



Antecedents of Flood Victims Psychological Well-Being: A Quantitative Analysis

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ABSTRACT

The purpose of this paper is to examine the relationship between perceived source credibility and impression management with psychological well-being among people in flood prone areas. This paper is based on quantitative approach by conducting a survey to 386 people in flood prone areas in Kubang Pasu district, Kedah, Malaysia. Few literatures on source credibility, impression management and psychological well-being that constitute the building blocks of this model have discussed. This paper also discusses the findings of the relationships between these variables by fill in the gap identified from previous studies by applying it in a new context of flood disaster management. On the other hand, the findings provide support for the relationships between perceived source credibility and impression management with psychological well-being among people flood prone areas.

Keywords: Source Credibility, Impression Management, Psychological Well-being

JEL Classifications: I31, D83, D81, Q54

1. INTRODUCTION

Strategic disaster management cycle involves four stages prepared before disaster, preparation of the arrival, when disaster emergency response and disaster recovery. The first stages of disaster management actions will help people from death and injury when disasters occurs (Mayhorn and McLaughin, 2014). Malaysia has confronted natural disasters such as landslides, floods and tsunamis caused. This disaster caused by heavy rainfall and the geographical position of Malaysia in Southeast Asia and the tropical lead to monsoon rains throughout the year (Shaluf and Ahmadun, 2006). This flood disaster will happen every year especially at Johor, Kedah, Melaka, Negeri Sembilan, Pahang, Terengganu, and Kelantan.

The risk of flood disaster can be reduced by having an effective risk communication process between spokesperson and people in flood prone areas. The element in risk communication is source credibility, channel and the information flood warning (Mayhorn and McLaughin, 2014). Source credibility of the spokesperson

that can help people living in flood-prone areas to maintain psychological well-being of their health and well-being of the family himself (Blanchard-Boehm and Cook, 2004; Thomson and Ito, 2012). Source credibility of the spokesperson is also affect the attitudes, goals, persuade, and influence the behavior of recipients of the message (Kurita et al., 2006).

The impact of flood disasters can be reduced when people live in areas at risk area by having effective warning dissemination information such as the emergency message and evacuation orders (Fothergill and Peek, 2004). Previous research also highlights the importance of source credibility in the process of information delivery floods. Source credibility of spokesperson will help people living in flood-prone areas to act effectively. Although, past studies show lack of research about source credibility in the field of disaster management especially in Asia contexts.

In addition, the process of information delivery has also been linked with impression management. Impression management helps build positive interpersonal relationships between delivering

information to people living in areas at risk of flooding. Impression management study is also very important to assess the perceptions of subordinates to use impression management authority (Gardner and Martinko, 1988; Leary and Kowalski, 1990; Kacmar et al., 2009). In addition, impression management is used to provide a negative or positive decision to other people (Harris et al., 2007). Further, previous studies have found the management response has relevance to an individual's psychological well-being by ensuring always a positive image in the eyes of others (Uziel, 2010; Nagy et al., 2011).

However, the studies of impression management more are carried out in the field of organizational management. For example, impression management studies have been used by a supervisor when dealing with subordinates (Kacmar et al., 2009; Zivnuska et al., 2001) political organization and performance of work (Barsness et al., 2005) and performance evaluation. Therefore, this study examined the perceptions of people living in flood-prone areas for the impression management used by spokesperson related about flood disaster.

Therefore, the objective of this study was to investigate the relationship between the perceived source credibility and impression management with psychological well-being of people living in flood-prone areas. This study also will identify the dominant dimension of source credibility and impression management in predict psychological well-being. In this study, source credibility were defined as reliability of the quality spokesperson to that provide flood information that will perceived by people who live in flood-prone areas. While, impression management is communication behavior of JKJK during communicate with people living in flood-prone areas to be perceived as good spokesperson. Spokesperson in this study is Village Development and Security Committee (JKJK) under the authority of the Ministry of Rural and Regional Development. JKJK is the closest spokesperson and always available for the people living in villages and housing residents. Psychological well-being in this study is positive feelings experienced by people living in flood prone areas. They have the ability to control stress in their life and keep a positive attitude such as joy and self-satisfaction.

