

# Foreword

Welcome to the Second Issue of 2019 for the Journal of Social Sciences and Humanities (JSSH)!

JSSH is an open-access journal for studies in Social Sciences and Humanities published by Universiti Putra Malaysia Press. It is independently owned and managed by the university and run on a non-profit basis for the benefit of the world-wide science community.

This issue contains 42 articles; 3 are review articles, 3 are case study and the rest are regular articles. The authors of these articles come from different countries namely Sweden, Jordan, Pakistan, Saudi Arabia, Thailand, Indonesia, Malaysia, Nigeria, Philippines and Pakistan.

Selected from the scope of Language and linguistic is a regular article entitled “Self-Assessment of Academic Vocabulary” by Fredrik Lindqvist and Anne Dragemark Oscarson from Sweden. The study focused on academic vocabulary, an essential aspect of higher education, became increasingly important for pupils to master as larger groups go on to university studies. There was however little research was done on how well-prepared Swedish pupils deem themselves to be for the higher educational requirements in English as a foreign language and whether they were able to assess their vocabulary skills with any degree of accuracy. In this article, a mixed method approach was used to explore a group of pupils’ (N=45) self-efficacy, and self-assessment with regards to vocabulary size and mastery using the Common European Framework of Reference for Languages (CEFR) proficiency scales. A vocabulary test was then administered and the results were compared to their self-assessments. A few follow up interviews were conducted to get a deeper understanding the pupils’ reasoning. The results indicated that high performing pupils considered themselves well prepared for university studies but tend to overestimate their vocabulary skills, indicated that Swedish pupils might have not met the curriculum’s goals of had developed a realistic view of their language level and competence. Detail for the study is available on page 747.

Selected from the scope of Education is a regular article entitled “Developing Democratic Culture through Civic Education” by Bambang Yuniarto from Indonesia. The study mentioned that since the reformation era, socio-political realities of the life of the nation within the frame of democracy in Indonesia have not shown people’s intelligence and awareness for real democracy. An important agenda would be to build school as a laboratory of democracy and the microcosmos of democracy. This research employed a qualitative approach through the case study method. The data was collected through interviews, observation, and document analysis. The findings of this study indicated: (1) democracy education is perceived as effort to teach the understanding of rights and obligations to improve students discipline; (2) the planning and the implementation of civic learning refers to systematic democratic learning; and (3) Student Council activities and extra-curricular activities provide a real experience of democracy and socio-cultural values. In conclusion, the research indicated that the Integrated High School of Krida Nusantara Bandung, West Java, adopted a pattern of disciplinary education that was aligned to the National Education System, religious education, military discipline, and boarding care. Detail for the study is available on page 915.

Selected from the scope of Management is a regular article entitled “Green Food Product Purchase Intention: Factors Influencing Malaysian Consumers” by Auroomooga Putten Yuviraj Yogananda and Praveen Balakrishnan Nair from Malaysia. The study focused on the rising concerns for food safety and insecurity, coupled with environmental issues, push consumers to make ethical choices affecting their purchase behaviour. The demand trend for green food products was rising and fast-growing economies like Malaysia was not exempted. The green food products industry was in its infancy stage in Malaysia and stakeholders need consumer behavioural research to develop

Malaysia's green food industry. Few contextual researches have been undertaken in Malaysia and therefore this study was conducted to determine the significance of the link between consumer behavioural factors and the intent to purchase green food products. An adapted extended Theory of Planned Behaviour (TPB) model was used in the study and the influence of Environmental Attitude (EA), Subjective Norm (SN), Perceived Behavioural Control (PBC), Environmental Knowledge (EK), Health Consciousness (HC) and Environmental concern (EC) on green product purchase intention was examined. A total of three hundred questionnaires were distributed in the Klang Valley and 284 usable responses received were used to examine the significance of relationships using multiple regression analysis. Findings indicated that EC, PBC, HC and SN had a significant relationship to Intent to Purchase (ITP) green food products. The factors that marketers should focus on were environmental concern, price, availability, health benefits and initiatives to promote environmental knowledge and attitude that might influence the purchase intentions, positively. Detail for the study is available on page 1131.

Selected from the scope of Arts and culture is a regular article entitled "Consumer and family economics" by Lee Siew Peng, Sedigheh Moghavvemi and Lee Su Teng from Malaysia. The purpose of this study was to explore the dimensions of service quality and test an integrative model to study the influence of service quality, image, and trust on customer loyalty in the Malaysian banking sector. In this study, the service quality model was enhanced to improve the bank's image. Structural Equation Modelling (SEM) was used to test the proposed research model. The proposed model indicated that delivering high-quality service can be resulted in achieving the well-known image; the result showed a positive relationship between image and trust, and trust and customer loyalty in both Islamic and conventional banks. Therefore, based on the findings, service quality, bank image and trust were considered to be antecedents of customer loyalty. Bank image was indirectly related to customer loyalty through trust. Detail for the study is available on page 1275.

We anticipate that you will find the evidences presented in this issue to be intriguing, thought provoking and useful in reaching new milestones in your own research. Please recommend the journal to your colleagues and students to make this endeavour meaningful. All the papers published in this edition underwent Pertanika's stringent peer-review process involving a minimum of two reviewers comprising internal as well as external referees. This was to ensure that the quality of the papers justified the high ranking of the journal, which is renowned as a heavily-cited journal not only by authors and researchers in Malaysia but by those in other countries around the world as well.

We would also like to express our gratitude to all the contributors, namely the authors, reviewers, Editor-in-Chief and Editorial Board Members of JSSH who have made this issue possible.

JSSH is currently accepting manuscripts for upcoming issues based on original qualitative or quantitative research that opens new areas of inquiry and investigation.

**Chief Executive Editor**

Prof. Dato' Dr. Abu Bakar Salleh

[executive\\_editor.pertanika@upm.my](mailto:executive_editor.pertanika@upm.my)