THE STUDY OF SECONDARY SCHOOL STUDENTS’ AWARENESS ON LOGISTICS AT BANDAR TANGKAK, JOHOR

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ABSTRACT

The study is a quantitative research aims to identify the secondary school students’ level of awareness on logistics at Bandar Tangkak, Johor. For the data collection part, the data for this study were collected from three different secondary schools in Bandar Tangkak and analysed by using SPSS for the research outcome. Based on the study, it was found that the students have low level of awareness towards logistics due to the lack of exposure from their formal and informal education.

Keywords: logistics, quantitative, secondary school students

I. INTRODUCTION

According to Hans-Christian (2004), logistics must ensure that a recipient is supplied from a point of origin in accordance with his requirements with the correct product (in quantity and variety), in the right condition, at the right time and in the right place at minimum cost. Logistics process including the integration of physical objects usually flow of information, materials handling, production, packaging, preparation, transportation, and warehousing that complete each other in order to finish process flow till destination point. Logistics in working worldwide thought out the world and can be find at every country around the world and this process can help small countries to grow to be a develop countries.

Malaysia is one of the developing countries which heavily relies on logistics for its economic growth. As being one of the main logistics paths through South - East Asia region and competes with others like Singapore and Thailand, the country needs to maintain its logistics services to an optimum level. Therefore, one of the crucial aspects for this goal is by establishing awareness and inculcate knowledge about logistics among its citizen especially the younger generation.

Background of Study

Bandar Tangkak is the main town and capital of Tangkak District in Johor. Tangkak is located in the north-western corner of the state of Johor, bordering Malacca by the Kesang River and was formerly the second largest town in the district of Muar. The town is known as “Fabric Town” in honour of vast choices of textile outlets throughout the town. Apart from textiles, the town also consists of industrial park which caters numerous factories that producing versatile products such as computer chips, electronic component, cars speakers, handbags and timber. As a matter of facts, these products are not only supplied for the local demand but exported to other states and countries as well.

Due to this distinctive industrial aspect, Bandar Tangkak merely depending on the logistics industry in order for the town to maintain the flow of the services for demand and supply chain. Hence, it is important for the residents especially the younger generation to understand and aware on the crucial parts that logistics plays in order to keep the heartbeat of the town.

Problem Statement

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Gourdin, (2006, p. 16) claimed that logistics attempt to fulfill the needs of customer requirements and to serve best from competitors to achieve best result for customer satisfaction. Due to the advancement in online shopping technology, logistics today is becoming a part of our daily life as logistics help customer to have their purchased products arrived at their doorstep conveniently.

Unfortunately, apart from the convenience that it offers, a large number of individuals are still unaware on the actual roles and functions of logistics. This situation might occur due to the lack of exposure on logistic for the public even though they’ve already familiar with the benefits it provides. Nevertheless, logistics industry is expanding rapidly throughout the world as logistics industry can generate a great profit for the country. AGCAS, (2012) stated that transport and logistics plays a critical role in the UK economy and there are good opportunities for fresh graduates. Hence, there remains a high demand for skilled and experienced workers. In fact, this statement does not only apply to UK but to any other countries including Malaysia as well.

Therefore, tertiary level institutions especially universities in Malaysia have taken steps to provide logistics course and program for their students. Universities such as UiTM, UUM and UniKL are among the pioneer that offering this particular program to students in order to educate and inculcate logistics knowledge and instil the requisite skills. However, the exposure of logistics to school’s students as a high prospect profession and its actual job descriptions are still low as compared to other profession.

Research Objectives
The objectives of this study are as follows:

RO1: To analyse the level awareness of secondary school students on logistics.
RO2: To identify the factors that influence the level of awareness of secondary school student towards logistics

Research Questions
The research questions of this study are as follows:

RQ1: What is the level awareness of secondary school students on logistics?
RQ2: What are the factors that influence the level of awareness of secondary school students towards logistics?

