

**A STUDY OF THE USAGE OF GOAT MILK AMONG
MULTICULTURAL MALAYSIANS: ITS MEDIATING FACTORS
TOWARDS KNOWLEDGE, ATTITUDE, PRACTICE (KAP) AND
EFFECTIVENESS OF THE INTERVENTION**

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ABSTRAK

Susu kambing adalah salah satu makanan semulajadi yang sihat, namun nilai fungsian dan khasiatnya kurang disebarkan kepada pengguna. Kajian ini bertujuan untuk mengkaji pilihan, pengetahuan, sikap, dan amalan (KAP) terhadap susu kambing dalam kalangan rakyat Malaysia yang berbilang budaya, dan keberkesanan program intervensi untuk meningkatkan tahap KAP terhadap susu kambing. Peringkat 1 adalah reka bentuk kajian kuantitatif tentang pilihan pengguna terhadap susu kambing. Dengan menggunakan kaedah soal selidik, data telah dikumpul daripada 423 responden yang dipilih melalui persampelan kluster kebarangkalian di pasar raya besar Giant di Lembah Klang. Peringkat ini bertujuan menguji sama ada terdapat hubungan antara sikap, pengaruh sosial, dan efikasi sendiri terhadap pengambilan susu kambing bagi mendapatkan erti dan implikasi masalah yang perlu diselesaikan seperti menambah-baik pengambilan susu kambing. Data dianalisis menggunakan SmartPLS. Dalam Peringkat 2, pendekatan kajian rentas KAP telah digunakan. Responden dipilih menggunakan kaedah persampelan pelbagai-peringkat untuk mewakili taburan etnik secara sekata di Malaysia. Seramai 398 orang telah mengambil bahagian dalam tinjauan tersebut. SPSS v25.0 digunakan untuk menganalisis data. Pada Peringkat 3, program intervensi pendidikan pemakanan diadakan untuk meningkatkan KAP terhadap susu kambing. Menggunakan reka bentuk RCT, 58 peserta dari USIM dan KUTAR telah melalui program intervensi selama 8 minggu. Kajian mendapati terdapat perkaitan antara sikap pengguna dan efikasi sendiri terhadap pengambilan susu kambing. Kesan pengantaraan kesedaran kesihatan menunjukkan bahawa pengguna mempertimbangkan kebaikan dan nilai pemakanan susu kambing dalam kesediaan mereka untuk mengambil susu kambing. Kira-kira 53% responden (n=211) mempunyai pengetahuan yang baik tentang manfaat kesihatan susu kambing manakala 45.2% (n=180) mempunyai sikap yang menggalakkan terhadap pengambilan susu kambing. Sepanjang setahun yang lalu, 53.8% (n=214) pernah mengambil susu kambing. Dalam kalangan etnik pula, etnik Melayu menunjukkan min dan sisihan piawai pengetahuan (3.98 ± 0.572) dan sikap (3.84 ± 0.625) yang signifikan lebih tinggi daripada yang lain. Tidak terdapat perbezaan min dan sisihan piawai yang signifikan dalam amalan susu kambing dengan etnik di Malaysia ($p=0.503$). Sebanyak 46.2% (n=184) responden tidak pernah minum susu kambing. Ujian-t sampel berpasangan Peringkat 3, kumpulan intervensi menunjukkan peningkatan yang signifikan dalam pengetahuan mereka ($t(57) = 8.484, p=0.000, d=1.114$), sikap ($t(57) = 8.414, p=0.000, d=1.105$), dan amalan ($t(57) = 4.316, p=0.000, d=0.567$). Kajian ini merumuskan bahawa sikap, efikasi sendiri, dan kesedaran kesihatan mempengaruhi pilihan untuk mengambil susu kambing. Dalam kalangan rakyat Malaysia yang berbilang budaya, etnik Melayu menunjukkan tahap KAP tertinggi, berkemungkinan disebabkan latar belakang agama yang mengutamakan cara hidup Nabi Muhammad dalam kehidupan seharian, termasuk pemilihan makanan. Rumusannya, intervensi pendidikan pemakanan menunjukkan pencapaian yang menggalakkan dalam meningkatkan tahap KAP terhadap susu kambing.

ABSTRACT

Goat milk is one of the healthy natural foods, however its functional and nutritional value is less disseminated across consumers. This study aimed to determine goat milk consumption intention, knowledge, attitude, and practice (KAP) among multicultural Malaysians, and the effectiveness of an intervention programme to increase the KAP towards goat milk. The Stage 1 study was a quantitative research design that gave detailed description on consumers' consumption intention. Using self-administered questionnaires, data was collected from 423 respondents selected via probabilistic cluster sampling at Giant hypermarkets in Klang Valley. This stage aimed to study whether relationship exists between attitude, social influence, and self-efficacy on goat milk consumption among consumers to get meaningful implications on improving the goat milk consumption. Data was analysed using SmartPLS. In Stage 2 cross-sectional KAP study, respondents were selected using multistage sampling method to represent equal samples of different ethnics' distribution in Malaysia. Self-administered questionnaires were distributed at randomly selected Giant hypermarkets. A total of 398 people took part in the survey. The SPSS v25.0 was used to analyse the data. Nutrition education intervention programme was conducted in Stage 3. Using the randomized controlled trial (RCT) design, 58 participants from USIM and KUTAR participated in the 8-weeks intervention programme. The study found an association between consumer attitude and self-efficacy towards goat milk consumption. The mediation effect of health consciousness indicated that consumers considered the benefits of goat milk in their readiness to consume goat milk. About 53% of respondents (n=211) had good knowledge on goat milk health benefits while 45.2% (n=180) had favourable attitude toward drinking goat milk. For the past one year, 53.8% (n=214) consumed goat milk. Among ethnicities, the Malay ethnic showed significantly higher mean knowledge (3.98 ± 0.572) and attitude (3.84 ± 0.625) than the rest. There was no significant difference in practice on goat milk among ethnics ($p=0.503$). In Stage 3, paired t-test showed no significant mean difference between pre and post-intervention for the control group. Intervention group showed significant improvement in their knowledge ($t(57) = 8.484, p=0.000, d=1.114$), attitude ($t(57) = 8.414, p=0.000, d=1.105$), and practice ($t(57) = 4.316, p=0.000, d=0.567$). This study concluded that attitude, self-efficacy, and health consciousness influenced the intention to consume goat milk. The Malay ethnic showed the highest level of KAP scores, likely due to the background of the religion that emphasizes on the way of the Prophet Muhammad in daily life including food choices. Lastly, nutrition education intervention showed promising success at increasing the KAP towards goat milk.

