



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kedah
Kampus Sungai Petani



Voice of Academia

Academic Series of Universiti Teknologi MARA Kedah



COMMITTEE PAGE

VOICE OF ACADEMIA

Academic Series of Universiti Teknologi MARA Kedah Branch

ADVISORY BOARD MEMBER

Professor Dr. Mohamad Abdullah Hemdi
Associate Professor Ts. Dr. Azhari Md Hashim

CHIEF EDITOR

Dr. Junaida Ismail

MANAGING EDITOR

Mohd Nazir Rabun

EDITORIAL TEAM

Aishah Musa
Etty Harniza Harun
Khairul Wanis Ahmad
Intan Syahriza Azizan
Syahrini Shawalludin

EDITORIAL BOARD

Professor Dr. Diana Kopeva
University Of National And World Economy, Sofia, Bulgaria

Professor Dr. Kiyomet Tunca Caliyurt
Faculty Of Accountancy, Trakya University, Edirne, Turkey

Professor Sivamurugan Pandian
School Of Social Science, Universiti Sains Malaysia

Dr. Simon Jackson
*Faculty Of Health, Arts And Design,
Swinburne University Of Technology Melbourne, Aust*

Professor Dr. M. Nauman Farooqi
*Faculty Of Business & Social Sciences, Mount Allison University,
New Brunswick, Canada*

Professor Madya Dr. Wan Adibah
*Faculty Of Accountancy,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Azlyn Ahmad Zawawi
*Faculty Of Administrative Sciences & Policy Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Azyyati Anuar
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Neesa Ameera Mohammed Salim
*Faculty Art & Design, Universiti Teknologi Mara,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Muhamad Khairul Anuar Zulkepli
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr Rosidah Ahmad
*Faculty Computer Science And Mathematics,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

CONTENT REVIEWER

Assoc. Prof. Dr. Nur Hisham Ibrahim,
*Faculty Art & Design,
Universiti Teknologi MARA Sri Iskandar, Malaysia*

Assoc. Prof. Dr. Noor Zahirah Mohd Sidek,
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Azfahanee Zakaria,
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Abd Rahman Latif,
Lecturer, Universiti Malaysia Terengganu, Malaysia

Dr Azyyati Anuar,
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr Jamaluddin Akbar,
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Junaida Ismail,
*Faculty Of Administrative Sciences & Policy Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Law Khuan Kheng,
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Mahadzir Ismail,
*Faculty Of Business Management,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Muhammad Khairul Anuar Zulkepli,
*Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Mohd Nasir Bin Ayub,
*Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA Cawangan Pahang Raub Campus, Malaysia*

Dr. Neesa Ameerah Mohamed Salim,
*Faculty Art & Design, Universiti Teknologi Mara,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Nur Hafeeza Binti Ahmad Pazil,
*School of Social Sciences,
Universiti Sains Malaysia, Malaysia*

Dr. Nur Aida Kipli,
*Faculty Of Administrative Sciences & Policy Studies,
Universiti Teknologi MARA Cawangan Sarawak, Malaysia*

Dr. Nor Zaini Zainal Abidin,
*Faculty Of Administrative Sciences & Policy Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Roshidah Ahmad,
*Faculty Computer Science And Mathematics,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Siti Zuliha Razali,
*School of Social Sciences,
Universiti Sains Malaysia, Malaysia*

Dr. Zubir Azhar,
*School Of Management,
Universiti Sains Malaysia, Malaysia*

LANGUAGE REVIEWER

Assoc. Prof. Dr. Zuraina Ali,
*Center For Modern Language,
Universiti Malaysia Pahang, Malaysia*

Dr. Wan Irham Ishak, Senior Lecturer,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Dr. Jumani Fauzi,
*Center For Modern Language,
Universiti Malaysia Pahang, Malaysia*

Dr. Nor Suhardiliana Sahar,
*Center For Modern Language,
Universiti Malaysia Pahang, Malaysia*

Cik Fathiyah Ahmad,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

En. Azrul Shahimy Moh Yusof,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Pn Aishah Musa,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Pn. Bawani Selvaraj,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Pn. Ho Chui Chui,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Pn. Juwairiah Osman,
*Akademi Pengajian Melayu,
Universiti Malaya, Malaysia*

Pn. Mas Aida,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Pn. Noor Izzati Ahmad Shafai,
*Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia*

Pn. Nor Aslah Adzmi,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

Pn. Nor Asni Syahriza Abu Hasan,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

Pn. Phaveena Primsuwan,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

Pn. Razanawati Nordin,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

Pn. Robekhah Harun,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

Pn Samsiah Bidin,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

Pn Shafinah Md Salleh,
Academy Of Language Studies,
Universiti Teknologi MARA Cawangan Kedah, Malaysia

e-ISSN: 2682-7840



Copyright © 2022 by the Universiti Teknologi MARA, Kedah

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission, in writing, from the publisher.

© Voice of Academia is jointly published by the Universiti Teknologi MARA Caawangan Kedah, Malaysia and Penerbit UiTM (UiTM Press), Universiti Teknologi MARA Malaysia, Shah Alam, Selangor.

