Differences of Quality of Life among Youth in the East Coast Region of Malaysia

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ABSTRACT

The aim of this study to determine the significant differences about the quality of life (QoL) among East Coast youth regarding to involvement with business activity, level of education and economic well-being. Based on the analysis show that level of QoL has significant differences especially in education, media penetration and economic well-being score. The outcome of the study also shows that the differences in level of education with economic well-being score among youth in this study. The implication of this study is able to give an indication for authorities to look more further in order to improve their quality of life. The overall index of the quality of life among the youth is considered in the range of satisfied.
KEYWORDS: Quality of Life, Business and Non-Business, Income, Education, Economic and Living Place Location.

INTRODUCTION

The youth is a part of human capital development in order to attain National Mission (Vision 2020) and it's going to essential agenda in this country. According to [20], the relationship the ability to achieve quality of life (QoL) totally depends on the successof youth involvement in the human capital development process. However, the economic crisis is one of the challenges of the youth to find suitable work or to build a successful career in future [4]. Meanwhile, the studies show that youth who are age between 25 to 34 years old positively involved in business or entrepreneurial activities [10]. Another study done by [3] stated that the youth prefer to engage in factories and commercial activities. The attention of this study to evaluate the relationship between business and non-business involvement activities among East Coast youth with the level of QoL score. It also attempted to understand the different points of view about QoL regarding the involvement in business as a career, and also the role of the living place location among the youth and also level of education. According to Malaysia Youth Index (2011). The term youth will refer to groups of individual from aged 15 to 40 years old.

LITERATURE REVIEW

Quality of LifeDevelopment

Early the year 1930's till 1960's, the scholars begin with studies about QoL components and the comparison between demographic indicators. Furthermore, QoL studies also focusing on living comfortably, abatement of social evils, reduction of untimely death, level of satisfaction and environments [25, 14, 18]. The studies also expand more further on the basic needs and the level of life with economic status and aspiration of economic welfare including individual experiences [26, 25].

Malaysia Youth QoL Measurement

The knowledge about measuring QoL was still early stage among most Malaysians [16]. This situation also happensbetween Asian countries and referring to [1] in [15], the improving awareness towards its social impact needed more room to be captured. In Malaysia, the development process of Malaysia QoL Index's begins as early as the year 1999 and studies QoL in the East Coast area already done by [2, 21, 8]. On the other hand, Ministry of Youth and Sports Malaysia (MYO) had successfully developed Malaysia Youth Index and run a new updated Malaysia Youth Index 2011 (IBM'11) or instrument was introduced to measure QoL among youth. This instrument consists of 12 domains such as education, self-development, social development, patriotism, leisure time, deviant behavior, religious, health, media penetration, self-potential, economic well-being and QoL.

Business Development Career among Youth

The previous studies already provided an interesting evidence that personal economic autonomy has a significant relationship with the growth in most businesses in most nations of the world[3]. In [6] therefore

mentioned due to acquiring autonomy among youth and monetary incentives have potential to influence individual choice to get involved in business activities. The consequence of this situationprovided a general connotation that careers are being important for every individual, including a youth because of the benefits and functionality of possessing career in life.

Based on the study made by [13], there were approximately 73 million young people around the world are estimated to be unemployed duringthe year 2013. Meanwhile, in [11] mention that in the UK, 5% of young people are currently self-employment and it is at the increasing trend up to 25% in 5 years. Similarly, the same situation happens in Malaysia where the number of youth involved in self-employment is continuously growing. The cause of this phenomena totally related to the current limited career option and lack of independence in wage employment makes them choosing to involve in business or entrepreneurial ventures [7]. As a consequence of that situation, youth who are within the age category of 25 to 34 years old positively involved in business or entrepreneurial activities [10]. However, majority of the youth are still looking forward to access social security and job stability in government sector [5].

Role of Living Place, Level of Education and Economic Well-being

According to studies done by [19] revealed that level of education has potential to influence financial awareness. Meanwhile, in a previous study state that the lower of education and the worse financial situation among youth can able given the negative impact to their QoL [12]. In the rural area, level of education play important role in order to improve QoL and development industries such as small agro-industry even development industry in urban area [23].

METHODOLOGY

Based on the above literatures, the following hypotheses were established:

H1: There is a significant relationship between 12 domains based on two categories; business and non-business activities among East Coast youth with QoL score
H2: There is a significant difference point of view about QoL score regarding to involvement of East Coast youth in business and non-business based on 12 domains.
H3a: There is a significant difference point of view about QoL score based on residential area with economic well-being.
H3b: There is a significant difference point of view about QoL score based on level of education with economic well-being.

