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Environment – Behaviour
Proceedings Journal

AicQoL2021BukitTinggi

AMER International Conference on Quality of Life
Colmar Tropicale, Bukit Tinggi, Pahang, Malaysia
17-18 Mar 2021

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Available Online:

www.e-iph.co.uk



Indexed in:



An international publication published three times annually by e-IPH, Ltd., UK, for the Association of Malaysian Environment-Behaviour Researchers (AMER); Association of Behavioural Researchers on Asians (ABRA); Centre for Environment-Behaviour Studies (cE-Bs), Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, Malaysia



Abstracts

eISBN 978-1-913576-02-8

ASLI (Annual Serial Landmark International) Conferences on QoL 2021

AicQoL 2021 BukitTinggi

9th AMER International Conference on Quality of Life
Colmar Tropicale, Bukit Tinggi, Malaysia. **17-18 Mar 2021**



e-IPH, UK

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<https://amerabra.org/> <https://cebs.uim.edu.my>

eISBN 978-1-913576-02-8 © 2021. The Authors. Published for AMER ABRA cE-Bs by e-International Publishing House, Ltd., U.K. This is an open access publication under the CC BYNC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>). Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers), ABRA (Association of Behavioural Researchers on Asians) and cE-Bs (Centre for Environment-Behaviour Studies), Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, Malaysia.

Cataloguing-in-Publication Data

AMER International Conference on Quality of Life, Colmar Tropicale, Bukit Tinggi, Pahang, Malaysia, 17-18 Mar 2021.

Editor: Mohamed Yusoff Abbas

1. Environment-Behaviour Studies - Asia Pacific Area--Congresses.
2. Environmental Psychology - Asia Pacific Area--Congresses.

I. Mohamed Yusoff Abbas II. Title Cover design: emAs

Typeface: Ariel Narrow, Times New Roman, Typesize: 8 / 10 / 11 / 12 / 14 / 16 / 18 / 36

Published by e-IPH Ltd., UK@

e-International Publishing House, Limited

(Registration No: 10062603, for England & Wales)

18, Westpoint, 58, West Street,

S1 4EZ, Sheffield,

United Kingdom

Tel: 0044 7446 100896

admin@e-iph.co.uk

<https://www.eiph.co.uk>

eISBN 978-1-913576-02-8

Publication date: 17 Mar 2021

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<https://amerabra.org>; <https://cebs.uitm.edu.my/>

Editor

Mohamed Yusoff Abbas

Acknowledgement

The Association of Malaysian Environment-Behaviour Researchers (AMER), the main organiser, with the co-organisers, ABRA (Association of Behavioural Researchers on Asians/Africans/Arabians) and cE-Bs (Centre for Environment-Behaviour Studies), Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, congratulate all 54 abstract contributors for making this publication possible.

Thank you all !

Foreword

This 9th AicQoL2021BukitTinggi (AMER International Conference on Quality of Life), our 33rd international conference to be organised, managed to attract an overall total of 54 numbers of approved abstracts, contributed by authors from 13 countries, namely Afghanistan, Finland , Hong Kong, Indonesia, India, New Zealand, Malaysia, Mexico, Nigeria, Portugal, Saudi Arabia, Turkey, and United Kingdom.

The abstracts approved were simply grouped generally under 18 sub-categories, although quite a number could have been easily placed under more than one category. The top three categories in order of popularity involved the following environments: -

Health/Healing Environment, HE, 10 numbers (19%); Educational / Learning Environment, ELE, 8 (15%) and Legal Matters, LM, 6 (11%).

The list of all the approved abstracts are as listed in the content.

Prof. Dr. Mohamed Yusoff Abbas

Editor

AicQoL2021BukitTinggi, 17-18 Mar 2021

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17 Mar 2021

About the Conference

Background

The AMER (ABRA malaysia) support for the AcE-Bs and AicE-Bs conferences, initially organised by the Centre for Environment-Behaviour Studies (cE-Bs), FSPU, UiTM, Malaysia, and co-hosted by international colleagues within the Environment-Behaviour (EB) disciplines, have been held and planned to be away from Malaysia, worldwide. There is a need for an annual serial internationally very relevant behavioural-themed conference in/nearby Malaysia, not only for the benefit of AMER / ABRA local members who could not participate at the AcE-Bs and AicE-Bs conferences being held worldwide, but also for potential international participants who would like to present their papers in/nearby Malaysia. What behavioural-themed can be most relevant affecting all nations than the QoL (Quality of Life)?

Thus, the timely and relevance of the Annual Serial Landmark International (ASLI) Conferences on QoL, back-to-back. The AicQoL, AMER International Conference on Quality of Life shall be held at the ASEAN venues, while the AQoL, ABRA International Conference on Quality of Life shall be held in non-ASEAN countries. AicQoL is also strategized to coincide with AMER's AGMs. The maiden AicQoL2013Langkawi, Malaysia was held on 6-7 April 2013. That was followed

by:-2nd AicQoL2014KotaKinabalu, Malaysia, 04-05 January 2014

3rd AicQoL2015Jakarta, Indonesia, 25-27 April 2015

4th AicQoL2016Medan, Indonesia, 25-27 February 2016

5th AicQoL2017Bangkok, Thailand, 25-27 February 2017

6th AicQoL2018PerhentianIslands, Malaysia, 03-04 March 2018

7th AicQoL2019Bali, Indonesia, 16-17 Feb 2019.

8th AicQoL2020Malacca, Malaysia, 18-19 Mar 2020 (Virtually presented on 25 Mar 2020)

9th AicQoL2021BukitTinggi

The ASLI QoL2021 WoS-indexed AicQoL2021 (AMER International Conference on Quality of Life), our 33rd international conference shall be held at the Colmar Tropicale, Bukit Tinggi, Malaysia from 17-18 Mar 2021 (conditions permitting). It shall be AMER's first hybrid conference, to be presented both face-to-face and virtually.

The AicQoL2021 focuses on Quality of Life issues affecting the Asian/African/Arabian communities in both their countries and nons. Issues affecting other communities are also most welcomed.

It shall be organised by AMER (Association of Malaysian Environment-Behaviour Researchers), ABRA (Association of Behavioural Researchers on Asians/Africans/Arabians) and cE-Bs (Centre for Environment-Behaviour Studies, Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, Malaysia). The event shall be fully managed by AMER's subsidiary, emAs (AMER Event Management & Services) under emAs emAs Resources.

The e-IPH, UK shall publish both the Abstract Book (eISBN 978-1-913576-02-8), and the Proceeding in the E-BPJ (Environment-Behaviour Proceedings Journal), eISSN 2398-4287, 6(16) Mar 2021, issue. Currently, the E-BPJ is indexed in Clavirate Analytics Web of Science (WoS) and ScienceOpen. Extended versions of the selected papers shall be published as freely accessible articles, online, in our other international journals
– AjBeS, AjQoL, ajE-Bs or jABs, @ no publication charges.

Conference Tracks

Paper contributions involved the following environments (though not exhaustive):-

Children / Youth Environment;
Climatic Environment
Commercial/Retail/Services Environment;
Communication / Social Media
Environment; Community Environment /
Social Psychology; Construction
Environment;
Design & Creative Environment;
Educational / Learning
Environment; Elderly Environment;
Energy Environment;
General Psychology;
Green Environment;
Healthcare / Healing Environment;
Hospitality / Tourism Environment;
Inclusive Environment;
Landscaping Environment;
Legal Matters;
Leisure / Recreational / Sports Environment;
Local Cultural / Heritage Environment (Food
included); Management & Production Environment;
Natural Environment;
Policy Matters
Public Sector Environment,
Residential Environment;
Rural Environment / Rural Psychology;
Sustainable Environment;
Technology-related Environment;
Transportation / Travelling Environment;
Urban Environment / Urban Psychology;
Workplace Environment

Table of Contents

Acknowledgement	ii
Foreword	iii
About the Conference	iv
Table of Contents	vi
List of Abstracts	vii
Authors Index	145

List of Abstracts

Children / Youth Environment 1

- A01 CYE 001 **Age and Gender Differences in Experience with and Connectedness to Nature Among Children** 3
 Nor Diyana Mustapa1, Khalilah Hassan1, Siti Nuratirah Che Mohd Nasir1, Wenny Arminda2
 1 Faculty of Architecture and Ekistics, Universiti Malaysia Kelantan, Malaysia.
 2Department of Architecture, Institut Teknologi Sumatera, Indonesia
 diyana.m@umk.edu.my, khalilah.h@umk.edu.my, nuratirah.mn@umk.edu.my, wenny.arminda@ar.itera.ac.id

Commercial / Retail / Services Environment 5

- A02 CRSE 001 **New Norm for Traditional Food Business by SMEs: Case Study in Kota Kinabalu, Sabah** 7
 Harifah Mohd Noor 1, Ubong Imang 2, Adilah Md Ramli 3, Rima Abdul Rahman 4
 1Fakulti Sains Sosial dan Kemanusiaan (FSSK), Universiti Malaysia Sabah, Malaysia,
 2Fakulti Sains Sosial dan Kemanusiaan (FSSK), Universiti Malaysia Sabah, Malaysia,
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Communication / Social Media Environment 9

