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Cawangan Melaka

MIC3ST

MELAKA INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, SCIENCE AND TECHNOLOGY

2023

**"SUSTAINABLE
DIGITALIZATION
AND TECHNOLOGY
GROWTH"**

**23 & 24 MAY 2023
MELAKA, MALAYSIA**

Organized by
Division of Research & Industrial Linkages
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FOREWORD

In the name of Allah the Most Merciful and Most Gracious.

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera.

Greetings and welcome!

On behalf of Universiti Teknologi MARA (UiTM) Cawangan Melaka, I would like to extend my warmest welcome to everyone to the Virtual Conference of Melaka International Social Sciences, Science, and Technology (MIC3ST) 2023.

As we navigate through the ever-evolving landscape of scientific exploration and advancements, it is imperative that we stay committed to ensuring that research activities remain relevant and aligned with the current research trends.

Research, being one of the primary agendas in the academic world, plays a pivotal role in driving progress and addressing the complex issues of our time. This conference serves as a testament to our commitment to research by providing a platform for academicians from different institutions to share their findings and contribute to the collective knowledge base. Through this exchange of knowledge, we aim to fortify the bonds between researchers across the world and foster a deeper understanding of the current research landscape in this unprecedented era.

I would like to express my heartfelt gratitude to the diligent organizing team for their relentless efforts in making this virtual conference a resounding success. Their dedication and ability to coordinate such an event, even in these challenging circumstances, deserve our utmost appreciation. It is my sincere hope that, through our combined efforts, we can create a remarkable gathering of knowledge and wisdom, enriching the academic community and beyond.

Once again, I welcome all participants to the Virtual Conference of Melaka International Social Sciences, Science, and Technology (MIC3ST) 2023. May this conference be a platform for insightful discussions, fruitful collaborations, and meaningful contributions to the advancement of research and society.

ASSOC. PROF. TS. DR MOHD RASDI ZAINI
RECTOR
UiTM CAWANGAN MELAKA



FOREWORD

In the name of Allah the Most Merciful and Most Gracious.

Assalamualaikum Warahmatullahi Wabarakatuh.

On behalf of the organizing committee, I would like to extend a warm welcome to all outstanding researchers and presenters to the Virtual Conference of Melaka International Social Sciences, Science, and Technology (MIC3ST) 2023. This conference, which will be held virtually on the 23rd and 24th of May 2023, is organized by the Journal and Publication Unit, Department of Research and Industrial Linkages (PJI), UiTM Cawangan Melaka.

With the theme of "Sustainable Digitalization and Technology Growth," this conference provides a platform for researchers from around the world to explore and leverage the opportunities and challenges presented by sustainable digitalization and the continuous growth of technology.

Alhamdulillah, through the collaborative efforts of our dedicated team, we are able to bring this conference to fruition. We have received 115 papers, which will be published in at least 2 refereed journals with MyCITE index, further enhancing the scholarly contributions of the participants. I would like to express my heartfelt appreciation to each team member for their tireless work, without which this virtual event would not have been possible. The organizing group deserves immense gratitude for their dedication and commitment in making this event successful and memorable. I would also like to extend my sincere thanks to the reviewers from various respected organizations for their valuable input and support.

I wish all participants an engaging and fruitful virtual experience as we delve into the discussions surrounding sustainable digitalization and technology growth. Together, let us explore ways to harness the potential of technology for the betterment of society and a sustainable future.