The views, opinions and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the Faculty or the University.

TABLE of CONTENTS

TAX AVOIDANCE AND MANAGEMENT FRAUD IN MALAYSIAN PUBLIC LIMITED COMPANIES: CONCEPTUAL PAPER Roshidah Safeei	1 -13
RELIGIOSITY AND ATTITUDE INFLUENCE ON MUSLIMS' INTENTION TO VISIT HOMESTAYS IN SABAH, MALAYSIA Azrin Jalsai ¹ & Sylvia Nabila Azwa Ambad ²	14 -28
MEDICAL HEALTH INSURANCE: A CROSS-SECTIONAL STUDY OF FACTORS ASSOCIATED WITH THE FINAL YEAR UNDERGRADUATE STUDENT'S INTENTION Muhammad Danial Kamarulzaman ¹ , Mohd Nazir Rabun ^{2*} & Mustaqim Mohd Halim ³	29 - 41
APPLICATION OF GOLDEN RATIO IN INCREASING THE APPEAL OF PROPORTIONS IN DESIGN Azmir Mamat Nawi ¹ , Wan Zaiyana Mohd Yusof ² , Hafeezur Rahmaan Mohd Yassin ³	42 - 48
THE DOMINANT OF VALUES AND LIFESTYLES (VALS) BETWEEN GENERATIONS IN MALAYSIA Ahmad Subhi Zolkafly	49 - 57
CASHLESS SOCIETY IN CAMPUS: STUDENT'S USAGE AND LEVEL OF AWARENESS Nurul Azwa Binti Abdul Rais ¹ , Noorezatty Mohd Yusop ² , Syamila Nabilah Binti Sabtu ³ , Nur Elya Ezzaty Binti Shamsul Bahrin ⁴	58- 66
A STUDY OF STUDENTS' PERCEPTION OF ONLINE LEARNING CLASSES BASED ON MARS MODEL IN UITM SEREMBAN 3 CAMPUS Muhammad Akif Zakwan Amir ¹ , Abdul Hakim Mat Luwi ² , Farah Adilla Ab Rahman ³	67 - 80
THE DOMINANT TRAITS FOR WOMEN TO BECOME ACADEMIC LEADERS IN HIGHER EDUCATION INSTITUTIONS: A CONCEPT PAPER Nur Idayu Badrolhisam ¹ , Nur'Ain Achim ² & Norhayati Omar ³	81- 90
THE INFLUENCE OF CUSTOMER INCIVILITY TOWARDS DEVIANT BEHAVIOUR: A CASE STUDY OF CASUAL RESTAURANT FRONTLINE EMPLOYEES IN THE KLANG VALLEY, MALAYSIA Tasnimul Islam ¹ & Fahmi Sarin ²	91 -99
ASSESSING USAGE OF METACOGNITIVE ONLINE READING STRATEGY AND ITS RELATIONSHIP WITH STUDENTS' COMPREHENSION ACHIEVEMENT IN THE NEW NORM Saripah Anak Sinas ¹ , Suthagar A/L Narasuman ² and Sandra Phek-Lin Sim ³	100 - 115
INFLUENCING FACTORS OF CUSTOMER LOYALTY IN THE MALAYSIAN AIRLINE INDUSTRY USING STRUCTURAL EQUATION MODELLING (SEM) Haslinda Ab Malek ^{1*} , Nurhamiza Haris ² , Siti Sara Wendri ³ , Sharifah Najihah Syed Faisal ⁴ & Isnewati Ab Malek ⁵	116 - 128
THE ACCEPTANCE OF ISLAMIC DEPOSIT PRODUCTS AMONG NON-MUSLIM BANK CUSTOMERS IN MALAYSIA Nurul Afidah Mohamad Yusof ^{1*} , Khoo Siew Teng ² , Khor Siew Yi ³ , Teh Shu Yi ⁴ , Webster Ho Min Zhang ⁵ , and Wong Soon Seng ⁶	129 - 141