2. LITERATURE REVIEW

2.1. Source Credibility

Source credibility is an important element in the dissemination of information and has been examined in several fields such as in marketing (Arpan, 2002), crisis management (Clow et al., 2008), advertising (Bates et al., 2006), and health information (Nasir et al., 2012). Previous studies also show that the credibility of the source has substantial impact on the receivers of the message. The use of source credibility in marketing communication is effective to influence and persuade consumers. Source credibility has an impact on consumer attitudes toward the advertised brand based on their expertise, attractiveness and likability (Bates et al., 2006).

The issue of the source credibility in disaster is more interesting because there is a problem in managing the information about warning message before a disaster between source and receiver

which is a person living in flood prone areas. The problem of information overload has created doubtful about the quality of information (Nasir et al., 2012). Source credibility is an important aspect in disaster because people need to learn to evaluate information received by listening, understanding, trust, verify and respond to a warning message and the campaign environment. In flood disaster context, the spokesperson should be credible enough to persuade people to receive flood disaster preparedness messages (Thomson and Ito, 2012).

2.2. Impression Management

Studies related impression management was used in interpersonal communication between the spokesperson and audience. Earlier scholars doing more research about impression management in the context of the organization's management for example in the relationship between employer and employee (Kacmar et al., 2009), performance appraisals (Barsness et al., 2005; Berlo et al., 1969) and a change in attitude and counseling process (Leary and Kowalski, 1990). Impression management is an important element in interpersonal communication. Impression management can influence the behavior of recipients to respond to person who practice impression management (Leary and Kowalski, 1990). In addition, individuals who practice impression management tactics are more likely to be perceived as able to achieve good performance (Barsness et al., 2005). For example, Wayne and Liden (1995) found subordinate used impression management by speak out positive statements and praise so that favored by the leader. From the previous studies shown that impression management able to change the perception of recipients towards the individual who practices impression management tactics.

2.3. Psychological Well-being

Well-being divided into three parts, namely psychological, societal and physical. Components of psychological well-being are the ability to control the stress in life and maintain a positive attitude in the individual as the joy and self-satisfaction. People who live in areas at risk must have a physical and psychological preparation shared by the people who have the knowledge and skills to address the impact of this disaster because disaster will cause damage to development, transportation, infrastructure and property (Malka et al., 2009).

Thus, the source of information is the single element that can guarantee the health and welfare of the victims will be good (Nurlala and Su, 2014). Construction of disaster warning systems and effective disaster management organization to bring down the effects of natural disasters. Victims do not have the information to cope with the disaster, causing a variety of damage and destruction. Nevertheless, respondents felt the damaging effects of catastrophes can be cut down if they receive information about the disaster (Kurita et al., 2006).

2.4. Relationship between the Variables

Previous studies have found awareness of people to receive information is driven by the source credibility of the spokesperson which is valid and fairly trusted (Krejchie and Morgan, 1970; Tuppen, 1974). Moreover, the source credibility of the

3. METHOD

spokesperson give benefits the recipient of a message through the message of awareness. It will help people take out the risk of flooding to their daily lives. In this study, flood disaster management involving source credibility factors, risk and well-being has yet to be studied in the context of the recent floods in Malaysia. Based on the Nurlala and Su (2014), this study will fulfill the gap and continue to study the relationships between source credibility of the JKKK that have a very important role in ensuring psychological well-being of people living in flood-prone areas.

Previous research also highlight the importance of impression management with psychological well-being of individual in positive and negative ways. In positive ways, Rosenfeld et al. (2001) found that the impression management is beneficial when it gave a good overview and help build positive interpersonal relationships in the context of the organization and outside the organization. Harris et al. (2007) also saw people who actively practice impression management tend to perform well. This is because individuals often practice impression management tend to be satisfied with their lives (Uziel, 2010).

