



e-ISSN 2289-6589

DOI: <https://doi.org/10.24191/e-aj.v10i2>

Published in November 2021

Copyright © 2021 UiTM Press, e-Academia of UiTM Cawangan Terengganu 2021

**UNDERSTANDING PURCHASE INTENTION FOR DIFFERENT PERSONALITY TRAITS IN SOCIAL NETWORKING SERVICES**

*Azrin Ali*

**SERVICE QUALITY AND CLIENT'S SATISFACTION: A CASE STUDY AMONG EMPLOYEES AT A GOVERNMENT AGENCY IN KOTA SAMARAHAN TOWARDS COUNTER SERVICES IN URBAN TRANSFORMATION CENTRE (UTC) KUCHING**

*Leviana Andrew, Siti Fatimah Abdul Latif & Haniz Izyan Izzati Ali*

**A REVIEW OF HOTELS' SURVIVAL STRATEGIES DURING COVID-19 PANDEMIC IN MALAYSIA**

*Fauziah Deraman, Noralisa Ismail, Siti Nurhaliza Hamzah & Tuan Zulaikha Atiqah Tuan Zainuddin*

**TURNOVER INTENTION IN NON-GOVERNMENTAL ORGANISATION (NGOs): A CASE STUDY OF RECREATION SOCIETY AT KUANTAN, PAHANG**

*Mazlan Mamat & Wan Asri Wan Ab. Aziz*

**FACTORS THAT INFLUENCED THE EFFECTIVENESS OF TRAINING PROGRAM ORGANISED BY THE PUBLIC TRAINING INSTITUTES IN EASTERN REGION OF MALAYSIA AMIDST THE OUTBREAK OF COVID-19 PANDEMIC**

*Ariffatri Mohammad & Wan Asri Wan Ab. Aziz*

**YOUTHS' INTENTION TOWARDS ONLINE FOOD DELIVERY (OFD) SERVICES IN KOTA KINABALU**

*Michelina David, Spencer Hedley Mogindol, Christy Bidder, Silverina Anabelle Kibat & Boyd Sun Fatt*

**BOLSTERING TRANSFORMATION DELIVERY THROUGH EMPLOYEE ENGAGEMENT AND INNOVATIVE WORK BEHAVIOUR IN MALAYSIA PUBLIC SERVICES: A CONCEPTUAL PAPER**

*Ahmad Syahmi Ahmad Fadzil, Roshidi Hassan, Nur Fatimah Shaari & Amir Imran Zainuddin*

**INNOVATIVE IN TEACHING MANDARIN THROUGH SCAFFOLDING STRATEGIES**

*Yann Sheng Chan, Choo Peng Tan, Oi Leng Chong & Chun Keat Yeap*

**UNDERSTANDING LANDSCAPE ARCHITECTURE INDUSTRY NEEDS: A PRELIMINARY REVIEW OF GRADUATES COMMUNICATION PROFICIENCY MODEL (CPM)**

*Amir Zuhairy Alias, Nurhayati Abdul Malek, Noriah Othman & Noralizawati Mohamed*

**FACTORS INFLUENCING STUDENTS' MOTIVATION IN ONLINE LEARNING FOR ARABIC LANGUAGE COURSES AT UiTM PERLIS BRANCH**

*Ummi Syarah Ismail, Majdah Chulan, Nor Alifah Rosaidi, Nor Azriani Mohamad Nor, Noraini Ismail & Nadhilah Abdul Pisal*

**FACTORS AFFECTING THE CULTURE OF INNOVATION IN THE ACTIVITIES OF INNOVATIVE AND CREATIVE (KIK) / INNOVATION GROUP AT PAHANG STATE SECRETARY OFFICE, KUANTAN**

*Mazri Mamat & Wan Asri Wan Abd Aziz*

**EDITORIAL TEAM**

e-Academia Journal  
Universiti Teknologi MARA Cawangan Terengganu

**Editor-in-Chief**

Dr. Mohd Hairi Jalis, *Universiti Teknologi MARA, Malaysia*

**Managing Editor**

Dr. Farah Safura Muhammad, *Universiti Teknologi MARA, Malaysia*

**Editors**

Dr. Zatul Iffah Mohd Fuza, *Universiti Teknologi MARA, Malaysia*  
Wan Nazriah Wan Nawawi, *Universiti Teknologi MARA, Malaysia*  
Wan Nor Bayah Wan Kamarudin, *Universiti Teknologi MARA, Malaysia*  
Suraya Ahmad, *Universiti Teknologi MARA, Malaysia*  
Noor Emilina Mohd Nasir, *Universiti Teknologi MARA, Malaysia*  
Dr. Maisarah Abdul Hamid, *Universiti Teknologi MARA, Malaysia*  
Noorazlin Ramli, *Universiti Teknologi MARA, Malaysia*

**Advisors**

Professor Ts. Dr. Mazidah Puteh, *Universiti Teknologi MARA, Malaysia*  
Dr. Rosman Mahmood, *Universiti Teknologi MARA, Malaysia*  
Dr. Yunita Awang, *Universiti Teknologi MARA, Malaysia*  
Ts. Dr. Nurulnadwan Aziz, *Universiti Teknologi MARA, Malaysia*

**Editorial Advisory and Review Board**

Professor Dr. Olivia Fachrunnisa, *Universitas Islam Sultan Agung, Indonesia*  
Dr. Rafael Castro, *Federal Center for Technological Education Celso Suckow da Fonseca, Brazil*  
Dr. Ratna Mulyany, *Universitas Syiah Kuala, Indonesia*

**Technical Support (Proofreading and Editing)**

Halimatun @ Norashikin Binti Md Yusof, *Universiti Teknologi MARA, Malaysia*  
Nur Athirah Mohamad Hatta, *Universiti Teknologi MARA, Malaysia*

**Technical Support (Website / IT)**

Ts. Dr. Mohd Talmizie Amron, *Universiti Teknologi MARA, Malaysia*  
Saenah Hasim, *Universiti Teknologi MARA, Malaysia*

*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 2021

Volume 10, Issue 1 : November 2021

DOI: <https://doi.org/10.24191/e-aj.v10i2>

Phone : +609 – 840 0400

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

eISSN : 2289 - 6589

Copyright © 2021 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.