

**LEVEL OF PERCEIVED BEHAVIOURAL CONTROL AND ITS IMPACT ON JAWI
ACCEPTANCE AMONG INDIANS COMMUNITY IN MALAYSIA**

**Mohd Khairull bin Ab Ghani¹, Nur Aulia Fahada binti Misaridin², Wan
Hashridz Rizal bin Wan Abu Bakar³, Nor Fadzilah binti Md Yusof⁴**

¹Faculty of Language and Foundation Studies, Sultan Ahmad Shah Pahang
University College (KUIPSAS)

³Faculty of Management Studies, Sultan Ahmad Shah Pahang Islamic University
College (KUIPSAS)

²Faculty of Islamic Studies, Sultan Ahmad Shah Pahang Islamic University
College (KUIPSAS)

Email: khairull@kuipsas.edu.my

ABSTRACT.

The issue of introducing the teaching of Jawi script or khat calligraphy in schools has become a serious issue, as it is facing intense opposition by the non-Malay-Muslims. The issue of introducing a six-page lesson on khat calligraphy in the Year 4 Bahasa Malaysia textbook for vernacular schools also has bring about some hot reactions by political leaders, educationists, and community groups. This is due to the misconception towards the word Jawi itself as most who are against it thought that it is an Islamic teaching when it is actually just a form of Arabic writing system. Therefore, this study aims to identify the role of perceived behavioural control in explaining the acceptance of Indian community in Malaysia towards Jawi-Khat. This study was conducted in Malaysia with a total of 192 respondents. The sampling technique used is convenient sampling. The findings of the study has proven that perceived behavioural control is positive and significant towards the acceptance of Jawi among the Indians community in Malaysia.

1. Introduction

The controversial “Jawi-Khat Move,” which saw the Education Ministry introduce Malay-Arabic calligraphy into vernacular school curricula, was met with a lot of backlash from various parties. Inter-ethnic tensions were rising because of a number of events being framed through racial and religious lenses. Opposition to the “Jawi-Khat Move” in vernacular schools, which was largely expressed by non-Malays in the country, quickly drew displeasure from members of the Malay community, who mostly supported the policy. Newspapers is one of the major factors that play an important role in framing public opinions. According to Chinese educationists oppose move, (2019) it also causes a strong vocal disagreement from Chinese educationist and stakeholder groups like Dong Zong and Jiao Zong. It is believed by most opposer that it is a plan of Islamisation in racially diverse Malaysia.

Therefore, based on the scenario, the researchers will see what the level perceived behavioural control and its impacts on Jawi acceptance among Indians community.

2. Literature review

According to Aitken et al. (2020), there is a positive relationship between perceived behavioural control and consumer intentions to buy organic products. (Sun et al., 2020) stated that the findings revealed that perceived behavioural control exist between mobile usability and customer satisfaction. Perceived behavioural control has a significant relationship with smokers' intentions to quit smoking, according to Mostafa (2020). (Sultan et al., 2020) found that perceived behavioural control significantly enhances purchase behaviour among the consumers in Australia. Another study (Rini et al., 2021) found that adherence to organic food and perceived behavioural control have a significant impact on organic food purchasing intentions. (Bandara & Amarasena, 2019) found that perceived behavioural control has a positive impact with Solar Energy adoption. Fellnhofner, (2017) found that role models increase learners' entrepreneurial perceived behaviour control (PBC) by increasing their self-efficacy. According to van Engelenhoven, 2020), perceived behavioural control influence the intention to buy local food positively. (Kashif et al., 2018) stated, perceived behavioural control to strongly influence the ethical intentions of customer service managers. (Norlia & Mastura, 2020) found that there was a significant positive relationship between perceived behavioural control and learning practices among boarding school students. Pitchay et al., (2019) , stated that there is a significant relationship between perceived behavioural control and the intention to choose Islamic bank services.

Accordingly, we proposed:

H₁ There is a positive relationship between perceived behavioral control and intention to Jawi acceptance.

