

E-PROCEEDING

RESEARCH TOWARDS IR 4.0

Editors

Velan Kunjuraman, PhD Suchi Hassan, PhD Ruzanifah Kosnin, PhD Aifa Rozaini Mohd Radzol, PhD

Copyright: Faculty of Hospitality, Tourism and Wellness, UMK, 2021

All rights reserved. No part of this publication may be reproduced, stored in production transmitted in any form, whether electronic, mechanical, photocopying, recording or otherwise, without having permission from the Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

No ISSN: 978-967-2229-34-6

Published by: Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan Kampus Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan

ACKNOWLEDGEMENT

It is our pleasure to present this volume consisting of selected papers based on poster presentations from the Hospitality, Tourism & Wellness Colloquium 4.0 2020, held on January 11 and 12, 2021 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism & Wellness fields with the theme was "Research Towards IR 5.0". The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK).

We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

Khairil Wahidin Awang, PhD Ghazali Ahmad. PhD Roslizawati Che Aziz, PhD Mohd Fadil Mohd Yusof, PhD Marlisa Abdul Rahim, PhD Nor Dalila Marican, PhD Derweanna Bah Simpong, PhD Normaizatul Akma Saidi, PhD Velan Kunjuraman, PhD Siti Fatimah Ab Ghaffar, PhD Hasif Rafidee Hasbollah, PhD Nur Hafizah Muhammad, PhD Aifa Rozaini Mohd Radzol, PhD Suchi Hassan, PhD Siti Salina Saidin, PhD Ahmad Fahme Mohd Ali, PhD Nur Athirah Sumardi, PhD Ruzanifah Kosnin, PhD Bintang Handayani, PhD Naziatul Aziah, PhD Nor Syuhada Zulkefli, PhD Mazne Ibrahim Raja Norliana Raja Omar Hazzvati Hashim Nur Aliah Mansor Nurzehan Abu Bakar Nurul Fardila Abd Razak Mohd Hafzal Abdul Halim Nor Maizana Mat Nawi Nur Azimah Othman Fadhilahanim Aryani Abdullah Abdullah Muhamed Yusoff

We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

TABLE OF CONTENTS

	HOSPITALITY	
1	AWARENESS OF FOOD HYGIENE TOWARDS FOOD AND BEVERAGE ESTABLISHMENTS AMONG CUSTOMERS IN MALAYSIA	10
	Busyra binti Burhan, Nurul Amirah binti Maslee, Nurul Nabilah binti Abdul Jabar, Salma Afiqah binti Azman & Mazne binti Ibrahim	
2	DETERMINANTS OF CUSTOMER SATISFACTION TOWARDS HOMESTAY IN MALAYSIA	21
	Nur Ayuni binti Zazlan, Norazlinda binti Safri, Nur Nadiah binti Rahizal, Nur 'Izzatul Akmaliah binti Mohmad Idros & Nor Maizana Binti Mat Nawi	
3	RELATIONSHIP AMONG ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIOURAL CONTROL TOWARDS AIRBNB REVISIT INTENTION	32
	Lee Shuo Hong, Nur Ain Abdul Razak, Nurul Azuani Sulong & Farah Suriyati Yahya & Nor Maizana Binti Mat Nawi	
4	EXPLORING SERVICE QUALITY OF BUDGET HOTEL TOWARD CUSTOMERS	44
	SATISFACTION IN KOTA BHARU Nik Hazwani Nik Norhadi, Nur Emylia Shuhada Zakaria, Sharifah Nora Faghira Syed Abu Bakar & Sarah Shabaruddin	
5	DOMESTIC WASTE MANAGEMENT AWARENESS AMONG HOUSEHOLDS AT KOTA BHARU, KELANTAN	59
	Nishanthini A/P Gunalan, Nurul Atikah binti Muhamad Fauzi, Ruzlin Suhaida binti Halim & Syahida Afrina binti Ab. Rashid	
6	CUSTOMER SATISFACTION ON USING FOOD APPLICATIONS IN MALAYSIA	67
	Nik Nurhayati 'Atiqah Shuhaimi, Wan Nur Faqihah Wan Abd Aziz, Nurhidayah Shafiee, Nurul Amirah Redzuan & Nurul Fardila Abd Razak	
7	THE FACTORS CONTRIBUTING TO SEXUAL HARASSMENT AMONG EMPLOYEE IN MALAYSIAN HOTEL INDUSTRY	78
	Hazmimy Ayuny binti Hamid, Intan Syuhada binti Mohamad Sani, Siti Norsaerah binti Ya & Siti Nur Faezah binti Idrus	
	AWARENESS ON FOOD WASTE IN FOOD AND BEVERAGE SECTOR AMONG	87
8		
8	Nur Izzati binti Hashim, Nor Shafiha Fatiha binti Zulkifle, Nur Izzati binti Muhammad Nazir, Fatin Fatma binti Abdullah & Mazne binti Ibrahim	
8	Nur Izzati binti Hashim, Nor Shafiha Fatiha binti Zulkifle, Nur Izzati binti Muhammad Nazir, Fatin Fatma binti Abdullah & Mazne binti Ibrahim ACCEPTANCE OF CONSUMERS TOWARDS TRADITIONAL FOOD INNOVATION; READY MEAL NASI LEMAK IN MALAYSIA	99
	Nur Izzati binti Hashim, Nor Shafiha Fatiha binti Zulkifle, Nur Izzati binti Muhammad Nazir, Fatin Fatma binti Abdullah & Mazne binti Ibrahim ACCEPTANCE OF CONSUMERS TOWARDS TRADITIONAL FOOD INNOVATION;	99
	Nur Izzati binti Hashim, Nor Shafiha Fatiha binti Zulkifle, Nur Izzati binti Muhammad Nazir, Fatin Fatma binti Abdullah & Mazne binti Ibrahim ACCEPTANCE OF CONSUMERS TOWARDS TRADITIONAL FOOD INNOVATION; READY MEAL NASI LEMAK IN MALAYSIA Loke Man Hui, Muhammad Nor Farhan Nabil Bin Nooralam, Nurul Syazwani Aida	99