DR. NUR HAYATI BINTI ABD RAHMAN

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TABLE OF CONTENTS

List of Abstracts

SOCIAL SCIENCES

PAPER ID	TITLE	PAGE
1	EXAMINING CAUSES OF VOLUNTEER INTENTION: A CASE STUDY OF SOCIETAL AND PHILANTHROPIC NONPROFIT ORGANISATIONS VOLUNTEERS	1
2	THE EFFECT OF FOOD AND SERVICE QUALITY TOWARDS CONSUMER PURCHASE INTENTION: A CASE STUDY IN FAST FOOD RESTAURANT MALAYSIA	2
3	COMMUNICATION COMPETENCE IN AN ISLAMIC ORGANIZATION: A MALAYSIA PERSPECTIVE	3
5	ASSESSMENT OF YOUTH PERCEPTION TOWARDS POLICE: A REVIEW	4
6	FACTORS THAT IMPACT ENVIRONMENTAL AWARENESS AMONG RESIDENTS REGARDING THE DISPOSAL OF E-WASTE IN TAMAN DESA RASAH	5
7	SOCIAL MEDIA IMPACT ON UITM SEREMBAN 3 STUDENTS' ENVIRONMENTAL AWARENESS	6
8	DEVELOPING AN ARCHIVAL DESCRIPTION FRAMEWORK FOR ORAL HISTORY TRANSCRIPTS AND MANUSCRIPTS BASED ON REQUIREMENT OF ISAAR-CPF, ISAD-G AND ORAL HISTORY MANUAL (OHM)	7
9	KNOWLEDGE TO PRACTISE: USING SERVQUAL THEORY TO EXAMINE STUDENTS' INTENTION TO PRACTISE CULINARY SKILL DURING ONLINE DISTANCE LEARNING	8
10	SYSTEMATIC PROBLEM SOLVING IN CAPSTONE PROJECT : A CASE STUDY OF EDUCATION 5.0 THEME	9
11	MEDIATING ROLES SUPPLY CHAIN RESILIENCE CAPABILITIES BETWEEN SUPPLY CHAIN OPERATIONAL RISK DIMENSIONS AND SUPPLY CHAIN PERFORMANCE IN SMES AGRI FOOD MANUFACTURERS	10
12	CRITICAL SUCCESS FACTORS OF INTERACTIVE LOGBOOK APPLICATION FOR INDUSTRIAL TRAINING IN THE PLANTATION SECTOR	11

PAPER ID	TITLE	PAGE
13	EMPOWERING RURAL PUBLIC LIBRARY USERS TOWARDS SUSTAINABLE COMMUNITY DEVELOPMENT GOAL	12
14	A REVIEW ON LOCAL GOVERNMENT REVENUE: TRENDS AND CHALLENGES	13
15	EXPLORING PERCEPTIONS OF AND WILLINGNESS TO USE TELEREHABILITATION DURING THE COVID-19 AMONG PHYSIOTHERAPISTS IN MALAYSIA: A CROSS-SECTIONAL STUDY	14
16	SUSTAINING PEACE AND JUSTICE: HOW ABOUT PUBLIC'S PERSPECTIVE ON POLICE	15
17	THE PREVALENCE RATE OF MUSCULOSKELETAL DISORDERS AMONG POLICE PERSONNEL IN WEST COAST, SABAH: A PRELIMINARY INVESTIGATION	16
19	MANAGING REPUTATION THROUGH RANKING: A CASE STUDY OF UNIVERSITI TEKNOLOGI MARA	17
20	FACTORS INFLUENCING MENU SELECTION AT COFFEE SHOPS IN KOTA BHARU, KELANTAN: AN INVESTIGATION OF EXTERNAL FOOD AND BEVERAGE RELATED FACTORS.	18
21	DOES AQUASCAPE HAVE THE ABILITY TO PROVIDE THERAPY?	19
22	DETERMINANTS AFFECTING CHOICES OF DINING AT HOTEL RESTAURANTS IN KUALA TERENGGANU	20
23	CHEMICAL COMPOSITION AND FEEDING VALUE OF VEGETABLE WASTES COLLECTED FROM PALU TRADITIONAL MARKETS AS FEED COMPONENT OF RUMINANTS	21
24	A STUDY ON DINESCAPE AND CUSTOMERS' BEHAVIORAL INTENTION AT HIPSTER CAFES IN PENANG	22
26	INCORPORATING KNOWLEDGE MANAGEMENT IN PROMOTING SUSTAINABLE DEVELOPMENT IN FACILITY MANAGEMENT ORGANIZATIONS: A REVIEW	23
27	INDONESIAN EFL TEACHES ENGAGEMENT IN CLASSROOM ACTION RESEARCH	24
28	FUNDAMENTAL FRAMEWORKS FOR QUESTIONNAIRE-BASED PAEDIATRIC VISION SCREENING DEVELOPMENT	25
29	PROPOSE: FAMILY OWNERSHIP, POLITICAL CONNECTIONS AND TAX AGGRESIVENESS	26
31	THE IMPORTANCE OF HALAL PROCESSING ASSISTANT FOR INDONESIAN SMES	27