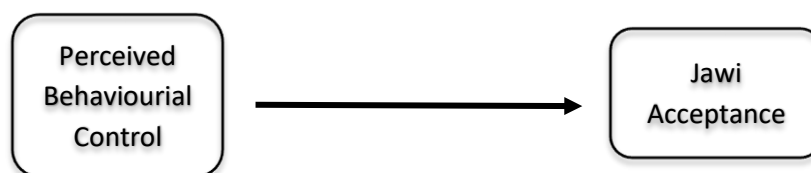


Figure 1: Research model

3. Methodology

We conducted a survey of the perceived behavioural control on acceptance of Jawi in Malaysia among Indians community, to test the proposed research model. A number of 192 respondents had taken part in the research. For this study a 5-item questionnaire was developed, and a multi-item Likert scale was applied in line with existing literature in the IS field. The variables were evaluated using the 5-point Likert scale, with 'Strongly Agree' being 5 and 'Strongly Disagree' being 1. Pre-test was conducted on the questionnaire to make sure that it will be understood clearly by the participants.

4. Data analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.652	.73103

a. Predictors: (Constant), AVE_PBC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.626	1	185.626	347.347	.000 ^b
	Residual	98.331	184	.534		
	Total	283.957	185			

a. Dependent Variable: AVE_INT

b. Predictors: (Constant), AVE_PBC

Coefficients^a

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	
1	(Constant)	.070	.105		.507

AVE_PB C	.811	.044	.809	18.637	.000
-------------	------	------	------	--------	------

a. Dependent Variable: AVE_INT

5. Discussion

We have looked at a numbers of previous studies. We found there are some significant variables in explaining the acceptance of Jawi. This study found that perceived behavioural control has a significant relationship with the impact of Jawi acceptance among Indians community in Malaysia. This finding is in line with findings from the research conducted by Aitken et al. (2020), which shown a positive relation between the perceived behavioural control and the intention to buy organic products. We hope that this study will be able to provide information a clear understanding on how perceived behavioural control can affect the intention of Indian community in Malaysia. How ever, futher study needs to be carried out as only 192 respondents were taken part in this research. Number of samples should be increase to get a more concreate result. Moreover, this study also uses only one variable, thus for the next study, a more comprehensive theory should be adopted.

References

- Allah Pitchay, A. Bin, Mohd Thas Thaker, M. A. Bin, Azhar, Z., Mydin, A. A., & Mohd Thas Thaker, H. Bin. (2019). Factors persuade individuals' behavioral intention to opt for Islamic bank services: Malaysian depositors' perspective. *Journal of Islamic Marketing*, 11(1), 234–250. <https://doi.org/10.1108/JIMA-02-2018-0029>
- Bandara, U. C., & Amarasena, T. S. M. (2019). Impact of Relative Advantage, Perceived Behavioural Control and Perceived Ease of Use on Intention to Adopt with Solar Energy Technology in Sri Lanka. *Proceedings of the Conference on the Industrial and Commercial Use of Energy, ICUE, 2018-Octob.* <https://doi.org/10.23919/ICUE-GESD.2018.8635706>
- Fellnhofner, K. (2017). Entrepreneurship education revisited: Perceived entrepreneurial role models increase perceived behavioural control. *International Journal of Learning and Change*, 9(3), 260–283. <https://doi.org/10.1504/IJLC.2017.086856>
- Kashif, M., Zarkada, A., & Ramayah, T. (2018). The impact of attitude, subjective norms, and perceived behavioural control on managers' intentions to behave ethically. *Total Quality Management and Business Excellence*, 29(5–6), 481–

501. <https://doi.org/10.1080/14783363.2016.1209970>
- Norlia, N., & Mastura, M. (2020). Relationship between attitude, subjective norm, and perceived behavioural control of learning practices among boarding school students. *Journal of Counseling and Educational Technology*, 3(1), 23. <https://doi.org/10.32698/0891>
- Sultan, P., Tarafder, T., Pearson, D., & Henryks, J. (2020). Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: moderating roles of communication, satisfaction and trust in organic food consumption. *Food Quality and Preference*, 81, 103838. <https://doi.org/10.1016/j.foodqual.2019.103838>
- Sun, S., Law, R., & Schuckert, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*, 84, 102331.
- van Engelenhoven, A. A. M. (2020). *The effect of moral and subjective norms, perceived behavioural control and habitual restrained attitudes on intentions to buy local food.*

Acknowledgments

This research is supported by grants from the Sultan Ahmad Shah Islamic University College (KUIPSAS).