491, indicating the model has a moderate model according to Chin (1998) and Hair et al. (2017). The results have shown that attitude ($\beta = 0.384$), subjective norm ($\beta = 0.199$) and perceived value ($\beta = 0.210$) have a positive impact on intention. However,

perceived behavioural control was found to have non-significant influence on intention. This has thus provided evidence that H1, H2 and H4 are supported by the findings of the study.

Hair et al. (2017) suggested the R^2 change should be examined for reporting, as P -value does not reflect any effect size of the constructs in the model (Sullivan & Feinn, 2012). Hence, reporting the effect size in the results is essential. Cohen (1988) guidelines suggested that the values of 0.02, 0.15 and 0.35 indicated small, medium, and large size effects respectively. The f^2 of this study as shown in Table 6.3 met the minimum value of 0.02 except perceived behavioural control. This could be due to perceived behavioural control that does not have any significant influence on intention.

The blindfolding procedure was used to examine the predictive relevance of the model. As suggested by Hair et al. (2017), predictive relevance of the model is revealed when the Q^2 is larger than 0. The Q^2 value obtained for the model is 0.288 which is greater than 0, providing evidence that the model has predictive relevance. The out-of-sample predictive power was also performed using PLSpredict (Shmueli et al., 2016). PLSpredict was assessed by comparing the RMSE in *PLS-SEM* analysis with the naïve *LM* benchmark for all the indicators of the purchase intention (Shmueli et al., 2019). Table 6.4 shows that all the Q^2 predict are greater than 0 and RMSE in *PLS-SEM* analysis is less than *LM* naïve benchmark for all the indicators of purchase intention; this has therefore indicated that the model has high predictive power as suggested by Shmueli et al. (2019).

Table 6.3

Results of Partial Least Square for Mobile Advertising Purchase Intention

Hypothesis	Relationship	Std. Beta	Std. Error	t-value	Decision	R2	Q2	f2	VIF
H1	Att -> Int	0.384	0.059	6.488**	Supported	0.491	0.288	0.159	1.828
H2	SN -> Int	0.199	0.051	3.94**	Supported			0.051	1.529
H3	PBC -> Int	0.052	0.056	0.93	Not Supported			0.003	1.666
H4	PV -> Int	0.210	0.066	3.181**	Supported			0.049	1.774

Note: Att = Attitude, Int = Intention, PBC = Perceived Behavioural Control, PV Perceived Value, SN = Subjective Norm. ** Significant at p-value < 0.01.

Table 6.4

Assessment of PLSpredict for Mobile Advertising Purchase Intention

Item	PLS-SEM		LM	PLS-SEM - LM
	RMSE	Q ² predict	RMSE	RMSE
PIN1	1.017	0.354	1.090	-0.073
PIN2	1.055	0.280	1.132	-0.077
PIN3	1.071	0.313	1.132	-0.061
PIN4	1.051	0.300	1.120	-0.069
PIN5	1.094	0.273	1.125	-0.031
PIN6	1.237	0.248	1.316	-0.079

DISCUSSION

This study found that the variables of attitude, subjective norm and perceived value have a statistically positive effect on university students' purchase intention towards m-advertising.

The dimension of attitude towards m-advertising ($\beta = 0.384$) found to have a positive effect on university students' purchase intention, and thus H₁ is supported. This result is consistent with past studies (Butt et al., 2020; Giao & Vuong, 2020; Soroa-Koury & Yang, 2010) which attest positive

consumer attitude towards mobile advertising will influence the consumer intention on the mobile advertising acceptance. Attitude toward advertising received through mobile phones thus is a necessary and sufficient condition for its use. In addition, these effects are more intense among consumers who have mobile access to the Internet. In this regard, Gazley et al. (2015) find evidence that the attitude toward advertising can become a determining variable to reinforce the behaviour of consumers in the mobile context. When the consumer attitude toward m-advertising is positive, they will develop an intention to repeat purchases regarding promoted products by mobile devices (Achadinha et al., 2014; Muk & Chung, 2015). Customers who are prone to use mobile technology are also more willing to experiment with new media for receiving advertising and have a more positive attitude towards it (Muk & Chung, 2015).