Impression management aims to get a good look at making changes and falsification of their personality (Erdogan, 2011). Rosenfeld et al. (2001) also assume impression management makes a negative relationship with others by deflect perception others have about the real behavior of actors. Impression management also gives negative effect when actors are capable to practice it in organizations (Harris et al., 2007). Nagy et al. (2011) found that individuals who are not proficient practice impression management tactics will soon leave the organization because do not have support from the management. In summary, previous studies have found the impression management is very important to individuals and organizations by establishing a good and positive perception. However, the impression management will affect the psychological well-being actors for not being themselves.

Therefore in this study, the independent variables representing the perception source credibility and impression management of Village Development and Safety Committee (JKKK) as top management in flood prone areas. The dependent variable is the psychological well-being of the people was living in flood disaster-prone areas. Based on the objectives and previous research, below is the hypothesis in this study:

H1: There is a significant relationship between source credibility with psychological well-being of people living in flood-prone areas.

H2: There is a significant relationship between impression management of JKKK with psychological well-being of people living in flood-prone areas.

H3: Perceived credibility of JKKK are predictors of psychological well-being of people living in flood-prone areas.

H4: Perceived impression management are predictors of psychological well-being of people living in flood-prone areas.

The population in this study refers to people in flood prone areas at Kubang Pasu, Kedah. Type of sampling be used in this study is Stratified Random Sampling. A total of 386 samples were selected to represent a population of 18,968 people. The procedure of selecting the sample in this study will utilize a sampling formula by Krejchle and Morgan (1970).

The questionnaire used in this study is separated into three parts, (A) the profile of respondents, part (B) Source Credibility, part (C) Impression Management and part (D) Psychological Well-being. Part B refers to the source credibility of the JKKK perceived by people living in flood-prone regions. The researchers used an instrument that was set up by Tuppen (1974) to assess the source credibility of spokesperson containing 51 items and five dimensions.

Part C of the questionnaire related to perception impression management of JKKK using instrument that was built by Erdogan (2011). This instrument contains a dimension non-verbal dimension, others focus, self-promotion, modeling, deception and self-defensive. The total number of items was 31 items with reliability values of 0.50 and above for each dimension (Bolino, 1999).

Part D is the dependent variable in this study is psychological well-being. Psychological well-being variables in this study were measured using the psychological well-being scale (PWBS) by Ryff (1989). These variables have 42 items with six dimensions of autonomy, environmental mastery, personal growth, positive relationships, life goals, and self-acceptance. A PWBS instrument has been used in a variety of cultural contexts in order to strengthen research on psychological well-being (Van Dierendonck et al., 2008).

In general, the instruments used in this study were formed and used by researchers in western contexts. The reliability of the instrument in this study assessed using alpha coefficient. Results of reliability source credibility ($\alpha = 0.88$) and the dimensions of trust ($\alpha = 0.82$), expertise ($\alpha = 0.65$), dynamic ($\alpha = 0.77$), cooperation ($\alpha = 0.70$), charisma ($\alpha = 0.70$) are acceptable in this study.

While, results of reliability impression management ($\alpha = 0.90$) and the dimension of non-verbal ($\alpha = 0.66$), other focus ($\alpha = 0.63$), self-promotion ($\alpha = 0.84$), modeling ($\alpha = 0.80$), deception ($\alpha = 0.61$) and self-defensive ($\alpha = 0.80$). Same goes with psychological well-being ($\alpha = 0.92$), autonomy dimension ($\alpha = 0.67$), environmental control ($\alpha = 0.60$), personal growth ($\alpha = 0.65$), positive relationships ($\alpha = 0.61$), goals of life ($\alpha = 0.63$) and self-acceptance ($\alpha = 0.70$). Result reliability that for each variable and dimension in acceptable level between 0.60 and above 39.