- A03 CSME 001 **The Role of Media on Knowledge, Awareness and Students' Attitude during Movement Control Order (MCO).** 11
 Noreen Noor Abd Aziz 1, Juliana Mohd Abdul Kadir 2, Nadia Nurul Najwa Mohamad Hassan 3, Nor Balkish Zakaria 4, Gancar Candra Premananto 5
 1,2,3 Faculty of Business Management, Universiti Teknologi MARA Johor, Malaysia, 4 Faculty of Accountancy, Universiti Teknologi MARA Johor, Malaysia, 5 Faculty of Economy and Business, Universitas Airlangga, Indonesia
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- A04 CSME 002 **Unveiling the Risks of Corruption in the Malaysian Telecommunication Sector** 13
 Hartini Saripan 1, Normawati Hashim 1, Rafizah Abu Hassan 1, Nurus Sakinatul Fikriah Mohd Shith Putera 1, Iman Prihandono 2
 1 Faculty of Law, Universiti Teknologi MARA, 40450 Shah Alam, Malaysia, 2 Faculty of Law, Universitas Airlangga, Surabaya Indonesia

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nurussakinatul@uitm.edu.my, iprihandono@fh.unair.ac.id

Construction Environment 15

- A05 CoE 001 **A Proposed Pandemic Clause for Force Majeure Events under Construction Contracts in Malaysia** 17
Shahrizal Mohd Zin 1, Nur Ezan Rahmat 1, Abdul Mu'iz Abdul Razak 1, Nik Hasbi Fathi 2 1 *Faculty of Law, Universiti Teknologi MARA (UiTM), 40450 Shah Alam, Malaysia, 2 NHF Consulting, 20-1 Jalan USJ 1/1B 47620, Subang Jaya, Selangor*
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Educational / Learning Environment 19

- A06 ELE 001 **5E Framework: Transforming the first year students' experience in architectural education** 21
Filzani Illia Ibrahim¹, Nurul Alia Ahamad²
1,2 *School of Architecture Building and Design, Faculty of Innovation and Technology, Taylor's University, Malaysia*
filzanillia@gmail.com; nurulalia.ahamad@taylors.edu.my
- A07 ELE 002 **Alternative Project-based Learning through Community Architecture** 23
Nor Syawallina Azman, Ida Marlina Mazlan, Ilyana Sujak, Intan Liana Samsuddin
Lecturer, Architecture, Faculty of Engineering, Technology and Built Environment, UCSI University, Kuala Lumpur, Malaysia,
syawallina@ucsiuniversity.edu.my, ida@ucsiuniversity.edu.my, ilyana@ucsiuniversity.edu.my, intan@ucsiuniversity.edu.my,
- A08 ELE 003 **Emotional Challenges across the Welfare provided among the Stranded University Students during Covid-19 pandemic** 25
Nor Balkish Zakaria¹, Juliana Mohd Abdul Kadir², Muhammad Rasyid Abdillah³, Mohd Khairul Ariff Noh⁴, Saunah Zainon⁵
1,5 *Faculty of Accountancy, Universiti Teknologi MARA Johor, Malaysia, 2,4 Faculty of Business Management, Universiti Teknologi MARA Johor, Malaysia, 3 Department of Management, Universitas Lancang Kuning, Indonesia*
norbalkish@uitm.edu.my, julia593@uitm.edu.my, ariff890@uitm.edu.my, m.rasyidabdillah@unilak.ac.id, sauna509@uitm.edu.my
- A09 ELE 004 **Exploring learners' Acceptance and Attitude on MALL** 27
Tengku Nazatul Shima Tengku Paris¹, Nurma Abdul Manap², Hafiza Abas³, Lo Mun Ling⁴
1 *Academy of Language Studies, Universiti Teknologi MARA Cawangan Pahang, Raub Campus, Malaysia 2 Academy of Language Studies, Universiti Teknologi MARA Cawangan Pahang, Raub Campus, Malaysia, 3 Advanced Informatics Department,*

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munling.lo@gmail.com*

- | | | | |
|-----|------------|---|----|
| A10 | ELE
005 | <p>Integration of Courses as Quality Learning for Introductory Level Architecture Students</p> <p>Ida Marlina Mazlan 1, Nor Syawallina Azman 2, Intan Liana Samsudin 3, Ilyana Sujak 4</p> <p><i>1 Ph.D. Candidate, Faculty of Engineering and Built Environment, University Kebangsaan Malaysia, 2 Faculty of Engineering Technology and Built Environment, UCSI University Kuala Lumpur</i></p> <p>ida.mazlan@gmail.com, syawallina@ucsiuniversity.edu.my, intan@ucsiuniversity.edu.my, ilyana@ucsiuniversity.edu.my</p> | 29 |
| A11 | ELE
007 | <p>Teaching Architecture for Tertiary Students during Covid-19: Issues & Reflections.</p> <p>Nurhayati Zulkeply, Noor Fatehah Mat So'od, Zurinda Mat Rabu, Seri Intan Sidik</p> <p><i>Faculty of Engineering Technology & Built Environment, UCSI University Kuala Lumpur, Malaysia</i></p> <p>nurhayati@ucsiuniversity.edu.my, fatehah@ucsiuniversity.edu.my, zurinda@ucsiuniversity.edu.my, seriintan@ucsiuniversity.edu.my</p> | 31 |
| A12 | ELE
006 | <p>The Acceptance of E-Learning among Distance Learners: Malaysian southern public universities</p> <p>Nurul Aien Abd Aziz1, Mohd Hafizan Musa2, Rusnani Mohamad Khalid3, Noreen Noor Abd Aziz4, Shaherah Abdul Malik5</p> <p><i>1,4,5 Faculty of Business Management, Universiti Teknologi MARA Johor, Malaysia, 2,3 Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Johor, Malaysia</i></p> <p>nurul106@uitm.edu.my, mohdh233@uitm.edu.my, rusna162@uitm.edu.my, noree974@uitm.edu.my, shahe314@uitm.edu.my</p> | 33 |
| A13 | ELE
008 | <p>Webinar Unplugged: Developing Strategies of Effective Webinar Management Series for Legal Education</p> <p>Hartini Saripan 1, Rafizah Abu Hassan 1, Nurussakinatul Fikriah Mohd Shith Putera 1, Sarah Munirah Abdullah 1 Sigit Riyanto 2</p> <p><i>1 Faculty of Law, Universiti Teknologi MARA, 40450 Shah Alam, Malaysia, 2 Faculty of Law, Universitas Gadjah Mada, 55281 Yogyakarta, Indonesia</i></p> <p>hartinisaripan@uitm.edu.my, fiza@uitm.edu.my, nurussakinatul@uitm.edu.my, sarahmunirah@uitm.edu.my, sigit.riyanto@mail.ugm.ac.id</p> | 35 |

Elderly Environment

37

- | | | | |
|-----|-----------|--|----|
| A14 | EE
001 | <p>Lesson from Australian Intergeneration Care Facilities and Practices: Way forward for Malaysia</p> <p>Intan Liana Samsudin 1, Syed Ahmad Iskandar Syed Ariffin2, Maimunah Bt Sapri 3, Jamilia Mohd Marsin4</p> | 39 |
|-----|-----------|--|----|

1 PhD Candidate, Architecture, Faculty of Built Environment & Surveying, Universiti Teknologi Malaysia, Johor, Malaysia, 2 Institute Sultan Iskandar, Universiti Teknologi Malaysia, Johor, Malaysia, 3 Real Estate, Faculty of Built Environment & Surveying, Universiti Teknologi Malaysia, Johor, Malaysia, 4 PhD Candidate, Architecture, Faculty of Built Environment & Surveying, Universiti Teknologi Malaysia, Johor, Malaysia
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Energy Environment

41

- A15 EnE 001 **Greenhouse Building Energy Usage (EUI) and Daylight Illuminance for Users' Satisfaction in Hot and Humid Climate** 43
Amalina Safiah Jasni¹, Sabarinah Sh Ahmad², Mariam Felani Shaari³, Ricardo B Sánchez⁴
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- A16 EnE 002 **Optimising Daylighting Performance in Tropical Courtyard and Atrium Buildings for Occupants' Wellbeing** 45
Muhammad Syukri Talip¹, Mariam Felani Shaari², Sabarinah Sh Ahmad³, Ricardo B Sanchez⁴
1, 2, 3 Centre of Studies for Architecture, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Selangor, Malaysia. 4 National Autonomous University of Mexico, Mexico City, Mexico.
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Health / Healing Environment