In order to understand the relationship and the difference score between independent variables and dependent variables, researcher opted to distribute 1000 questionnaires to the respondents. However, only data collected from 979 numbers of respondents (youths) living in 3 states of Terengganu, Kelantan and Pahang found to be usable for analysis. These data were collected by using purposive sampling technique and convenience sampling technique. In ensuring that all the required data will be seriously attended by the respondents, the strategy of personally administering the questionnaire was executed. In addressing the objective of this study, we used a standardized measurement scale has been proposed by Malaysia Youth Index 2011 [17] (refer Table 1).

Table 1: Standardized scale based on Malaysia Youth Index 2011

Very bad	Slightly Good	Good	Very Good	> Index level
0	25	50	75	100	> Index value
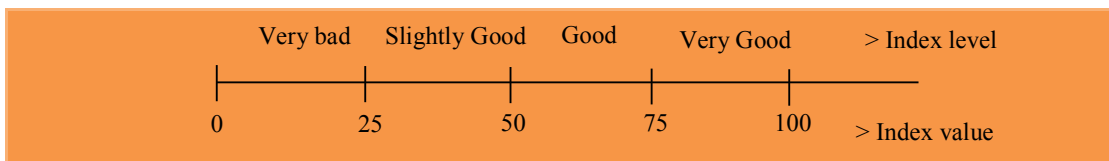
FINDINGS AND DISCUSSION

Reliability Analysis

All items measuring each variables went through the pilot testing procedures. It seems that the Cronbach's Alpha value generated from the analysis indicated the value of more than 0.8, except for the items measuring social development at the displayed value of 0.309. Several adjustment therefore had been made by dropping one of the items measuring social development at the stage of actual data collection. At the final stage of data collection, all items measuring each variable were further tested for observing the reliability of the items measuring each concept. The result shown in Table 2 provides evidence that all the measured variables indicated to be highly reliable and

consistent. With the new Cronbach's Alpha value of 0.8 and above, further analysis was performed to meet the research objectives. In getting an idea of the sample distribution, we used descriptive analysis and tabulated the figures through frequency to explainthe demographic profile of the respondents (refer Table 3). The Pearson correlation analysis, Independent T-Test analysis and One Way analysis of variance (ANOVA)were appropriately usedto arrive at the conclusion and substantiate the formulated hypotheses (H1, H2, H3a and H3b).

Table 2: Reliability pilot test and final test

Variables	Pilot Test		Final Test	
	Total Item	Cronbach's Alpha	Total Item	Cronbach's Alpha
Quality of Life (QoL)	,8	0.877	8	0.877
Education	6	0.838	6	0.838
Self-development	7	0.888	7	0.888
Social Development	6	0.039	5	0.792
Patriotism	6	0.866	6	0.866
Leisure time	7	0.845	7	0.845
Deviant behavior	12	0.944	9	0.907
Religious	7	0.845	7	0.845
Health	7	0.851	7	0.851
Media Penetration	7	0.867	7	0.867
Self-Potential	6	0.897	7	0.897
Economic Well-Being	7	0.894	7	0.894

Profile Distribution

After several attempts of searching for the samples the research project was able to capture a total number of 978 youth to participate in the study. Of the total 434 were those already involved in business while another 544 were not in the business activities. For getting a much better insight of the investigation, samples were selected from 3 states of the east coast region of Malaysia. Thus, making the composition of respondents based on the state for youth involved with business lead by Kelantan at 42%, followed by the Terengganu at 31% and Pahang at 27%. Meanwhile, almost 80% of the respondents that had participated in this study were living in urban area compare to rural area. A further illustration of the distribution is displayed in Table 3.

Table 3: Demographic background

Business	Percentage	Non-Business	Percentage
Gender		**Gender**	
Male	36	Male	39
Female	64	Female	61
State		**State**	
Terengganu	31	Terengganu	36
Pahang	27	Pahang	32
Kelantan	42	Kelantan	32
Level of Education		**Level of Education**	
Lower	70	Lower	55
Higher	30	Higher	45
Residential Area		**ResidentialArea**	
Rural area	21	Rural area	24
Urban area	79	Urban area	76
Business		**Non-Business**	
Age	26 years	**Age**	25 years
Average Income	RM1348	**Average Income**	RM842

According to Table 3, the percentages of male youth which involved in business activities were 36% and slightly lower compare to females at 64%. Meanwhile, the percentage of the malerespondents which had involved with non-business activities were 39% compared to females at 61%. For further illustration of the distribution recorded that the composition non-business categories representingthe state of Terengganu made up 36% and those representing the state of Pahang and Kelantan at making up 32% respectively. The average age among youth in the business activities slightly difference compare to non-business activities. The average monthly income among youth that participated in business activities was approximately RM1,348.00 compared to RM842.00 for non-business activities. The profile of participating respondents in terms of education achievement suggested that most of the youth who involved with the business activities have lower levels of education compared to the non-business group.

