

**LANGKAWI  
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2019**



Malaysia Doctorate  
Support Group

# CONFERENCE PROGRAM

**LANGKAWI, MALAYSIA**

02-04 AUGUST 2019



# 2019 MDSG CONFERENCES LANGKAWI, MALAYSIA

LANGKAWI, MALAYSIA  
02-04 AUGUST 2019



**Malaysia Doctorate  
Support Group**

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**Conference  
Management**

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Network*



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# Welcome to MDSG Conferences 2019

Dear Professor, Dr and distinguished delegates,

Welcome to the MDSG Conferences 2019 in Langkawi, Malaysia. On behalf of **Malaysia Doctorate Support Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Langkawi, Malaysia.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences **MMETIC 2019, ESREMIC 2019, ICIE 2019 and LICSS 2019**, more than 25 submitted papers have been received and 12 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,  
Thank you.**

Yours Sincerely,



Datin MZ Zainab  
Director – Conference Management  
Chairman, MDSG Conferences 2019 Langkawi, Malaysia

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# Message from MDSG Honorary Advisor

On behalf the Malaysia Doctorate Support Group, it is my privilege to welcome you to the Malaysia Doctorate Support Group Langkawi, Malaysia 2019. MDSG is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus, MDSG welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



**Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha**  
**Honorary Advisor**  
*MDSG Conferences 2019 Langkawi, Malaysia*

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# About Malaysia Doctorate Support Group

The Malaysia Doctorate Support Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. MDSG Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

MDSG believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. MDSG supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. MDSG intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



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[www.malysiadsg.org](http://www.malysiadsg.org)  
[www.academicconferencealert.com](http://www.academicconferencealert.com)

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# ANNOUNCEMENT

All accepted papers will be published in:

- International Journal of Recent Technology and Engineering (IJRTE) (TM) ISSN: 2277-3878 (IJRTE JOURNAL)
- Management Science Letters (MSL) EISSN:1923-9343/ISSN:1923-9335
- International Journal of Supply Chain Management EISSN: 2050-7399 ISSN: 2051-3771
- International Journal of Mechanical and Production Engineering Research and Development EISSN: 2249-8001 ISSN: 2249-6890
- Journal of Industrial Engineering Research (JIER) (ISSN:2077-4559)
- Research Journal of Social Sciences (RJSS) (Issn:1815-9125) (Cnki Scholar, Sis Database, Ulrich's Periodicals, Thomson Dale, DOAJ, Open J-Gate, Index Copernicus, Electronic Journals Library, EBSCO Host)
- International Journal of Administration and Governance (IJAG) (ISSN 2077-4486) (Google scholar, Scientific World Index, Directory of Indexing and Impact Factor (DIIF), Academia.edu.)
- Journal of Engineering and Science Research (JESR) (eISSN:2289-7127) (Google Scholar, MyJurnal)
- Advanced Journal of Technical and Vocational Education (AJTVE) (eISSN:2550-2174)
- International Journal of Business and Management (IJBM) (eISSN:2590-3721) (Google Scholar, MyJurnal)
- Journal of Social Science and Humanities (JSSH) (ISSN:2600-9056)
- Journal of Mechanics of Continua and Mathematical Sciences EISSN:0973-8975, ISSN: 2454-7190
- Amazonia Investiga Journal (ISSN: 2322-6307)
- Advances in Environmental Biology (ISSN 1995-0756)
- Journal of Asian Scientific Research EISSN:2223-1331, ISSN:2226-5724
- International Journal of Asian Social Science EISSN: 2224-4441 ISSN:2226-5139

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.

## KEYNOTE SPEAKER:



**Dr. Mohd Amzar Azizan**  
**Universiti Kuala Lumpur, Malaysia**

Dr. Mohd Amzar Azizan graduated from Universiti Kuala Lumpur in 2007 with Diploma in the field of Aircraft Engineering. He then pursued his B.Eng in Aircraft Engineering at the University of Glamorgan, Wales, graduating in June 2011. Following from this, in early 2012, he continued his study with PhD in Aerospace Engineering, with specialization in Noise and Vibration. After completing his PhD in 2016, he started working as the Universiti Kuala Lumpur as a full-time academic. He published actively in local and international publications.