4.4	EACTORS DETERMINING VOLING GENERATION INTENTION TO FAT THE NEGERI	404
11	FACTORS DETERMINING YOUNG GENERATION INTENTION TO EAT THE NEGERI SEMBILAN TRADITIONAL FOOD	121
	Nur Afifah Rusyda Shakri, Nur Dzakirah Fazlee, Siti Aminah Rosli & Siti Nursyafira	
	Muhammad Nozlan	
12	FACTORS THAT INFLUENCE THE ACCEPTANCE OF MILLENNIAL GENERATION TO CONSUME TRADITIONAL FOOD (KUIH-MUIH) IN KOTA BHARU	131
	Syazwan Nasir, Aina Musdi, Kessavi Kobu & Zariati Zali	
13	FACTOR AFFECTING HAWKER'S BEHAVIOURAL INTENTION TO USE GREEN PACKAGING AT PASAR PAYANG	142
	Nur Syahirah Haziqah Shukri, Mohd Sharul Sharnizam Mohamad, Nor' Ain Ismail	
14	CUSTOMER SATISFACTION TOWARDS THE DIMENSION OF SERVICE QUALITY OF FAST FOOD RESTAURANT, MCDONALDS IN PENGKALAN CHEPA, KOTA BHARU, KELANTAN.	153
	Aimi Nur Atiq Afiqah Binti Ahmad, Lim Cia Yee, Nurizzati Binti Mohd Zawawi, Suziana Binti Mohd Hassan & Nur Azimah Binti Othman	
15	UNDERSTANDING ON THE FACTORS CAUSING HOUSEHOLD FOOD WASTE AT THREE URBAN AREAS IN PENINSULAR MALAYSIA	163
	Afidatul Al-Ahmadi, Hanis Hassan, Mastura Meri, Ng Mei Kei, Nur Hafizah Muhammad	
16	PROFILING POTENTIAL TOURIST IN KELANTAN	174
	Mileyana Makilin, Mok Hui Ying, Muhammad Qamarul Ariffin Bin Mohd Zaidi & Siti Nur Azira Binti Hamzah	
17	A STUDY ON IMPACTS OF COVID-19 TOWARDS LOCAL TOURIST TRAVEL PREFERENCES	187
	Nor Husna Hasan, Nur Hazwani Ahmad, Nur Zulaikha Mahmod & Sharifah Syed Azman	
18	A STUDY ON FACTORS THAT INFLUENCE UNIVERSITI MALAYSIA KELANTAN (UMK) UNDERGRADUATE STUDENTS FOOD CHOICES	196
	Amir Faris, Muhammad Mustofa, Mohamad Syukri, Wong Jing Yin & Derweanna Bah Simpong	
19	PERCEPTION AND ACCEPTANCE OF 'SAMBAL PIJAT' IN KELANTAN	206
	Nur Aisyah Nabila Darwis, Nur Safura Mazahar, Nurul Shahirah Zamanan & Shirlyn Hing Shi Ning	
20	THE EFFECTS OF JAY-CUSTOMER BEHAVIOURS ON JOB STRESS AMONG CUSTOMER SERVICE EMPLOYEES IN HOSPITALITY INDUSTRY	218
	Atiqah Rahman, Shahiera Che Mat, Atikah Rashid & Syafiqah Sukri, Hafizah Muhammad	
	TOURISM	
21	THE MOTIVATION TO VISIT FILM-INDUCED TOURISM DESTINATION AMONG YOUTH TRAVELERS IN MALAYSIA	227
	Mohamad Najmi Bin Roshid, Nurul Azmira Binti Shaharuddin, Nurul Syakinah Binti Mohamad Fadil & Rasyiqah Binti Roshaizak	