Correlation Analysis of the Variables in Business Categories

The observation of the results for youth categories involved with business activities based on 12 domain was found to have a positive correlation between education, self-development, social development, patriotism,

leisure time, deviant behavior, religious, health, media penetration, self-potential, economic well-being with the QoL mean score. The results showed that all the domains have a strong positive correlation with QoL mean score, except for the variables concerning health and deviant behavior which displayed a moderate relationship and very weak positive relationship with QoL mean score (refer Table 4).

Table 4: Correlation on the relationship between12 domain score with mean QoL score for business categories

Education	Self-Development	Social Development	Patriotism
r =0.404	r =0.530	r =0.475	r =0.434
Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000
N=434	N=434	N=434	N=434
Leisure Time	Deviant Behaviour	Religious	Health
r =0.452	r =0.185	r =0.578	r =0.375
Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000
N=434	N=434	N=434	N=434
Media Penetration	Self-Potential		Economic Well-Being
r =0.470	r =0.550		r =0.568
Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000		Sig. p ≤ 0.05 = 0.000
N=434	N=434		N=434

Correlation Analysis of the Variables in Non-Business Categories

For further exploration of the research interest, the analysis for non-business categories based on the independent variables was performed. The result indicated that all 12 domains were found to have a positive correlation between education, self-development, social development, patriotism, leisure time, deviant behavior, religious, health, media penetration, self-potential, economic well-being with QoL mean scores. Of the displayed result, from the observation on the strength of relationship, 6 of them demonstrated that their relationship can be classified as strong.While the reviewing of domain concerning education, leisure time, health, media penetrationand economic well-being indicating of having a moderate relationship. Only the domain of deviant behavior displayed the state of a very weak positive relationship with the QoL value of, r=0.106 (refer Table 5). Thus, the findings support hypothesis H1.

Table 5: Correlation tabulation-the relationship between 12 domain score with mean QoL score for non-business categories

Education	Self-Development	Social Development	Patriotism
r =0.323	r =0.501	r =0.469	r =0.441
Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000
N=544	N=544	N=544	N=544
Leisure Time	Deviant Behaviour	Religious	Health
r =0.399	r =0.106	r =0.554	r =0.339
Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.013	Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000
N=544	N=544	N=544	N=544
Media Penetration	Self-Potential		Economic Well-Being
r =0.306	r =0.533		r =0.318
Sig. p ≤ 0.05 = 0.000	Sig. p ≤ 0.05 = 0.000		Sig. p ≤ 0.05 = 0.000
N=544	N=544		N=544

## Analysis of Differences between Business and Non-Business Category

Analysis for observing the possibility of differences between youth in the category of business and non business group was performed using independent t-test. The result revealed that there were significant difference between the 2 groups within the contact of education, media penetration and economic well-being at 0.000, as displayed in Table 6.This implies that part of hypothesis 2 in terms of education (sig.=0.009), media penetration (sig.=0.012) and economic well being (sig.=0.000) had been supported as evidence for the investigation. Nonetheless,the finding revealed that there were no significant difference between the 2 groups in the aspect of self-development (sig.=0.072), social development (sig.=0.622), patriotism (sig.=0.337), leisure time (sig.=0.094), deviant behavior (sig.=0.921), religious (sig.=0.242), health (sig.=0.389) and self-potential (sig.=0.574). Thus on these domains, part of the hypothesis was not supported.

In another Independent t-test analysis (Table 7) that was performed, between level of education among non-business with economic well-being shows that score hasa significant difference (sig.=0.000) in the mean score. However, the analysis of the residential area indicated that there was no significant difference between the two groups in terms of the economic well-being. Thus, the investigation of this paper suggested that hypothesis 3a of the study failed to be supported. Meanwhile, the proposed H3b provide an evidence that among the participated residential area, there were significant difference among the 2 types of a residential area in terms of education as well as economic well being of the respondents within the context of a non-business category. For the overall (business + non-business) analysis on the level of education among youth have significant difference (sig.=0.016)as tothe economic well-being score (refer Table 7). Regardless of the various outcomes of the

analysis based on the observed domains, the pattern of the QoL indicated the scores among the youth is almost similar between the 2 groups. For those youth that involved with business activities made up 78.6%, while thosethat had been associated with non-business activities made up 78.0%. The overall index of youth, which is considered in the range of satisfied (Figure 1).