He is currently a Senior Lecturer and Postgraduate Coordinator at the Aerospace Section, Universiti Kuala Lumpur. He was a former visiting lecturer at Kamphaeng Phet Rajabhat University (KPRU), Thailand and Universitat Politècnica de Catalunya, Barcelona. In 2017, he was appointed as a Principle Researcher for Ergonomics and Human Factor Research Group. While, in early 2018, he was appointed as technical committee member for ISO/TC 108/SC 4 (human exposure to mechanical vibration and shock) from Japan. Dr. Amzar is well known as the active researcher in the area of human response to vibration and vehicle ride comfort.

# Abstract

## **A Study of Whole-body Vibrations Exposure on Seated Occupant Drowsiness Level**

There is a growing body of literature that recognises the importance of vehicle vibration on seated occupant. Vibration transmitted to the seated human body from the excitation sources such as tyre-road interaction and vehicle powertrain path resides below 100 Hz. Previous studies have reported that exposure to vibration has considerable influences on human comfort, perception, and health. A number of researchers have also suggested that prolong exposure to vibration may give rise to fatigue sensation. Therefore, the issue of human response to vibration has received considerable critical attention. Following that, the ISO 2631-1 (1997) International Standard for human comfort has been developed. Although extensive research has been carried out on human body vibration and this international standard has been developed for human body comfort assessment, however, there is no equivalent standard for human drowsiness caused by vibration in ISO standard. Although few studies have investigated the association between vibration and drowsiness, the evidence for this relationship is inconclusive. In recent years, vehicle crashes have become a major social safety problem. One of the most important factors contributing to the high fatalities was the reduction of the driver's cognitive state in their perception, situational awareness, and vehicle control abilities while being drowsy. Several studies have shown that there is a possible link between sleep deprivation and psychomotor deficit that can cause an accident. However, none of these studies has considered vibration that can cause drowsiness.



# LIST OF THE CONFERENCE COMMITTEE

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Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

## **MDSG Conferences 2019 Langkawi, Malaysia, Chairman**

Datin MZ Zainab

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  - Dr. Feroza Begum, Universiti Brunei Darussalam, BRUNEI
  - Dr. Tan Chai Chin, Mae Fah Luang University, THAILAND

### **MDSG Conferences 2019 langkawi, Malaysia Organising Committee**

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 Noor Hidayah Abdullah  
 Sharifah Intan Zaleha Putri Binti Syed Azuan

Nurul Izzati binti Mohamad Zaini  
 Nur Shuhaibah Rosli

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# INSTRUCTION FOR ORAL PRESENTATION

## *Devices Provided by the Conference Organizer:*

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

## *Materials Provided by the Presenters:*

- PowerPoint or PDF files

## *Duration of each Presentation (Tentatively):*

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

## *During registration:*

Original Receipt

Representative / Pass Card with lanyard

Printed Program

Lunch Coupon

Participation Certificate (collected from Session Chair after the session)

Conference Bag



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**MDSG Conferences 2019 Langkawi, Malaysia  
Conference Program**

<b>August 02, 2019</b>	Venue:	1000 - 1100	Registration	
<b>August 03, 2019</b>	Venue: <b>Magpie 3</b>	0830 - 0930	Opening Remarks	<b>Opening Remarks &amp; Keynote Speech</b>
		0930 - 1000	Group Photo and Coffee Break	
	Venue: <b>Magpie 3</b>	1030 - 1230	Session 1	
	Venue:	1300 - 1400	Lunch	
	Venue:	1400 - 1600	Session 2	
<b>August 04, 2019</b>	Lobby hotel	0800 - 1200	Networking	