47

- A17 HE 001 **Anxiety and Depression among T&CM users of Cancer patients in Malaysia.** 49
Che Noriah Othman¹, 2 Syed Azhar Syed Sulaiman, 3Maryam Farooqui, & 4Wan Ismahaniza Ismail.
1Faculty Of Pharmacy, Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Bertam, 13200, Pulau Pinang, Malaysia. 2School Of Pharmaceutical Sciences, Universiti Sains Malaysia, 11800, Pulau Pinang, Malaysia. 3Unaizah College Of Pharmacy, Qassim University, Saudi Arabia, PO BOX 5888 Unaizah 51911, Qassim, Saudi Arabia. 4Faculty Of Allied Health Sciences, Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Bertam, 13200, Pulau Pinang, Malaysia.
chenoriah.othman@uitm.edu.my, sazhar@usm.my, maryamfarooqui.uitm@gmail.com, ismahanisa@uitm.edu.my,

A18	HE 003	<p>Conventional and Alternative Medicine versus Conventional Medicine use in Thalassaemia Patients</p> <p>Wan Ismahanisa Ismail¹, Mohamed Azmi Ahmad Hassali², Maryam Farooqui³, Muhammad Nabil Fikri Roslan¹ Nazri Che Dom⁴</p> <p><i>1 Faculty of Health Sciences, Universiti Teknologi MARA, Cawangan Pulau Pinang, Malaysia. 2 School of pharmaceutical sciences, Universiti Sains Malaysia, Penang, Malaysia. 3 Department of Pharmacy Practice, Unaizah College of Pharmacy, Qassim University, Qassim, Saudi Arabia. 4 Centre of Environmental Health & Safety, Faculty of Health Sciences, UiTM Cawangan Selangor, Puncak Alam, Malaysia.</i></p> <p>ismahanisa@uitm.edu.my; azmihassali@gmail.my; M.Farooqui@qu.edu.sa; nabil0600@uitm.edu.my; nazricd@uitm.edu.my</p>	51
A19	HE 002	<p>CPR: Knowledge, Attitude, and Confidence among Nursing Students at UiTM Puncak Alam Selangor.</p> <p>Roswati Nordin¹, Nur Farah Diana Ziana¹, Rohidayah Ibrahim¹, Suryanto²</p> <p><i>1 Centre for Nursing Studies, Faculty of Health Sciences, Universiti Teknologi MARA, Puncak Alam Campus, 42300, Puncak Alam, Selangor, Malaysia, 2 School of Nursing, Faculty of Medicine, Universitas Brawijaya, Indonesia.</i></p> <p>roswati2809@uitm.edu.my, rohidayah@ummc.esu.my, farahdeana91@gmail.com, suryanto.s@ub.ac.id</p>	53
A20	HE 010	<p>Depression and suicidal ideation among people admitted in mental hospital in Kabul- Afghanistan</p> <p>Akehsan Dahlan¹, Mahjabin Shahid², Mohamad Ghazali Masuri¹</p> <p><i>1 Faculty of Health Sciences, Universiti Teknologi MARA, Malaysia. 2 Nursing Department, Kabul Medical University, Afghanistan</i></p> <p>akehsan@uitm.edu.my; mahjabin128@gmail.com; mghazali@uitm.edu.my</p>	55
A21	HE 009	<p>Effects of Occupation-Based Intervention for Older People with Mild Dementia in the Institution</p> <p>Syamsul Anwar Sultan Ibrahim, Akehsan Dahlan, Ahmad Zamir Che Daud</p> <p><i>Faculty of Health Sciences, Universiti Teknologi MARA, Selangor Campus, 42300 Bandar Puncak Alam, Selangor.</i></p> <p>syamsul2893@uitm.edu.my, akehsan@uitm.edu.my, zamir5853@uitm.edu.my</p>	57
A22	HE 004	<p>Establishing a Framework Using Exploratory Factor Analysis in Creating Autism Environment</p> <p>Roslinda Ghazali¹, Siti Rasidah Md Sakip², Ismail Samsuddin³, Heba Samra⁴</p> <p><i>1 Department of Post-graduate, Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus, 32610, Perak, Malaysia. 2 Department of Landscape Architecture, Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus, 32610, Perak, Malaysia. 2 Green Safe Cities Research Group, Universiti Teknologi MARA, Shah Alam Campus, 40450, Selangor, Malaysia. 3 Department of Architecture, Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus, 32610, Perak, Malaysia. 4 Faculty of Fine Arts, Helwan University Cairo – Zamalek, 4 Mohamed Thakeb. St Zamalek, Cairo, Egypt.</i></p> <p>lindakeruig@gmail.com, sitir704@perak.uitm.edu.my, ismai587@uitm.edu.my, Heba.abdelhafeez@f-arts.helwan.edu.eg</p>	59

A23	HE 005	KAHB and Perceived Treatment Effectiveness among Cancer Patients in Malaysia Che Noriah Othman1, 2 Syed Azhar Syed Sulaiman, 3Maryam Farooqui, & 4Wan Ismahaniza Ismail. 1Faculty Of Pharmacy, Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Bertam, 13200, Pulau Pinang, Malaysia. 2School Of Pharmaceutical Sciences, Universiti Sains Malaysia, 11800, Pulau Pinang, Malaysia. 3Unaizah College Of Pharmacy, Qassim University, Saudi Arabia, PO BOX 5888 Unaizah 51911, Qassim, Saudi Arabia. 4Faculty Of Allied Health Sciences, Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Bertam, 13200, Pulau Pinang, Malaysia. chenoriah.othman@uitm.edu.my, sazhhar@usm.my, maryamfarooqui.uitm@gmail.com, ismahanisa@uitm.edu.my,	61
A24	HE 006	Malaysian Medical Device Regulation for Artificial Intelligence in Healthcare: Have All the Pieces Fallen into Position? Sarah Munirah Abdullah 1, Nurussakinatul Fikriah Mohd Shith Putera 1, Noraiza Abdul Rahman 1, Rafizah Abu Hassan 1, Hartini Saripan1, Imam Haryanto 2 1 Faculty of Law, Universiti Teknologi MARA, Shah Alam, Malaysia, 2 Faculty of Law, Universitas Pembangunan Nasional "Veteran", Jakarta, Indonesia sarahmunirah@uitm.edu.my, nurussakinatul@uitm.edu.my, noraizarahman@uitm.edu.my, fiza@uitm.edu.my, hartinisaripan@uitm.edu.my, imam.haryanto@upnvj.ac.id	63
A25	HE 007	MBSR exploration for Anxiety and Depression among Cancer Patients in Malaysia Che Noriah Othman1, 2 Syed Azhar Syed Sulaiman, 3Maryam Farooqui, & 4Wan Ismahaniza Ismail. 1Faculty Of Pharmacy, Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Bertam, 13200, Pulau Pinang, Malaysia. 2School Of Pharmaceutical Sciences, Universiti Sains Malaysia, 11800, Pulau Pinang, Malaysia. 3Unaizah College Of Pharmacy, Qassim University, Saudi Arabia, PO BOX 5888 Unaizah 51911, Qassim, Saudi Arabia. 4Faculty Of Allied Health Sciences, Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Bertam, 13200, Pulau Pinang, Malaysia. chenoriah.othman@uitm.edu.my, sazhhar@usm.my, maryamfarooqui.uitm@gmail.com, ismahanisa@uitm.edu.my,	65
A26	HE 008	Patient Education on Deep Breathing Exercise after Coronary Artery Bypass Graft Norhaini Majid 1, Suryanto Suryanto 2, Roswati Nordin 1, Norizan Masri 1 1 Centre for Nursing Studies, Faculty of Health Sciences, Universiti Teknologi MARA, Malaysia, 2 School of Nursing, Faculty of Medicine, Universitas Brawijaya, Indonesia majidnorhaini@gmail.com, suryanto.s@ub.ac.id, roswati2809@uitm.edu.my, nooreyzanmasri@ppukm.ukm.edu.my	67

Hospitality / Tourism Environment 69

A27	HTE 001	Designing a Tourist Area to Improve Quality Of Life: Community perceptions Achmad Delianur Nasution 1, Julaini Wahid 2, Nurlisa Ginting 3	71
-----	------------	---	----

Department of Architecture, Faculty of Engineering, Universitas Sumatera Utara, Jalan Perpustakaan Ged.J7. Kampus USU, Medan 20155, Indonesia; 2 Department of Architecture, Faculty of Built Environment, University Malaysia Sarawak, 94300, Kota Samarahan, Sarawak10AN
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- | | | | |
|-----|------------|--|----|
| A28 | HTE
002 | <p>Perception of Heritage Food on Behavioral Intentions: Malaysian Domestic Tourists</p> <p>Mazni Saad 1, Nur Assyiqin Kamarizzaman 2, Noriza Ishak 3, Thomas James Pratt 4
1.2 Department of Tourism, Kuliyah of Languages and Management, International Islamic University Malaysia, Pagoh Education Hub, KM1, Jalan Panchor, Pagoh, 84600 Johor, Malaysia 3 Department of Culinary Arts & Gastronomy, Faculty of Hotel and Tourism Management, University Teknologi MARA, Puncak Alam Campus, 42300 Bandar Puncak Alam, Selangor, Malaysia 4 School of Hotel Management (SIHOM), Sol International Hospitality Management (SIHOM), Woosong University, Office 4041. Endicott Building (W16), 171 Dongdaejon-ro, Dong-gu, Daejeon. 300-715 Korea
maznisaad@iiu.edu.my, cahayaassyiqin@gmail.com, noriz267@uitm.edu.my, thomas.pratt@wsu.ac.kr</p> | 73 |
| A29 | HTE
003 | <p>Small and Medium Tourism Enterprises Green Operation Performance Levels</p> <p>Zeenat Begam Yusof 1, Mansor Ibrahim2 , Mariam Jamaludin 3, Selin Yildiz 4
1,2Kuliyah of Architecture and Environmental Design, International Islamic University Malaysia, 3 MJ Architect, , 4 School of Architecture and Built Environment, Deakin University, Australia
Zeensoni@iiu.edu.my, profmansor@iiu.edu.my, marja67@gmail.com, md.rashid@deakin.edu.au</p> | 75 |