FACTORS INFLUENCING LOCAL TOURISTS' TRAVEL DESTINATION CHOICE: A CASE OF MALAYSIA	237
Nuraina Asira Binti Hamidon, Nurul Atiqah Binti Gazer, Wan Nurul Faatihah Bt Wan Mohamed Sharif & Yap Chui Man	
FACTORS INFLUENCING DESTINATION PREFERENCES AMONG INTERNATIONAL TOURISTS IN MALAYSIA	246
Wong Li Yong, Rayatul Khairani Abd Malik, Nulain Abdul Malik & Marlisa Abdul Rahim	
FACTORS THAT ATTRACT LOCAL TOURISTS TO VISIT KELANTAN	258
Noraisa binti Umar Ali, Nur Afiqah binti Mohd Pauzi, Nur Hidayah binti Ramli &	
FACTORS THAT INFLUENCE TOURIST SATISFACTION TOWARDS HERITAGE MUSEUMS IN KELANTAN	267
Chin Heng Chuan, Mashitah Binti Shamsudin, Maslinda Binti Efendi & Muhamad Haziq Bin Mohamad Hisam	
PULAU PINANG	276
Heng Siang Ching, Nik Noor Hasif, Noor Atikah & Rehabeam	
HUMAN RESOURCE MANAGEMENT REACTICES AND JOB REPEORMANCE STUDY	286
AMONG EMPLOYEES IN TRAVEL AGENCY SERVICES	200
Adora Ain Saifuddin, Farasyah Nordin, Goh Sin Ling, Mohamad Fareezuan Mohd Suhaimi & Marlisa Abdul Rahim	
MOTIVATION THAT TRIGGERS ADVENTURE TOURISM PARTICIPATION AMONG YOUTHS IN MALAYSIA	297
Muzhaffar Bin Mahazir, Nor Azwani Binti Che Hasim, Nursushahira Md Ali, Siti Nur Ayunni Binti Jaafar, & Ruzanifah Kosnin	
THE FACTORS THAT AFFECT TOURIST SATISFACTION TOWARDS KELUANG HILL	308
Nurul Najihah,Nurul Nabila,Nurul Ehsaniah, & Nurul Shafieqah	
THE FACTORS THAT DETERMINE TOURIST ADOPTION OF SMARTPHONE APPS AMONG YOUTHS	318
Hor Pooi Yan, Nur Syahirah Afiqah Binti Razali & Shazlinamieratulain Binti Sukima	
TOURIST WILLINGNESS TO PARTICIPATE IN ONLINE CO-CREATION EXPERIENCE:	327
Chong Jing En, Nur Anis Ayunie binti Ariffin, Nur Fatini binti Che Yusoff, Nur Hayatul	
THE IMPACTS OF COVID 40 TO MALAYSIAN TOUDISM INDUSTRY, A CASE STUDY	338
THE IMPACTS OF COVID-19 TO MALAYSIAN TOURISM INDUSTRY: A CASE STUDY IN KELANTAN	330
IN KELANTAN	330
IN KELANTAN	
	Nuraina Asira Binti Hamidon, Nurul Atiqah Binti Gazer, Wan Nurul Faatihah Bt Wan Mohamed Sharif & Yap Chui Man FACTORS INFLUENCING DESTINATION PREFERENCES AMONG INTERNATIONAL TOURISTS IN MALAYSIA Wong Li Yong, Rayatul Khairani Abd Malik, Nulain Abdul Malik & Martisa Abdul Rahim FACTORS THAT ATTRACT LOCAL TOURISTS TO VISIT KELANTAN Noraisa binti Umar Ali, Nur Afiqah binti Mohd Pauzi, Nur Hidayah binti Ramli & Ruzanifah Kosnin FACTORS THAT INFLUENCE TOURIST SATISFACTION TOWARDS HERITAGE MUSEUMS IN KELANTAN Chin Heng Chuan, Mashitah Binti Shamsudin, Maslinda Binti Efendi & Muhamad Haziq Bin Mohamad Hisam FACTORS INFLUENCING TOURISTS' FOOD PREFERENCES AT GEORGETOWN, PULAU PINANG Heng Siang Ching, Nik Noor Hasif, Noor Atikah & Rehabeam HUMAN RESOURCE MANAGEMENT PRACTICES AND JOB PERFORMANCE STUDY AMONG EMPLOYEES IN TRAVEL AGENCY SERVICES Adora Ain Saifuddin, Farasyah Nordin, Goh Sin Ling, Mohamad Fareezuan Mohd Suhaimi & Marlisa Abdul Rahim MOTIVATION THAT TRIGGERS ADVENTURE TOURISM PARTICIPATION AMONG YOUTHS IN MALAYSIA Muzhaffar Bin Mahazir, Nor Azwani Binti Che Hasim, Nursushahira Md Ali, Siti Nur Ayunni Binti Jaafar, & Ruzanifah Kosnin THE FACTORS THAT DETERMINE TOURIST ADOPTION OF SMARTPHONE APPS AMONG YOUTHS Hor Pooi Yan, Nur Syahirah Afiqah Binti Razali & Shazlinamieratulain Binti Sukima THE FACTORS THAT DETERMINE TOURIST ADOPTION OF SMARTPHONE APPS AMONG YOUTHS Hor Pooi Yan, Nur Syahirah Afiqah Binti Razali & Shazlinamie

