

  
**ACADEMIA**  
**JOURNAL**

e-ISSN 2289-6589

REGISTERED UNDER



Powered by  
**OJS**  
OPEN JOURNAL SYSTEMS

INDEXED BY



**EDITORIAL TEAM**

e-Academia Journal  
Universiti Teknologi MARA Cawangan Terengganu

**Editor-in-Chief**

Dr. Mohd Hairi Jalis, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0002-7023-780X>  
Email : mohdhairijalis@uitm.edu.my

**Managing Editor**

Amir Manshoor, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0003-0893-7204>  
Email : amirmanshoor@uitm.edu.my

**Editors**

- Dr. Zatul Iffah Mohd Fuza, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0003-4187-0785>  
Email : zatul710@uitm.edu.my
- Associate Professor Dr. Idaya Husna Mohd, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0003-1668-0111>  
Email : idayahusna@uitm.edu.my
- Dr. Wan Hafiz Wan Zainal Shukri, Universiti Malaysia Terengganu, Malaysia  
ORCID iD : <https://orcid.org/0000-0001-6090-8633>  
Email : wanafiz@umt.edu.my
- Dr. Derweanna Bah Simpong, Universiti Malaysia Kelantan, Malaysia  
ORCID iD : <https://orcid.org/0000-0002-7663-4945>  
Email : derweanna@umk.edu.my
- Associate Professor Dr. Farah Adibah Che Ishak, Universiti Putra Malaysia, Malaysia  
ORCID iD: <https://orcid.org/0000-0003-2352-4547>  
Email : farahadibah@upm.edu.my
- Wan Nazriah Wan Nawawi, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0001-7994-2540>  
Email : wanna035@uitm.edu.my
- Wan Nor Bayah Wan Kamarudin, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0002-0556-9277>  
Email : wnbayah@uitm.edu.my
- Dr. Mohd Nor Ahmar bin Mohd Sanip, Tunku Abdul Rahman University College, Malaysia  
ORCID iD: <https://orcid.org/0000-0002-1107-2208>  
Email : nor@tarc.edu.my
- Nur Amanina Idris, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0002-4208-2484>  
Email : amaninaidris@uitm.edu.my
- Amanina Mat Ghani, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0002-3457-3494>  
Email : amanina2979@uitm.edu.my
- Dr. Norhaya Hanum Mohamad, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0002-8939-192X>  
Email : norhayahanum@uitm.edu.my
- Dr. Hamizah Muhammad, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0002-0337-0854>  
Email : hamizahmuhammad@uitm.edu.my
- Dr. Maisarah Abd Hamid, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0001-6601-1659>  
Email : maisa179@uitm.edu.my
- Nurmuslimah Kamilah Abdullah, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0000-0002-7543-5995>  
Email : nurmuslimah@uitm.edu.my
- Malina Hanum Mohd Kamal, Universiti Teknologi MARA, Malaysia  
ORCID iD: <https://orcid.org/0009-0004-3838-8458>  
Email : malin000@uitm.edu.my

**Advisors**

Professor Dr. Mazidah Puteh, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0002-2039-5105>  
Email : mazidahputeh@uitm.edu.my

Dr. Baktiar Musa  
ORCID iD : <https://orcid.org/0000-0003-3760-2294>  
Email : [baktiar@uitm.edu.my](mailto:baktiar@uitm.edu.my)  
Ts. Dr. Norizan Ahmed  
ORCID iD : <https://orcid.org/0000-0001-7008-5191>  
Email : [noriz207@uitm.edu.my](mailto:noriz207@uitm.edu.my)

#### **Editorial Advisory and Review Board**

Professor Dr. Olivia Fachrunnisa, Universitas Islam Sultan Agung, Indonesia  
ORCID iD : <https://orcid.org/0000-0003-3298-6903>  
Email : [olivia.fachrunnisa@unissula.ac.id](mailto:olivia.fachrunnisa@unissula.ac.id)  
Dr. Rafael Castro, Federal Center for Technological Education Celso Suckow da Fonseca (Cefet/RJ), Brazil  
ORCID iD : <https://orcid.org/0000-0002-7672-0800>  
Email : [rafael.teixeira@cefet-rj.br](mailto:rafael.teixeira@cefet-rj.br)  
Dr. Ratna Mulyany, Universitas Syiah Kuala, Indonesia  
ORCID iD : <https://orcid.org/0000-0002-8701-811X>  
Email : [ummuhaziq@unsyiah.ac.id](mailto:ummuhaziq@unsyiah.ac.id)  
Associate Professor Dr. Suwaree Ann Ashton, National Institute of Development Administration (NIDA), Thailand  
ORCID iD : <https://orcid.org/0000-0001-9811-3529>  
Email : [suwaree.n@nida.ac.th](mailto:suwaree.n@nida.ac.th)  
Associate Professor Dr. Kawashima Hisanobu, Gunma University, Japan  
ORCID iD :  
Email : [hkawa@gunma-u.ac.jp](mailto:hkawa@gunma-u.ac.jp)