Landscaping Environment

77

- | | | | |
|-----|------------|--|----|
| A30 | LaE
001 | <p>“Unintentional Vandalism”: Unskilled tree pruning practices in tree management</p> <p>Helmi Hamzah 1, Noriah Othman 2, Norainiratna Badrulhisham 3, Lina Karlinasari 4
1 Department of Landscape Architecture, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus, Malaysia, 2 Centre of Studies for Landscape Architecture, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA Selangor Branch, Puncak Alam Campus, Malaysia , 3 Institute of Graduate Studies, University Teknologi MARA, Shah Alam, Malaysia, 4 Department of Forest Products, Faculty of Forestry and Environment, IPB University, Indonesia
helmi.treev@gmail.com, noriaho@yahoo.com, onie_ratna@yahoo.com, lkarlinasari@gmail.com</p> | 79 |
| A31 | LaE
002 | <p>Does Spending Time in a Neighbourhood Park Reduce Stress? A preliminary psychological study</p> <p>Hazreena Hussein 1, Syaidatul Azzreen Ishak 2, Wan Mohd Azam Wan Mohd Yunus 3
1 Centre for Sustainable Urban Planning and Real Estate, Faculty of Built Environment, Universiti Malaya, 2 Department of Architecture, Faculty of Built</p> | 81 |

Environment, Universiti Malaya, 50603 Kuala Lumpur, Malaysia, 3 Research Center for Child Psychiatry, University of Turku, Finland
reenalambina@um.edu.my, azzreenishak@um.edu.my, azam.yunus@utu.fi

Local Heritage Environment

83

- | | | | |
|-----|------------|---|----|
| A32 | LHE
001 | <p>Comparison of Best Model for Youth Preferences on Living Heritage Site Conservation</p> <p>Khairuna Amni Bahtiar¹, Noor Fazamimah Mohd Ariffin², Nor Atiah Ismail³, Anuar Alias⁴</p> <p><i>1 Department of Landscape Architecture, Faculty of Design and Architecture, Universiti Putra Malaysia, 43400 UPM Serdang, Selangor Darul Ehsan, Malaysia. 2 Department of Estate Management, Faculty of Built Environment, Universiti Malaya, Jalan Universiti, Kuala Lumpur, Malaysia.</i></p> <p>amnibahtiar@gmail.com, fazamimah@upm.edu.my, natiah@upm.edu.my, anuar_a@um.edu.my</p> | 85 |
| A33 | LHE
002 | <p>Enhancing the heritage conservation by Sustaining Historical Buildings: Hail Palace, as a Case Study</p> <p>Abdullah Alorf¹, Nashwan Al-Ansi²</p> <p><i>1MSc, candidate, Department of Architecture, College of Architecture and Planning, Qassim University Saudi Arabia. 2Asst. Prof., Department of Architecture, College of Architecture and Planning, Qassim University Saudi Arabia</i></p> <p>eng.a.h.alorf@gmail.com, n.alansi@qu.edu.sa</p> | 87 |
| A34 | LHE
003 | <p>The Adequateness of Adaptive Reuse Pre-War Shop houses in Petaling Street for Modern Users</p> <p>Shahrul Yani Said¹, Fatin Najmee Mohd Tahir², Jonny Wongso³, Muhammad Edaufi Firdaus Mohd Ni'man⁴</p> <p><i>1, 2, 4 Centre for Post Graduate Studies, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Malaysia , 3 Department of Architecture, Faculty of Civil Engineering and Planning, Universitas Bung Hatta, Indonesia</i></p> <p>shahrulyani@uitm.edu.my, fatinnajmeemt@yahoo.com, jonnywongso@bunghatta.ac.id, edaufi_1991@yahoo.com</p> | 89 |

Legal Matters

91

- | | | | |
|-----|-----------|---|----|
| A35 | LM
001 | <p>Access to Justice in Malaysia and Indonesia: Legal literacy in criminal cases</p> <p>Mazlifah Mansoor¹, Habibah Omar², Iqbal Felisiano, S. H., LL. M³, Mazlina Mohamad Mangsor⁴</p> <p><i>1 2 4Faculty of Law, Universiti Teknologi MARA, Selangor, Malaysia, 3 Faculty of Law, Universitas Airlangga, Surabaya, Indonesia</i></p> <p>mazlifah414@uitm.edu.my; habib597@uitm.edu.my; iqbalfelisiano@fh.unair.ac.id; mazi774@uitm.edu.my</p> | 93 |
|-----|-----------|---|----|

A36	LM 005	Medical Negligence Disputes Resolution in Malaysia: Time for legal reform Izuan Izzaidi Azmi ¹ , Norfarhana Md Daud ² , Bill Atkin ³ , Faznur Md Rashid Khan ⁴ <i>1 Faculty of Law, Universiti Teknologi MARA, Shah Alam, Selangor, 2 Ministry of Health, Malaysia, 3 Faculty of Law, Victoria University of Wellington, New Zealand, 4 Faznur Az Zahrah & Associates, Penang</i> izuan124@uitm.edu.my, farhanamddaud@gmail.com, bill.atkin@vuw.ac.nz, faznur@fza.com.my	95
A37	LM 002	Plagiarism of Academic Writing in Malaysian Universities: A legal analysis Muhamad Ikhwani Mohd Zain ¹ , Nur Ezan Rahmat ² , Mohd Yazid Zul Kepli ³ , Ramesh Pandita ⁴ <i>1 Postgraduate Student, Faculty of Law Universiti Teknologi MARA Shah Alam, Malaysia 2 Lecturer, Faculty of Law Universiti Teknologi MARA Shah Alam, Malaysia 3 Lecturer, Ahmad Ibrahim Kulliyah of Laws, International Islamic University Malaysia 4 Baba Ghulam Shah Badshah University, Rajouri, India</i> ikhwanzaeen@gmail.com, nurezan@uitm.edu.my, maritime@iiu.edu.my, rameshpandita90@gmail.com	97
A38	LM 005	Raising the Bar for Medical Malpractice Involving Artificial Intelligence in Malaysia: A stellar ambition? Nurus Sakinatul Fikriah Mohd Shith Putera ¹ , Hartini Saripan ¹ , Sarah Munirah Abdullah ¹ , Rafizah Abu Hassan ¹ Imam Haryanto ² <i>1 Faculty of Law, Universiti Teknologi MARA, 40450 Shah Alam, Malaysia, 2 Universitas Pembangunan Nasional Veteran, Jakarta, Indonesia</i> nurussakinatul@uitm.edu.my, hartinisaripan@uitm.edu.my, sarahmunirah@uitm.edu.my, fiza@uitm.edu.my, imam.haryanto@upnvj.ac.id	99
A39	LM 003	The Interplay between Ethical Concerns and the Regulatory Frameworks on GM Crops in Malaysia Siti Hafsyah Idris ¹ , Sheela Jayabalan ² , Habibah Omar ³ , Nurulhisham Shamsuddin ⁴ , Mailinda Eka Yuniza ⁵ <i>1 Universiti Teknologi MARA, 2 Universiti Teknologi MARA, 3 Universiti Teknologi MARA, 4 Universiti Teknologi MARA, 5 Universitas Gadjah Mada, Indonesia</i> sitihafsyah@uitm.edu.my, sheela880@uitm.edu.my, habib597@uitm.edu.my, hishesham@gmail.com, mailinda@ugm.ac.id	101
A40	LM 004	The Legal Framework of Shareholders Activism in Malaysia in Promoting ESG Muhammad Umar Abdul Razak ¹ , Wan Zulhafiz Wan Zahari ² , Abdul Mu'iz Abdul Razak ³ , Azlan Roni ⁴ , Nurul Ula Ulya ⁵ <i>1Faculty of Law, Universiti Teknologi MARA Selangor/Phd Cadidate, Ahmad Ibrahim Kulliyah of Laws, Islamic International University of Malaysia, 2 Ahmad Ibrahim Kulliyah of Laws, Islamic International University of Malaysia, 3Faculty of Law, Universiti Teknologi MARA Selangor, 4Messrs Roni & Co, 5Universitas Brawija, Indonesia.</i> umar0001@uitm.edu.my, wzulhafiz@iiu.edu.my, abdmuiz@uitm.edu.my, roni.azlan@gmail.com, lialea65@gmail.com	103