MEASURING THE VALUE ADDED INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE: A CASE OF MALAYSIAN GREEN TECHNOLOGY COMPANIES Noor Sharida Badri Shah ¹ & Noor Azuddin Yakob ²	142 - 157
THE MEDIATING ROLES OF CRITICAL PSYCHOLOGICAL FACTORS TOWARDS THE RELATIONSHIP BETWEEN JOB CHARACTERISTICS AND JOB OUTCOMES: A CONCEPTUAL FRAMEWORK Emi Normalina Omar ¹ , Nur Atiqah Rochin Demong ² , Lailatul Faizah Abu Hassan ³ , Narehan Hassan ⁴ , Anisah Alwi ⁵	158 - 168
A STUDY ON THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY IN A THREE-STAR HOTELS IN PERLIS Nurul Labanihuda Abdull Rahman ¹ , Syaza Syahirah Samsu ² , Muhammad Shyazzwan Ibrahim Brian ³ , Nurul Izzati Idrus ⁴	169 - 181
A CONCEPTUAL FRAMEWORK FOR ENTREPRENEURIAL PERSONALITY AND ENTREPRENEURIAL POTENTIAL TRAITS FOR TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING (TVET) STUDENTS IN MALAYSIA Norffadhillah Rofa ¹ , Rohana Ngah ²	182 - 197
HOW GOOD IS SOCIAL EQUALITY IN THE PENINSULAR MALAYSIA; A CROSS-SECTIONAL STUDY AMONG BUMIPUTERA COMMUNITY Mohd Nazir Rabun ¹ , Abdul Jalil Mohamed Ali ² & Nuraisyah Chua Abdullah ³	198 - 210
THE IMPLEMENTATION OF MARKOV CHAIN TO PREDICT MARKET SHARE SMARTPHONE CUSTOMERS IN SURABAYA DURING PANDEMIC COVID-19 Hilyatun Nuha ¹ , Wiwin Widiasih ² & Mustofa Wahyu Romadon ³	211 - 225
PEMBANGUNAN KEUSAHAWANAN ASNAF BERDASARKAN KERANGKA NLP: SATU KAJIAN AWAL Abd Latif Abdul Rahman ¹ , Zuraidah Arif ² , Zati Atiqah Mohamad Tanuri ³ , Hasniza Hassim ⁴ , Che Halimah Hassan ⁵ & Norazliza Amil ⁶	226- 234
ANALYSIS OF PRODUCT DESIGN IN DEVELOPING LEARNING AIDS FOR DYSLEXIC CHILDREN Siti Nur Solehah ¹ , Wan Noor Faaizah ² , Hasnul Azwan Azizan ³	235- 249

HOW GOOD IS SOCIAL EQUALITY IN THE PENINSULAR MALAYSIA; A CROSS-SECTIONAL STUDY AMONG BUMIPUTERA COMMUNITY

Mohd Nazir Rabun^{1*}, Abdul Jalil Mohamed Ali² &
Nuraisyah Chua Abdullah³

¹ Faculty of Administrative Science & Policy Studies, Universiti Teknologi
MARA Cawangan Kedah, Kampus Sungai Petani

² Faculty of Administrative Science & Policy Studies, Universiti Teknologi
MARA Cawangan Negeri Sembilan, Kampus Seremban

³ Faculty of Law, Universiti Teknologi MARA (UiTM), Shah Alam

ARTICLE INFO

Article history:

Received July 2021
Accepted Dec 2021
Published Jan 2022

Keywords:

*Bumiputera, Social Equality,
Education, NEP*

Corresponding Author:
nazir2623@uitm.edu.my

ABSTRACT

This study intends to explore and understand the views and livelihood of the Bumiputera communities in facing the ever challenging social, economic and political environments around them. It is necessary because the impact of post-New Economic Policy (1971-1990) for these communities should not be devastating. The NEP was the brainchild of our concern political masters in preparing specifically the Malays and Bumiputras to control the social, economic and political well being for many, many centuries to come. As a consequence, numerous affirmative policies were carried out by the government to reach the above dream. This study tries to determine the levels of social equality based on the seven (7) social indicators namely health, quality of life, housing, occupation, income, education, and participation among Bumiputera in the Peninsular Malaysia. Social equality among the Bumiputera community appears to be moderate when looking at overall. Findings also revealed that education found to be the perceived highest indicator by the majority of Bumiputera community.

1. Introduction

Despite the growing interest of inequality in the economics issue, The World Bank Report (2015) on 'Addressing Inequality in South Asia' takes a fresh look at inequality in one of the most dynamic regions in the world, by focussing on well-being, exploring both monetary (income, consumption and wealth) and non-monetary (basic services in health, education, and infrastructure, as well as subjective assessments) dimensions of inequality. Hammond et al. (2017) reported that, in the USA, progress towards equality has been reported as "essentially halted" (Reeves, 2016) and in the UK as "patchy and stuttering" (Equality and Human Rights Commission, 2016, p. 5).

For this reason, tackling reductions in inequality which is deemed undesirable should be of the main concern at all levels of public governance. Many countries have pursued and embraced affirmative action measures to address various forms of subordination and inequity that exclude or marginalize socially distinct groups. In the worst case scenario, the problem of inequality has impacted many aspects in the society as it represents a widespread and persistent phenomenon which becomes even more problematic and unjust. Available past studies reported that this phenomenon has been very rapid in East Asia Latin America and some parts of Middle East, but slow in South Asia and sub-Sahara Africa (Narimah et al., 2016).

In view of the above context, united nation's 17 sustainable development goals was presented as the nation's national agenda in 2015 to 2030. Generally, the main agenda are determined to step towards sustainable development, taking a much broader view of sustainability than ever achieved previously, yet practical challenges remain, including how to implement change (Economic Planning Unit (EPU), 2021). The reduction of inequality (SDG#10) as one of their goals in Sustainable Development Goals (SDGs) is recognised as a global issue. (Abdul Ghani, 2020; Alvaredo and Gasparini, 2013). This situates that this phenomenon is becoming a serious social problem that needs to be addressed.