#### **Technical Support (Proofreading and Editing)**

Dr. Nurul Ajleaa Abdul Rahman, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0003-1488-4022>  
Email : [ajleaa@uitm.edu.my](mailto:ajleaa@uitm.edu.my)  
Emma Marini Abd Rahim, Universiti Teknologi MARA, Malaysia  
ORCID ID: <https://orcid.org/0000-0002-6496-5384>  
Email: [emmamarini@uitm.edu.my](mailto:emmamarini@uitm.edu.my)  
Hanith bin Iskandar, Universiti Teknologi MARA, Malaysia  
ORCID ID: <https://orcid.org/0000-0003-3400-1477>  
Email: [hanith@uitm.edu.my](mailto:hanith@uitm.edu.my)

#### **Technical Support (Website / IT)**

Ts. Dr. Mohd Talmizie Amron, Universiti Teknologi MARA, Malaysia  
ORCID iD : <https://orcid.org/0000-0001-6034-9755>  
Email : [talmizie@uitm.edu.my](mailto:talmizie@uitm.edu.my)  
Saenah Hasim, Universiti Teknologi MARA, Malaysia  
ORCID iD :  
Email : [saenah@uitm.edu.my](mailto:saenah@uitm.edu.my)  
Asmahani Abdullah, Universiti Teknologi MARA, Malaysia  
ORCID ID: <https://orcid.org/0000-0002-4249-5780>  
Email: [asmah636@uitm.edu.my](mailto:asmah636@uitm.edu.my)

*All members of the Editorial Team of e-Academia Journal of UiTM Cawangan Terengganu have identified their affiliated institutions or organisations, along with the corresponding country or geographic region*



Cawangan Terengganu

Published by e-Academia Journal

Copyright © UiTM Press, e-Academia Journal of UiTM Cawangan Terengganu 2024

Volume 13, Issue 2 : November 2024

DOI: <https://doi.org/10.24191/eaj.v13i2>

Phone : +609 – 840 0400

Website : <https://e-ajuitmct.uitm.edu.my/v3/>

eISSN : 2289 - 6589

Copyright © 2024 UiTM Press, e-Academia Journal of UiTM Cawangan Terengganu, Sura Hujung, 23000 Dungun, Terengganu MALAYSIA. All right reserved. No part of this publication may be reproduced, stored in retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording or otherwise without permission of the copyright holder.