Table 6: Independent t-test analysis for overall

Independent T-test Analysis					
QoL Mean Score	**Education**		**Self-Development**		**Social Development**	
	Business N=435	Non-business N=544	Business N=435	Non-business N=544	Business N=435	Non-business N=544
	Mean=7.22	Mean=7.48	Mean=8.69	Mean=8.54	Mean=8.30	Mean=8.26
	Sig.=0.009 Mean Difference=-0.257		Sig.=0.072 Mean Difference =0.144		Sig.=0.622 Mean Difference =0.043	
QoL Mean Score	**Patriotism**		**Leisure Time**		**Deviant Behavior**	
	Business N=435	Non-business N=544	Business N=435	Non-business N=544	Business N=435	Non-business N=544
	Mean=7.67	Mean=7.76	Mean=7.31	Mean=7.49	Mean=9.36	Mean=9.37
	Sig.=0.337 Mean Difference=-0.962		Sig.=0.094 Mean Difference =-0.177		Sig.=0.921 Mean Difference =-0.010	
QoL Mean Score	**Religious**		**Health**		**Media Penetration**	
	Business N=435	Non-business N=544	Business N=435	Non-business N=544	Business N=435	Non-business N=544
	Mean=8.71	Mean=8.81	Mean=8.70	Mean=8.78	Mean=7.92	Mean=7.61
	Sig.=0.242 Mean Difference=-0.106		Sig.=0.389 Mean Difference =-0.088		Sig.=0.012 Mean Difference =0.310	
QoL Mean Score	**Self-Potential**		**Economic Well-Being**		**Quality of Life (QoL)**	
	Business N=435	Non-business N=544	Business N=435	Non-business N=544	Business N=435	Non-business N=544
	Mean=7.74	Mean=7.71	Mean=7.03	Mean=6.30	Mean=8.08	Mean=8.05
	Sig.=0.574 Mean Difference=0.056		Sig.=0.000 Mean Difference =0.725		Sig.=0.789 Mean Difference =0.025	
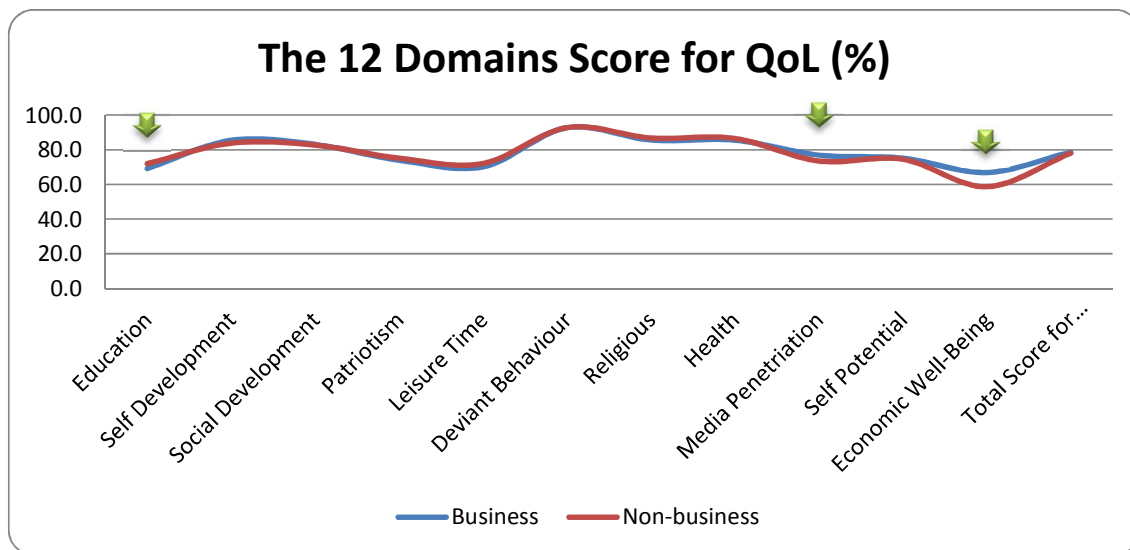
	Education	Self Development	Social Development	Patriotism	Leisure Time	Deviant Behaviour	Religious	Health	Media Penetration	Self Potential	Economic Well-Being	Total Score for Quality of Life
Business	69.1	85.4	83.0	74.1	70.1	92.8	85.6	85.5	76.9	75.1	66.9	78.6
Non-business	72.0	83.8	82.7	75.1	72.1	92.8	86.8	86.5	73.5	74.5	58.7	78.0