4. FINDINGS

This study used quantitative methods by cross-sectional surveys approach. Data were collected by distributing questionnaires to the respondents. A total of 420 questionnaires were distributed to

people living in flood-prone areas in Kubang Pasu. A total of 386 were returned and analyzed in this study.

In general, respondents from 182 people (47.2%) were women, while 204 people (52.8%) were male. The majority of respondents were aged 51 years and above about 109 people or 28.2%. In addition, respondents aged 21-30 years, 31-40 and 41-50 years, respectively were 73, 90 and 83 people. The remainder of respondents aged 20 years and below. Further, the majority of respondents in this study is 213 people are Muslims or 55.2%. The remaining balance is non-Muslim respondents about 173 people or 44.8%.

Furthermore, these findings show that the majority of respondents were Malays are 208 people (53.9%). The balance remaining respondents are from the Indian, Chinese and Thai. In addition, the analysis shows that most of the respondents are married is a total of 240 people or 62.2%. In addition, respondents who never married are 115 people or 29.8%, while the remaining respondents who are widowed, divorced or single mothers. In addition, the majority of respondents are secondary school is 207 people or 53.6%, followed by respondents who have a certificate or diploma level education.

In addition, respondents who primary education is 23 people or 6% and respondents were not in school were 67 people or 17.4%. The remainder of is educated respondents Bachelor and Master. In addition, the result also shows that the overall respondents had flooded in their houses and moved to evacuation centers.

4.1. Correlation Analysis

Pearson correlation test was used to test whether there is a relationship between the variables and the source credibility and five dimensions with psychological well-being of people living in flood-prone areas (Table 1). Results of correlation analysis showed a significant relationship that is a weak relationship between variables source credibility and psychological well-being ($r = 0.17$, $P < 0.05$). These findings demonstrate the increased source credibility of JKKK will improve psychological well-being of people living in flood-prone areas.

The relationship between dimensions of source credibility with the psychological well-being found that there is a significant correlation between a strong relationship dimension of trust with the psychological well-being ($r = 0.58$, $P < 0.05$). The results also showed dimension expertise with psychological well-being has a significant relationship, moderately strong and negative ($r = -0.37$, $P < 0.05$). Next, dimension of dynamic and psychological well-being showed a significant relationship, moderately strong, and negative ($r = -0.30$, $P < 0.05$). Furthermore, there is a significant and weak relationship between dimensional dynamics and dimensions of the charisma with psychological well-being ($r = 0.13$, $P < 0.05$). Overall, increasing the credibility of the source JKKK will increased psychological well-being of people living in flood-prone areas.

Pearson correlation test also was used to test whether there is a relationship between the variables of impression management and

Table 1: Pearson correlation between source credibility, impression management with psychological well-being

Variable	Psychological well-being	r
Source credibility	Correlation coefficient	0.17***
	Sig.	0.00
	N	386
Trust	Correlation coefficient	0.58***
	Sig.	0.00
	N	386
Expertise	Correlation coefficient	-0.37***
	Sig.	0.00
	N	386
Dynamic	Correlation coefficient	-0.30***
	Sig.	0.00
	N	386
Cooperation	Correlation coefficient	0.13*
	Sig.	0.01
	N	386
Charisma	Correlation coefficient	0.13*
	Sig.	0.01
	N	386
Impression management	Correlation coefficient	-0.56***
	Sig.	0.00
	N	386
Non-verbal	Correlation coefficient	-0.20***
	Sig.	0.00
	N	386
Other focus	Correlation coefficient	-0.39***
	Sig.	0.00
	N	386
Self-promotion	Correlation coefficient	-0.55***
	Sig.	0.00
	N	386
Modeling	Correlation coefficient	-0.56***
	Sig.	0.00
	N	386
Deception	Correlation coefficient	-0.23***
	Sig.	0.00
	N	386
Self-defensive	Correlation coefficient	-0.34***
	Sig.	0.00
	N	386

* $P < 0.05$, *** $P < 0.001$

six dimensions with psychological well-being of people living in flood-prone areas (Table 2). The results showed there was a significant and strong negative relationship between impression management with psychological well-being ($r = -0.56$, $P < 0.05$). These findings demonstrate the less impression management tactics by JKKK will increase psychological well-being of people living in flood-prone areas.