## Table of Contents

ARTICLES	PAGES
<b>A STUDY ON FACTORS THAT LEAD TO ADOPTION OF CRYPTOCURRENCY IN MALAYSIA</b> <i>Jaida Najihah Jamidin, Luqman Alhakim Rozaimi &amp; Muhammad Firdaus Mohd Radi</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.2822">https://doi.org/10.24191/eaj.v13i2.2822</a>	76 - 85
<b>FINANCIAL LITERACY, ACCESS TO FINANCE AND FINANCIAL PERFORMANCE OF YOUTH-LED SMALL AND MEDIUM-SIZED ENTERPRISES (SMES): EVIDENCE FROM GULU CITY, UGANDA</b> <i>Kizito Emmanuel Nyeko, Voon Mung Lin, Ngui Kwang Sing &amp; Lim Tze Yin</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3011">https://doi.org/10.24191/eaj.v13i2.3011</a>	86 - 101
<b>THE RELATIONSHIP BETWEEN WORKLOAD AND JOB PERFORMANCE IN PRIVATE HIGHER EDUCATION INSTITUTIONS: A CASE STUDY IN KOLEJ POLY-TECH MARA, NORTHERN MALAYSIA</b> <i>Muhamad Nasrullah Zamri, Wan Asri Wan Ab. Aziz, Nor Tasnim Syahera Rasak &amp; Muhammad Hafiz Suhaimi</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3197">https://doi.org/10.24191/eaj.v13i2.3197</a>	102 - 114
<b>APPLICATION OF THE MARKETING MIX BY SMALL BUSINESS: A FOCUS GROUP ANALYSIS OF B40 MUMPRENEURS</b> <i>Amirah Mohamad Fuzi &amp; Nurul Hidayana Mohd Noor</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3197">https://doi.org/10.24191/eaj.v13i2.3197</a>	115 - 127
<b>CUSTOMER INTENTION ON SERVICE ROBOTS' TECHNOLOGY IN THE HOSPITALITY INDUSTRY: A STUDY IN KUALA LUMPUR</b> <i>Dylan Orson Chius, Nasreen Natasha Abd Razak, Sara Nabila Ismail &amp; Ainnin Sofea Azeman</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3377">https://doi.org/10.24191/eaj.v13i2.3377</a>	128 - 139
<b>THE IMPACT OF FACEBOOK MARKETING ON CUSTOMER PURCHASE INTENTION IN MID-SCALE RESTAURANTS: A STUDY IN GUJRANWALA, PAKISTAN</b> <i>Nurul Firdaus Sikandar Hayat, Nurnajihah Ahmad Kamal &amp; Tajulurrus Mohammad</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3426">https://doi.org/10.24191/eaj.v13i2.3426</a>	140 - 149
<b>"I AM NOT AFRAID TO TRY THIS FOOD!" DETERMINANTS OF TOURISTS' RISK ACCEPTANCE, WILLINGNESS-TO-TRY AND INSIGHTS FOR ENHANCING FOOD TOURISM STRATEGIES IN PERHENTIAN, TERENGGANU, MALAYSIA</b> <i>Wan Hafiz Wan-Zainal-Shukri, Siti Nur' Afifah Jaafar, Fathilah Ismail &amp; Nik Hafizah Nik Ubaidillah</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3512">https://doi.org/10.24191/eaj.v13i2.3512</a>	150 - 164
<b>FACTORS AFFECTING CUSTOMER SATISFACTION AMONG LOCAL TOURISTS TOWARDS THREE-STAR HOTELS IN KUALA LUMPUR</b> <i>Mohd Hazrin Iman Noorkhizan, Azlina Samsudin, Wan Nor Bayah Wan Kamarudin, Muhammad Fahmy Izzalman Fauzi, Mohammad Fitri Zainuddin &amp; Eizaz Fakhrollah Abd Razak</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3906">https://doi.org/10.24191/eaj.v13i2.3906</a>	165 - 179
<b>STUDENT'S MOTIVATIONS AFFECTING CAREER INTENTION IN HOSPITALITY INDUSTRY</b> <i>Maisarah Abdul Hamid, Fauziah Deraman, Khairunnisa Farhani Taufik Hafiran &amp; Ain Syaqaerah Alya Abdul Hafiz</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3908">https://doi.org/10.24191/eaj.v13i2.3908</a>	180 - 188
<b>TERENGGANU'S TOURISM INDUSTRY: AN ANALYSIS OF ITS COMPETITIVENESS FROM 1996 TO 2020</b> <i>Noor Zatul Iffah Hussin, Zatul Iffah Mohd Fuza, Siti Falindah Padlee, Fathilah Ismail &amp; Roslina Ismail</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.3907">https://doi.org/10.24191/eaj.v13i2.3907</a>	189 - 199
<b>THE ROLE OF EMPLOYEE WELL-BEING AND WORK RESILIENCE IN SUPPORTING CAREER SATISFACTION</b> <i>Puji Asmanto &amp; Olivia Fachrunnisa</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.4011">https://doi.org/10.24191/eaj.v13i2.4011</a>	200 - 211
<b>SAFE BITES ON THE STREETS: AN ANALYSIS OF FOOD SAFETY AND HYGIENE AMONG SHAH ALAM'S STREET FOOD VENDORS</b> <i>Muhammad 'Arif Aizat Bashir, Sarah Zaihan, Shahrool Rezza Salim, Mohamed Syazwan Osman &amp; Juliana Siregar</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.4013">https://doi.org/10.24191/eaj.v13i2.4013</a>	212 - 226
<b>FROM CRUMBS TO CLICKS: THE ROLE OF PRODUCT ATTRIBUTES IN ONLINE CONSUMERS' PURCHASE INTENTION FOR BAKERY PRODUCTS</b> <i>Muhammad 'Arif Aizat Bashir, Aina Syazwani Muzafar Shah, Sperico Michael Alden, Mohd Salehuddin Mohd Zahari &amp; Feri Ferdian</i> DOI: <a href="https://doi.org/10.24191/eaj.v13i2.4014">https://doi.org/10.24191/eaj.v13i2.4014</a>	227 -