- A41 NaE 001 **Agencies' Preparation for Flood Disaster in Melaka** 107
 Syahriah Bachok¹, Muhammad Rijal Mohamad², Nur Afiqah M. Zulkifli³, Mohammad Zarif Mohd Zahari⁴
1 International Islamic University Malaysia, 2 Universiti Teknologi MARA, 3 International Islamic University Malaysia, 4 International Islamic University Malaysia.
 syahriah@iiu.edu.my, rijalmohamad@uitm.edu.my, haliyy_4luv@yahoo.com, zarifkool@gmail.com

- A42 NaE 002 **Assessing the Effectiveness of the Non-Structural Measures for River Cleaning** 109
 Nor Azilah Husin ^{1*}, Ahmad Fuad Noor², Mazni Saad³, Eka Mariyanti⁴
1Faculty of Business and Accountancy, 40000, Shah Alam, Universiti Selangor, Malaysia. 2Menteri Besar Incorporated Selangor, 40000 Shah Alam Selangor, Malaysia. 3Tourism Department, Kuliyah of Languages and Management, International Islamic University Islam Malaysia, Edu Hub Pagoh, KM1 Jalan Panchor, Muar 84600 Johor, Malaysia. 4Faculty of Economics and Business Universitas Dharma Andalas, Padang, West Sumatra-Indonesia.
 nor_azilah@unisel.edu.my, fuad@mbiselangor.com, maznisaad@iiu.edu.my, ekamariyanti@yahoo.com

Policy Matters 111

- A43 PoM 001 **Poverty Alleviation Policies in Developing Countries of Malaysia and Nigeria: A historical review** 113
 Zarina Mohd Zain ¹, Nor Suhaiza Md Khalid ¹, Suzei Mat Nurudin ¹, Timothy Onimisi ²
1 Faculty of Administrative Science and Policy Studies, UiTM Kampus Seremban, Cawangan Negeri Sembilan, Malaysia, 2 Department of Political Science, Federal University Lokoja, Nigeria
 zarina752@uitm.edu.my, suhaiza353@uitm.edu.my, suzei509@uitm.edu.my, timothy.onimisi@fulokoja.edu.ng

Residential Environment 115

- A44 RE 003 **'Working From Home' Culture – A Change On Housing Development for New Emerging Township** 117
 Mohd Fairus Kholid, Puteri Mayang Bahjah Zaharin, Kartini Kasmuri, Muhammad Yasin Ramadhan Zahari
Centre of Studies for Architecture, Faculty of Architecture, Planning and Surveying (FSPU), Kompleks Alam Bina dan Seni Reka, Universiti Teknologi MARA (UiTM), Kampus Puncak Alam, 42300, Bandar Puncak Alam, Selangor, Malaysia
 firusfairus@gmail.com, bahjah55@gmail.com, kartini.k@uitm.edu.my, yasin@uitm.edu.my

- A45 RE 002 **Space Syntax Analysis in the Traditional Saudi Dwellings: Cas Study Riyadh Al - Khubra Village** 119
Mamdouh Alharbi 1, Nashwan Al-Ansi 2
1 MSc, candidate, Department of Architecture, Faculty of Architecture and Planning, Qassim University Saudi Arabia, 2 Asst. Prof., Department of Architecture, Faculty of Architecture and Planning, Qassim University Saudi Arabia
arch.mamdouh.alharbi@gmail.com, n.alansi@qu.edu.sa
- A46 RE 004 **Thermal Comfort in Living Room of Houses with Different Frontage** 121
Ahmad Ridzwan Othman¹, Mohammad Ezzat Fakhrawi Mohammad Faisal¹, Wahyuni Zahrah²
1 Faculty of Architecture, Planning and Surveying, Universiti Teknologi Mara, 43200 Puncak Alam, Selangor, Malaysia. 2 Department of Architecture, Faculty of Engineering, Universitas Sumatera Utara, Medan 20155, Indonesia.
dwan_arc7@yahoo.com, ezzat.fakhrawi@gmail.com, Wahyuni.zahra@usu.ac.id

Travel / Transportation Environment 123

- A47 TTE 005 **Fossil Fuel Subsidy and Environmental Effects: A systematic review** 125
Ahmad Razi Ramli¹, Juliana Mohd Abdul Kadir¹, Norashikin Ismail¹, Akmal Aini Othman¹, Patricia C. Melo²
1 Faculty of Business Management, Universiti Teknologi MARA Johor, Malaysia. 2 ISEG Lisbon School of Economics & Management, Universidade de Lisboa, Portugal
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- A48 TTE 002 **The Influence of Socio-Economics on Travel Behavior of Public Transportation in Malaysia** 127
Rohana Ngah 1, Jamalunlaili Abdullah 2
1 Faculty Business and Management, Universiti Teknologi MARA, 2 Faculty Architecture, Architecture, Planning and Surveying, Universiti Teknologi MARA
rohanangah@uitm.edu.my, jamal858@uitm.edu.my
- A49 TTE 003 **Translation and Validation of the Indonesian version of SaringSikap assessment form** 129
Mohamad Ghazali Masuri 1, Nordiyana Othman 1, Gunawan Wicaksono 2, Khairil Anuar Md Isa 1
1 Faculty of Health Sciences, Universiti Teknologi MARA, 42300 Bandar Puncak Alam, Selangor, Malaysia, 2 Occupational Therapy Department, Universitas Indonesia, 16424 Depok, Indonesia.
zalie222@gmail.com, diyana.hpsf@gmail.com, wicaksono_gunawan@yahoo.com, khairil_hpm@hotmail.com
- A50 TTE 004 **Why Passengers of Public Transport Perceived a New Rail System to be Highly Satisfactory?** 131
Syahriah Bachok¹, Muhammad Rijal Mohamad², Oladeju Aliu Olabayonle³, Mohammad Zarif Mohd Zahari⁴
1 International Islamic University Malaysia, 2 Universiti Teknologi MARA, 3 International Islamic University Malaysia, 4 International Islamic University Malaysia.

syahriah@iium.edu.my, rijalmohamad@uitm.edu.my, haliyy_4luv@yahoo.com,
zarifkool@gmail.com

Urban Environment 133

- A51 UE 004 **Investigating Urban Ergonomics Features through Healthy City Approach: Case of Istanbul and Singapore** 135
Çiğdem Canbay Türkylmaz 1, Caterina Villani 2
1 Yıldız Technical University, Istanbul, Turkey, 2 City University of Hong Kong, Hong Kong, China.
ccanbay@yildiz.edu.tr, cvillani2-c@my.cityu.edu.hk
- A52 UE 002 **Multiple Linear Regression of Reverse Migration Determinant** 137
Azreen Anuar 1, Nur Huzeima Mohd Hussain 2, Thuraiya Mohd 3, Suraya Masrom4
1 Centre of Graduate Studies, Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus, Malaysia, 2,3 Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus, Malaysia, 4 Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA Perak Branch, Tapah Campus, Malaysia
azreenanuar0309@gmail.com, nurhu154@uitm.edu.my, thura231@uitm.edu.my, suray078@uitm.edu.my
- A53 UE 003 **Urban Green Open Space as a Health Resilience Catalyst for the Elderly** 139
Muhamad Ferdhaus1, Halmi Zainol2, Hasnizam Ab Dulhamid3, Aprodita Emma Yetti4
1,2 & 3 Department of Urban and Regional Planning, Universiti Teknologi MARA, Perak Campus, Seri Iskandar Branch, 32610, Seri Iskandar, Perak Darul Ridzuan, Malaysia. 4 Program Studi Arsitektur, Universitas Aisyiyah Yogyakarta, Nogotirto, Sleman, Yogyakarta 55592, Indonesia
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Workplace Environment 141

- A54 WE 001 **Towards Quality of Life: Analysis of patterns on religious practice at workplace** 143
Siti Hawa Mohd Kasmuri 1, Nur Khodijah Muhd Fadhullah Ng 2, Normaniza Abdul Ghani 3, Farah Shahrin 4
1 Department of Industrial Relations Malaysia, Level 9, Block D4, Complex D, Federal Government Administrative Centre, 62530 Putrajaya, Malaysia, 2 Izrin & Tan Properties Sdn Bhd, 10-6-1 & 10-6-2, 6th Floor, Queen's Avenue, Block 10, Jalan Shelly, 55100 Kuala Lumpur, 3 Sapura Energy Berhad, 7 Jalan Tasik, Mines Wellness City, 43300 Seri Kembangan, Selangor, Malaysia, 4 Department of Construction Management, Nottingham Trent University, Burton St Campus, Nottingham NG1 4BU, United Kingdom
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Authors Index

