

**Health Promotion Behaviour (HPB) of Elderly Among Ethnic Groups in Malaysia: A Structural Equation Modeling (SEM)**

Abdelhak Senadjki<sup>1</sup>, Saidatulakmal Mohd<sup>2</sup>, Yip Chee Yin<sup>1</sup>, Iddrisu Mohammed Awal<sup>1</sup>

<sup>1</sup>Faculty of Business and Finance, Universiti Tunku Abdul Rahman, Malaysia.

<sup>2</sup>School of Social Sciences, Universiti Sains Malaysia.

Corresponding author email: [abdelhak@utar.edu.my](mailto:abdelhak@utar.edu.my)

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UNIVERSITI TUNKU ABDUL RAHMAN, BANDAR BARAT, 31900 KAMPAR, PERAK, MALAYSIA.

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**ABSTRACT**

Population aging is significantly on the rise, and has become one of the important demographic issues in Malaysia. The lack of healthcare knowledge and awareness among the elderly is increasingly becoming a fundamental issue. Leading to an increase of chronic illnesses (such as type 2 diabetes, chronic heart diseases hypertension, stroke, obesity etc.). These illnesses have killed over 1000 elderly people over the years, and the number has significantly increased. Despite several initiatives taken by the government to tackle the issues, a large group of elderly are yet to benefit from the health campaign. Since the aging population is expected to rise in the future, it equally significant for the government to prepare with a proper measure to tackle the phenomenon in the coming years. Therefore, this study intends to investigate the effect of HPB on health of elderly among the ethnic groups. The HPB variables are measured in 6 aspects, namely, healthy eating, exercise, stress management, interpersonal relations, health responsibility and spiritual growth. A set of 400 survey questionnaires is distributed and collected from respondents located in Perak, Malacca and Penang. The statistical analysis result is analysed by using SmartPLS Software 3.0. The data analysis implicated that, Health of elderly is significantly affected by the variables. Hence, Health promotion in health services for elderly needs active support. Findings suggest that elderly Health Promotion Programs improvement can be significant tools to the empowerment of elderly healthcare.