

**PASAR TANI PARTICIPANTS'
SATISFACTION LEVEL TOWARDS THE
SERVICES PROVIDED BY FAMA: A CASE
STUDY IN PASAR TANI ALOR GAJAH**

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DECLARATION OF ORIGINAL WORK



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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
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Signature:

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ACKNOWLEDGEMENTS

In the name of ALLAH, The Most Gracious and The Most Merciful

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ABSTRACT

The Federal Agricultural Marketing Authority (FAMA) was established with the main objective to coordinate agricultural marketing activities, improve the marketing of agricultural producing, seek and promote new markets or outlets for agricultural produce, develop and promote efficiency and effective management of agricultural processing enterprises. *Pasar Tani* is one of FAMA's marketing programs to help and encourage farmer's participation in marketing.

The main objective of this research is to study the level of *Pasar Tani* participants towards the services provided. It is also to know the *Pasar Tani* participants' perception and to identify the strategy to improve services in term of the performance and service quality.

For the purpose of this study, the exploratory research was used. The judgment sampling technique is used in this study and has been utilized with 41 respondents as a sample size. Questionnaires were distributed as the survey instrument, besides conducting interview as the sources of primary data and internal data and secondary data as the sources of secondary data.

From the finding, it is found that certain respondent are satisfied and certain respondents are still not satisfied in term of the services provided by FAMA. As a conclusion, FAMA should have to review and improve its services provided in order to increase participants' satisfaction.

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