145

Authors Index

Abdul Mu'iz Abdul Razak	17, 103
Abdullah Alorf	87
Achmad Delianur Nasution	71
Adilah Md Ramli	7
Ahmad Fuad Noor	109
Ahmad Razi Ramli	125
Ahmad Ridzwan Othman	121
Ahmad Zamir Che Daud	57
Akehsan Dahlan	55, 57
Akmal Aini Othman	125
Amalina Safiah Jasni	43
Anuar Alias	85
Aprodita Emma Yetti	139
Azlan Roni, Nurul Ula Ulya	103
Azreen Anuar	137
Bill Atkin	95
Caterina Villani	135
Che Noriah Othman	49, 61, 65
Çiğdem Canbay Türkyılmaz	135
Eka Mariyanti	109
Farah Shahrin	143
Fatin Najmee Mohd Tahir	89
Faznur Md Rashid Khan	95
Filzani Illia Ibrahim	21
Gancar Candra Premananto	11
Gunawan Wicaksono	129
Habibah Omar	93, 101
Hafiza Abas	27
Halmi Zainol	139
Harifah Mohd Noor	7
Hartini Saripan	13, 35, 63, 99
Hasnizam Ab Dulhamid	139
Hazreena Hussein	81
Heba Samra	59
Helmi Hamzah	79
Ida Marlina Mazlan	23, 29
Ilyana Sujak	23, 29
Imam Haryanto	63, 99
Iman Prihandono	13
Intan Liana Samsuddin	23, 39
Iqbal Felisiano	93
Ismail Samsuddin	59
Izuan Izzaidi Azmi	95
Jamalunlaili Abdullah	127
Jamilia Mohd Marsin	39
Jonny Wongso	89
Julaihi Wahid	71
Juliana Mohd Abdul Kadir	11, 25, 125

Kartini Kasmuri,	117
Khairil Anuar Md Isa	129
Khairuna Amni Bahtiar	85
Khalilah Hassan	3
Liana Samsudin	29
Lina Karlinasari	79
Lo Mun Ling	27
Md Mizanur Rashid	75
Mahjabin Shahid	55
Mailinda Eka Yuniza	101
Maimunah Sapri	39
Mamdouh Alharbi	119
Mansor Ibrahim	75
Mariam Felani Shaari	43, 45
Mariam Jamaludin	75
Maryam Farooqui	49, 51, 61, 65
Mazlifah Mansoor	93
Mazlina Mohamad Mangsor	93
Mazni Saad	73, 109
Mohamad Ghazali Masuri	55, 129
Mohamed Azmi Ahmad Hassali	51
Mohammad Ezzat Fakhrawi Mohammad Faisal	121
Mohammad Zarif Mohd Zahari	107, 131
Mohd Fairus Kholid	117
Mohd Hafizan Musa	33
Mohd Khairul Ariff Noh	25
Mohd Yazid Zul Kepli	97
Muhamad Ferdhaus Sazali	139
Muhamad Ikhwan Mohd Zain	97
Muhammad Edaufi Firdaus Mohd Ni'man	89
Muhammad Nabil Fikri Roslan	51
Muhammad Rasyid Abdillah	25
Muhammad Rijal Mohamad	107, 131
Muhammad Syukri Talip	45
Muhammad Umar Abdul Razak	103
Muhammad Yasin Ramadhan Zahari	117
Nadia Nurul Najwa Mohamad Hassan	11
Nashwan Al-Ansi	87, 119
Nazri Che Dom	51
Nik Hasbi Fathi	17
Noor Fatehah Mat So'od	31
Noor Fazamimah Mohd Ariffin	85
Nor Atiah Ismail	85
Nor Azilah Husin	109
Nor Balkish Zakaria	11, 25
Nor Diyana Mustapa	3
Nor Suhaiza Md Khalid	113
Nor Syawallina Azman	23, 29
Norainiratna Badrulhisham	79
Noraiza Abdul Rahman	63
Norashikin Ismail	125

Nordiyana Othman	129
Noreen Noor Abd Aziz	11, 33
Norfarhana Md Daud	95
Norhaini Majid	67
Noriah Othman	79
Noriza Ishak	73
Norizan Masri	67
Normaniza Abdul Ghani	143
Normawati Hashim	13
Nur Afiqah M. Zulkifli,	107
Nur Assyiqin Kamarizzaman	73
Nur Ezan Rahmat	17, 97
Nur Farah Diana Zianal	53
Nur Huzeima Mohd Hussain	137
Nur Khodijah Muhd Fadhullah Ng	143
Nurhayati Zulkeply, Noor	31
Nurlisa Ginting	71
Nurma Abdul Manap	27
Nurul Aien Abd Aziz	33
Nurul Alia Ahamad	21
Nurulhisham Shamsuddin,	101
Nurus Sakinatul Fikriah Mohd Shith Putera	13, 35, 63, 99
Oladeju Aliu Olabayonle	131
Patricia C. Melo	125
Puteri Mayang Bahjah Zaharin,	117
Rafizah Abu Hassan	13, 35, 63, 99
Ramesh Pandita	97
Ricardo B Sanchez	43, 45
Rima Abdul Rahman	7
Rohana Ngah	127
Rohidayah Ibrahim	53
Roslinda Ghazali	59
Roswati Nordin	53, 67
Rusnani Mohamad Khalid	33
Sabarinah Sh Ahmad	43, 45
Sarah Munirah Abdullah	35, 63, 99
Saunah Zainon	25
Seri Intan Sidik	31
Shaherah Abdul Malik	33
Shahrizal Mohd Zin	17
Shahrul Yani Said	89
Sheela Jayabalan	101
Sigit Riyanto	35
Siti Hafsyah Idris	101
Siti Hawa Mohd Kasmuri	143
Siti Nuratirah Che Mohd Nasir	3
Siti Rasidah Md Sakip	59
Suraya Masrom	137
Suryanto	53, 67
Suzei Mat Nurudin	113
Syahriah Bachok	107, 131

Syaidatul Azzreen Ishak	81
Syamsul Anwar Sultan Ibrahim	57
Syed Ahmad Iskandar Syed Ariffin	39
Syed Azhar Syed Sulaiman	49, 61, 65
Tengku Nazatul Shima Tengku Paris	27
Thomas James Pratt	73
Thuraiya Mohd	137
Timothy Onimisi	113
Ubong Imang	7
Wahyuni Zahrah	121
Wan Ismahaniza Ismail	49, 51, 61, 65
Wan Mohd Azam Wan Mohd Yunus	81
Wan Zulhafiz Wan Zahari	103
Wenny Arminda	3
Zarina Mohd Zain	113
Zeenat Begam Yusof	75
Zurinda Mat Rabu	31

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Assessing the Effectiveness of the Non-Structural Measures for River Cleaning

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Abstract

Klang River is heavily polluted. The state government tries to reduce this issue. The study's objective is to identify river cleaning's effectiveness by the non-structural measures of cross-sectoral collaboration and public outreach programs. A total of 82 usable data from Lembaga Urus Air Selangor (LUAS), Department of Irrigation and Drainage (DID), Klang Local Council (MPK), Shah Alam Local Council (MBSA) and the river community have answered an adapted questionnaire. We employ SmartPLS software for the analysis. The results show that Cross-sectoral Collaboration (CSC) and Public Outreach Program (POP) have significant effects on Effective River Cleaning (ERC).

Keywords: effective river cleaning; river rejuvenation; cross-sectoral collaboration; public outreach program

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DOI: <https://doi.org/10.21834/ebpj.v6i16.2688>

1.0 Introduction

The stakeholder structures are particularly perplexing regarding river management and reclamation projects (Wu, Ju, Wang, Gu & Jiang, 2020). There are many issues and challenges in the restoration and management of transboundary rivers (Li, Zhang, Jiang & Huang, 2020). Klang River reclamation project is no exception. With a catchment river basin area covering 1,280 km², the Klang River winds through the most densely populated and industrialised regions of the Klang Valley. With nearly a seventh of the general populace and the amplest scope of human exercises, the Klang Valley' actual climate has gone through many human-made changes: from tin-mining in the last century to broad urbanisation and industrialisation today (Muhammad, Nur, Ismail & Mohammadreza, 2017). The contaminations from industrial facilities and urbanisations have been paddling into the stream. The Malaysian government and the state of Selangor understood that the Klang River was not an excellent indication of different urban communities along the river any more. Instead, they were the scars of the urban communities' turn of events and an unloading ground that disengaged from individuals' everyday lives. A large amount of waste from the Klang River is mainly due to indiscriminate litter disposal, mostly plastic materials such as plastic bags, mineral water bottles, food containers, etc. However, the law's key issues are the severity of the penalties and

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DOI: <https://doi.org/10.21834/ebpj.v6i16.2688>

compliance and monitoring effectiveness. The fact that the factory in question was fined RM60,000 for the same offence shows that a fine alone is not enough to ensure enforcement and prevent emissions. The state should focus on non-structural actions by reducing and containing waste previously or moving through the climate while currently focusing on removing floating debris from the Klang River through structural measures, a more sustainable non-structural measure does not include actual development. Still, it uses information, practice, or consent to lessen debacle dangers and effects, specifically through approaches and laws, public mindfulness raising, training, and education. It aims to facilitate the collaboration of various areas to expand the responsibility and awareness of different stakeholders' specific expectations. In contrast, a public outreach program seeks to educate, raise awareness, and change the public's mindset and behaviour, moving toward a more responsible society responsible for managing waste, rather than a lackadaisical attitude of indiscriminate disposal of wastes at rivers and public areas. These non-structural cross-sectoral collaborations and public outreach programs are among the first steps that need to be accomplished. This study aims to determine how effective non-underlying measures are at lessening litter into the river. Subsequently, it is critical of this exploration in recognising, understanding and assessing the effectiveness of these non-structural measures for the Klang River cleaning project.



