



اَوْنِفُو سِيَّتِي تِيكِنُو لَوِي كِي مَبَارَا

**UNIVERSITI TEKNOLOGI MARA  
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**A STUDY ON THE FACTORS THAT INFLUENCE  
PERFORMANCE OF SALES IN “PERTUBUHAN PELADANG  
KAWASAN KUALA TERENGGANU (PPK KT)”**

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## ABSTRACT

“Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)” is one of the organization that help farmers in farming products and advice about farming. Each customers come purchase in organization can make the increasing sales in the organization. In recent year, the performance sales in “Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)” not achieve their target and it makes problems for their organization. Their organization get profits but the profits very small and not stable which is decrease and increase from years to years. PPK Kuala Terengganu also has their competitors and it make they must compete each other’s to attract more customers to increase their profits. That situation has made the researcher want to study how to improve performance of sales in PPK Kuala Terengganu. The researcher come out with four variables which are variety of products, services provided, quality of products and prices of products in order to study the factors that influence performance of sales in “Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)”. The researcher distributed the questionnaire to 150 respondents in order to know what the factors that influence performance of sales. From the finding analysis it can be conclude that the significant factors that influence performance of sales in “Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)” is services provided and their price of products. “Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)” also can make the improvement to ensure their sales will be increase from years to years and this can make their organization become stable in markets and make their competitors cannot compete with them.

**Keywords:** Performance of sales, Variety of products, Services provided, Quality of products, Price of products

## CHAPTER 1 INTRODUCTION

### 1.0 INTRODUCTION

The research topic conducted by the researcher is “Factors that influence performance of sales in Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)”. The introduction discusses about background of the study, problem statement, research objectives, theoretical framework, research hypotheses, and significance of study, definition of terms, limitations of the study and scope of the study. The contents of this research consist of five chapters which are introduction, literature review, research methodology, findings and analysis, as well as the conclusion and recommendations. Each of this chapter is explained in detail with the sub topics that discuss the essential procedures and steps in completing this study.

### 1.1 BACKGROUND OF THE ORGANIZATION



**Figure 1.0:** “Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)”.

As we already know, “Peladang” is one of the organizations that help farmers who want start farming or do the business. “Pertubuhan Peladang” establish under “Peladang” 1973 (Act 109) is owned by farmers institute. Pursuant to Section 7 (3) act farmers institution 1973, the General Manager Board of “Pertubuhan Peladang” has delegated some powers to the Permanent Registrar, Ministry of Modernization of Agriculture Sarawak for the State’s General Manager, “Lembaga Kemajuan Pertanian Muda (MADA)” and the General Manager of “Lembaga kemajuan Pertanian Kemubu (KADA)” except the power to establish register, suspend and revoke the Farmers’ Organization. Overall performance presented until December 31, 2008, the performance “Pertubuhan Peladang” under the supervision Board of “Pertubuhan Peladang” that involves a “Pertubuhan Peladang Kebangsaan (NAFAS)”, 12 “Pertubuhan Peladang Negeri (PPN)” and 206 “Pertubuhan Peladang Kawasan (PPK)”.

The objectives for “Pertubuhan Peladang” is to improve the economic and social status, increase their knowledge and skills, increase yields and incomes and improve the way of life of members and create a progressive farming community, independent, prosperous and integrated. “Pertubuhan Peladang” also has their own role to increase the productivity of farmers through the provision of services, enhancing the rapid growth of the agricultural sector through restructuring of agriculture. In addition, “Pertubuhan Peladang” also plays role to improve the business and investment growth in agriculture, improving farmers’ socio-economic and quality of life and balancing the development of agro- based enterprises in rural areas (<http://www.lpp.gov.my/web/guest/farmer-s-organization-introduction>).

“Pertubuhan Peladang Kawasan Kuala Terengganu (PPK KT)” it has their own vision and mission. The vision is to be the prime mover farmer members towards modern agriculture, commercial and contribute to the country’s food production industry. Their mission is to develop farmers’ organization as an effective service provider to the commercial farmer