Session 1

Time: 1030 - 1230

Venue: **Magpie 3**

Session Chair: **Dr. Mohd Amzar Azizan**



No	Paper ID	Presenter
1	001-lgk	<b>The Effect of Human Body on Dynamic Properties of Vehicle Seat</b> Amzar Azizan, Fadhilah Mohd Sakri <i>Universiti Kuala Lumpur, Malaysia</i>
2	003-lgk	<b>Shareholder valuation on a dollar of cash Versus Agency Cost: Evidence from High-cash and Low-cash level firm.</b> Wei Ni Soh, Zariyawati Mohd Ashhari, Haslimah Muhamad <i>Universiti Putra Malaysia, Malaysia</i>
3	004-lgk	<b>Leader Commitment on the ERP Performance through Information Technology Capability and Inventory Management</b> Hotlan Siagian, Zeplin Jiwa Husada Tarigan <i>Petra Christian University, Indonesia</i>
4	003-lgk-icie	<b>Low Power Ring Oscillator Design in 130nm CMOS Technology</b> Nor Samida Yaacob and Mamun Bin Ibne Reaz <i>Universiti Kebangsaan Malaysia, Malaysia</i>
5	005-lgk	<b>The Impact of Key User Engagement and ERP Application to end User Satisfaction with Software Upgrade as the Moderating</b> Zeplin Jiwa Husada Tarigan, Sautma Ronni Basana, Hotlan Siagian Widjojo Suprpto <i>Petra Christian University, Surabaya, East Java, Indonesia</i>
6	001-lgk-icie	<b>Lean Six Sigma methods and tools in ISO 9001:2015 management systems</b> Pedro Alexandre Marques, Francisco Frazão Guerreiro, Pedro Manuel Saraiva <i>Lusófona University of Technologies and Humanities, Portugal</i>
7	007-lgk	<b>The Effect of SCM Practice, Sustainable Supply Chain Management, Sustainable Manufacturing Process on Sustainable Business</b> Zeplin Jiwa Husada Tarigan, Sautma Ronni Basana, Hotlan Siagian <i>Petra Christian University, Surabaya, East Java, Indonesia</i>
8	006-lgk	<b>Relationship Between Political Advertising and Political Information Efficacy and Sense-Making Process: Structural Equation Modelling Approach</b> Suhaimie Saahar @ Saabar

	<i>Universiti Teknologi MARA, Malaysia</i>
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Session 2

Time:

Venue: **TBA**

Session Chair:



No	Paper ID	Presenter
1	004-licss	<p><b>Students' Informal Learning Space Choices at University Campus</b></p> <p><b>Jasmine Leby Lau</b>, Nur Aira Abdul Rahim, Sharifah Intan Sharina Syed Abdullah and Rosalam Che Me</p> <p><i>Universiti Putra Malaysia, Serdang, Malaysia</i></p>
2	006-lgk	<p><b>Design Optimization of Lightweight Lower Control Arm using Finite Element Method</b></p> <p>A.A. Almor, Rosdi Daud, H. Mas Ayu, M. Safwan, A.Shah</p> <p><i>Universiti Malaysia Pahang, Malaysia</i></p>
3	002-lgk	<p><b>Stress in logistics and Supply Chain Management</b></p> <p><b>ELMOUNTASSER Meriem</b></p> <p><i>Université Hassan II, FSJES-AIN SEBAA - Casablanca, Maroc</i></p>

## Conference Venue



### Langkawi Seaview Hotel

Lot40 Jalan Penarak, Kuah, 07000 Langkawi, Kedah

04-966 0600

[www.lseaview.com](http://www.lseaview.com)

#### Conference Secretariat Contact:

IPN Education Group  
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Bandar Darulaman,  
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Kedah Darul Aman.

