



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP



BERITA

24 JAM

KPDN

KERATAN AKHBAR & BERITA ONLINE

Untuk makluman:

- | | |
|-----------------------|---------------------|
| ● YB Menteri | ● YBhg. TKSU (PPDN) |
| ● YB Timbalan Menteri | ● YBhg. TKSU (PPP) |
| ● YBhg. KSU | ● Setiausaha Akhbar |

Tarikh: 5 Februari 2026



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KPDN



UNIT KOMUNIKASI KORPORAT



拿督安迪联同国内贸易及生活成本部官员，前往西巴迪甘榜双溪扑古展开实地巡视，重点检查当地日常必需品及受政府管制商品的供应与价格情况。(18D)

(斗湖 4 日讯) 加拉巴干国会议员拿督安迪莫哈末苏里亚迪宾班迪今早联同国内贸易及生活成本部 (KPDN) 官员，前往西巴迪甘榜双溪扑古 (Kg. Sungai Pukul) 展开实地巡视，重点检查当地日常必需品及受政府管制商品的供应与价格情况。

在巡视过程中，安迪莫哈末苏里亚迪与官员逐一查看商店内张贴的“2025 - 2027 年必需品价格管制计划”告示，包括白米、白糖、面粉、食用油、煤气桶 (LPG 12 公斤及 14 公斤) 等项目，确保售价符合政府所规定的顶价标准。同时，执法人员也检查煤气桶钢桶的存放与管理情况，以防出现违规转售或囤积行为。

他说，此次行动旨在掌握西巴迪居民的第一手民生资讯，确保基本生活物资供应稳定、价格透明合理，避免对岛上居民，尤其是交通与物流较为受限地区的民众，造成额外生活负担。

安迪莫哈末苏里亚迪指出，监督与巡查并非一次性行动，相关单位将持续在加拉巴干国会选区内进行定期与不定期检查，保障消费者权益，也协助守法商家在清楚政策下合法经营。

他强调，唯有通过持续的监测与跨部门合作，才能确保人民的基本生活需求受到妥善照顾，并推动加拉巴干及西巴迪地区朝向更稳定、有序的民生发展方向迈进。(18#)

民生物资与受管制商品供应 安迪联同贸易消局赴西巴迪实地监督



货船所走私的汽油及煤气桶



嫌犯与汽油被扣查。



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AS online shopping, food delivery and ride-hailing services become more popular in Malaysia, concerns are emerging about how prices for these conveniences are actually set behind the screen.

While much attention has focused on the United States, where artificial intelligence is being used to personalise prices for individual consumers, similar practices may already be taking shape closer to home.

In the US, experts have raised concerns about "surveillance pricing", where companies use AI and personal data such as location, browsing history, past purchases and even device type to estimate how much each consumer is willing to pay. This means different users can see different prices for the same product, and some would unknowingly pay more.

For example, a major study on a grocery e-commerce app found that the same items from the same stores were listed at different prices for different users. In tests covering hundreds of orders, nearly 75% of products had varying prices – with some differences reaching up to 23%, all without the customers being notified.

While there is no public evidence that large scale surveillance pricing is fully entrenched in Malaysia, legal scholars here, such as Angayar Kanni Ramaiah and Dr Jaspal Kaur Sadhu Singh, have cautioned that AI-driven pricing and algorithmic systems could create anti-competitive outcomes and leave consumers vulnerable.

The Malaysia Competition Commission (MyCC) is also active-

Hidden cost of convenience



ly reviewing the digital economy, including e-commerce and ride-hailing platforms, to understand how dynamic pricing and algorithmic practices affect competition and fairness.

Many of the same global e-commerce, travel and ride hailing platforms operating in the US also operate in Malaysia, often using similar AI-driven systems, and experts are warning that the line between demand-based pricing and personalised price discrimination is becoming increasingly blurred.

Malaysia's current legal framework may not be fully equipped to address this emerging challenge. While the Personal Data Protection Act (PDPA) 2010 regu-

lates the collection and handling of personal data, it does not explicitly govern how AI-driven systems may use such data to personalise or influence pricing decisions.

Similarly, the Competition Act 2010 was drafted before the widespread adoption of automated, real-time algorithmic pricing, thereby complicating efforts to detect or prove unfair or manipulative practices.

The issue becomes even more relevant during major festive periods such as Chinese New Year. In the weeks leading up to the celebration, demand for groceries, festive foods, new clothes, flight tickets and online gifts surges.

During these high demand periods, AI-driven pricing systems

could take advantage of consumers' urgency and emotional spending behaviour. A shopper searching repeatedly for mandarin oranges, reunion dinner ingredients or last minute travel deals may unknowingly signal a higher willingness to pay, potentially resulting in higher prices than those shown to other users.

This raises an important question: Should Malaysian consumers be vigilant? The answer is yes. Even if surveillance pricing is not yet widespread, the rapid adoption of AI in commerce means the risk is growing.

Greater transparency from platforms, stronger enforcement of consumer protection laws and up-to-date regulations that address AI-driven decision-making are essential.

Public awareness is equally important. Many consumers may not realise that their online behaviour can influence the prices they see. Without clearer rules and safeguards, the true price of online shopping may not be obvious at checkout but quietly calculated by algorithms in the background.

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BERITA ONLINE BERTARIKH 5 FEBRUARI 2026

TARIKH	TAJUK	PAUTAN	MEDIA
5-Feb	MP Pas didakwa ambil kredit program kerajaan, tukar Jualan Rahmah jadi Jualan Prihatin Rakyat	https://www.malaysiadateline.com/mp-pas-didakwa-ambil-kredit-program-kerajaan-tukar-jualan-rahmah-jadi-jualan-prihatin-rakyat/	MALAYSIA DATELINE
5-Feb	Man seen pumping RON95 petrol into Singapore-registered car in Johor	https://thesun.my/going-viral/man-seen-pumping-ron95-into-sg-registered/	THE SUN
5-Feb	Peniaga kedai hardware di Labuan dikompaun guna alat timbang tidak ditentusahkan	https://sabahmedia.com/2026/02/04/peniaga-kedai-hardware-di-labuan-dikompaun-guna-alat-timbang-tidak-ditentusahkan/	SABAH MEDIA
5-Feb	M'sian netizens knee-jerked after seller charges RM26.50 for 150 grams of 'Lutut Ayam Crispy'	https://thesun.my/going-viral/seller-charges-rm26-50-for-lutut-ayam-crispy/	THE SUN
5-Feb	Jual Lutut Ayam, Popia 3 Biji Harga RM18, Pempengaruh Dikecam Letak Harga Tak Masuk Akal – “Jual Di Gerai Pun Kena SST Ke?”	https://beautifulnara.com/jual-lutut-ayam-popia-3-biji-harga-rm18-pempengaruh-dikecam-letak-harga-tak-masuk-akal-jual-di-gerai-pun-kena-sst-ke/	BEATIFUL NARA