Given the importance role of Bumiputera to ensure the sustainability of the country's development, the then Prime Minister, Tan Sri Mahiaddin Yassin said "We are moving towards achieving the developed status, what matters most is the measures taken by the government and our commitment to do better than before" (*Bernama*, Aug 13, 2020). Further, in regards to this, he also

affirms that the percentage of Bumiputera equity was recorded at only about 16 per cent and it was declining and worrying compared to previously reported percentage. He puts forward that for the second quarter of 2020, the Bumiputera unemployment rate was reported at 5.2 percent compared to the national average of 5.1 percent, while the incidence of Bumiputera poverty in 2019 was 7.2 percent compared to Chinese (1.4 percent) and Indian (4.8 percent) (*Bernama*, Aug 13, 2020). Thus, these statistics are the real scenario and an alarming for the society and the government is committed to ensuring the success of the Bumiputera agenda through the Shared Prosperity Vision 2030 (WKB2030) and the 12th Malaysia Plan (12MP). Besides the effort by the government, this statistical data also exposes the situation of the majority communities in our country as compared with other neighbouring countries. Hence, this justifies the need to conduct a comparative study among Bumiputera communities in the peninsular Malaysia.

Reports have indicated that the majority of Malays communities in general have to struggle to "keep their heads above water" to survive the economic, social and political challenges. If their conditions continue to deteriorate, they might be exposed to more dire situations in the near future that could jeopardize the sustainability of these communities from every angle. As highlighted by Dr. Muhammad Abdul Khalid exposes an alarming condition of these communities in his book entitled, "The Colour of Inequality: Ethnicity, Class, Income and Wealth in Malaysia". A summary of his findings are as follows:

- More than 50% Malaysian does not own any financial assets
- The top 10% high income population controls 77% of the total financial assets in the state
- A vast proportion of the lower income group (80%) only has 5.5% of the country's financial assets
- About 70% of Malaysians who are without any financial assets are the Bumiputras
- Although the ASB scheme was earmarked to uplift Bumiputra's financial status, only 45% possesses an ASB account
- Out of the total Bumiputra enrolled in the ASB scheme, 72% has only RM554 on their account which is equivalent to 2.6% of the total savings in ASB
- The rich Bumiputra which comprises of only 0.2% of the total ASB members owns 1.5 time more savings than the overall saving of 80% members.

These statistics suggest that not only the disparities between the rich and poor stay wide, they also show that the majority of the Malays hardly have anything from their income after all the expenses and debt management have been accounted for. This is a really critical situation for these

communities. The Bumiputras were always taken in almost every opportunity offered by the government. It is sad that it almost stops there. Since the implementation of DEB, they strive very hard to meet with the achievements of other ethnic groups, especially the Chinese who make their presence felt in almost every sector of the economy and of late social and political. It seems that the Malay and Bumiputra are fighting a never ending 'war' to win over the country economically, socially and to a certain extent politically.

Essentially, pertaining the above issue mentioned, it has drawn the primary objective of this present study which is to determine the levels of social equality based on the seven (7) social indicators namely health, quality of life, housing, occupation, income, education, and participation among Bumiputera in the Peninsular Malaysia. The literature review, methodology, results, discussion and conclusion at the end of this study are also discussed.

2. Literature Review

To understand the issue of equality, debating on inequality seem to become more intense in periods of rapid structural transformation, both in advanced economies and in developing countries. Equality matters because it carries an intrinsic value for most of the world's faiths and ideologies, religious or secular. Every faith and ideology has normative views on how much inequality is tolerable, or desirable. Islam for instance, permits inequalities resulting from differences in natural endowments such as talent and other God given faculties. It is equity that Islam emphasizes upon, although extreme inequalities are among the major concerns of redistributive schemes laid out by the Shariah.

In this context, social inequality occurs when resources in a given society are distributed unevenly, typically through norms of allocation, that bring about specific patterns along lines of socially defined categories of persons. Theoretical approaches to explaining social inequality concentrate on questions about how such social differentiation arise, what types of resources are being allocated, what are the roles of human cooperation and conflict in allocating resources, and how do these differing types and forms of inequality affect the overall functioning of a society (Scott, 2013). This is to say that social equality demonstrates that every person needs to be treated equally by assuring the respect and dignity of each individual. Every person in the society should get an equal status and equal opportunities.

Addressing the issue of inequality is not an easy task since it has been one of the high complexity social problems that require the intervention of effective and sound strategies and policies. The Malaysian government made the issue and interests of the economic inequalities between the ethnics group are of paramount importance. Therefore, the New Economic Policy (1970 - 1990) was implemented serving the main objectives of: restructuring the society in general by enhancing the economic activities of all races and poverty eradication especially for the Bumiputera (Hamid et al., 2019).