33	UNDERSTANDING MOTIVATION FACTORS, EMPOWERMENT AND SUSTAINABILITY OUTCOMES OF HOMESTAY ENTREPRENEURS IN KELANTAN.	353
	Rachel Teoh Wai Kei, Haswani Binti Rahmat, Mohamad Adam Bin Mohd Afandi, Nurul Azizah Binti Azizan & Velan Kunjuraman	
	WELLNESS	
34	A DETERMINING FACTORS OF STRESS DISORDER AMONG UMK VETERINARY STUDENT	367
	Nur Fakhira Binti Mohd Asri, Nurul Nabilla Binti Mohd Saipul Lizam, Tanasilen A/L Arumugan, Wan Nur Afifah Binti Wan Mohd Yusuf	
35	DETERMINANTS OF DEPRESSION AMONG NURSING STUDENTS IN USM, KUBANG KERIAN, KELANTAN	379
	Nurul Shafidah binti Shuhazi, Shahrul Nur Adila binti Shahrul Nizam, Siti Aishah binti Hambali & Siti Syarah binti Lub	
26	EXPLORING THE ROLE OF NATURAL HOT SPRING IN THE CONTEXT OF WELLNESS	200
36	TOURISM	390
	Noraznieza Binti Nor Azhar, Noorfara Atika Binti Ithnan, Nor Suhada Binti Ahmad, Nur Alfazliyana Binti Mohd Zulkifli & Nor Dalila Binti Marican	
37	FACTORS ASSOCIATED WITH CONFINEMENT CARE SERVICES UTILIZATION	400
	AMONG CUSTOMERS OF CONFINEMENT CARE SERVICE IN JOHOR Muhamad Kamal Awang, Fatin Najihah Ahmad Bajuri, Anis Ameera Nasha Mohd Hamdi & Mohammad Hafizul Amir Hamzah	
38	FACTORS ASSOCIATED WITH UTILISATION OF PAP SMEAR SCREENING TEST AMONG WOMEN UNIVERSITI MALAYSIA KELANTAN (UMK) STAFF	409
	Aisyah Humaira Amirudin, Fatin Nabilah Mohd Nordin, Muhammad Hafizul Azim Johari & Nurfatin Kaharudin	
39	FACTORS INFLUENCING HEALTH INFORMATION-SEEKING BEHAVIOUR ON THE WEBSITE AMONG UNIVERSITY MALAYSIA KELANTAN UNDERGRADUATE STUDENTS IN CITY CAMPUS	418
	Sevin Kumar Yathavan, Shahkilah Binti Mohd Shah, Sivanes Valaiyapathi & Teoh Yong Chun	
40	FACTORS OF SKIPPING BREAKFAST INFLUENCING STUDENTS' LIFESTYLE AMONG UNIVERSITY MALAYSIA KELANTAN CITY CAMPUS STUDENTS	431
	Rinusha Raja, Rozilah Silap, Siti Afizah & Siti Rosnani	
41	FACTORS THAT ASSOCIATED WITH DEPRESSION AMONG CHILDREN IN MALAYSIA	455
	Busyra Ain Binti Muhammad Bakri, Darshini Nair A/P Vithiananthan, Noor Syahirah Binti Aziz, Nurul Fatihah Binti Taib.	
42	FACTORS THAT ASSOCIATED WITH WELLNESS TOURISM IN MALAYSIA	463
	Chan Pui Yee, Hooi Mei Qing, Jannu A/P Subramaniam & Mohamad Ridzuan Bin Zainuddin	
43	FACTORS THAT INFLUENCE MALE STAFFS AND MALE STUDENTS (FHPK) UNIVERSITI MALAYSIA KELANTAN IN CHANGING TOBACCO CIGARETTES TO E-	471
	CIGARETTES Nur Alia Suhaimah Binti Mohd Azlan, Nur Anisah Binti Mohd Yusof, Nur Nabilah Binti Kamaruddin, Nur Syafiqah Binti Ahmad Sukri	

44	FACTORS THAT INFLUENCE THE INCREASING OF OBESITY AMONG UMK CITY	484
	CAMPUS STUDENTS Fatin Anissa Binti Halim, Juvanna D/O Aston George Lange, Nazatul Roziana Binti	
	Zainal Abidin & Thurga Nandini A/P Muthu Kumar	
45	FACTORS THAT INFLUENCE THE INTENTION OF PURCHASING BEAUTY PRODUCTS AMONG FEMALE CONSUMERS FROM LEADING DRUGSTORE IN TERENGGANU	495
	Sharimila A/P Pachimuthu, Wan Nurul Hidayah Binti Wan Awang & Wan Siti Aminah Binti Wan Shamsuddin, & Loke Ji Hao	
46	FACTORS THAT INFLUENCE TOWARD STRESS AMONGST FEMALE STUDENTS YEAR 4 IN UNIVERSITY OF MALAYSIA KELANTAN, PENGKALAN CHEPA	508
	Nur Isna Najiha Md Iskandar, Nurfarah Hanis Jamaluddin, Nur Haziqah Zulkifli & Nur Ezzah Syafiqah Rohaily @ Abd Rahman	
47	KNOWLEDGE, ATTITUDE AND PRACTICE OF SKIN WHITENING PRODUCT AMONG FEMALE RESIDENTS AT COLLEGE TAMAN BENDAHARA	518
	Aisyah Binti Azman, Muhamad Faisal Bin Ishak, Nik Liyana Nabihah Binti Nik Adnan & Noor Fadhliya Binti Rosdi	
48	MOTIVATIONAL FACTORS THAT AFFECT THE VISIT INTENTION TO LOQOH	528
-0	WELLNESS AND SPA AMONG KOTA BHARU TOWN PUBLIC	520
	Muhammad Syakir Abas, Nurul Asfariesna lezzaty Abdullah, Muvina Vijayakumaran & Nurul Auni Ramli Shariff	
49	PREVALENCE, PREDICTORS AND TRIGGERS OF MIGRAINE HEADACHE AMONG	539
	FEMALE STUDENTS IN KEMUMIN RESIDENTIAL COLLEGE Adlina binti Azmi, Arisa Arifah binti Kamaluddin, Azizah binti Zulkifli, Hasbi An Najihah	
	binti Md Kasim & Muhammad Kama Syahril Azlan bin Kamaruzaman	
50	RISK FACTORS OF INSOMNIA DISORDER AMONG SCIENCE STUDENTS IN UNIVERSITY MALAYSIA KELANTAN	550
	Nur Idayu Bt Kamaruddin, Nur Sufina Binti Azlan, Vinnoth Ganisan, Zul Akiqah Bt Mohd Noor	
51	SPIRITUAL PERSPECTIVE AND MENTAL HEALTH STATUS AMONG WELLNESS STUDENTS AT UNIVERSITI MALAYSIA KELANTAN	562
	Nur'ain Syazwani Binti Ruzaidi, Nor Syakirah Binti Mohd Shukri, Norsuhada Binti Shamsuri, Nor Amira Binti Mahiddin & Nor Dalila Marican	
52	THE FACTORS CONTRIBUTING TO CHILDHOOD VACCINATION HESITANCY AMONG PARENTS IN KAMPUNG ASAM JAWA, BALING KEDAH.	572
	Nur Amalia Sabrina Binti Sobri, Nur Anizatul Azna Binti Omar, Nur Ashikin Natasha Binti Musa, Nur Hazirah Binti Abdul Razak	
53	THE FACTORS OF UMK STUDENTS' VISIT INTENTION TO HALAL SPA IN KOTA BHARU	582
	Ahmad Bukhori bin Che Mahmood, Muhammad Amirul bin Mohamed Azmi, Muhammad Fariz bin Mohd Puzi & Muhammad Hilman bin Idris	
54	THE FACTORS THAT INFLUENCING FAST FOOD CONSUMPTION BEHAVIORS AMONG UMK STUDENTS IN CITY CAMPUS	593
	Ranjitha A/P Marathandi, Siti Najihah Binti Nordin, Siti Noornajiha Binti Mohd Najib, Tan Yee Yun & Dr. Nur Athirah Binti Sumardi	
55	THE INFLUENCE OF WORK STRESS TOWARD WORK PERFORMANCE AMONG	607
	WORKERS IN HUMAN RESOURCES NSK SEREMBAN 2, NEGERI SEMBILAN Syed Lukman Hakim bin Syed Mohd Noor, Olivia Michella A/P Johnson, Rabi'atul	
	Adawiyah bt Helmeshah & Siti Noor Akmawati bt Ahmad	