Figure 1: Line chart for different domains score among east coast youth based on business and non-business categories

Table 7: Independent t-test analysis (economic well-being, QoL score and overall)

	Category activities	N	Mean Level of Education	Sig.
Economic Well-being Mean Score	Business	305	Lower: 7.05 Higher: 6.96	0.638
	Non-business	130	Lower: 5.93 Higher:6.73	0.000
QoL Mean Score	Category activities	N	Mean Level of Education	Sig.
	Business	305	Lower: 8.16 Higher: 7.88	0.098
	Non-business	130	Lower: 7.99 Higher: 8.12	0.250
Overall				
Economic Well-being Mean Score	Category activities for Overall	N	Mean Level of Education	Sig.
		602	Lower: 6.50	0.016
		377	Higher:6.81	
QoL Mean Score	Category activities for Overall	N	Mean Level of Education	Sig.
		602	Lower: 8.07	0.726
		377	Higher: 8.04	
Economic Well-being Mean Score	Category activities	N	Mean Residential Area	Sig.
	Business	92 343	Rural: 6.95 Urban: 7.05	0.620
	Non-business	133 411	Rural : 6.29 Urban: 6.31	0.919
QoL Mean Score	Category activities	N	Mean Residential Area	Sig.
	Business	92 342	Rural : 8.12 Urban: 8.07	0.762
	Non-business	133 411	Rural : 7.96 Urban: 8.08	0.378

CONCLUSION AND RECOMMENDATIONS

The findings of this research on 12 domains demonstrated that the overall index score of QoL among youth is considered in the range of satisfied with their life. However, as can be inferred from our analysis, there were differences of the mean score between youth in the business and the non-business categories in terms of economic well-being, media penetration and education among youth at East Coast. Further analysis on the economic well-being has revealed that those youth who are involved with business activities werevery much happier with their career compared with youth who were involved with non-business activities. A youth who are participating in business have a better and higher income as compared to those with non-business. Furthermore, there are also having a much higher score in media penetration since they have the ability to use direct services or paid program television compared to youth who did not involve in business activities. However, the result also shows the non-business youth categories have a higher percentage score in education program such as IT, internet and etc. compares to business categories score. Meanwhile, the study also indicated that importance the role of education among youth to secure economic well-being in the future [19, 5]. A corollary from those scenarios can able given the positive impact to their QoL [12].

The reflection from the studies show that the National Youth Development Policy which was introduced in 1987 significantly contribute towards improving youth development in this country. The focusing on equipping youth with state of art on technical knowledge, vocational skills and entrepreneurial activities further strengthened the improvement in the QoL among youths to be always a priority. The promotion of non-formal education such as skill training center is really assisting youth in pursuing a successful career and helping them to initiate their own business [22]. In order to maintain their quality of life, the implementation Youth Health Policy is very crucial and needed to focus on general population including urban and rural area. Based on this study, the level of health among East Coast youth are within the range of satisfactory. This situation appears to exist due to a healthy lifestyle campaign led by government which has been implemented with co-operation of various agencies and NGOs. By the way, the scenario of substance abuse among youth still needs to be prevented deeply at all cost. According to this study, the smoking habit and loitering ("lepak") among youth seems to be one of their common activities. Again, in order to improve quality of life among youth, government effort through Youth Employment Policy needed strategies for improving accessibility to education and training so that it will eventually enhance income and quality of life. In addition,proper assistance should be made available for encouraging self-employment through provision of training in entrepreneurship, management and

finance [24]. In that case, the government has allocated RM320 million for development programs for youth in this country [9].

The result from this research proving that youth living on the East Coast has a similar scenario as those living in the northern, western and southern region part of Malaysia. The youth involved in this study always looking for opportunities in various aspects such as educations, jobs, entrepreneurship, training and skills upgrading as part of enhancing better quality of life. From the results, it further revealed that youth who are participating in with non-business activities savvy in social networking and ICT. Meanwhile, a youth who are involved with business activities show the ability to enjoy their life (media penetration and economic well-being). However, the government should seriously maintain impact from the previous plan by keeping on providing free school education, vocational and skill training such as through the enhancement of the entrepreneurship program. Introducing a new program such as 'Genovasi' also one of the best approach for promoting the role of youth as innovation ambassadors for improving youth quality of life issues, and similar program like 'MyCreative Venture Capital' to promoting business set up among youth is a good form of planning for the future [9].

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