To further respond to the above context, they also demonstrated that the establishment of trust agencies and their subsidiaries are formed by the government. These agencies include National Entrepreneurship Institute, SME Bank, Bank Rakyat, National Corporation Council or Perbadanan Nasional Berhad (PNS) People's Trust Council or Majlis Rakyat Amanah (MARA), National Equity Corporation or Permodalan Nasional Berhad (PNB), Urban Development Authority (UDA), Tabung Ekonomi Kumpulan Usahawan Niaga (Tekun) for loans to Bumiputra entrepreneurs, Contractor Service Centre (PKK) to help Bumiputra contractors, State Economic Development Corporations (SEDCs), among others. These establishments were made to promote share ownership, and open business opportunities for Bumiputera to fully involve in creation and management of the country's wealth (Buang & Yusof, 2006). A more recent initiative such as Bumiputera Agenda Steering Unit (TERAJU) to become the Main Coordinating Agency for all Bumiputera socio-economic development (Chin & Dosch, 2015).

According to a Khazanah's published report in 2014, Malaysian households in aggregate term have benefitted from an increased GDP per person. The Compound Annual Growth Rate (CAGR) of median household income grew 5.9% from RM1377 (1995) to R3626 (2012). Back in 1980, our country's nominal GDP only capable of achieving a figure of RM53.3b but improved tremendously over the years and in 2013 our nominal GDP clocked at RM984.5b. When translated to GDP per capita, this is a growth of 7.8 times from RM3841 (1980) to RM32984 (2013). However, in terms of distribution and re-distribution of wealth and equality (and equity), these are merely numbers. Even the government recognizes the trend of inequality of income as Datuk Seri Ahmad Husni Hanadzlah, the then Second Finance Minister's suggested during the Budget 2014 Focus Group meeting to address income inequality in August 2013. Malaysia's Gini Coefficient index is one of the most eminent in the region and has continued as such since 1980s.

However, the data from the Department of Statistics shows a different story. In 2013 the median monthly salaries and wages was only RM1700 and more than 50% of EPF contributors earned less than RM2000 per month. The breakdown of the median household income can be summarized as 20% (less than RM2000 per month); 55% (less than RM4000 per month) and 74% (less than RM6000 per month). Nominal GDP income per person also varies widely from a geographical standpoint. Based on the Department of Statistics 2013 figures, for example, in Kuala Lumpur it was RM79, 752; Penang RM38, 356, Sabah RM18, 603 and Kelantan RM10, 677. Besides income, there are still households being deprived of the overall wealth of the nation in terms of basic utilities, though the government has spent billions of ringgits to develop both the urban and rural areas since NEP. There are still places lack of water and sanitation, education, work opportunities, housing, opportunities of doing business, and income.

In China, inequality began to rise in 1978 following the government's introduction of individual incentives (also known as the household responsibility system) and market forces. This system immediately began to increase returns to capital and land, diversify employment, and increase factor mobility (World Bank, 1997). The adoption of social policies that favour urban over rural areas and economic policies that favour the coast over the interior, together with the lack of labour mobility, have further contributed to this inequality (World Bank, 1997; Song, 2004). Meanwhile in South Korea, the high growth/low inequality situation attained by the country from the mid 1960s to the mid 1980s was credited to the drastic land reform implemented after the Japanese occupation and the concurrent urbanisation and growth of the manufacturing industry, which has raised wages across a broad spectrum of society (Leipziger et al., 1992). Land distribution (again), this time its unevenness, is identified as the culprit for the increase in inequality from the start to the end of the 1980s. Ahn (1997) and Leipziger et al. (1992) point to 'skyrocketing' real estate prices and resulting large capital gains, combined with the skewed distribution of its ownership, as the most important cause of the higher inequality. In 1989, capital gains from landownership were estimated to have exceeded GNP (Leipziger et al., 1992). The Asian Crisis resulted in a surge in unemployment and a proportionately greater loss of income for the poor, hence the rise in inequality in its aftermath (Cheong, 1999).

Japan's success in inequality reduction for most of the post-war period is credited to several factors, e.g. the narrowing of the earnings differential as growth occurred and a progressive income tax system was set up (Bauer & Mason, 1992). The rural sector was not left behind by the urban sector, even as industrialisation took place, because effective land reform took place and farm

households enjoyed price supports (e.g., it was estimated that producer price for rice is six or seven times world level (ibid.). Looking at a particular group, Shirahase (2002), dividing households into those comprised only of the elderly (65 or older) and those either mixed (elderly and non-elderly) or without elderly, found that income inequality among elderly households was much higher with a household income Gini ratio of 0.38 in 1998. Further to that in Pakistan, Jamal (2003) found that macroeconomic factors such as inflation, the sectoral wage gap, and terms of trade in favour of manufacturing, tend to worsen inequality in Pakistan. The negative correlates of inequality in the country include progressive taxation, investment, and development expenditure on social services.