56	THE PERCEPTION OF ART THERAPY TO REDUCE A STRESS LEVEL AMONG UNIVERSITI MALAYSIA KELANTAN (UMK) STUDENTS			
	Nur Arina Abdul Rashid, Nur Shafiqah Nordin, Tri Julianti Yusof & Zafirah Che Zainol			
57	THE PREVENTION, CONTROL AND EVALUATION RELATED TO HAND, FOOT, AND MOUTH DISEASE (HFMD) AMONG CHILD CAREGIVERS AT TAMAN KURNIA JAYA, PENGKALAN CHEPA, KELANTAN	629		
	Adni Halianie Binti Adnan, Hanisah Binti Roslee, Kee Shu Wey, Loo Kar Wai			
58	THE RELATIONSHIP BETWEEN CONSUMER BEHAVIOUR AND INTENTION TO	638		
50	PATRONIZE MUSLIM FRIENDLY SPA AMONG A COMMUNITY IN KOTA BHARU, KELANTAN			
	Norhamizah binti Mohamad Abiah, Nor Syazleen binti Azahar, Nor Farhana binti Hadidi, Noorzatil Izni Adlini binti Saroni & Nor Dalila Marican			
59	THE RELATIONSHIP BETWEEN SELF-ESTEEM AND ACADEMIC PERFORMANCE AMONG STUDENTS OF UNIVERSITY MALAYSIA KELANTAN, CITY CAMPUS	649		
	Mai Husna Binti Mior Kamarul Bahrain, Fatin Aini Binti Kamarul Arriffin , Nurul Arifah Binti Suhaimi, Muhammad Shazzuan Bin Mohd Shaker			
60	FACTORS AFFECTING THE PURCHASE INTENTION AMONG UNDERGRADUATE STUDENTS TOWARDS FAST-FOOD RESTAURANTS IN EAST COAST MALAYSIA	659		
	Muhammad Nur Hilmi, Nurul Najihah, Nurul Nabilah & Thong Bei Yee			

Factors Associated with Utilisation of Pap Smear Screening Test Among Women Universiti Malaysia Kelantan (UMK) Staff

Aisyah Humaira Amirudin, Fatin Nabilah Mohd Nordin, Muhammad Hafizul Azim Johari & Nurfatin Kaharudin

Faculty of Wellness, Universiti Malaysia Kelantan Corresponding email: fatimah.g@umk.edu.my

ABSTRACT

According to the Ministry of Health, the third most common cancer among women in Malaysia is cervical cancer. Pap Smear Screening Test is used to detect early stage of cervical cancer. Any abnormal changes in the cervix will be found as the process of screening is the most efficient way to detect early cervical cancer. The purpose of this cross-sectional study is to examine the factors associated with utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff. A cross-sectional study design was used and a self-administered guestionnaire was distributed to collect the data. A total of 50 women UMK employees from eight faculties involved in this study. A convenience sampling technique was used to select the respondents. Data collection of this research was conducted via online questionnaire whereby, Google Form was used as a platform. Majority of the respondents were married (76.0%), Islam (92.0%), Malay (94.0%), from Faculty of Entrepreneurship (18.0%) and ever had a Pap smear screening test (46.0%). Based on Binary logistic regression, there was no association between knowledge on Cervical Cancer and behavior with utilization of Pap smear screening test. The results showed that the knowledge on Cervical Cancer and behaviour, were not statistically significant (p>0.05). The findings of the data are essential in society especially women to emphasize their health care. Society will realize that hospitals are not just a facility for sick person. It can also be used for a regular check-up to a healthy person, just for preventative measures. Thus, there will be an increase in the awareness of cervical cancer screening test utilisation.