Fig 1: Klang River before and after the cleanup project
(Source: Majlis Perundangan SMG, 2020).

2.0 Literature Review

The river is a catalyst (Othman & Majid, 2016) and promoting the sustainability of the residential area's existing socio-economic climate around it (Saad, Abdullah, & Rosman, 2020a, 2020b). Now it has many issues social concerns on this river issue (Olsson & Head, 2015). However, cross-sectoral collaborative governance in every state in Malaysia, including Selangor, seems to be considered weak in tackling river pollutants' issues. Although the level of disappointment fluctuates across topics and areas, researchers now highlight the fracture of administration across public and neighbourhood locales as a centre explanation behind sea administration's general disappointment (Dauvergne, 2018). There is little arrangement coordination across states, with global foundations working as meagre more than discourse gatherings (Dauvergne, 2018). Woldesenbet (2018) postulated that a low degree of cross-sectoral cooperation among different partners caused many water quality issues in Addis Ababa Rivers. Sunarharum, Sloan, and Susilawati (2021) emphasised that plenty of challenges in the coordinated effort with risk management. Somehow, Avoyan and Meijerink (2021) contended that the reconciliation and coordination of policies across sectors, just as a joint measure between strategy spaces, are of expanding significance for the two researchers and policymakers.

Another non-structural measure for the Klang River cleanup is a public outreach program. This people-centric initiative addresses the root causes of the issues and offers a long-term strategy. The teaching and promoting a sense of belonging and responsibility towards the river and environment paving the way to alleviate dependency on the costly structural measures. The Klang River cleanups' outreach program ludes advice from experts to make river assessment activities and evaluate pollution prevention systems. More recently, campaigns such as "Day Without Plastic" and "Love Our River" by the state have pushed for enactment to zero in on individual litter things in a high recurrence environment. Sakamoto, Shinozaki, and Shirakawa (2017) postulated that education activities do not necessarily improve the riverine climate. However, significant activities may add to increments in inspiration and nature of information on the individuals intrigued by ecological insurance.

3.0 Methodology

This study is a cross-sectional, quantitative study to measure the effectiveness of cross-sectoral collaborative governance and public outreach programs as river cleanup approaches for the Klang River. We chose a purposive sampling technique in the non-probability population of 82 respondents from the members of the river community and the staff of three (3) state agencies involved in river management, namely Lembaga Urus Air Selangor (LUAS), Department of Irrigation and Drainage (DID), and Majlis Perbandaran Klang (MPK). This sampling technique will enable the selection of limited groups based on their knowledge and expertise in the research subject and those who reside nearby. We collected data through a survey where the questionnaire was adapted from Xanthos et al. (2017), Woldesenbelt (2018), Dauvergne, 2018, Willis et al. (2017). It consists of 20 items. The first section collects demographic information of respondents using a nominal scale. The other three areas measure respondents' perception of river cleaning effectiveness, cross-sectoral collaboration, and public outreach program. A six-point Likert scale measured the items in these sections,

starting from 1 (strongly disagree) to 6 (strongly agree). Respondents were asked to indicate an appropriate response. We developed a proposed structural equation model, as shown in Fig. 2.

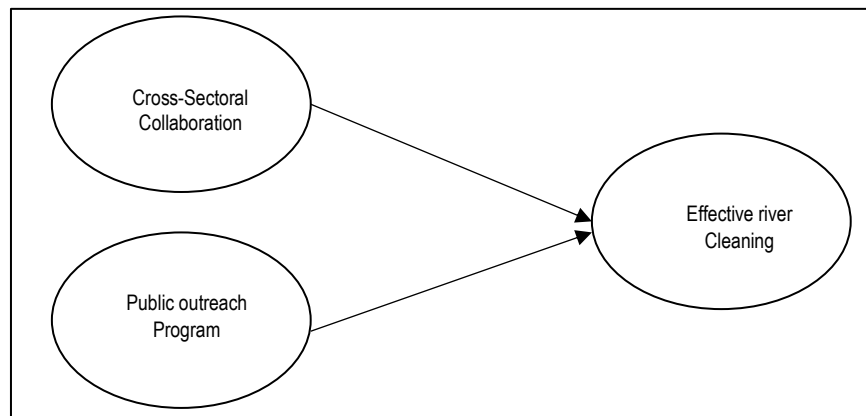


Fig. 2: Proposed framework for Effective River Cleaning

The items used to measure these constructs are described below.

Table 1. Items Description for Each Construct

Constructs	Measurement Item	Description
Effective river cleaning	B1	The cleaning program contributes to a cleaner river.
	B2	The cleaning program reduces the amount of solid waste in the river.
	B3	The cleaning program eliminates the odour/terrible smell of the river water.
	B4	The cleaning program increases recreational activities along the river.
	B5	The cleaning program brings back some wildlife species to the river.
Cross-sectoral collaboration	C1	Collaboration between agencies is necessary for the river cleaning program.
	C2	Collaboration between public and private sectors increases the effectiveness of the river cleaning program.
	C3	Technical supports improve the river cleaning implementation.
	C4	Water quality monitoring contributes to an effective river cleaning program.
	C5	Closing down illegal dumping sites along the river contributes to a clean river.
Public outreach program	D1	The program encourages river communities to take care of the river cleanliness.
	D2	The campaign 'Day Without Plastic' increases public awareness about river pollution caused by indiscriminate littering.
	D3	The campaign 'Love our River' increases public awareness about the importance of river cleanliness.
	D4	Engagement with school children increases the effectiveness of the river cleaning program.

Based on the proposed model, we formed hypotheses are as follows:

Hypothesis 1 (H1): There is a relationship between cross-sectoral collaboration and effective river cleaning.

Hypothesis 2 (H2): There is a relationship between public outreach programs and effective river cleaning.

We used SmartPLS software to test the hypotheses above and create the path model as in Figure 3. The significance of parameter estimates of PLS is assessed using the bootstrap method within the SmartPLS software. The estimated model is validated through the construct, convergent and discriminant validity values. Additionally, the R^2 of the dependent variables will indicate the predictive path model's quality or ability. According to Hair et al. (2014), the R^2 value of 0.25, 0.50 or 0.75 for dependent variables in structural models can be described as weak, moderate or substantial ability in prediction.

4.0 Findings

4.1 Respondents' Profile

Of the 82 respondents, 50% of them were male, while the other half were female. Various age groups represented survey respondents. Most respondents (45%) were aged from 31 to 40 years old, while only 4% of respondents were aged above 50 years. 36% of the respondents were aged 18 to 30 years old, and the rest were from group age from 41 to 50 years. 68% of respondents indicated that their highest education level was obtained from the university. In comparison, 1% revealed that their education level is secondary school. The respondents from agency LUAS are 23%, JPS is 16%, MPK is 28%, and 33% were from other agencies. 34% of these respondents have worked five years below, while 33% worked between 6 to 10 years, 17% worked 11 to 15 years, and 16% worked for more than

15 years. The survey respondents also comprised 27% Klang residents, 42% reside in Shah Alam, 7% from Petaling Jaya area, and 24% were from other areas. Table 2 gives a summary of the respondents' profile.

Table 2. Demographics of Respondents

Measure	Items	Frequency	Percentage (%)
Gender	Male	41	50
	Female	41	50
Age (in years)	18-30	30	36
	31-40	37	45
	41-50	12	15
	> 50	3	4
Education Level	University	56	68
	College/institute	25	31
	Secondary	1	1
	Primary	0	0
Agency	LUAS	19	23
	JPS	13	16
	MPK	23	28
	Others	27	33
Working tenure (in years)	1-5	28	34
	6-10	27	33
	11-15	14	17
	> 15	13	16
Residents	Klang	22	27
	Shah Alam	34	42
	Petaling Jaya	6	7
	Others	20	24

4.2 Structural Model Assessment

Validation of constructs is crucial in determining how well the measurement items' results fit the theories around which the model is developed. Hence, we assessed convergent and discriminant validity and internal consistency reliability. Table 3 shows all the values used in reassessing the measurement items and the constructs within the structural equation model of effective river cleaning. First, the respective loadings were examined if there are problems with any particular items. A cut-off value for loadings is at 0.7, which indicates the items measuring a specific construct loaded highly on that construct, thus confirming construct validity. The third column in Table 3 depicts loadings for all items exceeding the benchmark value of 0.7 accepts item C5 for the CSC construct.