PAPER ID	TITLE	PAGE
33	DELVING INTO PRESCHOOL TEACHERS' APPROACHES AND KNOWLEDGE ON SOCIAL SKILLS AND ITS RELATIONSHIP TO SCHOOL READINESS	28
34	AN INITIAL EXPLORATION ON EXISTING PRACTICES OF MOSQUE AUDIT IN MALAYSIA	29
36	THE LEVEL OF SLEEP QUALITY AMONG UITM PERLIS STUDENTS DURING POST COVID-19 LOCKDOWN	30
37	THE IMPACT OF THE COVID-19 PANDEMIC ON JOB PRODUCTIVITY AMONG HOUSEKEEPING EMPLOYEES IN SOUTHEAST MALAYSIA	31
39	HOW MALAYSIAN DIPLOMA STUDENTS COMPENSATE FOR LANGUAGE LEARNING: A SURVEY STUDY	32
40	THE EFFECT OF AGE AND GENDER AS MODERATORS TOWARDS THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND REVISIT INTENTION: A STUDY ON TEA HOUSE SETTING	33
41	AN OVERVIEW - CAN MOLECULAR GASTRONOMY AND GASTROPYHSIC INFLUENCE IN FOOD DESIGN FOR THE ELDERLY IN MALAYSIA?	34
42	SOCIO-CULTURAL ADAPTATION OF MALAYSIAN GRADUATES IN SOUTH KOREA UNDER LOOK EAST POLICY HUMAN CAPITAL DEVELOPMENT PROGRAM	35
43	MOTIVATION AND JOB SATISFACTION OF QUICK-SERVICE RESTAURANT EMPLOYEES IN KLANG VALLEY	36
44	GREEN FOOD PRODUCTS BUYING BEHAVIOUR AMONG MILLENNIALS IN MALAYSIA	37
46	ECONOMIC POTENTIAL OF CENTRAL SULAWESI AS SUPPLY AREAS FOR THE NEW CAPITAL CITY OF INDONESIA	38
47	CONSUMER SUPPLY LEVEL OF RED ONIONS IN NORTH SUMATRA	39
48	THE ROLE OF HUMAN RESOURCE MANAGEMENT WITH COMPETENCE, TRAINING AND COMPETITIVE ADVANTAGE	40
49	EMPLOYEES' TRANSFER OF TRAINING ON JOB PERFORMANCE IN AN ORGANIZATION	41
50	THE IMPORTANCE OF STRATEGIC MANAGEMENT ACCOUNTING IN ENHANCING MSME PERFORMANCE	42
51	THE HIGH-PERFORMANCE WORK PRACTICE AND JOB EMBEDDEDNESS AMONG THE FRONTLINE HOTEL EMPLOYEES IN MALAYSIAN CONTEXT	43

PAPER ID	TITLE	PAGE
52	UTILIZATION OF BANANA PEEL WASTE IMPREGNATED INTO PVA/ALGINATE POLYMERIC BEADS FOR COPPER(II) ION ADSORPTION	44
53	THE MEDIATING EFFECT OF PRIVACY CONCERN ON INTENTION TO USE SELF SERVICE TECHNOLOGY IN HOTEL	45
54	INTENTION TO MEDIATE THE RELATIONSHIP BETWEEN FINANCIAL ADVISORS' RECOMMENDATIONS AND STUDENT INVESTOR'S INVESTMENT DECISIONS	46
55	INTERNAL MIGRATION TRENDS IN MALAYSIA	47
57	PRESERVING HERITAGE AND ENHANCING VISITOR EXPERIENCE: AN ANALYSIS OF VISITOR IMPACT MANAGEMENT (VIM) PRACTICES AT IPOH HERITAGE TRAIL	48
58	THE ANTECEDENTS OF FOOD WASTE RECYCLING BEHAVIOUR AMONG HOUSEHOLDS IN KUALA TERENGGANU	49
59	THE EMPOWERING PATH: EXPLORING THE MEDIATING ROLE OF ENTREPRENEURSHIP IN THE RELATIONSHIP BETWEEN FINANCIAL MANAGEMENT SKILLS, GROUP IDENTITY, AND WOMEN'S EMPOWERMENT IN RURAL AREAS	50
60	INFLUENCE ON PRODUCTION COSTS, PROMOTION, GENERAL ADMINISTRATION, AND SALES VOLUME AGAINST NET PROFIT ON INDUSTRIAL SECTOR COMPANIES LISTED ON IDX	51
61	EXPLORING THE NEXUS OF ALLIANCE ORIENTATION, TA'AWUN, AND INNOVATION PERFORMANCE: A CONCEPTUAL ANALYSIS FOR MANUFACTURING SMES	52
62	HYBRID COLLABORATIVE BUSINESS MODEL: THE MISSING LINK BETWEEN AMBIDEXTERITY AND STRATEGIC BUSINESS PERFORMANCES FOR SMES	53
64	AN INVESTIGATION INTO ACCOUNTING STUDENTS' PRELIMINARY COMPREHENSION OF AUDITING	54
65	THE EFFECT OF ORGANIZATIONAL CLIMATE ON CONTEXTUAL PERFORMANCE WITH INNOVATIVE WORK BEHAVIOR AS INTERVENING VARIABLE (STUDY ON EDUCATIONAL STAFF AT PRIVATE UNIVERSITIES IN MEDAN CITY)	55
66	THE INFLUENCE OF HALAL AWARENESS AND HALAL CERTIFICATION ON INTEREST IN BUYING READY-TO-EAT FOOD IN THE MILLENNIAL GENERATION IN BANDUNG, WEST JAVA	56
67	DEVELOPMENT OF CASH WAQF LINKED SUKUK IMPLEMENTATION: A NEW PARADIGM OF PRODUCTIVE WAQF IN INDONESIA	57