In the Philippines, Balisacan and Piza (2003) have identified several reasons for the persistently high level of inequality in the country: (i) slow pace of structural change, as manifested by the still large proportion of the labour force in agriculture, where remain the bulk of the low-income families; (ii) relatively high population growth, especially among the poor, which reduces the share of each person in the increase in economic output; (iii) failure of the agrarian reform programme; (iv) existence of price distortions; and (v) uneven quality of schooling in the country. A between- and within-group decomposition of inequality and regression analysis carried out by the same study shows that the high level has come mainly from income differences within groups (whether geographic boundaries, economic sectors, or demographic subgroups) and not from differences in mean incomes between groups. Using regression analysis. The study also finds that some of the other important determinants of the variation in income are the education level (of the household head), household composition, the economic sector of income sources, and access to infrastructure.

3. Methodology

This is a quantitative with a cross sectional study. This study tries to determine the levels of social equality based on the seven (7) social indicators namely health, quality of life, housing, occupation, income, education, and participation among Bumiputera communities covering Peninsular Malaysia. Probability and non probability sampling techniques were proposed by the researchers throughout this study. A self-administered questionnaire was distributed to 2100 respondents via the combination of cluster and convenience samplings technique. The sample were also be sub-divided into different locality (urban & rural) and conveniently covering all states in Peninsular Malaysia. The original questionnaire was written in English, which was converted into a Malay version. All the constructs in this study were measured by using 5 points Likert scales as

drawn from the existing studies of Adler and Goggin (2005), Vráblíková, (2010), Ekman and Amna, (2012) & Lembaga Penduduk dan Pembangunan Keluarga (LPPKN), (2017). On top of that, the preliminary steps to ensure the quality of data were conducted. It is crucial to ensure the data have been correctly entered into the data editor of Jeffrey's Amazing Statistics Program (JASP) Software JASP. The data was screened for its normality and the missing values and errors was detected and removed before analysing the collected data. Those gathered data are then analyzed using descriptive analysis. The descriptive analysis reported the mean, frequency, minimum and maximum, percentage, average and standard deviation used to measure and describe the respondents' demographics and the level of each variable.

4. Results

4.1 Descriptive Analysis among the Study Variables

Table 1 explains the Cronbach alpha values respectively. Cronbach alpha was employed to determine reliability. As the values are between 0.84 and 0.94, the high reliability of each construct is indicated. Table 1 also presents the levels of social equality. Descriptive statistics (mean value and standard deviation) was applied to show the levels of social equality among Bumiputera. The descriptive statistics highlighted the minimum, maximum, mean and standard deviation values for each indicator of SE. The data found that the level of social equality with the mean values 3.67 and standard deviations 0.673. Comparatively, education showed the highest values of mean with 4.00 and 0.68 standard deviation. The mean values for health, quality of life, housing, occupation, and income were 3.92 (0.63 standard deviation), 3.93 (0.58 standard deviation), 3.57 (0.68 standard deviation), 3.52 (0.78 standard deviation) and 3.43 (0.71 standard deviation) respectively. Meanwhile, participation recorded the lowest values of mean with 3.35 and 0.64 standard deviation.

Table 1:
Summary of Mean(M), Standard Deviation (SD) and Reliability Analysis Results among the Study Variables

Indicators	Minimum	Maximum	Mean	Std. Deviation	Cronbach's Alpha
Income	1.13	5.00	3.44	.71	.86
Housing	1.00	5.00	3.58	.68	.87
Education	1.00	5.00	4.00	.68	.94
Health	1.00	5.00	3.93	.63	.89
Employment	1.00	5.00	3.53	.78	.93

Quality of Life	1.00	5.00	3.94	.58	.91
Participation	1.18	5.00	3.35	.64	.84
Overall Social Equality mean value	1.00	5.00	3.67	.67	.86

5. Discussion

The discussion on research findings of this study is one-fold: (1) the overall level of social equality among Bumiputera Community from the perspective of 7 indicators (income, education, housing, employment, health, quality of life & participation). These results indicated that most of the Bumiputera had a moderate level of social equality. To further respond to the above context, the commitment by the Malaysian government which initiated some developmental policies such as New Economic Policy (NEP) (1971 – 1990); National Development Policy (NDP) (1991 – 2000); National Vision Policy - NVP (2001 – 2010); National Transformation Policy (NTP) (2006 – 2020) (EPU, 2016). These successive development policies are to address the growing concerns among the ethnicity and to give more focus on the marginalized Bumiputera society. As reported by Buang and Yusof (2006) and Hamid et al. (2019), they have shared a similar understanding that all those efforts are mobilised through the establishment of trust agencies and their subsidiaries have been associated as the focal point by the Malaysian government. These agencies include National Entrepreneurship Institute, SME Bank, Bank Rakyat, National Corporation Council or Perbadanan Nasional Berhad (PNS) People's Trust Council or Majlis Rakyat Amanah (MARA), National Equity Corporation or Permodalan Nasional Berhad (PNB), Urban Development Authority (UDA), Tabung Ekonomi Kumpulan Usahawan Niaga (Tekun) for loans to Bumiputera entrepreneurs, Contractor Service Centre (PKK) to help Bumiputera contractors, State Economic Development Corporations (SEDCs), among others. A more recent initiative such as Bumiputera Agenda Steering Unit (TERAJU) to become the Main Coordinating Agency for all Bumiputera socio-economic development agenda (Chin & Dosch, 2015). As a result, the government would study and scrutinise the Bumiputera sectors that lagged too far behind, and complete and integrated data collected by TERAJU will allow more focused action to be taken.