Keywords: Pap smear, Screening, Cervical cancer, Knowledge, Behaviour

INTRODUCTION

According to The Ministry of Health, the third most common cancer among women in Malaysia is cervical cancer. Cervical cancer is developed through the cervix. Cell that suddenly have an abnormal sequence of growth became capable on spreading to other parts of body. No sign is usually seen early on. The flow of vaginal bleeding during sexual intercourse, pelvic pain or pain during sexual intermission are the signs or symptoms of cervical cancer (Seng, L et al., 2018).

At International level, in 2010, World Health Organization reported that 8.7 million women from 15 years and above in Malaysia have risk in getting cervical cancer. Every year, 2126 women had the cervical cancer and 631 from them was dead (Varatharajan et al., 2012). The prevalence of pap smear screening utilization in Malaysia was low. A total of 403 female teachers from government secondary schools majority never had pap smear test for about 62% and for others 38% had pap test before. Participants that wanted to go to a pap test but contemplated to so are

being categorised in the contemplation stage, there are about 50% of participants that is in the category.

According to the World Health Organization (WHO), the targeted percentage of women that undergo Pap smear screening test was 70% at the age of 35 to 45 years old. The targets cover the period of 2020 – 2030 (Brisson & Drolet, 2019). Any eligible woman is encouraged to apply to have their Pap smear test completed. The Ministry of Health (MOH) provides about 75% of the country's Pap smear screening without incurring public costs. On the other hand, other organisations such as university hospital, private facilities and non-governmental organizations provide about 25% of the Pap smear screening service, but the women are expected to pay for the test.

This study aims to investigate factors related to the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff. The target population of the study is women staff in UMK which from 8 different faculty.

There are two objectives of this research:

1. To investigate the association between knowledge of cervical cancer and utilisation of Pap smear screening test.

2. To identify the association between behavior and utilisation of Pap smear screening test.

Significance of the Study

First of all, the study is to contribute to the body of knowledge on factors associated with cervical cancer screening test utilisation. The knowledge given can broaden the significance and importance of cervical cancer screening tests. This will then lead the society, especially women to emphasize their health care. Society will realize that hospitals are not just a facilities for sick person. It can also be used for a regular check-up to a healthy person, just for preventative measures. Thus, there will be an increase in the awareness of cervical cancer screening test utilisation.

Furthermore, the results of the study will provide useful information for future studies in cervical cancer prevention program. There are several potential factors that are associated with cervical cancer screening test utilisation that is knowledge of cervical cancer and behaviour. Those factors can help other researchers to further understand and improve their research on behaviour, attitude or barriers in the study to implement cervical cancer prevention program.

LITERATURE REVIEW

Prevalence of cervical cancer

According to WHO, a successful HPV vaccination can avoid most cervical cancer disease. A pre cancer screening and treatment are also ways to eliminate cancer. In 2018, the disease caused 311 000 death and approximately 570 000 people worldwide were diagnosed with cervical cancer (Arbyn, Marc et al., 2019)

Based on developing countries, there was increasing trend of incidence rate in cervical cancer, for instance, Ethiopia in 2010 women had higher risk of having cervical cancer for about 20.9 million, and there is a prediction that in 2025 the rate will doubtlessly double in the number of women that have been diagnosed with cervical cancer. A report about 7619 number of suspected cases and 6081 deaths. It represented 25.8 % - 32% of all female malignancies (Gebregziabher et al., 2019) While in Sub Sahara Africa, African women diagnosed with cervical cancer for more than 80 000 with death rate of 75% (60,000) each year, and are discovered mostly in Sub Sahara Africa (Oche et al., 2013).

Knowledge of cervical cancer

A case study in South Africa was carried out in the region of Vhembe District which use a selfadministered questionnaire to find knowledge about cervical cancer screening among women. Majority of the respondent (65.8%) knew about the Pap Smear Test which was only above average. In retrospect, the rising of cervical cancer in third world country warrant a higher awareness among women as 34.2% of the respondent still would not subject themselves to a screening test due to lack of education regarding cancer itself (Vhuromu et al., 2018).

It is important for medical personnel to provide the correct information regarding cervical cancer and a study focused on the female health workers was conducted in the Tertiary Hospital in Nigeria to ascertain this problem. It found that 90% of the female health workers were aware of the disease and symptom but only 58% of them have proper knowledge regarding the risk factor of cervical cancer. As such, almost all respondent (72.1%) agrees that there is a need for proper workplace education regarding cervical cancer to help improve the detection rate of cervical cancer (Omnua et al., 2019).

Behavior towards Pap smear examination

A study conducted by Vhuromu (2018) in Vhembe District, South Africa showed that embarrassment is one of the factor that associated with the utilisation of Pap Smear Test. 15.2% of respondents would not go to a Pap Test because they are embarrass. From the study, there are a lot of respondents that are willing to go to a pap test without feeling shy but they are being restricted due to the difficulty in accessing services in rural areas. Result of the study were collected through a self-administrated questionnaire (Vhuromu et al., 2018).