II. LITERATURE REVIEW

AGCAS (2012) generally defined logistics as moving freight and moving individuals through materials administrations and physical appropriation since it moves items to the purchasers or end clients from starting point to foreordained place. Furthermore, logistics exercises can be considered as the operational segment of supply chain administration, including evaluation, acquirement, stock administration, transportation and armada administration, and information gathering and detailing. Supply chain administration incorporates the logistics exercises in addition to the coordination and cooperation of workers, levels, and capacities. In other word, logistics involved chains of complex operations or procedures involving sorting out and transporting products and services to its perfection. Thus, it’s not just only focusing on transportation of goods as perceived by general view. There are a couple of other important parts in logistic frameworks such as stock management, transportation, stockpiling and materials taking care of, bundling, data preparing, demand forecasting, obtaining, office area, item arranging, and furthermore client benefit.

Quality is one of the important aspects that heavily emphasized when dealing with logistics. In business world, quality could be defined as a measurement standard that compared a product or services with each other. In term of logistics, the quality is determined based on their punctuality of movement duration from one point to a targeted destination. It is also important to ensure the quality of logistics is on the best condition in order to have best customer feedback. According to Roy Andersson (2007), company need to serve their entire customer equally as personal individual to retain their loyalty of customer. Company need to offer their customer with product and service at best price. They need to achieved both efficiency and effectiveness on the same time. Therefore, they need to ensure they maintain their services at best condition in order to give the best to their customer. So, the quality of logistics itself is the factor that influences level of awareness public toward logistics.
If logistics have a better history in transporting cargo plus with the low number of accident, people will start to pay attention to logistics and help logistics expand further in Malaysia.

In order to cater for import-export industrial demand in Malaysia, a number of international ports such as Port Klang, Johor Port and Tanjung Pelepas has been built. The opening of these ports actually provides a huge opportunity especially for the new generation to gain knowledge and experience to increase their self-awareness about logistics. Thus, school administration could play their role to expose the students towards profession in this field. This is congruent with Borg (2008) statement that “Schools need to be more supportive in promoting the industry since they have a huge influence on the next generation of professionals.” Students’ career awareness activities such as site visit and career talks could be conducted for them to realize its importance. In addition, a collaboration between school and institution that offering logistic course such as UniKL and UiTM could be established for the students to plan their career path. Therefore, school actually one of the factors that could influence student’s awareness on logistics.

Another issue related with logistics is on its safety, rules and regulations. Malaysian Ministry of Human Resources as quoted in the Harian Metro article reported that there were 55,208 workplace accidents reported in 2009, where 20,814 cases happened during commuting to or from workplace, and 35,394 cases happened at the workplace. Due to this, the government has been pressing companies to improve safety of their activities in order to reduce society lost due to occupational accidents and illnesses. Occupational safety and health are crucial part of a workplace because every worker has to take care of his own safety and health. The main occupational safety and health (OSH) national policy in Malaysia is the enactment of Occupational Safety and Health Act (OSHA) 1994. This policy also applicable to logistics as only companies who have excellent health and safety care are given permission to operate. Under this policy, there are 10 cores of rules and regulations that had to be adhered by logistics company:

a) Monitor and interpret transportation regulations.
b) Maintain hazardous materials/dangerous goods registrations and records.
c) Respond to requests for technical support.
d) Act as the primary logistics liaison with transportation agencies.
e) Conduct compliance assessments at shipping and storage locations.
f) Develop and maintain logistics safety policies, standards and procedures.
g) Enhance the logistics service provider selection and management program.
h) Manage a comprehensive transportation regulatory training program.
i) Support an effective root cause and corrective action process.
j) Ensure performance metrics are captured, analyzed and communicated.

The safety rules and regulations established by government toward logistics area can make public aware of its existence. This is due to the fact that Malaysian government are very concern about logistics economic growth business in Malaysia. Furthermore, nowadays most of the business field are directly or indirectly involved with logistics in order to increase the profit margin.