Phone No. : +6018-2189487 (call/sms/whatsapp)

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Programme website:

[www.malaysiadsg.org](http://www.malaysiadsg.org)

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+6013-4234705 (Nurul Faezah)

# Note





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### List of Abstract

No	Paper	Abstract
1	001-lgk	<p><b>The Effect of Human Body on Dynamic Properties of Vehicle Seat</b></p> <p><b>Amzar Azizan<sup>1</sup>, Fadhilah Mohd Sakri<sup>1</sup></b></p> <p><i><sup>1</sup>Universiti Kuala Lumpur, Malaysia</i></p> <p><b>Abstract:</b> Although there is much research available about the human ride comfort perceived to vibration, however, there is less quantitative data about the effect of vehicle seat dynamics coupled with the human body. The purpose of this paper is to investigate the dynamic response of a vehicle seat structure and occupied the human body. A laboratory experiment was designed to measure the response of the combined human body with seat structure when exposed to vibration. This experiment was conducted to measure the structural resonant frequencies with its corresponding vibration mode of the vehicle seat. From the analysis, the seat poses different resonant frequencies and corresponding vibration modes which were the fore-aft mode, lateral mode and twisting mode. Results showed an increase of resonant frequencies in the corresponding mode (fore-aft, lateral and twisting) in the occupied seat.</p>
2	003-lgk	<p><b>Shareholder valuation on a dollar of cash Versus Agency Cost: Evidence from High-cash and Low-cash level firm.</b></p> <p><b>Wei Ni Soh<sup>1</sup>, Zariyawati Mohd Ashhari<sup>1</sup>, Haslimah Muhamad<sup>1</sup></b></p> <p><i><sup>1</sup>Accounting and Finance Department, Faculty Economic and Management, University Putra Malaysia, Serdang, Malaysia</i></p> <p><b>Abstract:</b> The corporate cash holdings are important when deciding performance and profitability of firms, and also as an extension to shareholders' wealth. The issue of the amount of cash holdings in firms does not solely impact the firms' balance sheets and agency costs. This study argues that the need for holding more cash to reduce default probability is relatively more significant, and should be focused upon rather than agency cost. To compare the agency cost and the value of holding more cash in firm, this study employs the Faulkender &amp; Wang (2006) methodology in estimating the cash value against excess stock returns, which reflects shareholders' valuation. As the findings, firms with higher cash would generate higher excess stock returns. The shareholders' valuation does not tally with agency</p>

		cost, showing that shareholders prefer firms to hold less cash. Furthermore, the optimal cash level is not significantly related with shareholders' valuation.
3	004-1gk	<p><b>Leader Commitment on the ERP Performance through Information Technology Capability and Inventory Management</b></p> <p><b>Hotlan Siagian<sup>1</sup>, Zeplin Jiwa Husada Tarigan<sup>1</sup></b></p> <p><i><sup>1</sup>Master of Management, Petra Christian University, Ease Java, Indonesia</i></p> <p><b>Abstract:</b> This study examines the effect of leader commitment on ERP performance through information technology capability and inventory management. The research used 63 samples from the managerial level of the manufacturer industry in the province of East Java, Indonesia. Data collection was conducted using a grant from the Government of Indonesia. The questionnaire is designed with a five-point Likert scale. Data analysis was conducted using the partial least square technique with SmartPLS software. The results of the study revealed that leader commitment affects IT capability, ERP performance, and inventory management. Furthermore, IT capability influences inventory management and ERP performance. Inventory management also affects ERP performance. One of the interesting findings is the proof that IT capability and inventory management mediates the effect of leader commitment on ERP performance. These results of the study provide a significant contribution to the supply chain theory and practice. The result of the study also provides a managerial implication in enhancing the ERP performance by improving leader commitment, enhancing IT capability, and applying excellent inventory management.</p>
4	005-1gk	<p><b>The Impact of Key User Engagement and ERP Application to end User Satisfaction with Software Upgrade as the Moderating</b></p> <p><b>Zeplin Jiwa Husada Tarigan<sup>1</sup>, Sautma Ronni Basana<sup>1</sup>, Hotlan Siagian Widjojo Suprpto<sup>1</sup></b></p> <p><i>Petra Christian University, Surabaya, East Java, Indonesia</i></p> <p><b>Abstract:</b> Many companies implement Enterprise Resources Planning (ERP) to reap the benefits of increasing the company's value. The ERP implementation should be upgraded along with the changes in the business operation of the company. The changes in operation are monitored and controlled by top management. Meanwhile, the company develop continuously ERP through key users. The top management has to attract the key users to engage in the process so that the key users can customize the system. The key user engagement brings direct impacts to the ERP application and the end user satisfaction. The ERP application set by the key users can bring a positive impact to the end user satisfaction. The ERP development can be achieved by upgrading the ERP software, so that the ERP can increase the impact of the key user engagement to the end user satisfaction. However, the software upgrades to the ERP application bring a negative impact to the end user satisfaction. This is caused by the end user's extra efforts to produce better integrated data among management functions after the software upgrades. The end users have to comprehend and relearn the newly upgraded software, in order to fulfill the needs of the integration,</p>