Another study on Pap Smear Test among health worker showed that, even if 98.6% of the respondents knew something about cervical cancer, only 10% of the respondents had a Pap Smear, and 90.5% knew that cervical cancer could be detected early trough a Pap Smear. Based on the study, the reasons of not having a Pap Test is because 24.7% of the respondents are scared of having to experience an unfamiliar pain and 21.1% indicated that fear of Pap Smear Test result are consuming them that there are possibility of positive result (Oche et al., 2013)

Research Hypothesis

In this study, there were two hypotheses related to identify the relationship between knowledge of cervical cancer and behaviour with utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff.

- H0: There is no significant relationship between knowledge of cervical cancer and utilisation of pap smear screening test.
- H1: There is significant relationship between knowledge of cervical cancer and utilisation of pap smear screening test.
- H0: There is no significant relationship between behavior and utilisation of pap smear screening test.
- H1: There is significant relationship between behavior and utilisation of pap smear screening test.

Research Framework

A research framework has been illustrated to demonstrate the connection between knowledge of cervical cancer and behaviour with the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff. In this study, the independent variables are knowledge of cervical cancer and behaviour. The dependent variables are the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff.

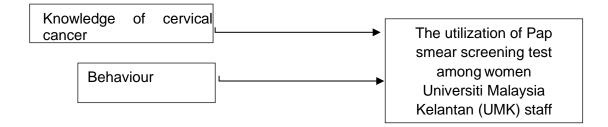


Figure 1: Research framework of the utilization of Pap smear screening test among women Universiti Malaysia Kelantan (UMK) staff

METHODOLOGY

Research Design

This study used the quantitative method that questionnaire was distributed to 254 female staff. The cross-sectional study design used self-administered questionnaires were distributed to collect data.

Data Collection

The questionnaires were used in this study to collect data. This method is easy and doubt can be clarified. The total number of female staff in each faculty on the three campuses is 254. Questionnaires will be given randomly to the respondents and according to the schedule Krejcie & Morgan (1970) respondents, 127 female staff to be used as respondents.

The data collection was a fieldwork. A set of questionnaires was distributed to collect the data which are female staff at three campus. The researchers will divide questionnaire into 4 sections which are Section A, B, C and D. For Section A, the questionnaire provides the general information about female staff UMK demographics such as age, marital status, religion, ethnicity, faculty and Pap smear test. For Sections B, C and D, questions that elaborate further on the dependent and independent variables include the use of Pap smear screening tests that (i) knowledge of Cercival Cancer, (ii) Behavior, (iii) Personal Beliefs that will be reviewed in the survey.

Sampling

The sampling method used in this study is non-probability sampling which is convenience sampling. This method is used by researchers because it is the most practical and feasible way due to low respondent. Questionnaires were randomly distributed to female staffs for each faculty at the three campuses, namely Kota Campus, Bachok Campus and Jeli Campus.

In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula will be shown as below:

n = sample $= \frac{S}{e^{2}(N-1) + X^{2}p(1-p)}$ size N = population size e = the degree of accuracy expressed as proportion (0.05)

 x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841) p = proportion of population (if unknown, 0.5)

Data Analysis

There were three types of data analysis used in this study; inferential analysis, descriptive analysis and reliability test. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

A total of 50 respondents were included in this study. Table 1 shows the Demographic characteristics of respondents. Majority of the respondents were married (76.0%), Islam (92.0%), Malay (94.0%), from FKP (18.0%) and ever had a pap smear screening test (46.0%).

Table 2 shows the association between independent variables, namely, knowledge in Cervical Cancer and behaviour with utilisation of Pap smear screening test. Based on Binary logistic regression, there was no association between knowledge on Cervical Cancer and behavior with utilization of Pap smear screening test. The analysis results showed that the knowledge on Cervical Cancer and behaviour, were not statistically significant (p>0.05). Thus, the result indicates that the knowledge of cervical cancer and behaviour were not the factors that contribute in utilisation of Pap smear screening test.

Demographic characteristic	Frequency	Percentage (%)/ Mean (SD)	
Age		36.76±4.893	
Marital Status			
Single	9	18.0	
Married	38	76.0	
Widowed	1	2.0	
Divorced	2	4.0	
Religion			
Islam	46	92.0	
Christian	1	2.0	
Buddha	3	6.0	
Others	0	0	
Ethnicity			
Malay	47	94.0	
Chinese	2	4.0	
Indian	0	0	
Others	1	2.0	
Faculty			

Table1: Demographic characteristic of respondents (n=50).

FHPK	8	16.0	
FKP	9	18.0	
FPV	5	10.0	
FTKW	6	12.0	
FAE	8	16.0	
FIAT	2	4.0	
FSB	6	12.0	
FBKT	6	12.0	
Have had Pap smear screening			
Yes	23	46.0	
No	27	54.0	

Table 2: Determinants of utilisation of Pap smear screening test on Binary logistic regression

Independent variables	Beta	95% Confidence interval		p-value
		Lower	Upper	
Knowledge Cervical Cancer	-0.051	0.658	1.373	0.785
Behaviour	-0.006	0.861	1.149	0.939

DISCUSSION & RECOMMENDATION

This study was designed to identify the relationship between knowledge and behavior that related with utilization of Pap smear screening test among women in University Malaysia Kelantan staff and finding of this study showed that there was no relation between knowledge on Cervical Cancer and behavior with utilization of a Pap smear screening test.