Additionally, the findings of this study revealed that education was found to be the highest indicator by the majority of the Bumiputera community. The overall education score among the Bumiputera communities was at the satisfactory level. It implies that, of the 2100 sampled from the Bumiputera surveyed, they were also mostly satisfied with the level of education they received. Further, the findings obtained showed that most of the Bumiputera and their family members can

get the opportunity to further their studies without restriction. Apart from that, the opportunity for their family members to get the best school and better education systems has always open. The results are in line with the government aspiration and commitment through its National Education Blueprint (2013-2025) (MOE, 2013). This blueprint has set a clear target that needs to be achieved in terms of quality, equity and access in the year of 2025 as its future outcome. From these findings, the quality of Malaysian education system is always prioritised and emphasised by the government. The government must ensure that the progress of our education system is in tandem with the global changing competitive landscape. Towards realising this goal, various alternatives and ways such as the blueprint are undertaken to address and strengthen the education system in Malaysia. The government has not overlooked the importance of education especially for the Bumiputera. Over the decades, there has been government intervention in the Malaysian economy in the form of preferential treatment for Bumiputera to achieve a more equitable distribution of wealth between ethnic groups (Ibrahim & Sankaran, 2018; Wan & Sirat, 2018). This has led to Malays being given preferential access to education and training as well as employment opportunities. This is to say that that education is vital in the aspect of human socio economic development of Bumiputera.

To further validate the above results, the findings found by Ahmad Naquiuddin et al. (2020) revealed that the evolution of UiTM from just a modest training unit back in 1956 has brought a tremendous impact to the Bumiputera community especially on the aspect of education. They have indicated that education has been traditionally regarded as a noble solution to overcome poverty. The present results are also in line with the their study findings. Based on their findings, respondents have claimed that the decline in social inequalities in education has been mainly attributed to the transformation of the Malaysian education system in correspondence with globalization, neo-liberalisation and the nation-building processes. To clarify, Universities are compelled to justify what they are doing as "national agenda" and nation-building from the perspective of return on investment or "return on social investment". Thus, it is important for public universities to negotiate and mediate the process of achieving a balance and this calls for a hybridised format and content (Wan & Sirat, 2018).

6. Conclusion

In this current study, results showed that most of the Bumiputera social equality appears as a moderate level. Results demonstrated that education was found to be the highest indicator by the majority of the Bumiputera community. The social equality's study specifically from the perspective of 7 indicators (income, education, housing, employment, health, quality of life &

participation) for Bumiputera community is timely as the country is now facing with the Covid-19 pandemic. This situation indicates that, the Bumiputera were likely to be vulnerable to economic shocks such as infectious disease due to their livelihood traits. Based on the results, despite the multiple commitment done by the government, there are still much to be done to increase Bumiputera participation in the socio-economic activities. There should be more efforts and initiatives by the present government to improve the socio-economic status of Bumiputera. Furthermore, the above findings are significant contributions to the existing literature, but several limitations of the present study need to be highlighted. First, it was conducted covering the Peninsular Malaysia and using only small respondents from the several states. Consequently, the results might be enriched if the number of respondents for certain states such as Wilayah Persekutuan Putrajaya, Melaka and Negeri Sembilan are increased. Second, the present study has used a cross-sectional research design, which means that the responses were recorded at a particular point in time thus it might not reproduce the actual representative of social equality domains and a longitudinal study would serve as a remedy to this limitation. In the future, it is suggested that additional indicators such as financial saving, access to digital communication & technology & safety indicators be incorporated.

Acknowledgment

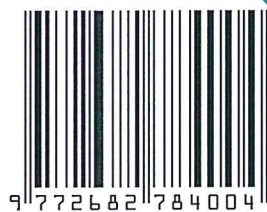
This study was supported by the Research Initiative Grant (RIG) Tier 5, Universiti Teknologi MARA Malaysia for providing the Grant No: 600-IRMI/DANA 5/3 REI (4/2017). The funding body did not have any role in the study's design, collection, analysis, and interpretation of data and in writing the manuscript. The authors gratefully thank you to all whom directly and indirectly involved in completing this research.