Results of the analysis of the relationship between dimension nonverbal showed a significant relationship, low and negative ($r = -0.20$, $P < 0.05$) and the dimension of deception ($r = -0.23$, $P < 0.05$) with psychological well-being. In addition, there is a significant relationship, strong and negative between self-promotion ($r = -0.55$, $P < 0.05$) and dimension of modeling ($r = -0.56$, $P < 0.05$) with psychological well-being. Furthermore, the analysis also showed a significant relationship, moderately strong and negative between self-defensive dimension ($r = -0.34$, $P < 0.05$) and other focus dimension ($r = -0.39$, $P < 0.05$) with psychological well-being. Overall, these findings indicate

progressively less impression management tactics by JKKK will increase psychological well-being of people living in flood-prone areas.

4.2. Regression Analysis

The analysis used in this section is multiple regression analysis and stepwise regression in order to identify the perception of the source credibility, impression management as predictors of psychological well-being. The first step is to identify the dependent and independent variables. After that, the analysis of dimensions that have a significant relationship with psychological well-being will be identified. The aim is to identify the comparative dimension significantly associated with psychological well-being using the beta coefficient. Next, using the procedure stepwise regression analysis was applied to produce the most accurate model to predict psychological well-being.

4.2.1. Source credibility

Testing of regression analysis found that the source credibility explained 55% of variance in psychological well-being (Table 3). R² is statistically significant with F = 93.50 and P < 0.00. Four important dimensions in explaining the psychological well-being is a trust, expertise, dynamic and cooperation.

Table 2: Pearson correlation between impression management and psychological well-being

Variable	Psychological well-being	r
Impression management	Correlation coefficients	-0.56***
	Sig.	0.00
	N	386
Nonverbal	Correlation coefficients	-0.20***
	Sig.	0.00
	N	386
Other focus	Correlation coefficients	-0.39***
	Sig.	0.00
	N	386
Self-promotion	Correlation coefficients	-0.55***
	Sig.	0.00
	N	386
Modeling	Correlation coefficients	-0.56***
	Sig.	0.00
	N	386
Deception	Correlation coefficients	-0.23***
	Sig.	0.00
	N	386
Self-defensive	Correlation coefficients	-0.34***
	Sig.	0.00
	N	386

***p<0.01

Table 3: Regression analysis of source credibility as a predictor psychological well-being

Model	B	Beta	t	Sig.
Constant	94.92	0.62	13.99	0.00
Trust	1.35	-0.27	13.18	0.00
Expertise	-1.06	-0.28	-5.84	0.00
Dynamic	-1.37	0.21	-5.36	0.00
Cooperation	2.96	-0.12	4.20	0.00
Charisma	-0.42	0.62	-1.86	0.06

R²=0.55, Adjusted R²=0.55, F=93.50, P<0.001

Next, stepwise regression analysis procedure showed that the main dimensions to predict psychological well-being is a trust, dynamism, expertise and cooperation (Table 4).

4.2.2. Impression management

Testing regression analysis revealed that the impression management explains 45% of the variance in psychological well-being (Table 5). R² is statistically significant with F = 53.24 and P < 0.00. Result showed five important dimensions are modeling, defending, non-verbal and self-promotion.

Stepwise regression analysis procedure showed that the main dimensions predict psychological well-being is modeling, defending, nonverbal, and self-promotion (Table 6).