This study was in line with previous studies that there was no significant association between knowledge and utilization of Pap smear (Michael.D et al.,2015) that show there was no association between utilization of cervical cancer screening and level of knowledge (p:0.526). This could be due to the study that only recruited female primary school teachers that can prone to potential selection bias. This finding was not consistent with previous study due to limited sample size.

Besides that, it was found that there was no significant association between behaviour and the use of Pap smear screening test. This result was supported by previous study (Samura,2015) that show no significant association due the study only focus on high proportion of women educated to university level (postgraduate student) is not representative of the general Gabonese population. The inclusion method is likely the main reason for the bias because the study population mainly included women who were not at work during the recruitment times and were present in the public sites.

As for recommendation, the sample size should be widened in the future research to emphasize the topic on about the utilization of pap smear screening test among women staff in University Malaysia Kelantan. The sample should not be limited for women staff in University Malaysia Kelantan only.

CONCLUSION

The purpose of the study was to determine the factor that associated with Utilization of Pap smear screening test among women staff in Universiti Malaysia Kelantan. Therefore, utilization of pap smear screening test was represented by women staff in Universiti Malaysia which was dependent variable. Moreover, there was two independent variables which is knowledge and behavior. Then the result shows that there is no association between knowledge on Cervical cancer and behavior with utilization of Pap smear screening test.

REFERENCES

- Ahmed Al-Naggar, R. (2012). Practice and Barriers towards Pap Smear Test from a Public Hospital in Malaysia. Journal of Community Medicine & Health Education, 02(03). https://doi.org/10.4172/jcmhe.1000132
- Al-Meer, F. M., Aseel, M. T., Al-Khalaf, J., Al-Kuwari, M. G., & Ismail, M. F. S. (2011). Knowledge, attitude and practices regarding cervical cancer and screening among women visiting primary health care in Qatar. Eastern Mediterranean Health Journal, 17(11), 855–861. https://doi.org/10.26719/2011.17.11.855
- Brisson, M., & Drolet, M. (2019). Global elimination of cervical cancer as a public health problem. In The Lancet Oncology (Vol. 20, Issue 3, pp. 319–321). https://doi.org/10.1016/S1470- 2045(19)30072-5
- Chongthawonsatid, S. (2017). Inequity of healthcare utilization on mammography examination and Pap smear screening in Thailand: Analysis of a population-based household survey. In PLoS ONE (Vol. 12, Issue 3). https://doi.org/10.1371/journal.pone.0173656
- Ifemelumma, C. C., Anikwe, C. C., Okorochukwu, B. C., Onu, F. A., Obuna, J. A., Ejikeme, B. N., & Ezeonu, O. P. (2019). Cervical Cancer Screening: Assessment of Perception and Utilization of Services among Health Workers in Low Resource Setting. International Journal of Reproductive Medicine, 2019, 1–8. https://doi.org/10.1155/2019/6505482
- KI, O., AD, I., & ET, A. (2019). A Study on the Awareness and Utilization of Pap Smear Among Female Health Workers in a Tertiary Hospital in Nigeria. Journal of Cytology & Histology, 10(1). https://doi.org/10.4172/2157-7099.1000531
- Kileo, N. M., Michael, D., Neke, N. M., & Moshiro, C. (2015). Utilization of cervical cancer screening services and its associated factors among primary school teachers in Ilala Municipality, Dar es Salaam, Tanzania. BMC Health Services Research, 15(1). https://doi.org/10.1186/s12913-015-1206-4
- O, O. M., U, K. A., & T, A. J. (2013). Cancer of the cervix and cervical screening: Current knowledge, attitude and practices of female health workers in Sokoto, Nigeria. International Journal of Medicine and Medical Sciences, 5(4), 184–190. https://doi.org/10.5897/IJMMS2013.0886

- Varatharajan, S., Majdah, M., Aljunid, S., Chen, W.-S., Mukarramah, A., & Yong, C.-M. (2012). Cervical cancer in Malaysia: can we improve our screening and preventive practice? BMC Public Health, 12(S2). <u>https://doi.org/10.1186/1471-2458-12-s2-a17</u>
- Vhuromu, E. N., T. Goon, D., Maputle, M. S., Lebese, R. T., & Okafor, B. U. (2018). Utilization of Cervical Cancer Screening Services among Women in Vhembe District, South Africa: A Cross-Sectional Study. The Open Public Health Journal, 11(1), 451–463. https://doi.org/10.2174/1874944501811010451
- Assoumou, S. Z., Mabika, B. M., Mbiguino, A. N., Mouallif, M., Khattabi, A., & Ennaji, M. M. (2015). Awareness and knowledge regarding of cervical cancer, Pap smear screening and human papillomavirus infection in Gabonese women. BMC Women's Health, 15(1). doi:10.1186/s12905-015-0193-2
- Gebru, Z., & Gerbaba, M. (2016). Utilization of Cervical Carcinoma Screening Service and Associated Factors among Currently Married Women in Arba Minch Town, Southern Ethiopia. Journal of Womens Health Care, 05(01). https://doi.org/10.4172/2167-0420.1000297
- Seng, L. M., Rosman, A. N., Khan, A., Haris, N. M., Mustapha, N., Husaini, N., & Zahari, N. F. (2018). Awareness of cervical cancer among women in Malaysia. International journal of health sciences, 12(4), 42–48.