III. RESEARCH METHODOLOGY

Research Sample

Form 5 students from three secondary schools namely SMK Tun Mamat, SMK Ledang and SMK Sri Tangkak were selected as the population sampling for this study. Based on Krejcie and Morgan sampling size table, 242 out of 634 students was randomly selected as the respondents of this study.

Research Instruments and Data Analysis
This study is a quantitative research as it utilized questionnaire for the primary data collection to obtain the research outcome. The instrument that was used for the data collection in this study is a set of questionnaires. The questionnaire was developed based on the research objectives and research questions that cater the purpose of this study. The questionnaire consists a series of five-point Likert scale item for the respondents to provide their feedback. The data obtained from the feedback were then analysed by using Statistical Package for Social Sciences (SPSS) software.

IV. RESULTS AND DISCUSSION

Overall, the study able to fulfil its objective in order to identify the level of students’ awareness towards logistics. It was found that majority of the students at Bandar Tangkak have low level of understanding on the actual concept of logistics. However, majority of them aware that logistics is important to their society in order to transport product from one point to another. It was also identified that majority of them perceived that logistics give benefit to industry and can produce profit for the country. Therefore, it could be concluded that although the students do not fully understand the logistics concept but still have the awareness on its’ positive effect and impact towards society.

For the finding of the second objective of this study, the analysis provide outcome for the student’s level of awareness for each of the variable factors that influence student awareness of logistics such as schools, safety, regulation and quality of logistics. All of these variables were analysed based on mean and standard deviation and presented in Table 1.

Table 1. Mean Descriptive Analysis

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>School administration role</td>
<td>3.0227</td>
<td>1.07330</td>
<td>242</td>
</tr>
<tr>
<td>Safety of Logistics</td>
<td>3.7190</td>
<td>1.12477</td>
<td>242</td>
</tr>
<tr>
<td>Rules and Regulations</td>
<td>3.3471</td>
<td>1.13934</td>
<td>242</td>
</tr>
<tr>
<td>Quality of Logistics</td>
<td>3.6033</td>
<td>1.12297</td>
<td>242</td>
</tr>
</tbody>
</table>

Based on the table it shows that the highest mean between independent variable is on “safety of logistics” with a total mean of 3.72. It is followed by “quality of logistics” by 3.60 and “rules and regulations” at 3.35. The lowest mean is for “school administration roles” with a total mean of 3.02. Depicted from this finding, it can be concluded that school play an important role for the students’ awareness towards certain career including in logistics. Due to the lack of exposure from the school, it creates a situation that students have low level of understanding or awareness towards this field. Sad but true, majority of school’s emphasis more on other career path such as in medicine, technology, I.T and other major fields. Hence, logistics is being neglected although it could open a new horizon of job opportunity apart from being a lorry or delivery van driver as assumed by the public view.

V. CONCLUSION

All in all, the study manages to identify the level of awareness among Bandar Tangkak secondary school students towards logistic fields. Hence, it was found that the students have low level of awareness towards logistics due to the lack of exposure from the school itself as the main influencing factor. This is a negative situation and not only require a better involvement from schools but also needs other initiatives to be taken as well. Two recommendations that could overcome this situation are outlined as below:

Advertise More about Logistics Course and Its Benefits

Nowadays, media advertisement is crucial in conveying information especially in making the public aware on certain issues and trend. Higher learning institutions should be aware of this trend and could seek benefit on it to raise awareness about logistics towards the public. More advertisement on logistic related course information should be aired on radio and television. In addition, social media is another approach that could be manipulated to serve this course as claimed by Dencheva (2009) as this platform offer a wider range of audience and economical as well.

Career Talk on Logistics Field

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Although this is a traditional way to approach the target audience, it is proven to be effective throughout the time. A good collaboration between school and logistic related company need to be established. Apart from educational site visit to certain logistic company, the school could invite individuals that have career in logistic fields to brief the students. Through this approach, these individuals could share their knowledges and experiences regarding the wide range of profession that actually related with logistics field. In addition, students could also interact and receive immediate feedbacks that could raise their awareness towards this field.

REFERENCES