5. DISCUSSION

This study found there is a relationship between the perceived source credibility of the JKKK with psychological well-being of people living flood prone areas. This finding shows that the credibility of the spokesperson would be beneficial to ensure that the psychological well-being of recipients of the message during communication process when dealing with disasters (Pepper, 2012). This finding also in line with the findings about victims of the forest fires depends heavily on local informers who were in the area for hazards ensure their safety. So in this context, source

Table 4: Stepwise regression analysis of source credibility as a predictor psychological well-being

Model	R ²	Adjusted R ²	B	Beta	t	Sig.
Model 1	0.34	0.34				
Constant			37.39		6.53	0.00
Trust			1.26	0.58	13.95	0.00
Model 2	0.50	0.50				
Constant			72.41		12.30	0.00
Trust			1.42	0.65	17.74	0.00
Dynamic			-2.00	-0.41	-11.16	0.00
Model 3	0.53	0.53				
Constant			6.85		13.37	0.00
Trust			0.08	0.64	17.78	0.00
Dynamic			0.22	-0.27	-5.81	0.00
Expertise			0.18	-0.23	-5.06	0.00
Model 4	0.55	0.54				
Constant			93.34		13.82	0.00
Trust			1.24	0.57	14.62	0.00
Dynamic			-1.58	-0.32	-6.82	0.00
Expertise			-1.07	-0.27	-5.89	0.00
Cooperation			2.46	0.18	3.76	0.00

Table 5: Regression analysis of impression management as a predictor psychological well-being

Model	B	Beta	t	Sig.
Constant	171.83		31.80	0.00
Non-verbal	1.07	0.19	3.75	0.00
Other focus	0.54	0.09	1.28	0.20
Self-promotion	-0.91	-0.28	-3.49	0.00
Modeling	-2.75	-0.48	-6.87	0.00
Deception	0.29	0.05	0.95	0.34
Self-defensive	-1.852	-0.34	-7.52	0.00

R²=0.46, Adjusted R²=0.45, F=53.24, P<0.001

Table 6: Stepwise regression analysis of impression management as a predictor psychological well-being

Model	R ²	Adjusted R ²	B	Beta	t	Sig.
Model 1	0.32	0.32				
Constant			160.78		46.81	0.00
Modeling			-3.26	-0.56	-13.39	0.00
Model 2	0.42	0.42				
Constant			183.42		43.69	0.00
Modeling			-3.18	-0.55	-14.13	0.00
Self-defensive			-1.76	-0.32	-8.23	0.00
Model 3	0.43	0.43				
Constant			176.57		36.91	0.00
Modeling			-3.36	-0.58	-14.51	0.00
Self-defensive			-2.08	-0.38	-8.71	0.00
Non-verbal			0.76	0.13	2.90	0.00
Model 4	0.45	0.45				
Constant			176.58		37.52	0.00
Modeling			-2.43	-0.42	-7.14	0.00
Self-defensive			-1.94	-0.35	-8.13	0.00
Non-verbal			1.17	0.20	4.17	0.00
Self-promotion			-0.79	-0.24	-3.70	0.00

credibility of spokesperson can help people in flood prone areas to avoid damage and loss by having an awareness to respond accordingly without doubt because spokespersons are reliable sources to them.

The results show the dimensions in the source credibility contributing to more than half of the variance in psychological well-being of people living in flood-prone areas. The importance of the source credibility and its relationship with psychological well-being will also has discussed by Kellens et al. (2012) and Kellens et al. (2013). The most important dimension contributing to the variance of psychological well-being is trust, dynamic, expertise and cooperation. The importance of trust is also in line with the study by Fauziah et al. (2009) who also found the importance of reliable information is dependent on the accuracy of the deliver information for immediate action to ensure their safety.