Next, we assessed the convergent validity to ensure that multiple items to measure the same concept agree. The loadings (>0.7), indicator reliability (>0.5), and average variance extracted (AVE) (>0.5) were the indicators to assess convergent validity. Again, only item C5 has not fulfilled the recommended value for indicator reliability. However, the results show that AVE was in the range of 0.549 and 0.773.

We used two measures to evaluate the internal consistency reliability of the measurement items. The Cronbach's Alpha values were above 0.6, while the Composite Reliability values ranged from 0.857 to 0.932. Both measures suggested that the measurement items are reliable. In this study, discriminant validity was evaluated by Heterotrait-monotrait (HTMT) criterion. The confidence interval (CI) of HTMT, which can be obtained by the bootstrap method, does not contain the value of one, suggesting that discriminant validity has been established. Table 3 revealed that all construct measurements have adequate discriminant validities. Finally, the last column in Table 3 shows the t-values for each item larger than 2.58. These results indicate that all items are significant at 1 & level of significance. Therefore, we decided to keep item C5 in the model.

Table 3. Items and Constructs Validation

Model Construct	Measurement Items	Convergent Validity			Internal Consistency Reliability		Discriminant Validity	t-values
		Loadings	Indicator Reliability	AVE	Cronbach's Alpha	Composite Reliability		
Effective River Cleaning (ERC)	B1	0.816	0.666	0.549	0.789	0.857	Yes	16.379**
	B2	0.822	0.676					16.967**
	B3	0.723	0.523					9.545**
	B4	0.831	0.691					16.487**
	B5	0.834	0.696					19.008**
Cross-sectoral Collaboration (CSC)	C1	0.825	0.681	0.650	0.867	0.902	Yes	19.635**
	C2	0.757	0.573					10.866**
	C3	0.796	0.634					13.716**

	C4	0.739	0.546					10.55**7
	C5	0.560	0.314					4.695**
	D1	0.867	0.752	0.773	0.902	0.932	Yes	19.574**
Public Outreach	D2	0.925	0.856					49.922**
Program (POP)	D3	0.864	0.746					19.912**
	D4	0.860	0.740					23.773**

t-values >1.96*(p<0.05); t-values>2.58**(p<0.01)

4.3 Structural Equation Model

In the structural model, we estimated path coefficients using bootstrapping methods in PLS, as Chin (2010) conducted. The R2 value was used as a criterion for judging the quality of the structural model. The value describes the total variance explained by the dependent construct that measures the relationship of latent variables. The R2 values of 0.75, 0.50, and 0.25 in structural models represent the strong, medium, and weak determination coefficient (Hair et al., 2014). Figure 3 demonstrates the path model between cross-sectoral collaboration, public outreach program and effectiveness of river cleaning. The resulting R2 values of 0.378 suggest that 37.8% of the total variation in effective river cleaning can be explained by the other two constructs and can be considered a moderate determination coefficient.

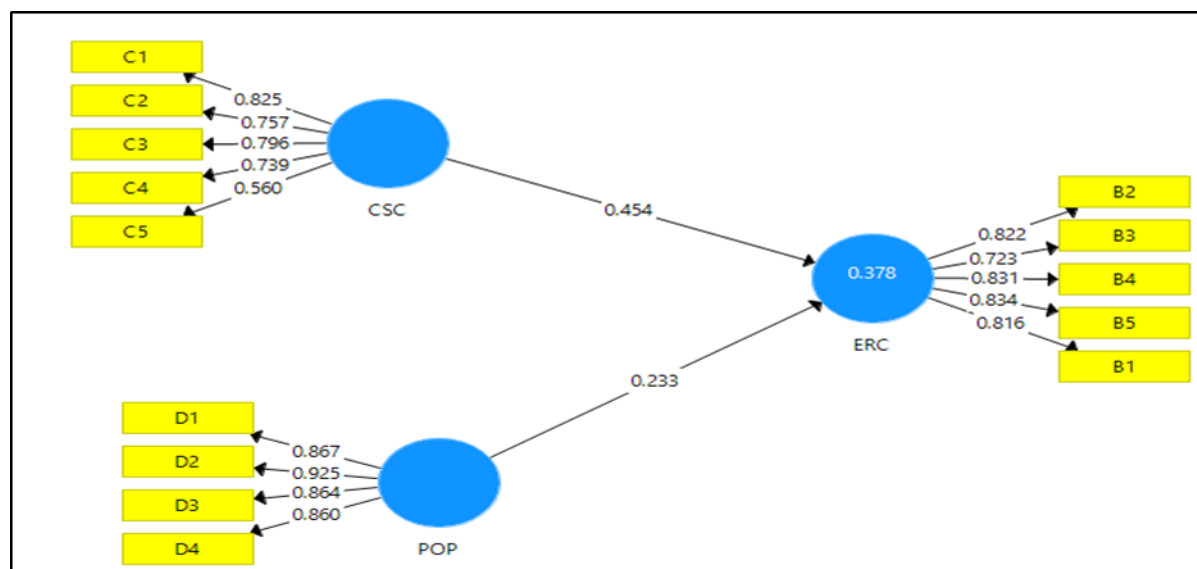


Fig 3. Partial Least Squares Path Model of Perception on Effectiveness River Cleaning

Table 4 denotes the results for the path coefficient for each hypothesis. The results indicate that t-values for both hypotheses are larger than 1.96. Therefore, our proposed relationships between cross-sectoral collaboration and perception on the effectiveness of river cleaning (H1) and public outreach program and perception on the effectiveness of river are significant at a 5% level ($t > 1.96$).

Table 4. Path Coefficient and Hypothesis Testing

Hypothesis	Relationship	β Coefficient	SE	t-values	Supported
H1	CSC \rightarrow ERC	0.454	0.102	4.432	Yes
H2	POP \rightarrow ERC	0.232	0.108	2.163	Yes

t-values >1.96*(p<0.05); t-values>2.58**(p<0.01)

5.0 Discussion

Significantly, this research is intended to identify and understand the sufficient river cleaning approaches using non-structural measures of cross-sectoral collaborative governance and public outreach programs. It is undertaken by the state to improve the water and environmental quality to benefit humans, wildlife, and nature. The partnership between the government and private sectors: SMG, LUAS, river community and DID increases the effectiveness of the river cleaning program. This idea is similar to Willis et al. (2017) study that public outreach program that provides a more sustainable approach towards effective river cleaning needs. The education on Programs such as "Day Without Plastic" and "Love Our River" the Public Outreach Program is the right initiative to educate people on the importance of river cleanliness as supported by Sakamoto et al. (2017). The technical supports also improve river cleaning. It is necessary to have the right people and the correct agenda to have water quality monitoring and closing down illegal dumping sites along the river. The amount of waste has been reduced and there is expanded mindfulness as the corporate areas, NGOs, and the public. The punishment ought to be made more serious, including a compulsory jail term or, in any event, caning to be proportionate with the

offences' reality. If a factory is responsible for extreme emissions, the legislation must grant regulators the authority to shut it down or put it out of business. The project of river cleaning has directly impacted the river water quality. Though the present study only involved respondents from agencies whom expertise in river basin management and those who reside within the study area, the generalisation of the finding of this study could be improved if the sample came from the upstream and downstream along the Klang River as well as rivers across the country.

6.0 Conclusion & Recommendations

By recognising the Cross-sectoral Collaboration and Public Outreach Program as means for Effective River Cleaning, practitioners and related government agencies may find a long-term solution for river and river basin management concerning reducing litter and water quality improvement. Other than awareness programs and laws and regulations aimed at a later stage of life, education seems to be more effective in nurturing younger generations to be environmentally conscious citizens. The Public Outreach Program is also one of the non-structural measures found to have increased river cleaning effectiveness. Ideally, there will be more coordinated efforts between government areas and NGOs to make a cleaner stream in the future. This initiative aligns with the government's Sustainable Development Goal 17: Strengthening implementation mechanisms and revitalising global partnerships for sustainable development. The outcomes show that successful waterway cleaning exercises, for example, counteraction and expulsion of litter from the Klang River, have tremendous beneficial effects on water quality, climate, biological frameworks, widely varied vegetation, and aquatic life and territory. The sustainability of water resource is improved, influencing plants and living organic entities, the populace's wellbeing, and the economy. More such programs are encouraged to all related stakeholders. Providing litter education programs has significantly reduced floatable waste and raised the quality of life and public awareness. It forms a sense of environmental responsibility in every individual and the quality of life of the environment. Future research on the next level of water management – river beautification and rejuvenation should be considered.

Acknowledgements

We would like to acknowledge everyone who played a role in our accomplishments especially respondents from Lembaga Urus Air Selangor (LUAS), Department of Irrigation and Drainage (DID), Klang Local Council (MPK), Shah Alam Local Council (MBSA) and Klang river community, each of whom has provided patient advice and guidance throughout the research process. Thank you all for your unwavering support.

Paper Contribution to Related Field of Study

This paper would add to the literature of sustainable environment specifically in the field of river management and conservation, public outreach programs, as well as collaboration of non-structural measures.

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