		<p>coordination, and collaboration among different functions, which add extra job responsibility to the end users.</p>
5	007-1gk	<p><b>The Effect of SCM Practice, Sustainable Supply Chain Management, Sustainable Manufacturing Process on Sustainable Business</b></p> <p>Zeplin Jiwa Husada Tarigan, <b>Sautma Ronni Basana</b>, Hotlan Siagian</p> <p><i>Petra Christian University, Surabaya, East Java, Indonesia</i></p> <p><b>Abstract:</b> Sustainable business is a paramount concern at this time due to high uncertainty as a result of globalization. The nature of the globalization is that various changes take places all the time and is definitely out of control of the manufacturing companies. The sustainable business has an essential role for the company in maintaining relationships with customers as well as relationships with suppliers. In maintaining a sustainable business, companies must also implement proper supply chain management (SCM) practices. The company's sustainable business is influenced by the extent to which the implementation of SCM practices and sustainable manufacturing processes. This study examines the effect of SCM practices, sustainable SCM, sustainable manufacturing processes on sustainable business. Data collection was conducted through questionnaires distribution to East Java manufacturing companies. As many as 80 questionnaires were distributed, and 57 questionnaires were returned and properly filled, which means a response rate of 71.25%. Data analysis was performed using SEM-PLS. The results of the study found that SCM practice had an impact on the sustainable manufacturing process, SCM practices, and sustainable business. Sustainable supply chain management provides improve the sustainable manufacturing process and sustainable business. The sustainable manufacturing process enhances sustainable business. SCM practice has a positive effect on sustainable business through sustainable supply chain management and sustainable manufacturing process. This study contributes to the on-going research on supply chain management. This study also provides insight into the practitioner how to enhance business sustainability in the manufacturing industry.</p>
6	001-1gk	<p><b>Lean Six Sigma methods and tools in ISO 9001:2015 management systems</b></p> <p><b>Pedro Alexandre Marques</b><sup>1</sup>, Francisco Frazão Guerreiro<sup>2</sup>, Pedro Manuel Saraiva<sup>3</sup></p> <p><sup>1</sup> <i>ULHT – Lusófona University of Technologies and Humanities, Dpt. of Industrial Engineering, Faculty of Engineering, Lisbon, Portugal</i></p> <p><sup>2</sup> <i>ISCTE University Institute of Lisbon, Country, Department of Marketing, Operations &amp; Management, Lisbon, Portugal</i></p> <p><sup>3</sup> <i>University of Coimbra, Department of Chemical Engineering, Faculty of Sciences &amp; Technologies, Coimbra, Portugal.</i></p> <p><b>Abstract: Background:</b> many certified ISO 9001 companies are adopting continuous improvement systems based on Lean and Six Sigma principles. <b>Objective:</b> this paper aims to illustrate how Lean and Six Sigma principles, methodologies and tools can be adopted within a quality management system based on the ISO 9001:2015 standard. <b>Results:</b> a new Lean Six Sigma and ISO</p>