In relation to social norms towards m-advertising ($\beta = 0.199$), the findings of this study show a positive effect on university students' purchase intention, and thus H_2 is supported. Numerous past studies have consistently confirmed the importance of social norms in predicting human behaviour, for example Klein (2005) and Rimal et al. (2005). Belgiawan et al. (2017) have explored the effect of social norms for car purchase intentions of young students. They successfully explained social norms significantly correlate with car purchase intention. This contends the subjective norm has an influence on the purchase intention of consumers (Noor et al., 2020). Marketing researchers have recognised that social norms are a valuable explanatory variable. Social norms point the way to acceptable standards and code of behaviour, thus justifying the inclusion of this variable in the study. Social norms help determine if misperceptions affect the response and adoption of m- advertising by examining attitudes of consumers (Soroa-Koury & Yang, 2010). According to Scharl

et al. (2005), the m-advertising is an effective marketing tool in reaching the youth market. This fact is supported in the study by Wais and Clemons (2008). They found that the American youth were more receptive to m-advertising when they received it from friends and relatives as opposed to companies' direct promotional messaging.

Consumer perceived value ($\beta = 0.210$) was found to have a positive effect on university students' purchase intention, and thus H_4 is supported. According to Chiu et al. (2014), perceived value is an important indicator for predicting consumer purchase intention. It implies the relationship between product and consumers (Payne & Holt, 2001) and provides a basis for understanding consumer behaviour in the context of various e-services (Li & Mao, 2014). For instance, the study by Hsiao and Chen (2016) on mobile games revealed that users' values impact their loyalty and intention to the games and therefore to make purchases through spending money on the games. Murillo-Zegarra et al. (2020) address the importance of perceived value on mobile advertising acceptance through investigating the mediating role of perceived value on the consumer intention. To increase the perceived value, the perceived usefulness must have been enhanced so that it will result in continuance consumer intention. When the perceived value of the advertising is high enough to meet consumer's expectations, it will lead to greater consumer satisfaction as outcome (Aydin & Karamehmet, 2017). Hence, perceived value has a significant impact on behavioural intention (Pura, 2005).

CONCLUSIONS AND LIMITATIONS

The study explores the university students' purchase intention towards m-advertising in a local private university in Melaka,

Malaysia. Thus far, studies that have addressed the topic are limited. The findings of this study show attitude, social norms, and perceived value have a positive influence on purchase intention. This study offers an additional perspective to the growing literature of m-advertising purchase intention within the TPB context. Variables such as attitude, social norms, and perceived value are key factors in establishing consumer acceptance and responding positively towards m-advertising. The study has also provided some insights on the factors that enhance consumers' acceptance and behavioural intention of m-advertising. Understanding the factors underlying users' intention has crucial impacts on m-advertising marketers and advertisers. With better knowledge, this would help them to comprehend the mechanisms and factors that contribute to more strategic m-advertising marketing plans.

The Importance and Performance Matrix (IPMA) reveals that attitude is the most important and high-performance factor in this study. Perceived value is the second important factor with high performance factor after attitude. These results show that marketers and advertisers should emphasise on attitude and perceived value in their advertising and marketing plan. Marketers and advertisers should design and create mobile advertisements that will be perceived as a good, useful and fun platform by the consumers. This would be able to develop a positive attitude among consumers towards mobile advertising. Thus, it will increase the likelihood of their purchase intention. Meanwhile, the mobile advertisement should also be able to provide sufficient information, and timely packets of information such as coupons. This would help consumers to reduce searching time for the goods and services, which in turn will encourage them to make a purchase. Perceived behavioural control has high performance but less important. Subjective norm also found as a low performance factor. Hence, the marketers should focus less on these factors.

This study suffers from several limitations; thus, requiring further research. First, only a limited set of dimensions of behavioural intention towards m-advertising is tested. The R square of 49.1% showed that there are some other factors outside the model that influence the total variation of university students' purchase intention. Thus, future studies should consider the effects of other variables. Second, this study relied on a single estimation model, which focused on university students. Future research should consider respondents from other aspects in order to precisely capture the behavioural intention, which may not limit the generalisation of the findings.

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