املخص

يتوفر الطعام وينتوع بوفرة في جمهورية ماليزيا بشكل عام بسبب سمة تعدد الثقافات التي تتميز بها. ومع ذلك من الضروري أن يتخذ المستهلكون قرارات واعية بشأن خيارات الطعام والاستهلاك للمساهمة في التمتع بصحة جيدة. يعتبر حليب الماعز من الأطعمة الطبيعية الصحية على الرغم من أن قيمته الوظيفية والغذائية أقل انتشارًا بين المستهلكين. تهدف هذه الدراسة إلى تحديد نية استهلاك حليب الماعز حسب المعرفة والموقف والممارسة KAP لحليب الماعز بين الماليزيين متعددي الثقافات ، وفعالية برامج التدخل لزيادة المعرفة والممارسات المهنية تجاه حليب الماعز.

كانت المرحلة الأولى في هذه الدراسة عبارة عن تصميم بحث كمي أعطى وصفًا تفصيليًا لنوايا المستهلكين الاستهلاكية. وتم ذلك باستخدام الاستبيانات، حيث تم جمع البيانات من (423) مشاركًا تم اختيارهم من خلال أخذ العينات العنقودية الاحتمالية في محلات السوبر ماركت Giant في وادي كلانج. هدفت هذه المرحلة إلى اختبار فرضيات البحث، أي ما إذا كانت هناك علاقة بين متغيرات البحث وهي السلوك والتأثير الاجتماعي والكفاءة الذاتية للمستهلكين على استهلاك حليب الماعز، بناءً على البيانات التي تم الحصول عليها ، من أجل الحصول على معنى وانعكاسات المشكلة المطلوب حلها مثل تحسين استهلاك حليب الماعز. ولقد تم تحليل البيانات باستخدام برنامج SmartPLS في هذه المرحلة. في المرحلة الثانية ، تم استخدام نهج دراسة المقطعية ل KAP. حيث تم اختيار المستجيبين باستخدام طريقة أخذ عينات متعددة المراحل لتمثيل عادل للتوزيع العرقي في ماليزيا. ولقد تم توزيع الاستبيانات في محلات وافرغ سوبرماركت Giant تم اختيارها بشكل عشوائي. شارك ما مجموعه (398) شخصًا في الاستطلاع. تم استخدام برنامج SPSS v25.0 لتحليل البيانات لهذه المرحلة. في المرحلة الثالثة ، أجرينا برنامج تدخل للتثقيف الغذائي لزيادة المعرفة والمهارة في حليب الماعز وذلك باستخدام تصميم RCT حيث خضع (58) مشاركًا من جامعة USIM وجامعة KUTAR لبرنامج تدخل مدته 8 أسابيع.

وجدت الدراسة أن هناك علاقة بين سلوك المستهلك والكفاءة الذاتية في استهلاك حليب الماعز. يشير تأثير الوساطة للوعي الصحي إلى أن المستهلكين يأخذون في الاعتبار الفوائد والقيمة الغذائية لحليب الماعز عند استعدادهم لاستهلاك حليب الماعز. حوالي 53% من المستجيبين للاستبيان (n=211) لديهم معرفة جيدة بالفوائد الصحية لحليب الماعز بينما 45.2% (n=180) لديهم موقف إيجابي تجاه شرب حليب الماعز. استهلك 53.8% (n=214) حليب ماعز خلال العام الماضي. أظهر عرق الملايو معرفة أعلى بكثير (3.98) وفي السلوك (3.84) من بقية الأعراق. لا توجد فروق ذات دلالة إحصائية في متوسط ممارسة حليب الماعز بين الأعراق في ماليزيا (p=0.503). وجدت الدراسة ان 46.2% من المستجيبين للاستبيان (n=184) لم يسبق لهم تناول حليب الماعز. أظهر اختبار t للعينة المقترنة في المرحلة الثالثة عدم وجود فرق كبير في المتوسط بين ما قبل التدخل وبعده لمجموعة التحكم. أظهرت مجموعة التدخل تحسنًا كبيرًا في المتغيرات كالاتي:

المعرفة (t (57) = 8.484, p=0.000, d=1.114)

السلوك (t (57) = 8.414, p=0.000, d=1.105)

والممارسة (t (57) = 4.316, p=0.000, d=0.567)

خلصت هذه الدراسة إلى أن السلوك والكفاءة الذاتية والوعي الصحي تؤثر على نية تناول حليب الماعز. أظهر عرق الملايو أعلى مستوى من المعرفة والمهارات بين الماليزيين متعددي الثقافات، ويرجع ذلك على الأرجح إلى خلفية الدين التي تؤكد على طريقة النبي محمد في الحياة اليومية بما في ذلك خيارات الطعام. وختامًا يُظهر تدخل التثقيف الغذائي نجاحًا واعدًا في زيادة المعرفة والممارسات والمهارات تجاه حليب الماعز.

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