		<p>9001:2015 integration model is proposed with the explanation of how a wide set of Lean and Six Sigma tools and methods can be applied in different clauses of requirements of the standard. <b>Conclusion:</b> the proposed model contributes to increase the ability to combine a quality management system based on ISO 9001:2015 with a Lean Six Sigma improvement program into a single and integrated management system, thus improving overall efficiency.</p>
7	003-lgk	<p><b>Low Power Ring Oscillator Design in 130nm CMOS Technology</b></p> <p>Nor Samida Yaacob and <b>Mamun Bin Ibne Reaz</b></p> <p><i>Centre of Advanced Electronic and Communication Engineering, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia.</i></p> <p><b>Abstract:</b> A temperature-stable, low-power ring oscillator design for implementation in an Application-Specific Integrated Circuit (ASIC) is presented. In this work, the design uses a new arrangement of chain delay elements consisting of a current-starved inverter and a CMOS capacitor. This power consumption improvement ring oscillator design was built in the environment of 130nm CMOS process technology using Mentor Graphics environment with voltage supply 1V. The simulation results show a maximum power consumption of 1.036 nW and it shows that the presented design is applicable in low power advanced sensing systems application including biomedical, chemical, and other sensors.</p>
8	004-lgk	<p><b>Students' Informal Learning Space Choices at University Campus</b></p> <p><b>Jasmine Leby Lau<sup>1</sup></b>, Nur Aira Abdul Rahim<sup>2</sup>, Sharifah Intan Sharina Syed Abdullah<sup>2</sup> and Rosalam Che Me<sup>3</sup></p> <p><i><sup>1</sup>Faculty of Human Ecology Universiti Putra Malaysia, Serdang, Selangor,</i>  <i><sup>2</sup>Faculty of Educational Studies, Universiti Putra Malaysia, Serdang, Selangor,</i>  <i><sup>3</sup>Faculty of Design and Architecture, Universiti Putra Malaysia, Serdang, Selangor</i></p> <p><b>Abstract:</b> The increased popularity of collaborative and problem-based learning has changed the learning landscape where the process need not be conducted solely in the classroom. With the changes in teaching pedagogy and increased demand for independence from learners, informal learning spaces aside from the library has become increasingly importance. Despite evolution in higher education learning, most university buildings are still rather traditional. In addition, students' voice is often neglected in designing learning spaces. The purpose of this study is to investigate the choice and usage of informal learning space among students' in relation to their learning activities. Survey outcome revealed that the most preferable learning space is hostel, followed by academic building and library. Furthermore, hostel is an ideal study space for students who work best in quiet, closed conditions, both individually and collaboratively. In terms of learning space attributes, comfortability (physical dimension) appeared as the dominant factor, followed by autonomy or control (social dimension) and availability of ICT facilities (physical dimension). The outcome of survey provides guidelines for focus group studies, which leads to a practical guide and a design layout for redeveloping or redesigning informal learning spaces in the campus.</p>

<p>9</p>	<p>006-1gk</p>	<p><b>Relationship Between Political Advertising and Political Information Efficacy and Sense-Making Process: Structural Equation Modelling Approach</b></p> <p><b>Suhaimee Saahar @ Saabar</b></p> <p><i>Faculty of Communication and Media Studies, Universiti Teknologi MARA, 40450, Shah Alam, Selangor, Malaysia.</i></p> <p><b>Abstract:</b> Political advertising plays a significant role during election campaigns by providing valuable information to the target audience. This study aims to analyze the effects of political advertising on young voters' political information efficacy. The concept of political information efficacy was introduced by Kaid to understand the young voters; involvement in the democratic process. Meanwhile, in the same time, young voters; participation in the political process has become an interesting subject by communication scholars to understand the effect of mass media especially in the developing countries like Malaysia. Malaysia will have its next general election, where most of the contesting political parties will scrutinize political advertising to attract more young voters to participate and engaging themselves in the political process. Therefore, this study examined the effect on political advertising on 374 young voters in DUN Kota Damansara to understand their political information efficacy by focusing into the aspect of internal efficacy and decision making process.</p>
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