References

- Alvaredo, F. & Gasparini, L., 2013. "Recent Trends in Inequality and Poverty in Developing Countries," CEDLAS, Working Papers 0151, CEDLAS, Universidad Nacional de La Plata.Emami,
- Adler, R. P., Goggin, J. (2005). What Do We Mean By "Civic Engagement"? Journal of Transformative Education 3 (3), 236-253.
- Ahmad Naqiyuddin Bakar, Adibah Shuib, Mohammad Bastyan Mahmud, Mohd Rozaimy Ridzuan (2020).The Role of Universiti Teknologi MARA (UiTM) in Education and Social Mobility in Malaysia, Journal of Administrative Science Vol.17, Issue 1, 2020, pp.105-132 Retrived from available online at <http://jas.uitm.edu.my>

- Abdul Ghani, R. B. (2020). Trade, migration, poverty and inequality: A global perspective (Thesis, Doctor of Philosophy (PhD)). The University of Waikato, Hamilton, New Zealand. Retrieved from <https://hdl.handle.net/10289/13785>
- Buang, N. A., & Yusof, Y. M. (2006). Motivating factors that influence class F contractors to become entrepreneurs. *Jurnal Pendidikan Malaysia (Malaysian Journal of Education)*, 31(1), 107–121.
- Bernama (13 August 2020). Government committed to ensuring the success of bumiputera agenda through wkb2030-12mp Retrived <https://www.pmo.gov.my/2020/08/government-committed-to-ensuring-the-success-of-bumiputera-agenda-through-wkb2030-12mp/>
- Chin, J., & Dosch, J. (2015). Malaysia Post Mahathir -.
- Department of Statistics, Report on Household Expenditure 2014, Kuala Lumpur
- Ekman, J. & Amnå, E., (2012). Political Participation and Civic Engagement: Towards a New Typology, *Human Affairs*, 22, 283–300. Chong L.M., Looi P.W.K., See J.H., Yew S.Y. & Yong T.W. (2015). *Determinants Of Demand On Life Insurance In Perak. Comparison Between Rural And Urban Area*.
- Economic Planning Unit (EPU) (2021) Sustainable Development Goals Retrieved from <https://www.epu.gov.my/en/sustainable-development-goals>
- Hamid, M. S., Mohamed, S. B., & Abdullah, A. A. (2019). Profiling of Manufacturing Industries Bumiputera Entrepreneurs (MIBE) Government Related Agencies. *International Journal of Academic Research in Business and Social Sciences*, 9(7), 1212–1262.
- Hammond, J., Marshall-Lucette, S., Davies, N., Ross, F., & Harris, R. (2017). Spotlight on equality of employment opportunities: a qualitative study of job seeking experiences of graduating nurses and physiotherapists from black and minority ethnic backgrounds. *International Journal of Nursing Studies*, 74, 172-180. <https://doi.org/10.1016/j.ijnurstu.2017.07.019>
- Khazanah Nasional (2104). The Khazanah Report 2014, Kuala Lumpur.
- Lee, Hwok-Aun, "Racial Inequality and Affirmative Action in Malaysia and South Africa" (2010). Dissertations. 291. http://scholarworks.umass.edu/open_access_dissertations/291
- Ministry of Women, Family and Community Development (2017). Indeks Kesejahteraan Keluarga Malaysia 2016, Kuala Lumpur.
- Muhammed Abdul Khalid (2014), *The Colour of Inequality: Ethnicity, Class, Income and Wealth in Malaysia*, Kuala Lumpur: MPH Group Publishing.
- Ministry of Education (MOE)(2013) *Malaysia Education Blueprint 2013-2025 Report*. Retrieved from <https://www.moe.gov.my/menu/media/media-cetak/penerbitan/dasar/1207-malaysia-education-blueprint-2013-2025/file>
- Narimah Samat, Saidatulakmal Mohd, Khoo Suet Leng, Asyirah Abdul Rahim, Suriati Ghazali (2016). Proceedings of International Conference on Development and Socio Spatial Inequalities 2015 Bridging Socio-Spatial Inequalities through Inclusive Development Retrieved from <https://humanities.usm.my/images/proceeding/Proceeding-ICDSSI-2015.pdf>

- Scott, S. (2013). *Social Inequality in a Global Age* (4th edition). Thousand Oaks, CA: Sage
- Vráblíková, K. (2010). Contextual Determinants Of Political Participation In Democratic Countries, 1 Paper presented at the conference on "Civic, Political and Cultural Engagement Among Migrants, Minorities and National Populations: Multidisciplinary Perspectives", Centre for Research on Nationalism, Ethnicity and Multiculturalism (CRONEM), University of Surrey, Guildford, UK, June 29th-30th 2010.
- Hair, J. F., Black, B., Babin, B., Anderson, R. E., & Tatham, R. L. (2010). *Multivariate data analysis: A global perspective*. New Jersey: Pearson Education Inc.
- Ibrahim, A., & Sankaran, R. (2018). *Affirmative Action in Malaysia: Paradigm Shifts in Higher Education*, Pertubuhan Pribumi Perkasa Malaysia (PERKASA), Kuala Lumpur.
- World Bank Report (2015) 'Addressing Inequality in South Asia' Retrieved from file:///C:/Users/User/Downloads/AddressingInequalityinSouthAsia.pdf
- Wan, C., & Sirat, M. (2018). The development of Malaysian higher education: Making sense of the nation-building agenda in the globalisation era, *Asian Education and Development Studies*, 7(2), 144-156. <https://doiorg.ezaccess.library.uitm.edu.my/10.1108/AEDS-07-2017-0068>.



Cawangan Kedah
Kampus Sungai Petani

e-ISSN: 2682-7840