PAPER ID	TITLE	PAGE
68	FACTORS INFLUENCING FINANCIAL STABILITY IN ISLAMIC BANKING IN MALAYSIA	58
69	THE ROLE OF FAMILY ECONOMIC EDUCATION IN ISLAMIC PERSPECTIVE	59
70	THE ECONOMIC CONCEPT IN THE PERSPECTIVE OF ISLAMIC SUFISM	60
71	IMPROVING MSME PERFORMANCE THROUGH SOCIAL MEDIA STRATEGY	61
72	PANIC BUYING AND HOARDING OF DRUGS DURING THE COVID-19 PANDEMIC IN THE PERSPECTIVE OF ISLAMIC ETHICS	62
74	GENERAL EDUCATORS ATTITUDE TOWARDS STUDENTS WITH AUTISM SPECTRUM DISORDER (ASD) IN GENERAL EDUCATION: A SCOPING REVIEW	63
77	AN INCLUSIVE SETTING FOR HIGH FUNCTIONING AUTISM SPECTRUM DISORDER (HFASD) IN HOSPITALITY COURSE: A REVIEW	64
78	THE BIG FIVE PERSONALITY CHARACTERISTICS ON GREEN HRM BANKING IMPLEMENTATION IN INDONESIA	65
79	THE EFFECT OF SOCIAL MEDIA USE TOWARDS CONSUMERS' REVISIT INTENTION TO FAST-FOOD RESTAURANT IN MALAYSIA	66
81	THE POSITION OF ETHICS AND MORALS IN THE SUPERVISION SYSTEM OF COOPERATIVES IN INDONESIA	67
82	FACTORS THAT INFLUENCE THE CUSTOMER BEHAVIOUR DINING-OUT IN RESTAURANT DURING AND POST COVID-19	68
84	COLLOCATIONAL COMPETENCE AMONG MALAYSIAN UNIVERSITY STUDENTS AND THEIR SOURCES OF ERRORS	69
85	THE EFFECTIVENESS OF DIGITAL MEDIA AND POLITICAL PARTY MESSAGES ON GENERATION Z'S POLITICAL INTEREST (CASE STUDY OF THE INDONESIAN DEMOCRATIC PARTY OF STRUGGLE)	70
86	DIGITAL MARKETING COMMUNICATION TRANSFORMATION IN SMALL MEDIUM ENTERPRISE PRODUCT MARKETING DURING THE COVID-19 PANDEMIC	71
88	FAMILY COMMUNICATION PATTERNS IN OVERCOMING THE NEGATIVE IMPACT OF THE INTERNET IN ONLINE LEARNING PERIOD DURING THE COVID-19 PANDEMIC IN MEDAN CITY	72
89	DETERMINANTS OF GOING CONCERN AUDIT OPINION	73