The importance of expertise also has be discussed by Clow et al. (2008) that delivering information by expert sources are able to influence consumer attitudes so easily influenced by promotions offered. Dynamic dimensional also been discussed by the credibility of the source of the earlier researchers such as Berlo et al. (1969) that a person is eligible to be a main source based on the perception of the message by the recipient. The importance of cooperation was also discussed by Tuppen (1974) that information should sharing between groups that including recipient. Researchers then found these dimensions are very important and this has been demonstrated in this study.

This suggested that the credibility of the JKKK plays a big role in determining the psychological well-being of people living in flood-prone areas. This is proved by the trust to the JKKK have high variance value in predicting psychological well-being. Aspects trust is a major factor for people living in flood risk areas to receive messages deliver by JKKK. In addition, some of JKKK must work in group together and put their differences that exist between them to ensure that they can work together and confront with floods disaster that can occur at any time. In addition, researchers found

some of JKKK has been perceived as a dynamic and expert in the delivery of flood-related information because there is another source more qualified and can provide accurate information.

Further analysis revealed that the impression management practiced by JKKK has a strong and negative correlation with the psychological well-being of people living in flood-prone areas. In addition, all the dimensions also show a negative relationship with psychological well-being. This results support the findings Nagy et al. (2011), which a subordinated used impression management has a negative correlation with the support of the management and influenced aspects of the psychological needs of subordinates. In that study, researchers assumed a subordinate use impression management to get the attention from higher authorities to gain support in achieving career goals.

Norris (2011) has also discussed the impression management give social and cultural implications. Impression management are perceived to have good image changing their personality. Norris said that sometimes impression management has a negative or positive impact because not favorably by receiver. In this context, this findings supported the opinion of the researchers last year that impression management are used by JKKK with psychological well-being of people living in flood-prone areas but negative correlation was due to other factors.

Impression management in this study found almost half (44.9%) of the variance in psychological well-being of people living in flood-prone areas. Four dimensions that have a high predictive power of the model of psychological well-being are self-defensive, non-verbal, and self-promotion. The importance of modeling, self-defensive, non-verbal, and self-promotion were discussed by Bolino and Turnley (1999), Erdogan (2011), Nagy et al. (2011). Bolino (1999) also discuss the importance of these dimensions is a significant but negative relationship is dependent on the function and performance to be achieved within an organization. According Bolino again, the main purpose of the impression management is to create a good image to affect the way other people look at it but sometimes management responses provide a different effect on the behavior of recipients.

In this context of studies, impression management used by the JKKK to create an image that seemed good to the people living in areas at risk. However, the impression management tactics should be reduced to ensure the psychological well-being of people living in areas at risk of getting better. For example, the variance of tactics modeling has contributed the most to the psychological well-being. The results of modeling the likely tactics practiced JKKK to present himself as a person who should be emulated to influence the behavior of people living in areas at risk. But there are several other factors that need to reduce practicing modeling tactics the JKKK to improve the psychological well-being of people living in flood-prone areas.

6. CONCLUSION

This study has limitations in terms of sample selection and site selection studies. The researchers focused on the residents of the

at flood risk area in the District Kubang Pasu because located in lowland areas. This study only examined the relationship between the dependent variables and independent variables that only describe the relationship and did not specify the cause and effect relationship between the occurrences of these two variables. Researchers also only focus on the source credibility of interpersonal communication by JKKK and do not perceive that other spokesperson.

The researchers also suggested methods of qualitative studies could be used to confirm the findings in detail. The interview can be conducted to learn more about the perception of information management from the top to the people living in areas at risk. Furthermore, the scope of the spokesperson must be extended to look at the differences source credibility of other spokesperson.

The aim of this study was to examine the relationship between source credibility of JKKK and psychological well-being among people in the flood disaster prone area in Malaysia. The findings prove that the source credibility of the JKKK plays a big role in determining the psychological well-being of people living in flood-prone areas. However, JKKK knowledge about flood is still limited and traditional because depending on the weather forecast and the rate of rain to expect flooding. Therefore, researchers suggest JKKK given training to increase knowledge about to flood especially villages are categorized as most risky in flood.

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