PAPER ID	TITLE	PAGE
90	THE EFFECT OF ACCOUNTABILITY AND PROFESSIONALISM AUDITOR ON AUDIT OPINION IN THE OFFICE PUBLIC ACCOUNTANT IN MEDAN CITY	74
91	THE INFLUENCE OF LEADERSHIP AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE WITH JOB SATISFACTION AS AN INTERVENING VARIABLE	75
93	LAW ENFORCEMENT THROUGH THE PRINCIPLE OF GOOD FAITH IN THE PRE-CONTRACT PHASE ACCORDING TO INDONESIAN CIVIL LAW	76
94	THE EFFECT OF SHARIA FINANCIAL LITERACY, TRUST ON THE DECISION TO USE A DIGITAL WALLET	77
95	DEVELOPMENT OF SHARIA ECONOMIC DISPUTE SETTLEMENT THROUGH RECHTSVINDING IN INDONESIA	78
97	GREEN ACCOUNTING, FIRM SIZE ON FINANCIAL PERFORMANCE IN JAKARTA ISLAMIC INDEX	79
98	THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY IN E-COMMERCE SHOPEE (CASE STUDY ON CONSUMERS USING THE SHOPEE APPLICATION)	80
99	THE EFFECTIVENESS OF GOVERNMENT REGULATION (PP) NO. 60 OF 2008 ON GOVERNMENT INTERNAL CONTROL SYSTEM IN NORTH SUMATERA	81
100	DIFFERENCES EFFECT OF THE APPLICATION THE DISCOVERY LEARNING AND PROBLEM BASED WITH GEOGEBRA TO IMPROVE CRITICAL THINKING ABILITY	82
101	PERTANGGUNGJAWABAN HUKUM DEVELOPER ATAS RUMAH GAGAL BANGUN DAN KOLERASINYA DENGAN ASAS GOOD FAITH	83
103	THE EFFECT OF PERCEIVED VALUE THROUGH BRAND IMAGE ON THE DECISION TO PURCHASE AN IPHONE AT BY PHONE SHOP, BENGKULU CITY	84
104	THE INFLUENCE OF DIGITAL MARKETING, BRAND IMAGE AND PRODUCT QUALITY ON PRODUCT PURCHASING DECISIONS AT THE KING MS GLOW SHOP IN THE CITY OF BENGKULU	85
105	INFLUENCE PRICE DISCOUNTS AND COMPLETENESS OF PRODUCTS AGAINST PURCHASING DECISIONS AT THE WS PERFUME SHOP IN BENGKULU CITY	86
106	ANALYSIS OF FUNDRAISING STRATEGIES AT AMIL ZAKAT INSTITUTIONS (LAZ) BAITUL MAAL HIDAYATULLAH (BMH) BENGKULU REPRESENTATIVE	87
107	ANALYSIS OF ZAKAT, INFAQ AND SHADAQAH MANAGEMENT METHODS IN THE FRAMEWORK OF MICRO BUSINESS	88

PAPER ID	TITLE	PAGE
	DEVELOPMENT IN THE INDONESIA ZAKAT INITIATIVE (IZI) BENGKULU REPRESENTATIVE	
108	FACTORS AFFECTING ACCOUNTING PRACTICES IN SMES	89
112	APPLICATION OF THE PICTURE AND PICTURE METHOD TO IMPROVE STUDENTS' MOTIVATION AND ACHIEVEMENT IN WRITING NARRATIVE ARTICLES	90
114	THE INFLUENCE OF ATMOSPHERE STORE, TECHNOLOGY AND HALAL CERTIFICATION ON CULINARY CAFÉ BUSINESS INCOME	91
117	ANALYSIS OF FINANCIAL MANAGEMENT OF VILLAGE OWNED ENTERPRISES	92
118	STRATEGY FOR REDUCING THE NUMBER OF DIVORCES THROUGH IMPROVING LEGAL MATERIALS	93
119	THE IMPACT OF GLOBAL RED CHILI PRICE, GLOBAL OIL PRICE, AND INDONESIA RUPIAH EXCHANGE RATE ON THE DOMESTIC PRICE OF RED CHILI IN INDONESIA	94
120	THE EFFECT OF GAS STIMULANT APPLICATION AND LENGTH OF S4 TAPING GROUND ON THE PHYSIOLOGY AND PRODUCTION OF LATEX IN RUBBER (HEVEA BRASILIENSIS MUELL.) CLONE PB 260	95
121	THE EFFECT OF SPACING PLANT AND WEEDS AS ORGANIC MULCH ON THE GROWTH AND RESULTS OF SWEET CORN (ZEA MAYS SACCHARATA STURT)	96
122	THE EFFECT OF LEADERSHIP AND WORKLOAD ON PERFORMANCE MEDIATED BY WORK ENTHUSIASM AT KANTOR IMIGRASI KELAS I KHUSUS TPI MEDAN	97
123	SUPERVISION OF LAND CLEARING BY BURNING ACCORDING TO THE WORK CREATION LAW	98
124	LEGAL POLICIES FOR THE PROTECTION OF THE COMMUNITY AS THE OWNER OF TRADITIONAL KNOWLEDGE	99
125	CORPORATE RESPONSIBILITY IN IMPROVING THE WELL-BEING OF THE WORKFORCE	100
TECHNOLOGICAL ISSUES IN EDUCATION		
30	AN ARCHITECTURE DESIGN FOR SMART E-WASTE MANAGEMENT SYSTEM	101
32	IDENTIFICATION OF DETECTABLE AREA BY APPLYING INVERSE PROBLEM	102

PAPER ID	TITLE	PAGE
38	REVOLUTIONIZING SCIENCE EDUCATION: INVESTIGATING THE IMPACT OF AUGMENTED REALITY ON STUDENT LEARNING AND ENGAGEMENT IN THE CLASSROOM	103
92	CORRUPTION WARNING EFFORTS THROUGH EDUCATION AN IDIOLOGICAL APPROACH IN THE FRAMEWORK	104
COMPUTER SCIENCE AND SOFTWARE ENGINEERING		
45	THE APPLICATION OF ELECTRONIC MEDICAL RECORDS IN HOSPITALS: A GENERAL OVERVIEW	105
63	THE EFFECT OF SENSOR GAP, LIGHT INTENSITY, AND TEMPERATURE ON THE PERFORMANCE OF THE OPTOCOUPLER	106
73	A PROPOSAL ON A BRAIN-COMPUTER INTERFACE MODEL FOR REAL-TIME MENTAL FATIGUE INTERVENTION	107
80	TITLE MATHEMATICS FOR AUTISTIC CHILDREN: LEARNING NUMERACY AND BASIC OPERATIONS VIA MOBILE APPLICATION	108
87	DEVELOPMENT OF HIJANIS STYLE APPLICATION USING 3-DIMENSIONAL (3D) MODEL	109
109	CLASSIFICATION OF PROSPECTIVE STUDENTS WHO ARE ELIGIBLE TO RECEIVE KIP MERDEKA LECTURE USING THE CART ALGORITMA APPROACH	110
110	ARTIFICIAL INTELLIGENCE TECHNIQUES IN PHILOSOPHY OF TRUTH AND UNTRUTH AND RELIGION	111
111	DECISION SUPPORT SYSTEM FOR THE APPLICATION OF THE MAUT METHOD IN DETERMINING THE BEST CHAT APPLICATION WITH ROC WEIGHTING	112
113	APPLICATION OF THE TOPSIS METHOD IN DETERMINING THE LOCATION OF A NEW GRET LAUNDRY BRANCH	113
115	IMPLEMENTATION OF THE TOPSIS METHOD IN DETERMINING THE BEST PHYSICS LEARNING MEDIA AID WITH ROC WEIGHTING	114
116	THE ACCEPTANCE AND USE OF WHATSAPP MOBILE INSTANT MESSAGING FOR LEARNING SUPORT	115

MOTIVATION AND JOB SATISFACTION OF QUICK-SERVICE RESTAURANT EMPLOYEES IN KLANG VALLEY

Azdel Abdul Aziz (Universiti Teknologi MARA)*; Shariza Mohd Khalid (Politeknik Sultan Idris Shah); Mohd Noor Ismawi Ismail (Universiti Teknologi MARA); Noor Azmi Ahmad (Universiti Teknologi MARA)

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A few changes in carrying out routine tasks during the post endemic created a new way of work environment. Practicing a new norm is a crucial practice in every industry or sector especially in Quick-Service Restaurants where the customers have close contact with the employees. This research aims to examine whether there is a positive impact of the Work Environment on employees' Job Satisfaction. The data was collected by self-administered employees who worked with Quick-Service Restaurant in Klang Valley. Concerning this study, motivation factors are examined whether mediate the relationship between Work Environment and Job Satisfaction of the employees. There are five elements of Motivation which are Recognition, Work Itself, Growth, Achievement, and Advancement. Overall, this study provides an exciting opportunity to understand the responses and reactions to new norm practices among Quick-Service Restaurant employees.

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